

Seminar: Digital Business Models

Dozent(in) / Lecturer	Prof. Dr. Martin Prasch
Teilnahmevoraussetzungen / Prerequisites	Formal: nothing
	Inhaltlich: nothing
Prüfungsleistung / Test performance	Scientific paper
Prüfungsvorleistung / Pre-test performance	Presence and presentation of the scientific paper
Bewertung der Prüfungsleistung / Importance of examination	Endnotenbildend / affecting final grade
Bestehenserblich / Required for pass	yes
Lernergebnisse/ Kompetenzen Learning outcomes/ Competences	<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, 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>

Inhalte / Contents	<p>Part I: Scientific Working and Writing</p> <ul style="list-style-type: none">• Introduction – What is Science? Necessity of scientific writing in preparation of the Bachelor thesis. <p>Part II: Digital Business Models</p> <ul style="list-style-type: none">• Criteria for successful business models• Content of a business case• Examples from digital industry• Requirements for digital startups (lean startup)
Medien / Media	Blackboard, projector and PC, flipchart
Literatur / Literature	<p>Part I</p> <p>Gower, Barry (2014): Scientific Method. An Historical and Philosophical Introduction, New York: Routledge</p> <p>Skern, Tim (2009): Writing Scientific English. A Workbook, Wien: UTB GmbH</p> <p>Part II</p> <p>Osterwalder, Alexander (2010): Business Model Generation. New Jersey: Wiley & Sons</p> <p>Thiel, Peter (2014): Zero to One. New York: Crown Publishing</p> <p>Flynn, Pat (2016): Will it Fly? New York: SPI Publications</p>