***Modern Business Models***

***B.1.2.5.1.5***

**Degree:** Master

**Year:**1

**Semester:** Spring

**General workload:** 3 ECTS credits 108 academic hours

**Course goals**

The course goal is to acquire knowledge about developing a corporate business model, its innovative development at various stages, and analysis of novelty factors, consumer value and profitability in business models of various types.

**Key didactic units**

* Definition and concepts of business models
* The concept of value formation. Stratification and segmentation of consumers.
* Examination of consumer preferences and formation of a value proposal.
* Innovation and business model development
* Online and mobile communications and consumer behavior: trends, development, models
* Business models in a digital environment

**Place of the course in the curriculum**

**Elective**

**Upon completing the course, the students should:**

*Know:*

* Components of business models;
* Types of innovations in business modelling;
* Operationalization of a business model;
* Basic (generic) strategies to achieve competitive advantage and to form a business model;
* Business model special characteristics in electronic business.

*Be able to:*

* Identify key advantages of a business model;
* Examine consumer demand for innovation;
* Form a value proposal;
* Examine the financial resources that are necessary for the business model use and identify opportunities for the company to obtain constant revenue;
* Identify strategic alternatives to building a business model in different markets.

*Have:*

* Knowledge of the methods of business model development and transformation;
* Skills for analysis of consumer preferences;
* Skills in developing and using company's business model;
* Knowledge of the methods for forming consumer value for off-line and on-line business models;
* Knowledge of the methods for monitoring, assessing and adjusting company's business model.

**Course structure:** lectures, seminars

**Summative assessment:** pass/fail examination