

Module: SUSTAINABLE AND DIGITALLY ENABLED BUSINESS MODELS

Academic year: 2023

Credits: 2 ects

Lecturer: Pekka Töytäri

Institution: Aalto University

Description: In this course, students will develop their understanding and entrepreneurial skills of business model innovation in the context of 1) digitalization, 2) multi-actor networked value creation, and 3) sustainability-driven resource efficiency, acknowledging and adopting to 4) new institutional rules of business.

The course will be implemented in 2 ects format. The course includes interactive opening and closing lectures, online self-study content modules, and other self-study content for each of the content modules

Learning evaluation is implemented as randomized quizzes.

Entrepreneurial areas and competencies:

Areas	Entrepreneurship competencies	Level of acquisition	Category of competences	Evaluation / competence assessment method
Ideas and opportunities	Spotting opportunities	C3	Analyzing	Quizzes, online assessment (for article summaries)
	Creativity	C2	Creating	Quizzes, online assessment
	Vision			
	Valuing ideas	C3	Analyzing	Quizzes, online assessment (for article summaries)
	Ethical & sustainable thinking			
Resources	Self-awareness & sustainable thinking			
	Motivation & perseverance			
	Mobilizing resources	C2	Analyzing	Quizzes, online assessment (for article summaries)
	Financial & Economic literacy	C1	Understanding	Quizzes, online assessment (for article summaries)
	Mobilizing others			
Into action	Taking the initiative	C2	Creating	Quizzes, online assessment (for article summaries)
	Planning & management	C3	Creating	Quizzes, online assessment (for article summaries)

	Coping with ambiguity, uncertainty, and risk	C1	Understanding	Quizzes, online assessment (for article summaries)

Module delivery: Activity, content, and materials

Activity	Hours	Dates	Description
<i>Attend the opening session videoconference</i>	Interactive: 2H	March 20 st from 13:00 to 15:00 (CEST)	Opening session – welcome to the course and description of activities to carry out during the course
<i>Digitally enabled sustainable value creation</i>	Individual student work: 8,0H Assignment: 0,5H	March 20 st	Fundamentals of networked value creation in sustainable and digitalizing business: <ol style="list-style-type: none"> 1. Introduction video, pre-reading, quiz (3,5H) 2. Understanding value creation in multi-actor activity system (article reading + quiz, 5,0H)
<i>Customer-centric value innovation</i>	Individual student work: 8,0H Assignment: 0,5H	March 27 st	Learning (and applying) of a customer-centric methodology for value innovation: <ol style="list-style-type: none"> 1. Introduction to value-innovation map: video, pre-reading, quiz (3,5H) 2. Value innovation exercise: online reporting 5,0H
<i>Business model innovation</i>	Individual Student work: 8,0H Assignment: 0,5H	April 3 rd	Learning of the different elements of a business model and different business model alternatives <ol style="list-style-type: none"> 1. Introduction to different to popular business model definitions and business model components. Examples of innovative business models: Video lecture + quiz (3,5H) 2. Self-studying literature on business model innovation: Online reporting (5H)
<i>Mobilizing business model</i>	Individual student work: 8,0H Assignment: 0,5H	April 10 th	Learning how to mobilize a business model by value communication and pricing. <ol style="list-style-type: none"> 1. Introduction to value communication: video lecture + quiz (3,5H) 2. Self-studying value communication and pricing: Online reporting (5,0H)
<i>New institutional rules of business</i>	Individual student work: 8,0H Assignment: 0,5H	April 17 th	Learning of the institutional changes in business mindset, beliefs, rules, and practices underlying the transformation towards digitalized and sustainable value creation. <ol style="list-style-type: none"> 1. Introduction to institutional influences on business beliefs and practices, and how sustainability and digitalization are pressurizing those rules: video lecture + quiz (3,5H)

			2. Self-studying institutional theory and institutional change: online reporting (5,0H)
<i>Attend the closing session videoconference Presentation of the reports</i>	Interactive: 4H	April 24 th from 12:00 to 17:00 (CEST)	Closing session – student report presentations and wrap up of the course
	48,5H		

Total 48,5 hours, 2 ECTS