

Online Course Catalogue

<u>Course Title</u>	<u>Study Field</u>	<u>University</u>
BUSINESS MODEL AND VALUE CREATION	Business, administration and law	University of Montpellier

CHARM priority field	Faculty	Number of credit points:
Entrepreneurship, Innovation and Business;	Montpellier Management	3
	Department	
	International Strategic Management Accounting and Auditing	
Course code	Study Level:	Name of instructor(s):
None	MA/MSc	Sea BEZ

Short description of the course

This course is about Business model and is a “learning by doing” course. The topic discussed are : What is business model and the business model canvas? How to use business model canvas? What complementary concepts or models to use with the business model canvas? Why so useful to know and use business model canvas? What are the new emerging business model in the digital world?

Full description of the course

Part 0 - Presentation of the course and introduction / Part 1 - The Purpose of the unicorn / Part 2 - The Business model / Part 3 - The ecosystem / Part 4. Business Models are dynamic

Learning outcomes

At the end of the course, the learner will be able to use a business model canvas to represent in one page figure how a company create and capture value + take decision (or make recommendation) on what to keep, change or add to the current business model of a company + emerging digital platform business model

Additional information

Course requirements
No

Time zone
CET (Spain, France, Germany,

Netherlands, Hungary, Norway)

Language of instruction
English

Start date of course:
1/01/2025

End date of course:
5/03/2025

Contact hours per week for the student:
0

Specific regular weekly teaching day/time
0

Mode of delivery:
fully online (all students participating online), no specific time (=asynchronous)

Planned educational activities and teaching methods
report de construct

Learning Management System
moodle

Assessment methods
assignment

Certification
a grade

Course literature (compulsory or recommended):
Book Business Model canvas of Osterwalder and Pigneur

Number of places available for CHARM students
3

Other relevant information

None

CHARM-EU