



# ME2813 Business Model Innovation 7.5 credits

Affärsmodeller innovation

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

## Establishment

Course syllabus for ME2813 valid from Autumn 2012

## Grading scale

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

## Education cycle

Second cycle

## Main field of study

Industrial Management

## Specific prerequisites

Students must have a minimum of 120 hp.

## Language of instruction

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

## Intended learning outcomes

The learning outcomes for the course are for the participants to be able to independently:

- Explain the importance of business models and business model innovation to value creation in 21st Century businesses
- Describe how business models emerge
- Analyze and evaluate currently used business models
- Modify existing business models as a method of differentiating the business
- Develop new business models as a method of create competitive advantage
- Test certain aspects of the business model before widespread roll out

## Course contents

While technology innovation, product/service innovation and even process innovation are often taught, it is business model innovation that is driving the growth of many enterprises.

Leading companies such as McDonald's, Microsoft, Xerox, GE, Amazon, H & M, Dell, eBay, Lego, Federal Express and others owe much of their success and even existence, in many cases, to business model innovation. However, still most courses emphasize product/service and or technology innovation.

The course takes a practical approach to understanding, teaching and building business models. Whether it is breaking down business models into their fundamental components, analyzing the current models used in certain industries or synthesizing new models from models existing in various industries, this course aims to place business model innovation at the center of the value creation.

## Disposition

The course will mix and match lectures with debates, discussions and workshops by the students as well as leaders in the field.

## Course literature

Business Model Generation by Alexander Osterwalder

The Four Steps to the Epiphany by Steven Blank

Ytterligare litteratur meddelas samband med start och meddelas inskrivna studenter.

Further literature will be announced later on to enrolled students.

## Examination

- SEM1 - Seminars, 1.5 credits, grading scale: A, B, C, D, E, FX, F

- INL1 - Assignments, 2.0 credits, grading scale: A, B, C, D, E, FX, F
- INL2 - Written Report, 4.0 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.

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

The final grade will be based on:

- the level of the team's final project and presentation
- the level of the individual assignments
- attendance - which is compulsory!

## 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.