Communication & Business Institute
The Leading Graduate School of Communication & Business

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 concepts in business models, what is the logic of the business, how to develop business models, and how to analyze business models 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) :
1. Knowledge : Know and understanding the concept of business model
2. Skill : Be able to use nine key element to create business model
3. 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 :

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

Final Examinations	35%
Mid-term Examinations	25%
Coursework and assignments	30%
Attendance	10%
TOTAL	100 %

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. The acceptable grade for the LSPR undergraduate programme is 60 and above. 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

The student Grade Point Average (GPA) is organized into the following categories:

1. GPA of 0.00 – 1.99 = Fail
2. GPA of 2.00 – 2.49 = Pass
3. GPA of 2.50 – 2.99 = Credit
4. GPA of 3.00 – 3.49 = Merit
5. GPA of 3.50 – 4.00 = Distinction

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
I	The Business Model: Nature & Benefits	a. What is a Business Model? b. The Strategic Value of Business Model c. Functions of Business Model	1. Lecturer's presentation 2. Class discussion 3. Question and answer
II	Customer Segments	a. Segmentation b. Types of Markets c. Customer Segment Driven Business d. Creating Customer Profile	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
III	Value Proposition	a Introduction to Key of Value Proposition b Identification of Pains c Identification of Gains d Identification Customer Jobs	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
IV	Channels	a. The function of marketing channels b. Channels Types c. Channels Phases	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
V	Customer Relationships	a. The Important of Customer Relationship b. Element of Customer Relationship	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
VI	Revenue streams	a. Knowing about Revenue Streams b. Revenue Streams Types c. Several ways to generate Revenue Streams:	1. Lecturer's presentation 2. Class discussion 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 b. Key Resources, Key Partner, and Key Activities categories	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
IX	The Three Key of BMC: Key Activities & Key Partners	a. Introduction to Key Activities & Key Partners b. Categories in Key Activities & Key Partners c. How the three Keys synchronized in BMC	1. Lecturer's presentation 2. Class discussion 1. Question and answer 2. Case Study
X	Cost Sturcture	a. Introduction to Cost Stucture b. Categories in Cost Stucture c. How to implement Cost structure in BMC	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
XI	Understanding How to Utilize Three Keys of BMC	a. Case studies on how business implement the three keys in BMC b. How to implement keys strategies on various business	1. Lecturer's presentation 2. Case study 3. Class discussion 4. Q&A
XII	Building The Business Model Presentation 1	a. How to build the ideal business model canvas presentation	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
XIII	Building The Business Model Presentation 2	a. How to build the ideal business model presentation	5. Lecturer's presentation 6. Class discussion 7. Question and answer 8. Case Study
XIV	Review for Final Exam	Review for Final Exam	
Finaltest			

Guidelines

1. **Midterm Paper Guideline :**

   Method:
   Written Exam

Includes essay questions and case studies that test understanding of basic business model concepts, customer segmentation, value proposition, channels, and customer relationships.
Example Questions:

Essay
Explain the importance of understanding the Business Model Canvas (BMC) in developing a new business. Provide an example of its application in a specific industry.

Case Study
An educational technology startup company wants to expand its market share. Analyze how they can identify the right customer segments and develop an attractive value proposition.
Essay
Compare and contrast the different types of channels that companies can use to reach their customers. Provide examples of their application in the context of retail and online businesses.

2. **Final Paper Guideline :**

   Method:

   Business Model Plan
   Students are asked to develop a complete business model plan for a new business idea or an existing business. This plan should include an in-depth analysis of all BMC elements, including implementation strategies and financial projections.
   Presentation: Students present their business model plan in front of the class or a panel of lecturers. The presentation must be clear, structured, and convincing, with an emphasis on innovation and the business's profit potential.
   Example Questions:

   Business Model Plan
   Develop a complete business model plan for a startup in the renewable energy sector. Analyze all BMC elements, including strategies to achieve competitive advantage and profitability.
   Presentation: Present your business model plan clearly and convincingly. Highlight key innovations, market potential, and strategies to overcome business challenges.

References:

1. Casadesus-Masanell R. & Heilbron J. (2015). *The* Business Model*:* Nature and Benefits. *Harvard Business School Working Paper.*
2. 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
3. Nielsen, C. & Lund, M. (2013). *The Basic of Business Models*. Copenhagen: BookBoon.com
4. Osterwalder, A. & Pigneur, Y. (2010), *Business Model Generation*, New Jersey: John Wiley & Sons.

5. 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.
6. Spencer, B. (2013). *Business Model Design and Learning : A Strategic Guide*. New York: Business Expert Press.

Prepared by:	Checked by :
	
Sandy Adithia, S.Sn. M.A.B.	**Cyntia Keliat, S.I.Kom., MM.** Head of Management Study Programme
Reviewed by :	Approved by :
	
Yuliana R. Prasetyawati, MM. Dean of Business Faculty	**Dr. Janette Maria Pinariya** Vice Rector