



Shanghai Jiao Tong University

BU012 Business Model Design Innovation

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| Term: | December 16, 2019- January 7, 2020 | Credits: | 4 units |
| Classroom: | TBD | Teaching Assistant(s): | TBD |
| Class Hours: | Monday through Friday, 160 mins per teaching day | | |
| Discussion Sessions: | 2 hours each week, conducted by teaching assistant(s) | | |
| Total Contact Hours: | 64 contact hours (1 contact hour = 45 mins, 2880 mins in total) | | |
| Required Texts (with ISBN): | Osterwalder & Pigneur (2010) Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Jon Wiley and Sons. ISBN-10: 9780470876411. Readings – will be provided in course. | | |
| Prerequisite: | None | | |



Course Overview

The course is centrally organized around hands-on, experiential business model innovation group projects. In the business model innovation group project, groups are able to creatively develop their business model (within a given scenario and a set of expectations). During the project, student groups will iterate and discuss their project progress with the teaching staff in several phases and iterations. Throughout the project, students will use material learnt in previous classes in a hands-on and integrated fashion.

Learning Outcomes

- Integrate relevant business and technology knowledge in practical business model development.
- Resolve technological challenges, design solutions and implement such solutions via innovative business models.
- Prepare professional written reports on business model innovation projects.
- Deliver well-structured intermediate and final presentations on I business model innovation projects.
- Work collaboratively in inform business model innovation teams and reflect on their personal and their team's experience.
- Discuss the ethical implications of innovative business models consider such implications in the actual design of those business models.
- Discuss the social and cultural implications innovative business models consider such implications in the actual design of those business models.



Grading Policy:

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| Knowledge: Students demonstrate in-depth disciplinary knowledge applicable in local and global contexts. | 20% |
| Critical thinking and problem solving: Students demonstrate critical thinking and effective problem solving. | 30% |
| Communication: Students demonstrate effective professional communicators. | 20% |
| Teamwork: Students demonstrate effective team participation. | 10% |
| Ethical, social and environmental responsibility: Students demonstrate a sound awareness of the ethical, social, cultural and environmental implications of business practice. | 10% |
| Peer Review: Students demonstrate ability to evaluate and provide feedback on the work of peers. | 10% |

Grading Scale:

| Number grade | Letter grade | GPA |
|--------------|--------------|-----|
| 90-100 | A | 4 |
| 85-89 | A- | 3.7 |
| 80-84 | B+ | 3.3 |
| 75-79 | B | 3 |
| 70-74 | B- | 2.7 |
| 67-69 | C+ | 2.3 |
| 65-66 | C | 2 |
| 62-64 | C- | 1.7 |
| 60-61 | D | 1 |
| ≤59 | F (Failure) | 0 |



Class Schedule:

| Date | Lecture | Readings |
|-------------|---|-----------------|
| Day 1 | Introduction and Administration | – |
| Day 2 | Foundations of Business Models | Osterwalder |
| Day 3 | Business Models & System Implementation | Osterwalder |
| Day 4 | User Requirements & Individual Assignment | Readings |
| Day 5 | Project Management | Readings |
| Day 6 | Business Model Group Project Briefing | – |
| Day 7 | Phase 1: Ideation | Osterwalder |
| Day 8 | Phase 1: Ideation | Osterwalder |
| Day 9 | Phase 2: Requirements | Readings |
| Day 10 | Phase 2: Requirements | Readings |
| Day 11 | Phase 3: Design | Readings |
| Day 12 | Phase 3: Design | Readings |
| Day 13 | Phase 4: Implementation | Readings |
| Day 14 | Phase 4: Implementation | Readings |
| Day 15 | Final Presentations | – |