

## COURSE OUTLINE

### 1. GENERAL INFORMATION

<b>FACULTY</b>	ECONOMY AND MANAGEMENT		
<b>DEPARTMENT</b>	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	<b>1605-230711</b>	<b>SEMESTER</b>	<b>7<sup>th</sup> (dir. Marketing)</b>
<b>TITLE</b>	<b>BUSINESS MODELS</b>		
<b>Autonomous Teaching Activities</b>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures		3	5
<b>COURSE TYPE</b>	GENERAL KNOWLEDGE SPECIALIZATION		
<b>PREREQUISITE COURSES</b>	STRATEGIC MANAGEMENT		
<b>TEACHING LANGUAGE</b>	GREEK AND ENGLISH		
<b>COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBPAGE (URL)</b>	<a href="https://exams-sod.the.ihu.gr/course/view.php?id=340">https://exams-sod.the.ihu.gr/course/view.php?id=340</a>		

### 2. LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>Upon successful completion of the course the student will be able to:</p> <ol style="list-style-type: none"> <li>1. <b>KNOWLEDGE:</b> combine analytical and critical thinking skills related to the theories and approaches of strategic management to select satisfactory knowledge of different models and tools of strategic management.</li> <li>2. <b>UNDERSTANDING:</b> distinguish the mission, goals, and objectives of an organization.</li> <li>3. <b>APPLICATION:</b> classify and calculate the key factors of an organization's success.</li> <li>4. <b>ANALYSIS:</b> combine and differentiate organizational resources and skills, core competencies, and dynamic competencies and differences in the two groups of business resources.</li> <li>5. <b>COMPOSITION:</b> create and synthesize competitive forces in the market and different types of competitive advantage.</li> <li>6. <b>EVALUATION:</b> define how value is created through cost leadership and diversification strategy. The students will also be able to compare and evaluate the importance of creativity and innovation in strategic success.</li> </ol>
<b>General Skills</b>
<ul style="list-style-type: none"> <li>• Search, analysis and synthesis of data and information, for the markets and the prevailing conditions using the appropriate methodology and the necessary technologies</li> </ul>

- Adaptation to new situations
- Decision making
- Work in an international environment
- Project design and management
- Exercise criticism and self-criticism
- Work in an interdisciplinary environment
- Respect for diversity and multiculturalism
- Respect for the natural environment
- Demonstration of social, professional, and moral responsibility and sensitivity to gender issues
- Promoting free, creative, and inductive thinking

### 3. COURSE CONTENT

This course is an Elective and is aimed at students who want to deepen their knowledge in a relatively new subject which refers to how an organization creates and offers value. Value is used in the broadest sense and not only economic size but also social or other value. According to the relevant literature, business models are referred to as the blueprint of how a company "operates", i.e., it describes the whole of how the company selects its customers, identifies and differentiates its products and services, identifies objects which she deals with and those she gives to external partners, how she shapes the resources at her disposal as well as how she goes out into her environment to become useful to her clients and to benefit from her profits. An interesting template for depicting a business model is the popular Business Model Canvas (Business Model Canvas) which is a management model of the strategy for developing new or recording existing business models.

Case Theory and Studies.

Week 1: Introduction to Business Models, Basic Concepts and Examples Using Audiovisual Material.

Week 2: Detailed Presentation of the OSTERWALDER & PIGNEUR Canvas.

Week 3: Detailed presentation of a Case Study based on the canvas of OSTERWALDER & PIGNEUR.

Week 4: Innovation in EM. Focus on the differences between innovation EM and innovative EM.

Week 5: Open Business Models and take advantage of opportunities. Presentation by Ph.D. Candidate.

Week 6: Business Models of Public Organizations and Shared Resources. Presentation by Ph.D. Candidate.

Week 7: Preparation of students' written assignments.

8th Presentations of written works of students.

9th-Week: Preparation of student group work.

10th, 11th & 12th Week Student Presentation.

Week 13: Review material and presentation of the evaluation of student work.

### 4. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b>	Face-to-face lectures, a group, and an individual assignment.
<b>ICT USE</b>	The slides of the lectures are posted on the course website on the Moodle platform of the Department.

TEACHING ORGANIZATION	Activities	Working Load per Semester
	Lectures	39
	Written Assignment	20
	Seminars/Ph.D. Candidates' weeks	10
	Exercises	10
	Project	10
	Self-study	61
	TOTAL	150

  

ASSESSMENT	
	<p>Writing and Presentation of Individual Thesis referring to Analysis of a scientific publication] (50%)</p> <p>The evaluation criteria of the work are as follows:</p> <p>1. Written Assignment content evaluation criteria:</p> <ul style="list-style-type: none"> <li>• In-depth information investigation</li> <li>• Use of multiple bibliographies</li> <li>• Appropriate structure, speech flow, and correct use of the Greek language</li> <li>• Reliable analysis of the object</li> <li>• Critical thinking and discussion</li> <li>• Adequate coverage of the issue</li> </ul> <p>2. Evaluation criteria presentation of written group work:</p> <ul style="list-style-type: none"> <li>• Organization of the presentation</li> <li>• Professionalism in presentation</li> <li>• Use of shapes, tables, colors, etc.</li> <li>• Audience communication skills</li> <li>• Strict adherence to the presentation schedule</li> <li>• How to answer the questions from the audience</li> </ul>

## 5. REFERENCES

### ***-Suggested bibliography:***

- Business Model Development, Edition 1st / 2017, Authors: OSTERWALDER A, PIGNEUR Y., BROKEN HILL Publications
- BUSINESS MODEL INNOVATION, Edition: 2nd / 2019, Authors: VALVI THEODORA, KARAGIANNIS ILIAS, VLIAMOS SPYROS, Publisher: DISIGMA IKE PUBLICATIONS

### **Related scientific journals**

- Journal of Business Models
- Strategic Management Journal
- Academy of Management Review
- Long Range Planning
- Harvard Business Review
- MIT Sloan Management Review

