Universidad de
los Andes
Colombia | School of
Management
Leadership for Life

BUSINESS MODELS FOR THE DECADE TO COME

Professor

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July 4 – July 14
Monday-Friday (6:00 pm – 9:00 pm)
Saturday (9:00 am – 12:00 m)

ON CAMPUS

DESCRIPTION

The course examines how companies update, modernize and create new value propositions and profit formulas in an everyday more complex and global environment.

In essence, a business model involves the allocation of critical resources and competences in a competitive environment over relatively long periods of time in the pursuit of the creation of value for customers and the capture of the value thus created. Business models are influenced by many factors such as the resources available to management, the industry and the competitive conditions, and of course the firm's internal structure, systems, and culture. The course focuses on the practices and tools necessary for making relevant business models' decisions in order to take advantage of the new opportunities that arise as a result of these evolutions.

OBJECTIVES

- To ensure a good mastery of business model theory and practice, and the vital role business modeling play in modern business.
- To analyse the most important notions that are driving current and forthcoming business models, including: Servicization, Dynamic pricing, 2-sided markets, Yield management, Sustainability, Disruption.
- To develop the ability to assess the strengths and robustness of various business models, and determine their appropriate use to ensure sustainable profitability.

METHODOLOGY

This course is taught through a combination of lectures, case studies, readings-based discussions, and team exercises. Teaching methodology emphasizes a practical approach and real-world applications, as well as a focus on best business and industry practices.

EVALUATION

- Final individual exam: 30%

- Class participation: 25%

- Case study: 25%

- Workshop Leadership: 20%

PRE-REQUISITES

N/A