

Summer School Lisbon Syllabus

Subject:

INNOVATIVE BUSINESS MODELLING

Lecturers:

Prof. Renato Pereira

Professor of General Management at Iscte Business School

His academic and research interests include Entrepreneurship, Innovation, and International Business

Course Structure:

Course Title: INNOVATIVE BUSINESS MODELLING
Department: Management
Target: Bachelor and Master students

Pre-requisites: None
<p>Objectives:</p> <p>Provide students with theoretical-practical tools required to understand, design, use and redefine business models of innovative business ventures.</p> <p>Therefore, this programme learning goals are:</p> <ol style="list-style-type: none"> 1. Acquire the key theoretical knowledge and the key practical tools related to innovative business models, 2. Design and present business models in a professional way 3. Differentiate the several business model patterns and understand their context of application 4. Identifying opportunities for innovative business modelling offered by emergent technologies 5. Understand the basic criteria of financial valuation of an innovation
<p>Programme:</p> <ol style="list-style-type: none"> 1. Identifying Business Opportunities 2. Designing Tools for Innovative Business Models 3. Using Business Modelling to Create Strategic Change 4. Emerging Technologies and Innovative Business Models 5. Fundamentals of financial valuation of an innovation
<p>Assessment:</p> <p>Continuous Assessment (Minimum assiduity of 2/3 of the classes):</p> <p>Group presentation – 50%</p> <p>Individual written test – 25%</p> <p>Class participation – 25%</p>
<p>Teaching Method:</p> <p>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</p>
<p>Reading:</p> <p>Afuah, A. 2014. Business Model Innovation: Concepts, Analysis, and Cases. Routledge.</p>

References:

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, Game Changers, and Challengers. Willey and Sons, Inc.