Seminar: Digital Business Models

Conditions of participation In terms of content: none Examination Pre-examination requirements Part of final grade Learning outcomes/ competencies After attending this course, student specific scientific / research questi language properly, using relevant writing. In addition, the students gas business models. Knowledge and understanding: Students know and understand the research and how they are applied correct citation and formatting of a students understand the difference business models and the mechanic as Google, Amazon and Facebook Abilities (Transfer): After passing the course, students to write a scientific paper and prop questions. In addition, they are contents to write a scientific paper and prop questions. In addition, they are contents to write a scientific paper and prop questions. In addition, they are contents to write a scientific paper and prop questions. In addition, they are contents to write a scientific paper and prop questions. In addition, they are contents to write a scientific paper and prop questions. In addition, they are contents to write a scientific paper and prop questions. In addition, they are contents to write a scientific paper and prop questions. In addition, they are contents to write a scientific paper and prop questions. In addition, they are contents to write a scientific paper and prop questions.	scientific paper
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Media Blackboard, projector and PC, flipo	chart
Literature Part I	
Gower, Barry (2014): Scientific M Philosophical Introduction, New Yo	
Skern, Tim (2009): Writing Scient UTB GmbH	ific English. A Workbook, Wien:

Part II
Osterwalder, Alexander (2010): Business Model Generation. New Jersey: Wiley & Sons
Thiel, Peter (2014): Zero to One. New York: Crown Publishing
Flynn, Pat (2016): Will it Fly? New York: SPI Publications