TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Nuevos Modelos de Negocio/New Business Models
Subject code	E000012132
Mainprogram	Grado en Análisis de Negocios/Business Analytics
Involved programs	Grado en Administración y Dirección de Empresas y Grado en Análisis de Negocios/Business Analytics [Fifth year]
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	6,0 ECTS
Type	Optativa (Grado)
Department	Departamento de Gestión Empresarial
Coordinator	José María Benito
Schedule	L 16.45h-18:15h, J 16.45h-18.15h
Office hours	Request an appointment by email to the faculty that teaches the subject in each group.
Course overview	ANECA: · Technological development and ICTs have minimized, and even eliminated, the impact of certain traditional barriers (access to knowledge and financing, initial investments, etc.), which hindered entrepreneurial initiative, and have led to the identification and use of new opportunities and new business models. This positive impact is accompanied, however, by the challenge of achieving a competitive advantage that is sustainable over time in a digitalized and global context that facilitates the transfer of knowledge, observation and, ultimately, replicating and imitating others. The subject of Entrepreneurship and New Business Models aims to provide students with a realistic approach to the world of entrepreneurship, knowing the basic parameters of the company in its infancy. Special emphasis is placed on innovation in business models, recognized in recent years as a more sustainable source of competitive advantage than

Teacher Information	
Teacher	
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Teacher	
Name	José María Benito Peñalba
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject

Contribution to the professional profile of the degree

Topic : " Develop entrepreneurship mindset, stimulate the ability to search for business ideas and opportunities and provide instruments that allow analyzing and estimating the possibility of such ideas becoming real companies (thanks to techniques for generating, evaluating and implementing ideas that allow defining the business idea and the search for business opportunities). Different studies show that a company that innovates in its business model can create a competitive advantage up to 25 times higher than when innovating on products or processes"

Goal: Recognize and understand instruments and tools needed to identify global business opportunities based on new Business Models.

Prerequisites

Basic Knowledge of Business Management, Strategy and economy.

Competencies - Objectives

Competences

GENERALES

CG01	Capacidad de organización y planificación en la identificación de problemas en el contexto de datos masivos	
	RA1	Describe, relaciona e interpreta situaciones y planteamientos de nivel medio
	RA2	Selecciona los elementos más significativos y sus relaciones en las situaciones planteadas
	RA3	Es capaz de enfrentarse con el estudio analítico de casos y escenarios, así como de llevar a efecto síntesis de información y de datos, empleando los conceptos adecuados.
CG08	Capacidad crítica y autocrítica en la sociedad de la información	
	RA1	Identifica los supuestos y las limitaciones de métodos y teorías
	RA2	Identifica, establece y contrasta hipótesis, variables y resultados de manera lógica y crítica
	RA3	Es capaz de construir un discurso propio, en un contexto de intercambio de opiniones.
CG09	Compromiso ético en la sociedad de la información	
	RA1	Persigue la excelencia en las actuaciones profesionales
	RA2	Se preocupa por las consecuencias que su actividad y su conducta pueden tener para los demás
	RA3	Incorpora en su discurso y en sus propuestas de actuaciones, las consecuencias que las mismas pueden tener para los distintos stakeholders de una organización global

CG11		Capacidad para aprender y trabajar autónomamente en la sociedad de la información
	RA1	Es capaz de recopilar, preparar y ampliar información con carácter previo a su participación en actividades que implican la construcción de un discurso propio argumentado o la propuesta de soluciones innovadoras a un problema
	RA2	Realiza sus trabajos y su actividad necesitando sólo unas indicaciones iniciales y un seguimiento básico, poniendo en práctica las habilidades necesarias para la investigación independiente
	RA3	Busca y encuentra recursos adecuados para sostener sus actuaciones y realizar sus trabajos
ESPECÍFICAS		
CEO04		Conocer y comprender los instrumentos y las herramientas necesarios para identificar oportunidades de negocio globales basadas en modelos de negocio innovadores, y para definir y desarrollar un proyecto de emprendimiento en un contexto digitalizado
	RA1	Conoce herramientas de visualización de información, análisis de redes y técnicas de clasificación y de predicción para identificar nuevas oportunidades empresariales, mercados potenciales desatendidos, nuevos productos y servicios y nuevos modelos de negocio
	RA2	Es capaz de generar y de evaluar críticamente ideas de negocios innovadoras con potencial global
	RA3	Sabe cómo desarrollar un modelo de negocio con potencial global y cómo definir un plan de negocios, concretándolo en un documento que pueda ser sometido a evaluación externa.
	RA4	Entiende las habilidades personales y directivas, y los recursos necesarios para crear una empresa innovadora o para generar proyectos de ¿intraemprendimiento¿, y se compromete con su desarrollo

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks
Business Models. Introduction. Concept. Different parts in a Business Model analysis
Business Models. Introduction. Concepts. Different parts in a Business Model Analysis.

- Introduction to the Business Model Concept. Elements to analyze. Information to search.
- Value Proposition. What are we offering to Customers / End Users.
- Customer / End User Analysis.
- Elements needed to flawless execution of Value Proposition.
- Costs and Revenue strams in the Business Models.

