

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
Essential for final degree	yes
Learning outcomes/ competencies	<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>Knowledge 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>Abilities (Transfer):</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>
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)
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
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