**Department of Business Faculty**

**Subject Syllabus**

**Subject Code** : BIS05

**Subject Title** : Business Model

**Subject Specification** : For students in Business Faculty

**Subject Overview :**

This subject introduces the characteristics of business models. The students also learn key concept in business model, what is the logic of the business, how to develop business models, and how to analyze business model to meet profitability and growth targets.

**Course Objectives :**

1. Know and understand the importance of business models;
2. Able to think structurally and creatively to planning new business based on value propositions;
3. Able to create and develop profitable business models

**Course Method :**
Interactive lectures, problem-solving discussions, case studies and guest lectures.

**Learning Outcome (Competence)** :

- Knowledge : Know and understanding the concept of business model
- Skill : Be able to use nine key element to create business model
- Attitude : Be able to presentation business model effectively

**Course content** :

| Week | Topic |
|---|---|
| 1 | The Business Model: Importance & benefits |
| 2 | Customer Segments |
| 3 | Value Proposition |
| 4 | Channels |
| 5 | Customer Relationships |
| 6 | Revenue Streams |
| 7 | Review for mid test |
| **Mid Examination** | |
| 8 | The Three Key of BMC: Key Resources |

| | |
|---|---|
| 9 | The Three Key of BMC: Key Activities & Key Partners |
| 10 | Cost Structure |
| 11 | Understanding How to Utilize Three Keys of BMC |
| 12 | Building The Business Model Presentation 1 |
| 13 | Building The Business Model Presentation 2 |
| 14 | Review for Final Exam |
| **Final Examination** | |

**Grading System :**

In the Letter Grade System, the quantitative grades mean:

| Grade | Symbol | Conversion Value |
|---|---|---|
| 90 – 100 | A | 4.0 |
| 85 – 89.99 | A- | 3.7 |
| 80 – 84.99 | B+ | 3.3 |
| 75 – 79.99 | B | 3.0 |
| 70 – 74.99 | B- | 2.7 |
| 65 – 69.99 | C+ | 2.3 |
| 60 – 64.99 | C | 2.0 |
| 50 – 59.99 | C- | 1.7 |
| 40 – 49.99 | D | 1.0 |
| < 40 | E | 0 |

**Course Evaluation :**

As a general rule, students are evaluated based on the following criteria:

Final Examinations 35%
Mid-term Examinations 25%
Coursework & Assignments 30%
Attendance 10%

TOTAL 100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

**Scheme of Work :**

| Session | Title/Topic | Area Discussion | Activities |
|---|---|---|---|
| **I** | The Business Model: Nature & Benefits | a. What is a Business Model?<br>b. The Strategic Value of Business Model<br>c. Functions of Business Model | 1. Lecturer's presentation<br>2. Class discussion<br>3. Question and answer |
| **II** | Customer Segments | a. Segmentation<br>b. Types of Markets<br>c. Customer Segment Driven Business | 1. Lecturer's presentation<br>2. Class discussion |

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|---|---|---|---|
| | | d. Creating Customer Profile | 3. Question and answer<br>4. Case Study |
| **III** | Value Proposition | a Introduction to Key of Value Proposition<br>b Identification of Pains<br>c Identification of Gains<br>d Identification Customer Jobs | 1. Lecturer's presentation<br>2. Class discussion<br>3. Question and answer<br>4. Case Study |
| **IV** | Channels | a. The function of marketing channels<br>b. Channels Types<br>c. Channels Phases | 1. Lecturer's presentation<br>2. Class discussion<br>3. Question and answer<br>4. Case Study |
| **V** | Customer Relationships | a. The Important of Customer Relationship<br>b. Element of Customer Relationship | 1. Lecturer's presentation<br>2. Class discussion<br>3. Question and answer<br>4. Case Study |
| **VI** | Revenue streams | a. Knowing about Revenue Streams<br>b. Revenue Streams Types<br>c. Several ways to generate Revenue Streams: | 1. Lecturer's presentation<br>2. Class discussion<br>3. Question and answer |
| **VII** | Review for Mid Test | Review for Mid Test | |
| Midtest | | | |
| **VIII** | The Three Key of BMC: Key Resources | a. Introduction to Key Resources<br>b. Key Resources, Key Partner, and Key Activities categories | 1. Lecturer's presentation<br>2. Class discussion<br>3. Question and answer<br>4. Case Study |
| **IX** | The Three Key of BMC: Key Activities & Key Partners | a. Introduction to Key Activities & Key Partners<br>b. Categories in Key Activities & Key Partners<br>c. How the three Keys synchronized in BMC | 1. Lecturer's presentation<br>2. Class discussion<br>1. Question and answer<br>2. Case Study |
| **X** | Cost Sturcture | a. Introduction to Cost Stucture<br>b. Categories in Cost Stucture | 1. Lecturer's presentation<br>2. Class discussion |

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|---|---|---|---|
| | | c. How to implement Cost structure in BMC | 3. Question and answer<br>4. Case Study |
| **XI** | Understanding How to Utilize Three Keys of BMC | a. Case studies on how business implement the three keys in BMC<br>b. How to implement keys strategies on various business | 1. Lecturer's presentation<br>2. Case study<br>3. Class discussion<br>4. Q&A |
| **XII** | Building The Business Model Presentation 1 | a. How to build the ideal business model canvas presentation | 1. Lecturer's presentation<br>2. Class discussion<br>3. Question and answer<br>4. Case Study |
| **XIII** | Building The Business Model Presentation 2 | a. How to build the ideal business model presentation | 5. Lecturer's presentation<br>6. Class discussion<br>7. Question and answer<br>8. Case Study |
| **XIV** | Review for Final Exam | Review for Final Exam | |
| **Finaltest** | | | |

**Midterm Paper Guideline** **:** Written Examination

**Final Paper Guideline** **:** Business Model Plan

**References** **:**


Casadesus-Masanell R. & Heilbron J. (2015). *The* Business Model*:* Nature and Benefits. *Harvard Business School Working Paper.*

Chesbrough, H. & Rosenbloom, R., S. (2002). The Role of the Business Model in Capturing Value from Innovation: Evidence from Xerox Corporation's Technology Spin-Off Companies. Industrial and Corporate Change, 11(3), 529 – 555

Nielsen, C. & Lund, M. (2013). *The Basic of Business Models*. Copenhagen: BookBoon.com

Osterwalder, A. & Pigneur, Y. (2010), *Business Model Generation*, New Jersey: John Wiley & Sons.

Pokorna, J., Balcarova, T., Pilar, L. & Sergeeva, I. (2015). Value Proposition Canvas: Identification of Pains, Gains and Customers Jobs at Farmer' Markets. *Agris on-line Papers in Economics and Informatics*, 4(7),123-130.

Spencer, B. (2013). *Business Model Design and Learning : A Strategic Guide*. New York: Business Expert Press.

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