



STOCKHOLM SCHOOL
OF ENTREPRENEURSHIP

BUSINESS MODEL INNOVATION
COURSE GUIDE, ECTS Credits: 7.5, Spring 2024
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Course Director and teacher:

Anna Nyquist, Adjunct and lecturer in industrial marketing
KTH Royal Institute of Technology, The Department of Industrial Economics and Management,
Lindstedtsvägen 30
amny@kth.se

Course Assistant:

Katrin Sheibeh
katrin.sheibeh@ses.se

Welcome! “Business Model Innovation” is a course about generating new business models for innovative and impactful startup ventures and evaluating their viability.

Business Modeling is a process of discovery and design leading toward the creation of dynamic businesses or social enterprises. For innovators, generating an idea is important but only the beginning. The idea must also be developed into a scalable and repeatable business model. That is what this course is about.

The course offers you the opportunity to develop a skillset and toolbox that are essential for entrepreneurs and innovators. The course is equally relevant to anyone who wants to work in a startup, social enterprise, non-profit, government, or a large multinational company.

The course is designed to engage all students regardless of existing knowledge of the field. Students will be exposed to business models and business model innovations of real ventures

to anchor and apply the learnings. Teaching involves a set of lectures, exercises, presentations, peer-to-peer sessions, and a team project. The teaching approach is experiential and process-based to develop an entrepreneur's mindset, skills, and resilience. Teaching may also involve extracurricular activities and guest lectures on the course's core topics. The course is taught in English.

Intended learning outcomes.

Upon completing the course, students should be able to:

1. Explain the importance of business models to value creation and new venture success.
2. Describe, compare, and critically examine different business model frameworks.
3. Analyze and critically evaluate business models used by actual ventures.
4. Construct and present a business model for an innovative and viable new venture.
5. Design and conduct tests for different business model building blocks, and iterating based on market feedback and test results.

Course Philosophy.

We seek to develop entrepreneurship and innovation practitioners and scholars and to equip students to pursue their entrepreneurial interests (e.g., business startups, intrapreneurship, social ventures, and/or life design). Clarify your own aspirations and focus your efforts accordingly. If you immerse yourself, you may find that this course opens new vistas for your life and work.

Language.

The course language is English. This means that lectures, workshops, course literature and material, student presentations and reports are to be delivered in English.

Course literature.

The content includes readings and videos on BM, BMI and entrepreneurship. The content has been carefully curated to include scholarly and practical elements to expose you to new ideas and deepen your knowledge. They are an essential part of the course and will be instrumental to your learning (and your grade). The suggested reading order follows the themes of the lectures and are base for the reading discussions. Course materials are available online or through your local university library.

Assignments and grading.

This intensive 7.5-credit course demands a significant commitment, encompassing a comprehensive reading list and two assignments. Students' performance will be assessed through two main graded components:

- Individual Assignment (PRO2): This element forms 53.33% of your total grade.

- Team Assignment (PRO3): This component accounts for the remaining 46.67% of your grade.

Detailed instructions for these assignments are available on Canvas under the Modules section *Course information*.

Both assignments will be critically evaluated across three equally weighted dimensions:

- Dimension 1: Focuses on overall clarity, including coherence, presentation, content, and structure.
- Dimension 2: Assesses the accuracy and quality of evaluations, prioritizations, and the effective application of models, concepts, and frameworks. This dimension also includes the quality of feedback provided to peers.
- Dimension 3: Examines the collection and use of appropriate examples, empirics, and data.

Each dimension contributes equally to the assignment's grade, with each dimension representing approximately 33.33% of the total score. Students can thereby earn up to 33.33% of the available points per assignment in each dimension. The total score for PRO2 and PRO3 is the cumulative sum of the scores across all three dimensions. Achieving 100% in an assignment signifies exceptional performance across all evaluated aspects.

The final course grade is calculated by appropriately weighting the scores from PRO2 and PRO3, in alignment with their credit values. PRO2, being a 4-credit assignment, contributes 53.33%, while PRO3, a 3.5-credit task, makes up 46.67% of the final grade. The final grade is determined by combining the weighted scores of PRO2 and PRO3, ensuring that the overall grade accurately reflects the significance of each assignment within the course structure.

