

Session	Date	Mandatory readings	Optional readings	Assignment Due Date
<b>Before the course</b>		Ovans, A. (2015). What is a business model. <i>Harvard Business Review</i> , 23.	-	Pre-Assigment DL 29.10.2018 22.00 (before the first lecture)
<b>Lecture I:</b> Business Model as concept + Introduction practicalities.	30.10.	Magretta, J. (2002). Why business models matter. <i>Harvard Business Review</i> .  Video: <a href="http://ecorner.stanford.edu/videos/2875/Tools-for-Business-Model-Generation-Entire-Talk">http://ecorner.stanford.edu/videos/2875/Tools-for-Business-Model-Generation-Entire-Talk</a>	Baden-Fuller, C., & Morgan, M. S. (2010). Business models as models. <i>Long range planning</i> , 43(2), 156-171.	
<b>Workshop I:</b> Recognizing business model differences	1.11.	Massa, L., Tucci, C., & Afuah, A. (2016). A critical assessment of business model research. <i>Academy of Management Annals</i> , 2014	-	Learning diary I - Ovans - Magretta - Massa and Tucci
<b>Lecture II:</b> Guest Lecture, Pekka Töytäri Value creation and capture through business design	6.11.	Anderson, J. C., Narus, J. A., & Van Rossum, W. (2006). Customer value propositions in business markets. <i>Harvard business review</i> , 84(3), 90.	Töytäri, P. (2015). Assessing value co-creation and value capture potential in services: a management framework. <i>Benchmarking: An International Journal</i> , 22(2), 254-274.	
<b>Workshop II:</b> Guest Workshop, Pekka Töytäri Creating value propositions	8.11.	Bettencourt, L. A., & Ulwick, A. W. (2008). The customer-centered innovation map. <i>Harvard Business Review</i> , 86(5), 109.	-	Learning diary II - Anderson and Narus - Bettencourt and Ulwick
<b>Lecture III:</b> Platform business models	13.11.	Van Alstyne, M. W., Parker, G. G., & Choudary, S. P. (2016).	-	

		Pipelines, platforms, and the new rules of strategy. <i>Harvard business review</i> , 94(4), 54-62.		
<b>Workshop III:</b> How do you design a platform	15.11.	Gawer, A. (2014). Bridging differing perspectives on technological platforms: Toward an integrative framework. <i>Research Policy</i> , 43(7), 1239-1249.	Thomas, L. D. W., Autio, E., & Gann, D. M. (2014). Architectural Leverage: Putting Platforms in Context. <i>Academy of Management Perspectives</i> , 28(2), 198–219.	Learning Diary III - Van Alstyne et al - Gawer
<b>Lecture IV:</b> Business Model Innovation	20.11.	Chesbrough, H. (2007). Business model innovation: it's not just about technology anymore. <i>Strategy &amp; leadership</i> , 35(6), 12- 17.	-	
<b>Workshop IV:</b> Business model innovation cases	22.11.	Amit, R., & Zott, C. (2012). Creating value through business model innovation. <i>MIT Sloan Management Review</i> , 53(3), 41	-	Learning diary IV - Chesbrough - Amit and Zott
<b>Lecture V:</b> The state-of-the-art in business ecosystem service business	27.11	Jacobides, M. G., Cennamo, C., & Gawer, A. (2018). Towards a theory of ecosystems. <i>Strategic Management Journal</i> .	Adner, R. (2017). Ecosystem as structure: an actionable construct for strategy. <i>Journal of Management</i> , 43(1), 39-58.	
<b>Workshop V:</b> Review and summary of the contents covered during the course	29.11.			Learning diary V - Jacobides et al.  Post Assignment due 4.12.2017 22.00
<b>Exam week</b> Take home exam				The end of exam week (Sunday), 22.00.