

## Seminar: Digital Business Models

<b>Lecturer</b>	Prof. Dr. Martin Prasch
<b>Conditions of participation</b>	<b>In terms of form:</b> none
	<b>In terms of content:</b> none
<b>Examination</b>	scientific paper
<b>Pre-examination requirements</b>	Presence and presentation of the scientific paper
<b>Part of final grade</b>	yes
<b>Essential for final degree</b>	yes
<b>Learning outcomes/ competencies</b>	<p>After attending this course, students should be able to answer a specific scientific / research questions within a paper in English language properly, using relevant methods and ways of scientific writing. In addition, the students gained an overview of digital business models.</p> <p><u>Knowledge and understanding:</u></p> <p>Students know and understand the fundamentals of science and research and how they are applied to scientific papers. They learn correct citation and formatting of a scientific paper. In addition, the students understand the differences of conventional and digital business models and the mechanisms driving digital companies such as Google, Amazon and Facebook etc.</p> <p><u>Abilities (Transfer):</u></p> <p>After passing the course, students have proven within a study paper to write a scientific paper and properly answer relevant research questions. In addition, they are competent, to analyze or develop a business model canvas for a digital company or start-up.</p>
<b>Contents</b>	<p>Part I: Scientific Working and Writing</p> <ul style="list-style-type: none"> <li>• Introduction – What is Science? Necessity of scientific writing in preparation of the Bachelor thesis.</li> </ul> <p>Part II: Digital Business Models</p> <ul style="list-style-type: none"> <li>• Criteria for successful business models</li> <li>• Content of a business case</li> <li>• Examples from digital industry</li> <li>• Requirements for digital startups (lean startup)</li> </ul>
<b>Media</b>	Blackboard, projector and PC, flipchart

<b>Literature</b>	<b>Part I</b> <b>Gower, Barry (2014):</b> Scientific Method. An Historical and Philosophical Introduction, New York: Routledge <b>Skern, Tim (2009):</b> Writing Scientific English. A Workbook, Wien: UTB GmbH  <b>Part II</b> <b>Osterwalder, Alexander (2010):</b> Business Model Generation. New Jersey: Wiley & Sons <b>Thiel, Peter (2014):</b> Zero to One. New York: Crown Publishing <b>Flynn, Pat (2016):</b> Will it Fly? New York: SPI Publications
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