

Materia 5_02: Business Models

Materia:	Business Models	ECTS:	10
Descriptores	<ul style="list-style-type: none"> Value creation and value measuring: business model, Key financial indicators and metrics, Culture; Corporates: Planning, the strategic process, diversification, plans and goals; Startups: fundamentals and <i>effectuation</i>; The Marketing Plan. Startup development, Process of Business Model Design and supporting tools and viewpoints, Lean Business Model Canvas, Business model innovation, Minimum Viable Proposition (MVP) and Pivots; Hypotheses testing 		
Objetivos generales	<p>This subject has the objective of introducing students to business organizations and models, startups and corporate functioning. Planning and effectuation are presented as two opposite yet complementary models of ambidextrous business, positioning students in the new world of managing business model innovations and helping the to navigate through VUCA environments and future challenges.</p>		
Competencia	<ul style="list-style-type: none"> CE [5-2]: Identify and elaborate plans and actions for business development and business models. 		
Resultados de aprendizaje	<ul style="list-style-type: none"> Assess and measure what an organization is and how it creates value. Identify competitive advantage and business models. Differentiate management in <i>corporates</i> and <i>startups: planning vs effectuation</i>. Develop a Marketing Plan. Identify and assess key elements of a business model. Assess how startups work, function and evolve. Formulate and test hypotheses and MVPs. 		
Métodos de evaluación	<ul style="list-style-type: none"> Evaluation: Academic work and Oral Exam Evaluation instruments: Checklists, Rubric and Rating Scales 		