



**LUND**  
UNIVERSITY

School of Economics and Management

## **ENTN10, Business Model Development, 5 credits**

*Affärsmodellutveckling, 5 högskolepoäng*

Second Cycle / Avancerad nivå

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### **Details of approval**

The syllabus was approved by The Board of the Department of Business Administration on 2020-02-03 and was last revised on 2020-02-03. The revised syllabus applies from 2020-02-03, autumn semester 2020.

### **General Information**

*Language of instruction:* English

*Main field of studies*

Entrepreneurship

*Depth of study relative to the degree requirements*

A1N, Second cycle, has only first-cycle course/s as entry requirements

### **Learning outcomes**

Innovative business models create value for entrepreneurs, existing companies, customers and society. We have recently witnessed fundamental changes in almost all industries. At the heart of these advances and innovations are disruptive changes in business models, where old and outdated models are replaced by new ways to create, deliver and capture value.

Developments in business models and business modeling are a response to changes in customer needs, technological innovations, and increasing focus on social impact and a shift towards being more sustainable.

An understanding of business models and their development are a key and crucial issue facing entrepreneurs and new ventures today, and thus the focus of this course.

A passing grade on the course will be awarded to students who:

### **Knowledge and understanding**

- Demonstrate an understanding of concepts related to business model and business model development
- Demonstrate an understanding of how components and functions of a business model are related and integrated with each other
- Demonstrate an understanding of the theoretical antecedents of the concept of business models

### **Competence and skills**

- Demonstrate an ability to test and develop a business model
- Demonstrate an ability to orally and in written form communicate a business model
- Demonstrate an ability to utilise the business model canvas tool

### **Judgement and approach**

- Demonstrate an ability to critically evaluate an existing business model
- Demonstrate an ability to judge the influence of dynamic forces upon a business model

### **Course content**

In this course we adopt a dynamic view of business modeling, we focus upon how we can design, iterate, pivot and implement business models in both new ventures and in existing organisations. We look at how we can challenge the status quo and how can we turn ideas into tangible business models. In the course we explore the different possible types of business models. We also explore the many guises and archetypes of business models, including but not limited to; circular models, business models for social enterprises, disruptive models, multi-sided models, digital models etc.

A focus is placed on the theoretical antecedents of business modeling but also how business model development can practically be implemented in the students' own entrepreneurial projects. Emphasis is placed upon business modeling which acknowledges the importance and conditions of people, planet and profit.

### **Course design**

The course adopts an action oriented pedagogical approach where the students' own entrepreneurial projects are in focus.

The course embraces a range of teaching methods and approaches including lectures, workshops, case discussions, guest lectures, the use of film and the use of technology enhanced learning tools.

Mentors from the programme are also invited to participate in class presentations.

Students are assessed by means of a business model report relating to their own project and a case report relating to an existing organisation.

## Assessment

Examination consists of a case report written in groups and a business model report where the students' own project will be in focus.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

## Grades

Marking scale: Fail, E, D, C, B, A.

**Grade** (Definition) Points or % out of maximum points. Characteristic.

**A** (Excellent) 85-100. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**B** (Very good) 75-84. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**C** (Good) 65-74. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

**D** (Satisfactory) 55-64. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**E** (Sufficient) 50-54. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

**F** (U) (Fail) 0-49. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

Some occasional examination elements of the course may have the grading scale pass (D) / fail U(F).

*Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices in examinations or assessments, includes suspension from the University for a specific period of time.*

## Entry requirements

Bachelors degree (or equivalent) (i.e. 180 UCP or ECTS-cr.). Previous knowledge of Business Administration is not required.

## Further information

In case of closure of the course: Within three semesters after the course closure there will be offered three additional occasions for examination of respective examination part of the course, for students with no successful result. Note that after this you can get a certificate only regarding completed examination parts.

## Subcourses in ENTN10, Business Model Development

### Applies from H21

- 2101 Business Model Case, 1,5 hp  
Grading scale: Fail, E, D, C, B, A
- 2102 Project Business Model Report, 3,5 hp  
Grading scale: Fail, E, D, C, B, A

### Applies from H20

- 2001 Case Report, 2,0 hp  
Grading scale: Fail, Pass
- 2002 Business Model Report, 3,0 hp  
Grading scale: Fail, E, D, C, B, A