Business models and evolutionary strategic development (CB-023)
(ÄRIMUDELID JA STRATEEGILINE JUHTIMINE)

SUBJECT DESCRIPTION

Credits (ECTS)	6.00 ECTS
Assessment	grading

Aim of the subject and short description

Business Development Models (1):
Aim on this course is that students will be able to discuss and analyze different types of business models with background in their theoretical understanding. Further the students will understand disruptive innovation as a phenomena and strategy. Finally, the students will understand the role of the business model in developing disruptive innovations and be able to apply the received knowledge in their final module assessment.

Innovation (2):
The aim of the course is to provide understanding of how innovation takes place and what the important explanatory factors, as well as the economic and social consequences, are. The focus of the course is on practice and processes that entrepreneurs and managers use to manage innovation effectively in new and existing organizations and in networks. The course design is grounded in the assumption that an integrated approach to strategy (why?) and implementation (how?) of innovation is necessary. The module provides exercises on applying innovation related theories to specific context and phases of innovation.

Understanding the strategy concept. Organizations overall objective the basis and formulation. Analysis of the company's competitive environment. Analysis of long term developments surrounding world - scenario formulation. Analysis and understanding of the company's value-added activities. Development of strategic intentions ? competitive advantages and strategy evaluation. Design of an overall business strategy. Implementation of the strategic intentions. Implementation tools. Positioning strategy. Competitive strategy. Value innovation and business model development.

Learning outcomes:

Student:

1. develops and effectively implements strategic intentions;
2. creates his/her own development of business model and strategy.

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