Prof. dr. Andreja Pucihar

University of Maribor, Faculty of Organizational Sciences

Course title: Digital Business Model Design

The course provides a comprehensive exploration of digital transformation and its impact on various industries and our daily lives. Students will gain understanding of (disruptive) digital technologies and their implications for businesses, especially from the perspective of their potential to reshape traditional business models. The course provides also insights into case studies featuring enterprises that have successfully embraced digital transformation, allowing students to draw valuable insights from real-world examples.

Moreover, the course introduces students to the fundamentals of designing digital business models. Students will gain practical knowledge of various tools and methods used in business model design, such as rich picture analysis, business model canvas, persona, value proposition canvas, storytelling, and prototyping.

The most important component of the course involves a hands-on approach to designing digital business models. Through teamwork, students will have the opportunity to apply design-thinking principles and utilize the tools and methods learned earlier to develop their own business ideas. The course culminates in a final presentation where students will pitch their ideas to their peers and instructors in a classroom setting, showcasing their understanding of digital business model design and their ability to transform ideas into viable business proposals.

Course syllabus:
- Digital transformation and disruptive digital technologies
    - Understanding digital transformation and its impact on industries
    - Identifying disruptive technologies and their potential to reshape business models
    - Analyzing case studies of companies that successfully embraced digital transformation
- Introduction to digital business model design
    - Understanding digital transformation and its impact on industries
    - Identifying disruptive technologies and their potential to reshape business models
    - Analyzing case studies of companies that successfully embraced digital transformation
- Business models methods and tools
    - Rich picture, business model canvas, persona, value proposition canvas, storytelling, prototyping
- Design of digital business models - Turn your idea into business (Team work)
    - Design your own idea through design thinking by using business models tools
    - Pitch your idea (final presentations in the classroom)

About the speaker

Prof. dr. Andreja Pucihar
University of Maribor, Faculty of Organizational Sciences, UM
Kidričeva 55a, 4000 Kranj, Slovenia
andreja.pucihar@um.si

CV
Andreja Pucihar is a full professor of information systems at the Faculty of Organizational Sciences, University of Maribor and the head of the undergraduate and master's study program of the organization and management of information systems. She is also the head of the eCenter - digital business lab. Her research focuses mainly on innovations in the field of information systems, especially on innovation, digital transformation and digital business models. She regularly publishes her research in international journals and at the conferences. She has over 20 years of experiences with industrial and international European projects, which have been mainly focused on digitalization, digital transformation and support for small and medium-sized enterprises and digital education and innovation. Since 2009, she has been the head of the international conference on digital business - Bled eConference, which has been working in this field since 1988. She is a member and co-editor of international journals with the impact factor "Electronic Markets - The International Journal on Networked Business" and the "Journal of Theoretical and Applied Electronic Commerce Research". She is also a representative from research institutions in the national initiative Smart cities and communities for the field of digital transformation. She also serves as a University representative in Digital Innovation Hub of Slovenia.