



### BU002 Business Model Design Innovation

<b>Instructor Information</b>	Yaopeng Wang Home Institution: University of Shanghai for Science and Technology Email: peterwang0531@163.com Office Hours: Determined by Instructor		
<b>Term</b>	June 27, 2022 - July 22, 2022	<b>Credits</b>	4 units
<b>Class Hours</b>	Monday through Friday, 120 mins per teaching day		
<b>Discussion Sessions</b>	2.5 hours each week, conducted by teaching assistant(s)		
<b>Total Contact Hours</b>	66 contact hours (1 contact hour = 45 mins, 3000 mins in total)		
<b>Required Texts (with ISBN)</b>	Main Text Book: Allan Afuah: Business Model Innovation: Concepts, Analysis, and Cases, 2 <sup>nd</sup> Edition, Routledge, ISBN: 9781138330528. Additional readings will be provided before class		
<b>Prerequisite</b>	N/A		



## Course Overview

Based on the modern economic theory, the ultimate goal for firms is to maximize the stakeholders' wealth by enhancing the competitive advantages. Although using different accounting measurements, changing the top management team, adopting innovative technologies, and exploring different global can do the work, negative consequences from these strategies may make the companies suffer. One common belief in the academy that can significantly affect the company's future is the business model innovation.

This course is designed for students interested in the modern business area. In this course, students will learn about business model innovation theoretically and empirically. Specifically, this course starts with the traditional and modern business model comparison and introduces the business model innovation process using real-life cases. Students who finish this course should have the ability to understand, identify, evaluate and design a business model innovation.

## Learning Outcomes

On completion of this course, students should

1. Compare and contrast the traditional and current business model and understand the process of business model innovation;
2. Have abilities to value a firm properly by using different estimation models;
3. Understand the practice of business model innovation using real-life cases;
4. Be able to design a practicable new business model using real-life cases.



### Grading Policy

Attendance	10%
Participation	10%
Homework	20%
Group Presentation*2	30%
Group Assignment	30%

### Grading Scale is as follows

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

Date	Lecture	Readings
Day 1	The basic concept of business models	Text Book Part II, 2.
Day 2	How to value a firm-part 1	Text Book Part II 3.
Day 3	How to value a firm-part 2	Text Book Part II 4.
Day 4	Business Model Appraisal Frameworks	Text Book Part II 5.
Day 5	Case Study-Participation	Assignment Given
Day 6	Network Effects and Multisided Platforms	Text Book Part III.6
Day 7	Crowdsourcing	Text Book Part III.7
Day 8	Group Presentation	
Day 9	Disruptive Innovations and Business Models	Text Book Part III.8
Day 10	Complementary Assets: A Cornerstone of Profiting from Innovation	Text Book Part III.9
Day 11	Long Tail Strategies in Business Models	Text Book Part III.10
Day 12	Case Study- Participation	
Day 13	Platform business model	
Day 14	Kuai shou and Douyin business mode	
Day 15	Internet thinking of Business model	
Day 16	Implementing Business Model Innovations	
Day 17	Globalization and Business Model Innovation	
Day 18	Disruptive innovation	
Day 19	Case Study- Participation	
Day 20	Group Presentation	