Digital Business Models

Course Description

A business model describes the logic of how a company generates, delivers, and secures value. The ongoing digitalization of many processes, products, and services has led to numerous innovations in business models in recent years. The subject of this course rounds up the presentation, the underlying patterns, and the main factors that influence these digital business models. Starting from a general definition of a business model, a system is developed to describe the determinant factors thereof. The course will review the historical development of important business models and the influence of digitization on newer business models, which will allow the relevant concepts to be classified and the framework to be clarified. The most important alternative digital business models of recent years will then be systematically presented, analyzed, and evaluated in terms of their strengths and weaknesses. Finally, the role of business models in creating a business plan is described. Students will learn the main approaches to developing an independent corporate position and examine and evaluate the central determinant factors for corporate success in digital business.

Contents

1. Meaning, Origin, and Definition of the Term “Digital Business Model”
   1. Goals and Functions of Digital Business Models
   2. Business Model - Origin of the Term and its Meaning in the Digital Economy
   3. Definition of the Terms Business Model and Digital Business Model
   4. Differentiation from Other Terminologies of the Digital Economy
2. Basic Concepts for the Description of Business Models
   1. Value Chain by Porter
   2. Value-Added Chain
   3. Dominant Logic
   4. Revenue Model
   5. Unique Selling Proposition
   6. Transaction
   7. Product or Service Range
3. Tools for the Description of Business Models
   1. Business Model Canvas
   2. St. Gallen Business Model Navigator
   3. MIT Framework
4. Patterns of Digital Business Models

4.1 Long Tail

1. Multi-Sided Pattern
2. Free and Freemium
3. OPEN API Pattern
4. Digital Business Models and Business Plans

5.1 Integration of the Business Model into the Business Plan

1. Company Positioning and the Digital Business Model
2. Digital Business Models as Innovation Drivers for the Development of New Businesses