

BUSINESS MODEL WORKSHOP

Speaker : Rani J. DANG, associate professor Université Côte d'Azur

Working load : 8 hours

Period : October-December (Fall session) /February-April (Spring session)

Purpose :

This course has the objective to introduce to the techniques of describing and designing a relevant business model, exploring the antecedents and consequences of business model innovation and examine issues related to the implications for strategic decision making.

More specifically, the course will introduce the Business model concept to students. Then, it will show how to technically describe, create and design relevant business models. The course will first offer well-tested approach of business models : the building blocks and major patterns of business models. Second, it will explain the challenges related to business model innovation: the enablers and barriers to innovation, the role and evolution of business models in entrepreneurship, the challenges related to collaborative innovation business models.

Learning Objectives :

Knowledge :

- The student is able to understand the role of business models in successful entrepreneurship ventures.
- The student can identify new sources of innovation through business models.

Competences :

- The student will know how to describe and design business models.
- The student will know how to conceive and adapt a business model to ever more complex products, services and environments.

Criteria for admission :

The workshop is mandatory for students participating in the Invent@UCA Projects Studio. It is open to all students who demonstrate a motivation for participating in this specific workshop.

Course Content (list of activities):

- Business Model buildings blocks.
- Knowledge and competences about how to describe and design business models.
- Conceive and adapt a business model to ever more complex products, services and environments.
- Innovation & BM.
- Case studies & presentation : one mini case and one main case study with a final group presentation.

Examination (total 100%):

- Individual (50 %): general behaviour (engagement throughout the session, diligence, punctuality, ...), quiz and test during the session, peer-to-peer evaluation based on 21st century skills (creativity, complex problem solving, critical mindset, communication, ...).
- Collective (50 %): group project (incl. presentation).