The final percentage score is mapped onto the ECTS grading scale as follows:

A (Excellent): 90-100%

B (Very Good): 80-89%

C (Good): 70-79%

D (Satisfactory): 60-69%

E (Sufficient): 50-59%

Fx/F (Non-passing grades): Below 50%; Fx indicates further work required, while F signifies failure due to reasons such as non-submission of assignments or cheating.

Students from KI, Konstfack, or those admitted after fall 2016 at Handelshögskolan will have their grades transferred according to the grading regulations of their home university.

Late submissions.

Assignments must be submitted as PDFs before due date and time. Late submissions may be disregarded.

Examination adapted to students with special needs.

The following applies to students with functional variations who have a statement from KTH's FUNKA unit on recommended support measures during examination:

- Support measures under code R (i.e. adjustments relating to space, time, and physical circumstances) are granted by the examiner.
- Support measures under code P (i.e. pedagogical measures) are granted or rejected by the examiner after the examiner has been contacted by the
- Student in accordance with KTH's rules. Normally, support measures under code P will be granted.

Classes.

Classes are sessions containing lectures and guest lecturers, reading discussions, practices, feedback, and your own presentations. We move between classical lectures, sessions demanding active participation, and what could be described as flipped classroom sessions. Some classes are mandatory, some are not. For more details on which classes are mandatory and which are optional, please see the schedule provided at the bottom of this document.

What happens in class rarely follows any exact and pre-determined timeline. While in many instances there will be one or two 15 minutes break(s) during sessions, sometimes we will go on without a break. This is particularly so when we have in-class practices or discussions, so be prepared for teaching activities that stretch across the full duration of a session. It is, of course, always ok to sneak out for a few minutes if you have any special or pressing matters to attend to.

Please, also keep your phones off the tables and avoid unrelated activities like emails, social media, and similar. For the most part, you will not need a laptop. It is hence appreciated to close the laptop whenever you do not need it, or even put it away, in order to increase the interpersonal dynamics in the classroom.

Class Participation.

We work hard to create an open and welcoming environment where different viewpoints and scholarly debates are encouraged. We expect all students to participate actively in class, thereby enhancing learning. You may be called on by the instructor during class to discuss the readings or reflect on in-class learning activities. The keys are engagement and participation in learning, not feeling you have to be right or have brilliant ideas to speak up.

Canvas.

Our digital classroom is Canvas. This is where material and information will be made available for students registered on the course. All the assignment submissions are made on Canvas, and also most feedback and other interactions will be through Canvas.

Plagiarism.

Plagiarism is not acceptable and will be reported. This includes:

- passing off the ideas or words of another as your own,
- using another's work or ideas without crediting the source,
- presenting an existing idea or product as new and original and not crediting the source,
- using so many words or ideas from other sources that your work is not sufficiently original.

Review the KTH Web for more specifics and details:

https://www.kth.se/en/student/stod/studier/fusk-1.997287_plagiarism|KTH.

Ensure that your work is original and referenced properly. Plagiarism suspicions will be handled appropriately, leading to potential referrals to the university disciplinary committee and possibly resulting in the suspension of studies.

Your Input.

This course is for you. We encourage you to provide feedback on the course, express concerns, and make requests. After the course, SSES will distribute an online evaluation survey. Please complete it so we can improve the course in the future.

Confidentiality and NDA Policy.

There are no Non-Disclosure Agreements (NDAs) for startup ideas in this course. By participating, you agree to act with integrity and discretion, and you agree not to disclose or distribute information received from other students unless you receive explicit permission from them to do so. You should be able to complete all assignments without disclosing any sensitive intellectual property for your startup idea(s).

Course schedule.

Note:

- Students are expected to attend all mandatory sessions: 1, 6, 8, 9, 10, 12, 13, 14, 15.
- Each session is structured to include both a lecture and a seminar segment, providing you with the opportunity to engage in comprehensive discussions encompassing both theoretical concepts and practical applications.

