

DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2021-2022
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	Business Model Innovation
4. Code	31031
5. Type of education	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> <input type="checkbox"/> DAS / CAS / single days
6. Number of ECTS Credits	5
7. Prerequisites	<input checked="" type="checkbox"/> Validation of the modules in semesters 1 and 2 <input checked="" type="checkbox"/> Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students <input type="checkbox"/>
8. Teaching language	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other:
9. Objectives	<p>You have a new concept for an innovative product or service that is technology-driven. How do you transform this concept into a innovative business model that is sustainable, profitable, and scalable? Have you ever wondered how startups and existing technology-oriented companies have developed differentiating business models to create competitive advantages and unique value propositions (UVP)? This course will address these topics with a practical approach to understanding, analyzing, and developing innovative business models.</p> <p>At the end of this course, students should be able to:</p> <ul style="list-style-type: none"> • Comprehend what a business model is (and is not), and how it creates and captures value for a firm: its customers, its users, its shareholders, and other stakeholders; • Analyze existing business models and understand how companies innovate those business models; • Develop UVPs through innovative business models.

<p>10. Contents (General themes and descriptions, the accurate content may change)</p>	<ul style="list-style-type: none"> • Intro to business models: How value is created and to whom? • Differentiating Product/service innovation from BMI • Why companies fail - A BMI perspective • Problem analytics • Understanding critical success factors: demand & competition analysis • Value creation, value capture, and value extraction • BM generation processes & tools: BM Canvas, Lean Canvas, Fiddle • Defining a Unique Value Proposition • BMI and entrepreneurial lifecycles • Existing industry BMI vs. entrepreneurial startups • Innovative BM testing with 3 dimensional BMs. What makes a BM innovative, attracts investors, and leads to large firm valuation? • Monetization • Sustainability and impact-driven BMs • BMI and M&A • Mission-driven BMs, non-profits, and NGOs • New BMs and Open Innovation: inbound vs. outbound; pros and cons • BMs as a narrative: storytelling, communicating to different audiences • Presenting innovative BMs: elevator pitch, executive summary, the project plan) <p>This course will also contain a standalone workshop on pitching techniques.</p>
<p>11. Evaluation</p>	<p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> • A written exam in week 16 of the semester; and/or • Mid-term assessments during weeks 1 to 14 according to the decision of the instructor. <p>(The methods and weightings are communicated by the instructor before the evaluations)</p>
<p>12. Remediation/repetition</p>	<p><input checked="" type="checkbox"/> Compulsory remediation if the module grade is between 3.5 and 3.9 / 6. When subject to a remediation, only the grade of the remedial exam will be taken into account (maximum grade 4.0). A repeated module cannot benefit from a remedial exam.</p> <p><input type="checkbox"/> No remediation</p>
<p>13. Coordinator / main instructor</p>	<p>Raffi Chammassian</p>
<p>SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN</p>	
<p>14. Level</p>	<p><input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other:</p>
<p>15. Characteristics</p>	<p><input checked="" type="checkbox"/> Module is mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)</p>
<p>16. Type</p>	<p><input checked="" type="checkbox"/> Main module</p>

	<input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other:
17. Time organization	<input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Fall semester <input type="checkbox"/> Other