ISM UNIVERSITY OF MANAGEMENT AND ECONOMICS

DIGITAL BUSINESS MODELS

Course code	*MNG 254*
Compulsory in the programmes	*Digital Business Models …*
Level of studies	*Undergraduate*
Number of credits and	*6 ECTS (48 contact hours + 6 consultation hours, 106 individual work hours)*
Course coordinator (title and name)	*Vytautas Černiauskas*
Prerequisites	*None*
Language of instruction	*English*

THE AIM OF THE COURSE:

The course aims to give students the comprehension of requirements to a business model from established business community entities such as investors, key partners, and employees. The course covers several key elements of a business model through design, planning and execution. Each component leaves the student with a reusable kit for a future business modelling and creation.

MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESMENT AND TEACHING METHODS

Course level learning outcomes (objectives)	Degree level learning objectives (Number of LO)	Assessment methods	Teaching methods
CLO1 To be able to define business models and understand their core components	BLO1.1.	Homework, course project	Lectures, practicing and discussions, individual project
CLO2 To be able to evaluate entrepreneurship and human capital needs for the business model	BLO1.2.	Homework, course project	Lectures, practicing and discussions, individual project
CLO3 To be able to understand business funding sources, properties, and process	BLO1.1.	Homework, course project	Lectures, practicing and discussions, individual project
CLO4 To be able to evaluate chosen business model revenue, costs, and capital need	BLO1.1. BLO1.2.	Homework, course project	Lectures, practicing and discussions, individual project
CLO5. Develop critical thinking ability and problem-solving skills through experiential learning.	BLO4.1. BLO4.2	Homework, course project	Lectures, practicing and discussions,

	BLO4.3		individual project

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

COURSE OUTLINE

Topic	In-class hours	Readings
Business and Business Models (BMs) components and requirements	2	Will be provided on elearning
Types and classification of BMs	2	Will be provided on elearning
Value creation, value capture, profit and sustainability. Difference between traditional and digital BMs	2	Will be provided on elearning
Importance of the human factor: talent, skills and BMs	2	Will be provided on elearning
BM tools: Business Model Canvas, Lean Startup, Agile, Design Thinking, and others	2	Will be provided on elearning
Planning and building a BM	2	Will be provided on elearning
Importance of and building appropriate, resilient capital base for BM	2	Will be provided on elearning
Financial projections, revenues, costs, and capital need for a BM	2	Will be provided on elearning
Finding capital to fund the building and scaling	2	Will be provided on elearning
Theory meets the real world: practical examples of BMs and cases	2	Will be provided on elearning
Corporate innovation and BMs within traditional companies	2	Will be provided on elearning
Course project presentation	2	Will be provided on elearning
	Total: 48 hours	
CONSULTATIONS	6	
FINAL EXAM	2	

FINAL GRADE COMPOSITION

Type of assignment	%
Group Components 30%	
Course project	30

Individual Components 70%	
In-class contribution	10
Final exam	60
Total:	**100**

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT
(Provide short descriptions and grading criteria of each assignment)

1. **Final exam.** There will be case analysis, based on all course theoretical material.

2. **The course project** course project will contribute 30% of final grade. The project will follow lectures and seminars work, as well as homework structure. Course project is to be done on the group basis. The project will have to be presented to a panel of peers.

3. **The in-class contribution** will count for 10% of the final grade. It may include participation in discussions on the topic of the lecture, participation in group and individual problem-solving tasks. Students are expected to **read relevant chapters and other reading materials before coming to the class and be prepared to discuss various questions related to the topic.**

RETAKE POLICY

Retake will account 60 % of all courses. Students who receive a failing final grade will have the right to re-do course project. **The homework cannot be resubmitted later**.

REQUIRED READINGS

[1] Horrowithz, B., (2014) The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers Hardcover. Harper business
[2] Livingston J., (2007) Founders at Work: Stories of Startups' Early Days. Apress
[3] Bock, A. J. and G., George (2018) The Business Model Book: Design, build and adapt businessideas that thrive. Pearson
[4] Gassmann, O., Frankenberger, K. and M. Csik (2014) The Business Model Navigator: 55 modes that will revolutionise your business. Pearson
[5] Szekely, F. and Z. Dossa (2017) Beyond the Triple Bottom Line: Eight steps toward a sustainablebusiness model. MIT Press.
[6] Aagaard, A. (2019) Digital Business Models: Driving Transformation and Innovation. Palgrave Macmillan.
[7] (2019) HBR's 10 Must Reads On Business Model Innovation. Harvard Business Review Press.
[8] https://www.weforum.org/agenda/2017/04/the-new-economic-model-that-could-end-inequality-doughnut/

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ANNEX

DEGREE LEVEL LEARNING OBJECTIVES

Learning objectives for the Bachelor of Business Management

Programmes:
International Business and Communication,
Business Management and Marketing,
Finance,
Industrial Technology Management,
Entrepreneurship and Innovation

Learning Goals	Learning Objectives
Students will be critical thinkers	BLO1.1. Students will be able to understand core concepts and methods in the business disciplines
	BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions
Students will be socially responsible in their related discipline	BLO2.1. Students will be knowledgeable about ethics and social responsibility
Students will be technology agile	BLO3.1. Students will demonstrate proficiency in common business software packages
	BLO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	BLO4.2. Students will be able to convey their ideas effectively through an oral presentation
	BLO4.3. Students will be able to convey their ideas effectively in a written paper

Learning objectives for the Bachelor of Social Science

Programmes:
Economics and Data Analytics,
Economics and Politics

Learning Goals	Learning Objectives
Students will be critical thinkers	ELO1.1. Students will be able to understand core concepts and methods in the key economics disciplines
	ELO1.2. Students will be able to identify underlying assumptions and logical consistency of causal statements
Students will have skills to employ economic thought for the common good	ELO2.1.Students will have a keen sense of ethical criteria for practical problem-solving
Students will be technology agile	ELO3.1. Students will demonstrate proficiency in common business software packages
	ELO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	ELO4.1.Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	ELO4.2.Students will be able to convey their ideas effectively through an oral presentation
	ELO4.3. Students will be able to convey their ideas effectively in a written paper