

Digital Business Model Design

The course **Digital Business Model Design** offers a comprehensive exploration of how digital transformation is reshaping value creation across industries—particularly through the emergence and dominance of **digital platforms**. From marketplaces and social media networks to service aggregators and data-driven ecosystems, platform-based business models are redefining the rules of competition and innovation. The course examines how such platforms unlock new forms of value by orchestrating interactions between users, partners, and data, and how companies can strategically leverage platform thinking to stay competitive in a digital economy.

Students will develop an understanding of (disruptive) digital technologies and their implications for business, especially in the context of platform-enabled business models that challenge traditional value chains. Real-world case studies of enterprises that have successfully undergone digital transformation offer practical insights into how organizations adapt and thrive in a platform-driven environment.

In addition, the course introduces students to the fundamentals of **designing digital business models**, with a particular emphasis on platform-based opportunities. Students will acquire hands-on knowledge of key tools and methods used in business model innovation, including **rich picture analysis**, **business model canvas**, **persona creation**, **value proposition canvas**, **storytelling**, and **prototyping**.

A central component of the course is a **team-based project** where students ideate, design, and refine their own digital (and potentially platform-oriented) business models. Applying **design-thinking principles** and the tools learned earlier, students will develop and pitch their business ideas in a final classroom presentation. This experiential learning process empowers students to transform abstract concepts into tangible, 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**
 - Exploring platform-based business models and new value creation mechanisms
 - Understanding business model innovation in digital ecosystems
- **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 (Teamwork)**
 - Design your own idea through design thinking using business model tools
 - Pitch your idea (final presentations in the classroom)