



Aalto University
School of Electrical
Engineering

E7830 Value Network Design for Internet

Practicalities

2020

Outline

- Basic information
- Course material
- Schedule
- Deadlines
- Final report

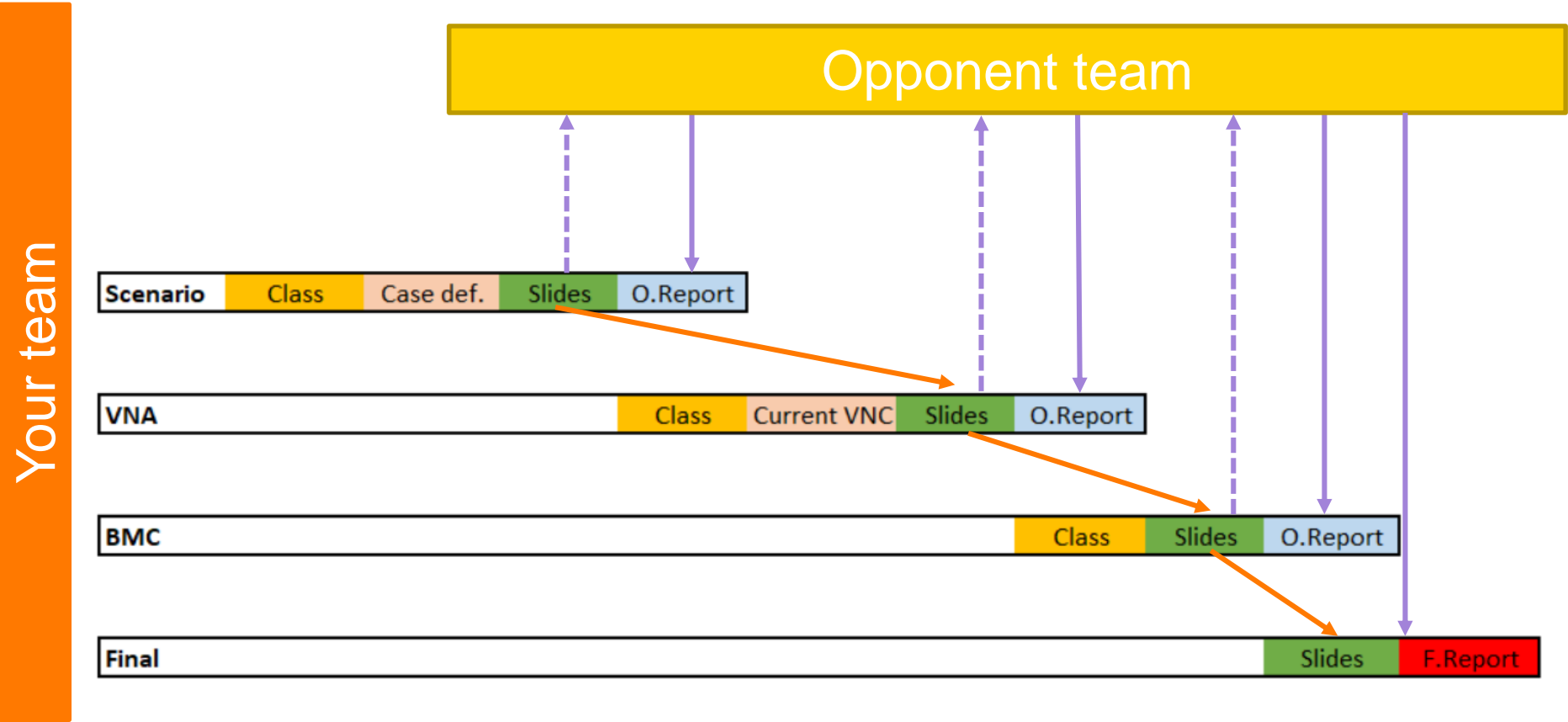
Basic information

- MyCourses: E7830
- Objective: to improve understanding about theory and design processes of value networks and business models in Internet and to apply this understanding in design cases on the field
- Requirements:
 - Intermediate exam
 - Presentations and opponences
 - Participation in all presentation sessions (one compensation allowed)
 - Final report
- 5 ECTS, grade 0-5
- Responsible teacher: Heikki Hämmäinen
- Course assistant: Jaume Benseny

Course material

- Clarifying Business Models: Origins, Present, and Future of the Concept, A. Osterwalder, Y. Pigneur, C. Tucci
- Other material available in MyCourses:
 - Scenario analysis
 - Value network analysis
 - Example report
 - (Techno-economic modeling)

Course Map



Final report: Structure

- Cover page, abstract, table of contents, appendix
- Main content **max 30 pages**:
 - Introduction
 - Motivation and content description for the reader
 - Methods
 - Concise general description of the methods, not about the case
 - Case description
 - Company, service, competition
 - Case analysis
 - Qualitative case analysis, your ideas, findings, solutions
 - Conclusions
 - Most important findings, validity, further research
 - References

Allocation of Cases to Teams

- **Sensible4, www.sensible4.fi**
 - How to organize (5G) information exchange for a self-driving bus?
- **Vedia, www.vedia.fi**
 - How to enable sustainable last mile logistics?

Questions?
