

Contact

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Title: Business Model Development

Technological advancements, as well as a greater emphasis on sustainability, contribute to the development of new, innovative business models. These creative business models can give businesses a significant competitive advantage. As a result, in recent years, companies' business model innovation has taken on strategic importance.

This workshop introduces the topic of business model development and innovation. In addition, the process of developing business models is described, as well as tools and methods that might be used in business model development and innovation. Furthermore, it is discussed how strategy development influences the development of business models. To apply what has been learned to practice, the Business Model Canvas will be used to develop a business model using an example (either chosen by the participant or one provided by us).

At the end of the workshops, you will be able to revise your existing business model or develop a completely new one. Furthermore, you will understand how strategic decisions in the company affect your business strategy.

Goals:

- Understanding the business model and innovation concepts.
- Learning various business model approaches (e.g., St. Gallen University's Magic Triangle).
- Understanding the relationship between strategy and business model.
- Understanding and improving on the Business Model Canvas.
- Practical use of the Business Model Canvas through an example.

Workshop Agenda (4h):

00:00 – 00:15	15 min	Introduction, presentation of the agenda
00:15 – 01:00	45 min	Keynote: Business models and business model innovation; presentation of the Business Model Canvas
01:00 – 01:15	15 min	<i>Break</i>
01:15 – 03:00	105 min	Group exercise: Business Model Canvas
03:00 – 03:15	15 min	<i>Break</i>
03:15 – 03:45	30 min	Presentation and discussion of the results
03:45 – 04:00	15 min	Wrap-Up: Summary and feedback

Recommended readings:

Gassmann, O., Frankenberger, K. & Csik, M. (2013), *Geschäftsmodelle entwickeln: 55 innovative Konzepte mit dem St. Galler Business Model Navigator*, Carl Hanser Verlag GmbH & Co. KG.

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

Wirtz, B.W. (2011), *Business Model Management – Design – Instrumente – Erfolgsfaktoren von Geschäftsmodellen*, 2. Auflage, Gabler Verlag, Springer Fachmedien Wiesbaden GmbH 2011