Digital Business Models and Social Innovation

Module Number |
Degree | Master
Semester | Summer School
Course Type | Lecture and Seminar
Participation Limit | none
Creditable for |
Contact Hours |
Number of Credits | 2.5 ECTS
Language | English
Chairs | Business Administration and Business Informatics; Christian Social Ethics and Social Policy
Lecturers | M. Sc. Nathalie Balla, Prof. Dr. Thomas Setzer, Prof. Dr. André Habisch, M. A. Eva Vosen

Learning Outcomes

- Students understand the fundamental enabler technologies of digital business and operations and their social impact.
- They also understand why and how digitalization changes perspectives on the following domains: customers/humanities, uncertainty/risk, competition/cooperation, data usage, innovation, value proposition.
- Students know how to refine and challenge their business models and can develop minimum viable products (prototypes) to prove fundamental assumptions and concepts.
- Students gain insight into ethical considerations of digitalization in general, and their business model in particular, incl. its potentials, but also challenges, fallacies and biases.

Module Content

- Today’s Internet of Everything, Everywhere, and Everytime is currently re-shaping our economies and societies. This course provides a theory- and practice-based understanding of how today's information systems and technologies, together with advanced algorithms and data analytics to enable new digital business models and systems.
- Subsequently, the primary domains of digital change are considered, namely customers/humanities, uncertainty/risk, competition/cooperation, data usage, innovation, value proposition, and frameworks to structure aspects of digital business models are presented and applied by the participants.
- Presuming and requiring prior, at least rough ideas for business models and their common structuring or facets, we will then discuss fundamental ethical considerations and potential consequences of their models for society and the environments; aspects, that are often insufficiently considered in business models.
- The business models and their adaptions throughout the course will be challenged and accompanied by mentors, where, based on their feedback and feedback of the other participants, students will get familiar with – and apply – social impact analysis and rapid experimentation techniques to design, and implement minimum viable products in terms of simple prototypes capable of underpinning whether key axioms of their models can be met.
- The models and their developments, including prove-of-concepts, will be frequently presented, pitched and discussed in the course.

Teaching Methods

- Lecture
- Discussion in class
- Group work
- Rapid Experimentation

Grading

- Description (between 1000 and 2000 words) of a novel digital business or procedural model as well as a description of the model/technology/procedure/approach to prove concepts (50 %)
- Presentation and discussion in class (50 %)

Assessment criteria in detail

- Students have to refine, present and describe a digital business model or operational model, including social and environmental impact, and they have to test fundamental assumptions of their business models using an appropriate prototype.

Average Workload

16 h = Time of attendance (course)
19 h = Preparation and postprocessing (course)
35 h = Preparation of presentations and writing of description
70 h = Total workload

Previous Knowledge/Prerequisites

- Basic knowledge of information systems engineering and statistics / an idea for a digital business model, and a framework to represent important facets of their models, such as a business model canvas or a business plan.

Readings

- Literature will be announced during the course.