

## Seminar: Digital Business Models

<b>Lecturer</b>	Prof. Dr. Martin Prasch
<b>Prerequisites</b>	<b>Formal:</b> nothing
	<b>Content:</b> nothing
<b>Test performance</b>	Scientific paper
<b>Pre-test performance</b>	Presence and presentation of the scientific paper
<b>Importance of examination</b>	affecting final grade
<b>Required for pass</b>	yes
<b>Learning outcomes / Competences</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>Knowing 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>Application:</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>	<p><b>Part I</b></p> <p><b>Gower, Barry (2014):</b> Scientific Method. An Historical and Philosophical Introduction, New York: Routledge</p> <p><b>Skern, Tim (2009):</b> Writing Scientific English. A Workbook, Wien: UTB GmbH</p> <p><b>Part II</b></p> <p><b>Osterwalder, Alexander (2010):</b> Business Model Generation. New Jersey: Wiley &amp; Sons</p> <p><b>Thiel, Peter (2014):</b> Zero to One. New York: Crown Publishing</p> <p><b>Flynn, Pat (2016):</b> Will it Fly? New York: SPI Publications</p>