



Shanghai Jiao Tong University

**BU012 Business Model Design Innovation**

<b>Instructor Information:</b>	TBD		
<b>Term:</b>	December 16, 2019 - January 7, 2020	<b>Credits:</b>	4 units
<b>Class Hours :</b>	Monday through Friday, 160 mins per teaching day		
<b>Discussion Sessions:</b>	2 hours each week, conducted by teaching assistant(s)		
<b>Total Contact Hours:</b>	64 contact hours (1 contact hour = 45 mins, 2880 mins in total)		
<b>Required Texts (with ISBN):</b>	Rather than a textbook, students will be provided with a reading list of book chapters and peer reviewed journals. A detailed reading list will be provided before the start of the course.		
<b>Prerequisite:</b>	N/A		



## Course Overview

This course will cover essential aspects of the application of new business models in the context of business development. Technological innovation, fast pace of change and globalization are challenging the exiting ways in which organizations operate. Indeed the increasing complexity of the environments calls for new modes of doing business: organizations are often required to pursue opposing and yet interlinked goals, namely exploration and exploitation, localization and globalization, stability and flexibility, autonomy and control, financial profitability and positive social impact. Therefore, in order to remain competitive organizations need to devise new business model. This has consequences both at the organizing level and at the individual level. Indeed when undergoing business model innovation design organizational actors might need to be prepared to embrace the vulnerability of stepping into the unknown, engage in collaborative practices and foster creativity. Through the use of case studies and experiential learning this course will explore the tools, techniques and theories that individuals, group and organizations necessary for successfully identifying, evaluating and implementing business opportunities.

## Learning Outcomes

On completion of this subject students should

1. Be in-depth knowledge of the most recent research and practices in the field of business model innovation;
2. Understand how technology and innovative trends are disrupting existing industries (e.g., the sharing economy, fin-tech and digitalization, social entrepreneurship);
3. Understand how to design, adapt and innovate business models;
4. Be in-depth knowledge of the most recent research and practices adopted to foster creativity and innovation;
5. Understand how organizations can tap into collaborative practices to enhance the creativity and innovation needed to carry out business model design innovation.

## Grading Policy

Short Group Essay: Digital story telling	20%
Participation	20%
Presentations – Group	20%
Final Project – Long Essay	40%



## Grading Scale

Number grade	Letter grade	GPA
90-100	A	4.0
85-89	A-	3.7
80-84	B+	3.3
75-79	B	3.0
70-74	B-	2.7
67-69	C+	2.3
65-66	C	2.0
62-64	C-	1.7
60-61	D	1.0
≤59	F (Failure)	0



**Class Schedule**

<b>Date</b>	<b>Lecture</b>	<b>Readings</b>
Day 1	Gathering and Settling: Intentional Culture Design, Collaborative Games, Story Teaching Exercise	Mandatory readings
Day 2	Business Models and Business Model Innovation	Mandatory readings
Day 3	Personal and Interpersonal Skills: Relational Practices and experiential exercises	Mandatory readings
Day 4	Business Model Innovation and Organizational Design	Mandatory readings
Day 5	Collaborative Practice and experiential exercises	Mandatory readings
Day 6	How Established Firms Exploit Disruptive Business Model Innovation	Mandatory readings
Day 7	Case Study	Mandatory readings
Day 8	Project Development Exercise 1	Mandatory readings
Day 9	Project Development Exercise 2	Mandatory readings
Day 10	Evolution, Adaptation, or Innovation?	Mandatory readings
Day 11	Innovative Business Models for High-tech Entrepreneurial Ventures	Mandatory readings
Day 12	Service-driven Business Model Innovation	Mandatory readings
Day 13	Project Showcase 1	Mandatory readings
Day 14	Project Showcase 2	Mandatory readings
Day 15	Conclusions and future directions	Mandatory readings