

## Summer School Lisbon Syllabus

**Subject:**

**INNOVATIVE BUSINESS MODELLING**

**Lecturers:**

**Prof. Renato Pereira**

Holding two PhD degrees and two Habilitation titles, Renato Pereira is Associate Dean for Internationalization and Research at Iscte Business School.

Specialized in Entrepreneurship, Innovation, International Business Management, and in Economic Development in Sub-Saharan Africa.

He has worked for different companies of the ICT cluster, including Outsystems, one of the initial Portuguese unicorns.

As Director of Inteli - Innovation Center, he has integrated the coordination structure of the Mobi.E consortium, responsible for the development of the 1st nation-wide network in the world for electric vehicle charging, and the board of directors of SGORME, the network operations management company. For thirteen consecutive years, he was member of the Supervisory Board of Taguspark, the managing company of one of the biggest and most relevant science and technology facilities in Portugal.

Currently directs the Master's in International Management of iscte Business School; previously has directed the Executive Master in Innovation Management at Iscte Executive Education and several master-level and doctoral-level subjects at both Iscte Business School and School of Sociology and Public Policy.

**Course Structure:**

<b>Course Title:</b> INNOVATIVE BUSINESS MODELLING
<b>Department:</b> Management
<b>Target:</b> Bachelor and Master students

<b>Pre-requisites:</b> None
<p><b>Objectives:</b></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"> <li>1. Acquire the key theoretical knowledge and the key practical tools related to innovative business models,</li> <li>2. Design and present business models in a professional way</li> <li>3. Differentiate the several business model patterns and understand their context of application</li> <li>4. Identifying opportunities for innovative business modelling offered by emergent technologies</li> <li>5. Understand the basic criteria of financial valuation of an innovation</li> </ol>
<p><b>Programme:</b></p> <ol style="list-style-type: none"> <li>1. Identifying Business Opportunities</li> <li>2. Designing Tools for Innovative Business Models</li> <li>3. Using Business Modelling to Create Strategic Change</li> <li>4. Emerging Technologies and Innovative Business Models</li> <li>5. Fundamentals of financial valuation of an innovation</li> </ol>
<b>Assessment:</b>

Continuous Assessment (Minimum assiduity of 2/3 of the classes):

Group presentation – 50%

Individual written test – 25%

Class participation – 25%

**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:**

Afuah, A. 2014. Business Model Innovation: Concepts, Analysis, and Cases. Routledge.

**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.