

Module: SUSTAINABLE AND DIGITALLY ENABLED BUSINESS MODELS

Academic year: 2024

Credits: 2 ect

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Institution: Aalto University

Description: In this course, students will develop their understanding and entrepreneurial skills of sustainable, networked, and institutionally guided value creation in the context of digitalization and sustainability-driven resource efficiency. The course content build on a business model as a central concept, which is innovated and mobilized as a joint activity of a value constellation of cooperating actors.

The course will be implemented in 2 ect formats, and includes interactive opening and closing lectures plus five online self-study content modules.

Learning evaluation is implemented as randomized and versatile weekly quizzes (using most of the tools provided by the learning system), reflection assignments, and a course essay in groups.

Entrepreneurial areas and competencies

Areas	Entrepreneurship competencies	Level of acquisition	Category of competences	Evaluation / competence assessment method
Ideas and opportunities	Spotting opportunities	C3	Evaluating	Technique: Short video lectures, readings, versatile quizzes and reflection assignments. The same learning techniques are applied to all modules. Theme: Within the Module 2: “Customer centric value innovation” the course teaches a method for systematic discovery of value creation opportunities Learning outcome: The student learns to apply a method for systematic opportunity discovery
	Creativity	C3	Creating	Theme: Within the Module 2: “Customer centric value innovation” the course teaches a method for designing value propositions for new services Learning outcome: The student learns to apply the “value innovation map” methodology for creating value by novel services.
	Valuing ideas	C3	Analyzing	Theme: The Module 1: “digitally enabled sustainable value creation” teaches how customer value is the measure of an idea.

				Learning outcome: The student learns to analyze different ideas by applying the “benefits vs sacrifices” framework
	Ethical & sustainable thinking	C3	Analyzing	Theme: Within the Module 1: “digitally enabled sustainable value creation” the course teaches what and how of sustainable and resource efficient value creation & in Module 4 “Mobilizing business model” the course teaches fair sharing of jointly created value by value-based pricing. Learning outcome: The student leans sustainable value creation and ethically consistent value sharing
Resources				
	Mobilizing resources	C2	Applying	Theme: The Module 4: “Mobilizing business” model explains how a business model mobilizes value creation by a group of actors (value constellation) Learning outcome: The student learns how different actors collectively implement value creating activities
	Mobilizing others	C1	Understanding	Theme: The Module 1 “Digitally enabled sustainable value creation” explains, how value propositions are used to motivate and mobilize others for joint value creation Learning outcome: The student learns how companies strive for their goals by buying and how suppliers demonstrate their ability to help customers reach their goals
Into action	Taking the initiative	C3	Analyzing	Theme: The Module 3: “Business model innovation” explains, how a valuable idea is turned into an actionable plan by a business model Learning outcome: The student learns how to productize and mobilize an idea.
	Planning & management	C3	Analyzing	Theme: The Modules 1 - 4 collectively explain how value creation is planned and managed by systematic innovation, value proposition design, business model design and implementation Learning outcome: The student a comprehensive suite of tools and techniques for mobilizing an idea
	Working with others	C1	Understanding	Theme: The Modules 2-4 teach how innovative value creation is a collaborative effort of joint innovation and action

				Learning outcome: The student learns how current activity is analyzed with others to identify improvement opportunities, how those discoveries are designed and mobilized into collective action.

Module delivery: Activity, content, and materials

Delivery	Activity	Hours	Dates and time	Content and materials
<i>Asynchronous</i>	<i>Digitally enabled sustainable value creation</i>	7,5H	18.3 – 24.3	<p>Fundamentals of networked value creation in sustainable and digitalizing business:</p> <ol style="list-style-type: none"> 1. Pre-reading on customer value and value creation (2 articles) + quiz (4,5H) 2. Introduction videos on key concepts (3) + quiz (1,5H) 3. Understanding value creation in multi-actor activity system (2 videos) + a quiz (1,5H)
<i>Asynchronous</i>	<i>Customer-centric value innovation</i>	10,5 H	25.3 – 31.3	<p>Learning (and applying) of a customer-centric methodology (“Value innovation map”) for customer-centric value innovation:</p> <ol style="list-style-type: none"> 1. Pre-learning by three videos on key concepts (1H) 2. Introduction to value-innovation map: video + video narrative reading, quiz (4,5H) 3. Value innovation reflection assignment: online reporting 4,0H
<i>Asynchronous</i>	<i>Business model innovation</i>	5,0H	1.4 – 7.4	<p>Learning of the different elements of a business model and how the different business model elements can be innovated by discovering new sources of value, re-designing the activities and activity system governance by changing the value creating value constellation, and innovating new ways of sharing the value created by pricing.</p> <ol style="list-style-type: none"> 1. Pre-learning by two videos on entrepreneurial opportunity assessment, and value innovation (2H) 2. Introduction to different to popular business model definitions and business model components. Examples of innovative business

				models: Video lecture + video lecture narratives + quiz (3,0H)
<i>Asynchronous</i>	<i>Mobilizing business model</i>	6,0H	8.4 – 14.4	<p>Learning how to mobilize a business model by value communication and pricing.</p> <ol style="list-style-type: none"> 1. Pre-learning by re-watching three videos on value communication, value proposition, and value innovation (2H) 2. Four videos (plus video narratives) on understanding how companies buy, how proactive selling is designed to interact with buying, how value is quantified, and how business model is mobilized + 2 quizzes (4,0H)
<i>Asynchronous</i>	<i>New institutional rules of business</i>	9,0H	15.4 – 21.4	<p>Learning of the institutional changes in business mindset, beliefs, rules, and practices underlying the transformation towards digitalized and sustainable value creation.</p> <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: a video lecture, video narrative + quiz (3,0H) 2. Reading an article on institutional influences on service innovation + quiz (3,0H) 3. Reading an article on value-based pricing + quiz (3,0H)
<i>Synchronous</i>	<i>Introduction session</i>	4,0	18.3.2024 at 1pm CET	Interactive lecture (2H), pre-reading (2,0H)
<i>Synchronous</i>	<i>Summary session</i>	7,0H	11.4.2024 at 1pm CET	<ol style="list-style-type: none"> 1. Interactive closing session lecture (3H) 2. Course essay in groups (4H)

Total 51 hours, 2 ECTS, number of hours in async delivery: 45H, number of hours in sync delivery: 6H

European values

European values	Covered in 2nd interaction (select the European values included in your micro-course)	How will be European values covered (describe how the European Values will be used/discussed/etc.)
Human dignity	-	-
Freedom	-	-
Democracy	-	-
Equality	X	The course promotes innovation and capability-based discovery and implementation of new sustainable value creation opportunities, and fair value sharing by pricing that rewards contribution to value creation.
Rule of law	-	-
Human rights	-	-