Business Models in different Market Segments. Study and analysis in markets and segments
Study and Analysis of different markets and segments.

Digital Business Models.

Low Cost Business Models.

Business Models based on Services. From product to Service.

Circular Economy Business Models.

Innovation. New Ideas Development. Pushing from Idea to the Market.

New Ideas development. From Idea to Market.

Entrepreneurs & Innovation. From Idea to Market.

New Product Introduction. Gate Review Process.

Intrapreneurs. Innovation Culture. 3M Model.

Innovation Models. Open Innovation.

Intellectual Property. Tools, Assets strategy and Monetization of IP.

TEACHING METHODOLOGY

General methodological aspects of the subject

In-class Methodology: Activities

AP1- Presential lecture Lessons. Sessions in which topics are presented in a clear, structured and motivating way, and in which which will encourage the active participation of students.

AP2. 1:1 tutory sessions to clarify doubts, concepts or activities.

NP1.- Non Presential Activities.- Forum discussions and debates.

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS		
Lecciones de Carácter expositivo	Exposición pública de temas o trabajos	Ejercicios y resolución de casos y de problemas
40.00	10.00	10.00
NON-PRESENTIAL HOURS		
Estudios individual y/o en grupo, y lectura organizada	Trabajos monográficos y de investigación, individuales o colectivos	Ejercicios y resolución de casos y de problemas
40.00	40.00	40.00
ECTS CREDITS: 6,0 (180,00 hours)		

EVALUATION AND CRITERIA

Evaluation activities	Evaluation criteria	Weight

Final Exam. Written exercise.	Accuracy in the analysis of the questions and exercises in the final exam. Coherence in the presentation of conclusions. Capacity for analysis and vision of the business model. Presentation of individual works is a necessary condition to take the final exam.	40
Individual activity. Analysis of Business Model in one specific company or segment.	-Content and structure of information presented. -Coherence in the presentation, accurate analysis and correct bibliographic study.	20
Group Activity. Study and analysis of Business models in an specific market segment.	-Group collaboration. -Accuracy of gap analysis, issues in the Business Model analysed. -Results and conclusions. Presentation and debate with classmates. -Bibliography.	20
Individual activity. Participation in Moodle platform. Forum activities.	-Accuracy in analysis. Debate with classmates. -Correct participation in the platform. Comments and information related to the theme proposed.	10
Individal Activity. Active participation in classroom debates and discussions.	-Analysis accuracy. -Debate skills. -Open minded to different points of view. -Use of relevant data and information to the case/segment/market studied.	10

Ratings

Ordinary Call / Evaluation.-

All activities described in Evaluation Activities section have to be presented to pass this subjetc (Individual activities, Group activities, Final exam...).

Extraordinary Call / Evaluation.

Evaluation criteria are the same than in the Ordinary call, so all activities have to be presented requested during the course. All the notes obtained of the activities carried out will be saved, waiting for the pending activities to be carried out. In this evaluation, the same criteria will be applied as in the ordinary evaluation.

NOTE: **Regarding the improper use by students of the GPT Chat and/or any other IAG** in all evaluation activities: it will be considered a serious offense, according to the General Regulations of the University, art. 168.2.e: "carrying out actions tending to falsify or defraud the academic performance evaluation systems." The consequences of this will be "temporary expulsion of up to three months or the prohibition to take the exam in the next call to the imposition of the sanction, in one or several subjects of which the student is enrolled, [...] apart from assuming the grade of suspense (0) in the respective subject, [...] [and] the prohibition to take the exam in that subject in the following call".

The teachers of the teaching team that allow its use for the elaboration of individual and cooperative works, will require the following from their students:

That they indicate explicitly and clearly what they have used IAG for (ChatGPT). All content created with generative AI must be labeled as such. All content that uses generative AI and is adapted must be labeled as such, as well as cite authors.

- That they include as additional material (annexes) the complete prompt (questions and answers) of their conversation with IAG (ChatGPT) to generate the task.
- If the work is in a group, it is advised that the detection of improper use will result in a sanction (art. 168.2.e of the General Regulations of the University) to all the members of the group.
- Require that the work include academic references and recent data.
- Propose partial deliveries of the work, with an evaluation of each one of them. Request to carry out an oral defense, to verify the veracity of the sources and ensure learning
- The teaching staff could request that the works be defended orally to verify the veracity of the authorship and ensure the learning of the students.

WORK PLAN AND SCHEDULE

Activities	Date of realization	Delivery date
Activities Timeline will be shared with the students in Moodle Platform at the beginning of the course.		

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography
Didactic notes and contents will be available in Moodle platform to be downloaded by students.

Syllabus 2023 - 2024

Complementary bibliography:

-Business Model Generation.

Authors: Alexander Osterwalder, Yves Pigneur.

Ed. Deusto.

-Value Proposition design.

Authors. Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Alan Smith.

Ed. Deusto.

-Strategic Management. Concepts, Techniques and Aplications.

In compliance with current regulations on the **protection of personal data**, we would like to inform you that you may consult the aspects related to privacy and data that you have accepted on your registration form by entering this website and clicking on "download"
https://servicios.upcomillas.es/sedeelectronica/inicio.aspx?csv=02E4557CAA66F4A81663AD10CED66792