

Summer School Lisbon Syllabus

Subject:

INNOVATIVE BUSINESS MODELLING

Lecturers:

Renato Pereira

PhD Management Science, Université Paris Dauphine

Executive Program in Corporate Strategy, Sloan School of Management, MIT Extensive international experience teaching this subject (Angola, Brazil, France, India, Mozambique, Peru, Portugal...)

Specialization area: Innovation & Entrepreneurship

Course Structure:

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| Course Title: INNOVATIVE BUSINESS MODELLING |
| Department: DMOGG |
| Target: Bachelor or Master students |

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| Pre-requisites: None |
| Objectives: Through the use of the most robust and updated techniques, and in an interactive, dynamic, and creative environment, participants will be challenged to: <ul style="list-style-type: none">• identify a business opportunity;• design an innovative business model for it;• highlight the strategic change generated by the business model;• conduct a straight-forward financial valuation of the foreseen innovation;• pitch their outcome to colleagues and guest specialists. |
| Programme: <ol style="list-style-type: none">1. Identifying Business Opportunities2. Designing Tools for Innovative Business Models3. Using Business Modelling to Create Strategic Change4. Emerging Technologies and Innovative Business Models5. Fundamentals of Financial Valuation of an Innovation |
| Assessment: The evaluation is based on the following components and respective weights: <ul style="list-style-type: none">• Group presentation – 40%• Individual written test – 40%• Class participation – 20% |
| Teaching Method: Understanding the concept and learn how to correctly use business modelling techniques is a complex process. A structured approach to present this, combined with in-depth practical application, can be invaluable to assist students to learn and benefit from classes. |

Reading:

The students will be provided at the beginning of the Summer School with a **Course Reading Packet** consisting of articles, various texts and case studies.

References:

- Afuah, A. 2014. Business Model Innovation: Concepts, Analysis, and Cases. Routledge.
- Kaplan, S. 2012. The Business Model Innovation Factory: How to Stay Relevant When The World is Changing. Willey and Sons, Inc.
- Osterwalder, A. Pigneur, Y. 2010. Business Model Generation: A Handbook for Visionaries, Gamechangers, and Challengers. Willey and Sons, Inc. - www.strategyzer.com