Business Model Innovation

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Course information

• Dates: from 3rd October to 28th of November

• CFU 6

• Students meeting: Monday 5 pm, room 11 – third floor
Course information

Evaluation

- Oral exam (50%)
- Workgroups and individual assignments (50%)

Handbook

Afuah A. (2014), Business Model Innovation. Concepts, analysis and cases, Routledge (Chapters 1 and 3-11)

Students not attending classes

- Michelini (2012) Social Innovation and New Business Models, Sprienger (Cap. 1)
# Course Information

## BUSINESS MODEL INNOVATION

<table>
<thead>
<tr>
<th>Date</th>
<th>Hour</th>
<th>Teacher</th>
<th>Topic</th>
<th>References</th>
<th>Room*</th>
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</thead>
<tbody>
<tr>
<td>03-ott</td>
<td>9:00-11:30</td>
<td>L. Michelini</td>
<td>Introduction to BMI and workgroup</td>
<td>Afuah A. (2014), Business Model Innovation (Cap 1)</td>
<td>Room 3</td>
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<tr>
<td>10-ott</td>
<td>9:30-12</td>
<td>N. Dentchev</td>
<td>BMI Frameworks and 5 Competitive Forces and assignment</td>
<td>Afuah A. (2014), Business Model Innovation (Cap 2) and Close the Gap case</td>
<td>Room 3</td>
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<td>15-19</td>
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<td>8:30-11</td>
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<td>13-15</td>
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<td>17-ott</td>
<td>9:30-12</td>
<td>L. Michelini</td>
<td>BEP Analysis and MSM</td>
<td>Afuah A. (2014), Business Model Innovation (Cap 4)</td>
<td>Room 3</td>
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<tr>
<td>24-ott</td>
<td>9:30-12</td>
<td>L. Michelini</td>
<td>Co-creation and DART Model</td>
<td>Prahalad C.K. And Ramaswamy V. Co-creating unique value with customers</td>
<td>Room 3</td>
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<tr>
<td>07-nov</td>
<td>9:30-12</td>
<td>L. Michelini</td>
<td>Business Model Appraisal Frameworks and Network effect</td>
<td>Afuah A. (2014), Business Model Innovation (Cap 5 and 6)</td>
<td>Room 3</td>
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<tr>
<td>12-nov</td>
<td>12:00-19:00</td>
<td>N. Dentchev</td>
<td>Crowdsourcing and Disruptive innovation and assignment presentation</td>
<td>Afuah A. (2014), Business Model Innovation (Cap 7 and 8)</td>
<td>Room S4</td>
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<td>21-nov</td>
<td>9:30-12</td>
<td>L. Michelini</td>
<td>Complementary assets and Long tail strategy</td>
<td>Afuah A. (2014), Business Model Innovation (Cap 9 and 10)</td>
<td>Room 3</td>
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<tr>
<td>28-nov</td>
<td>9:30-12</td>
<td>L. Michelini</td>
<td>Workgroup and Case study discussion</td>
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<td>Room 3</td>
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Course information

• NO COMPULSORY ATTENDANCE

BUT

Attending students can be evaluated on their exercises and workgroups.
Course topics

- Part I – Introduction
  - Introduction to business model innovation

- Part II: Analytic Tools
  - 2. Business Model Frameworks
  - 3. Breakeven Analysis in Strategy and the Margin-Sales Rate Matrix (MSM)
  - 5. Business Model Appraisal Frameworks

- Part III: Key concepts
  - 6. Network Effects e Multisided Platforms
  - 7. Crowdsourcing
  - 8. Disruptive Innovations e Business Models
  - 9. Complementary Assets
  - 10. Long Tail Strategies

- (+ Exercises, cases, practitioners ... )