

DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2023-2024
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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 an 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 and its stakeholders: customers, users, shareholders, and other ecosystem partners; • Analyze existing business models and understand how companies innovate their business models; • Develop UVPs through innovative business models.

10. Contents <i>(General themes and descriptions, the accurate content may change)</i>	<ul style="list-style-type: none"> • Intro to business models: How, what, how and why value is created and captured and for whom? • Differentiating Product/service innovation from BMI • Why companies fail - A BMI perspective • Problem analytics • Understanding critical success factors: demand & competition analysis • Business Model generation processes & varying tools • 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 – different approaches to generating income • 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>
11. Evaluation	<p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> • Mid-term assessments during weeks 1 to 15 according to the decision of the instructor. <p>(The methods and weightings are communicated by the instructor before the evaluations)</p>
12. Remediation/repetition	<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>
13. Coordinator / main instructor	<p>Raffi Chammassian</p>
SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. Level	<p><input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other:</p>
15. Characteristics	<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>
16. Type	<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	<div> <input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters </div> <div> <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Fall semester <input type="checkbox"/> Other </div>