Week /Day	Date	Location	Time	Content	Activity
12 Mon	18 Mar	D2	17:00-20:00	Introduction to the course <i>A primer on business models</i>	Session 1 (mandatory)
12 Wed	20 Mar	D2	17:00-20:00	<i>The team – an enabler for innovation</i> <i>Reading discussions / Practices</i>	Session 2
12 Wed	20 Mar		21:00	Deadline: Personal profile	Deadline PRO3

13 Mon	25 Mar	D2	17:00- 20:00	<i>Idea generation</i> <i>Reading discussions / Practices</i>	Session 3
13 Wed	27 Mar	Zoom	17:00- 20:00	<i>From idea to create a business model</i> <i>Reading discussions / Practices</i>	Session 4
13 Fri	29 Mar		19:00	Deadline: Register your Team in Canvas	Deadline PRO3
15 Mon	8 Apr	D2	17:00- 20:00	<i>How to understand the market</i> <i>Reading discussions / Practices</i>	Session 5
15 Mon	8 Apr		19:00	Deadline: Pitch deck PRO3, draft 1	Deadline PRO3
15 Wed	10 Apr		17:00	Deadline: Feedback 1st draft PRO3	Deadline PRO3
15 Wed	10 Apr	Zoom	17:00- 20:00	<i>How to navigate the market</i> <i>Reading discussions / Feedback session</i>	Session 6 (mandatory)
16 Mon	15 Apr	D2	17:00- 20:00	<i>Monetizing the Elephant: Creative Ways</i> <i>to Generate Revenue</i> <i>Reading discussions / Practices</i>	Session 7 (mandatory)
16 Mon	15 Apr		19:00	Deadline: Pitch deck PRO3, draft 2	Deadline PRO3
16 Wed	17 Apr		17:00	Deadline: Feedback 2nd draft PRO3	Deadline PRO3
16 Wed	17 Apr	D2	17:00- 20:00	<i>Digitalization and the business model</i> <i>Article discussion / Feedback session</i>	Session 8 (mandatory)
17 Mon	22 Apr	D2	17:00- 20:00	<i>Sustainability and business</i> <i>Reading discussions / Practices</i>	Session 9 (mandatory)
17 Mon	22 Apr		19:00	Deadline: Pitch deck PRO3, draft 3	Deadline PRO3
17 Wed	24 Apr		17:00	Deadline: Feedback 3rd draft PRO3	Deadline PRO3
17 Wed	24 Apr	Zoom	17:00- 20:00	<i>Sustainable business model</i> <i>Reading discussions / Feedback session</i>	Session 10 (mandatory)
18 Mon	29 Apr	D2	17:00- 20:00	<i>Business model innovation</i> <i>Reading discussions / Practices</i>	Session 11
19 Mon	6 May	Zoom	17:00- 20:00	<i>The pitch</i> <i>Reading discussions / Pitch workshop</i>	Session 12 (mandatory)
19 Mon	6 May		19:00	Deadline: Pitch deck PRO3, draft 4	Deadline PRO3
19 Tue	8 May		17:00	Deadline: Feedback 4th draft	Deadline PRO3
19 Wed	8 May	D2	17:00- 20:00	<i>International business models</i> <i>Reading discussions / Feedback session</i>	Session 13 (mandatory)
19 Thu	9 May		19:00	Deadline: Draft PRO2	Deadline PRO2
20 Mon	13 May	Zoom	17:00- 20:00	<i>Q&A PRO2</i> <i>Feedback session PRO2</i>	Session 14 (mandatory)
20 Mon	13 May		19:00	Deadline: Pitch deck PRO3, draft 5	Deadline PRO3
20 Tue	15 May		17:00	Deadline: Feedback 5th draft	Deadline PRO3

20 Wed	15 May	D2	17:00- 20:00	<i>Presentations – Finals</i> <i>Feedback session PRO3</i>	Session 15 (mandatory)
22 Thu	30 May		19:00	Deadline: Final version PRO2	Deadline PRO2
22 Thu	30 May		19:00	Deadline: Final version PRO3	Deadline PRO3