Digital Business Models

Course Description

A business model contains the depiction of the logic of how a company generates, delivers and secures value. The progressing digitalization of many processes, products and services has made possible a large number of innovations in the area of 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 the concept of a business model, a system is developed to describe the essential factors of a business model. An overview of the historical development of important business models and in particular the influence of digitization on newer business models allows a classification of the concept and an understanding of the framework.Then the most important alternative digital business models of recent years are systematically presented, analyzed and evaluated with regard to their respective strengths and weaknesses.Finally, the role of business models in the creation process of a business plan is described. Students learn the central approaches to developing an independent corporate positioning and are enabled to examine and evaluate the central factors influencing 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