Seminar: Digital Business Models

Lecturer	Prof. Dr. Martin Prasch
Conditions of participation	**In terms of form:** none
	In terms of content: none
Examination	scientific paper
Pre-examination requirements	Presence and presentation of the scientific paper
Part of final grade	yes
Learning outcomes/ competencies	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. Knowledge and understanding: 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. Abilities (Transfer): 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.
Contents	Part I: Scientific Working and Writing • Introduction – What is Science? Necessity of scientific writing in preparation of the Bachelor thesis. Part II: Digital Business Models • Criteria for successful business models • Content of a business case • Examples from digital industry • Requirements for digital startups (lean startup)
Media	Blackboard, projector and PC, flipchart
Literature	**Part I** **Gower, Barry (2014):** Scientific Method. An Historical and Philosophical Introduction, New York: Routledge **Skern, Tim (2009):** Writing Scientific English. A Workbook, Wien: UTB GmbH

	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