

Syllabus – Service Business Models (35E08000) – Spring 2018 period V

Teaching schedule (preliminary)

Monday 10-12 & Thursday 13-15 Chydenia G-112 (Ground floor)

Date	Topic	Lecturer
Mo 9.4	Introduction to course and guidelines for cases & Introduction to Business models	Markku Tinnilä
Thu 12.4	Value configurations and industrial business models	Markku Tinnilä
Mo 16.4	Innovation at business models - Digitalization of mobility services	Markku Tinnilä
Thu 19.4	Outsourcing services and business processes	Riitta Bekkhus, Nordomus Ltd
Mo 23.4	Networked and consumer business models	Markku Tinnilä
Thu 26.4	'Data Driven Services - what and how?	Jyrki Koskinen, Avaamo Consulting
30.4	NO LECTURE - Vappu	
Thu 3.5	Tutoring for groups (reserve a time)	Markku Tinnilä
Mo 7.5	Open data and open source in business models	Juho Lindman, University of Gothenburg
Thu 10.5	NO LECTURE -Ascension day holiday	
Mo 14.5	Case presentations by groups	Markku Tinnilä
Thu 17.5	Case presentations by groups	Markku Tinnilä

Instructor: Markku Tinnilä

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Course Description

The objective of this course is to give the students an in-depth understanding of managing a software or service product development and launch, as well as, the management and business models connected to services and products.

The course discusses the lifecycle of a software venture, including product idea, founding a company, and acquiring risk financing. Furthermore, the focus is on recognizing, analyzing and choosing the alternative business models for the product or service, with a special emphasis on

digital goods and bundles consisting of software and connected services.

Different types of business models are analysed for their competitive advantage, as well as, earning and pricing models with pertinent distribution channels. Cases and examples are used to illustrate the opportunities in creating novel business models in services.

Course length

6 credit units

Course conduct

Evaluation:

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| 1. Case and assignments | 50% |
| 2. Exam (based on course book, articles and lectures) | 50% |

Final exam

- First exam 23rd May 2018

Course review

Assessment is based on the final exam (50%) and mandatory assignments (50%). The case is done as group work and includes a presentation of the results.

Readings

- Lecture slides and other material on the web
 - Book: Afuah, Allan; "Business models: A strategic management approach", McGraw-Hill, 2004, ISBN 0-07-288364-2
 - Selected articles (to be found on the course website)
1. Henry W. Chesbrough (2007) **Why Companies Should Have Open Business Models**, *Sloan Management Review*, Vol. 48 No 2, 22-28, Winter 2007. Link http://search.proquest.com/docview/224969217/1322E84E9AD5C7D47FD/8?account_id=27468
 2. Charles B. Stabell and Øystein D. Fjeldstad (1998) **Configuring value for competitive advantage: on chains, shops and networks**, *Strategic*
 3. Osterwalder, Y. Pigneur, and C.L. Tucci (2005), **Clarifying Business Models: Origins, Present, and Future of the Concept**, *Communications of AIS*, Volume 15, Article 40
 4. Williams, K., S., Chatterjee, M., Rossi, "Design of Emerging Digital Services: A Taxonomy," *European Journal of Information Systems*, vol. 17, no 5, pp. 505-517, 2008.
 5. Spohrer, J. and Kwan, S.K., (2009). "Service Science, Management, Engineering, and Design (SSMED): An Emerging Discipline - Outline & References". *International Journal of Information Systems in the Service Sector*.