

Contact

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Title: Strategic Analysis for Business Models

Internal and external factors influence the development of business models significantly. As a result, understanding one's own company (in terms of resources and competencies) as well as the business environment (for example, market and competition) is important for the development or innovation of business models. Potentials for the further development of the business model can be identified and exploited through a thorough understanding of one's own company and its environment.

In this workshop, we will provide methods and tools for strategic analysis of your own company as well as the external environment. These methods and tools should assist you in gathering the necessary information for the development of the business model and strategy. In addition, this workshop gives you the opportunity to try out different tools in practice. With these information, you can move on to the next step in developing your business model, such as through one of our Business Model Development Workshops.

After this workshop, you will be able to analyze internal and external factors systematically. You will be able to apply the information gained to strategic development as well as the development or innovation of business models.

Goals:

- Learn about methods and tools for internal and external business analysis.
- Application of selected tools for environment/internal analysis.
- Identification of potentials for changing the business model.
- Developing business model options based on the findings.

Workshop Agenda (6h):

00:00 – 00:15	15 min	Introduction; presentation of the agenda
00:15 – 01:00	45 min	Keynote: Tools for internal business analysis
01:00 – 02:00	60 min	Practical Exercise: Tool application internal analysis
02:00 – 02:15	15 min	<i>Break</i>
02:15 – 02:45	30 min	A brief presentation and discussion of the results
02:45 – 03:30	45 min	Keynote: Tools for external business analysis
03:30 – 04:30	60 min	Practical Exercise: Tool application external analysis
04:30 – 04:45	15 min	<i>Break</i>
04:45 – 05:15	30 min	A brief presentation and discussion of the results
05:15 – 05:45	30 min	Wrap-Up: Summary and feedback

Recommended readings:

Müller, C. (2015), Strategisches Management im Unternehmen, in: Vorbach, S. (Hg.): *Unternehmensführung und Organisation – Grundwissen für Wirtschaftsingenieure in Studium und Praxis*, utb, S. 127-242.

Osterwalder, A. & Pigneur, Y. (2010), *Business Model Generation – A Handbook for Visionaries, Game Changers, and Challengers*, John Wiley & Sons, Inc., Hoboken.