



# ME2622 Innovative Business Models 7.5 credits

## Innovativa affärsmodeller

This is a translation of the Swedish, legally binding, course syllabus.

If the course is discontinued, students may request to be examined during the following two academic years

## Establishment

The official course syllabus is valid from the autumn semester 2023 in accordance with the decision from the Dean of the school: M-2023-0697. Date of decision: 30/03-2023

## Grading scale

A, B, C, D, E, FX, F

## Education cycle

Second cycle

## Main field of study

Industrial Management

## Specific prerequisites

Fulfilled the requirements for a Degree of Bachelor of Science

## Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

## Intended learning outcomes

After passing the course, the student should be able to:

1. Describe and analyse the challenges when creating new and innovative business models.
2. Create, critically assess and present a business model for a new and innovative business concept.
3. Explain and discuss the importance of socially sustainable business models for value adding and successful start-ups.
4. Explain and justify the importance of circular and sustainable business models for value adding and successful start-ups.
5. Analyse and critically assess how technological changes and other changes in society and among users create preconditions for new business models.

## Course contents

Innovative business models become everything more important when companies and other organisations develop new value propositions and new processes for the value creation. Many successful companies and social projects are based on the introduction of new and innovative business models. In this course both a theoretical and a practical approach is used to describe, develop and analyse business models. It includes to break a business model down into its basic building blocks, analyse business models that are used today, develop a business model for a new investment and test some of its components. The course offers opportunities to develop unique skills that have helped many leading entrepreneurs and companies. The course offers a mixture of types of instruction, for example lectures, seminars, case discussions, workshops and guest lectures. The course covers several important fields, including:

- general principles for development of business models,
- the influence of the digitisation on business model development,
- the growing importance of circular and sustainable business models,
- the growing importance of social business models,
- how new business models and digitisation change the fintech field.

## Examination

- PRO2 - Project, individual, 4.5 credits, grading scale: A, B, C, D, E, FX, F
- SEM2 - Seminars, group, 3.0 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

PRO1 and PRO2 have requirements of compulsory attendance.

## Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.