

MW 111 Business Model Innovation

Basic concepts in Business Model Innovation

- Relevant Consulting techniques
- Frameworks for Business Model Design

Develop the Innovative Business Model

- Create the initial idea
- Explore the market: Customer segment and competition
- Substantiate customer benefit: Value proposition, customer relationship, and channels
- Define the business system: Key activities, key resources and key partners.

Create the Business Case

- Outline and size revenue streams
- Define investment and cost structure
- Compute financial KPI

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ECTS: 3,5