

Study program: Information Technology			
Course title: INNOVATIVE BUSINESS MODELS			
Teacher(s): Jasmina Vesić Vasović			
Course status: mandatory			
Number of ECTS credits: 6			
Prerequisite courses: none			
Course objectives			
Introducing students to the latest trends in business models in a dynamic environment. Acquisition of new, advanced and holistic knowledge and competencies in the field of innovative business models based on digital technologies. Mastering advanced concepts and approaches for understanding, analyzing, innovating, and developing business models in various areas of business.			
Learning outcomes			
After completing the course, the student: knows advanced approaches in the field of innovative business models; understands the importance of business models for creating value and launching successful ventures in a dynamic environment; analyzes and critically considers different approaches to business models; analyzes the existing business model, evaluates the effects and identifies opportunities for improvement and innovation with the help of digital technologies; thinks holistically and creatively about the possibilities of developing innovative business models in various business areas; is qualified to apply acquired knowledge in the domains of analysis, improvement and design of business models.			
Content of the course			
<i>Theoretical teaching</i>			
Business model as a concept. Basic elements of the business model. Types of business models. Dynamic environment of business models. Business models and strategy. Competitive strategy. Innovative strategy. Value chain. Technological, social, and organizational aspects of changing business models. The impact of digital technologies on the creation of knowledge and the development of innovative business models. Innovating business models. The process of structuring business models. Methodologies for describing, analyzing, and designing business models. Value creation and assessment, development of customer segments and relationships, key resources, activities and processes, cost structure. Development and improvement of the framework for generating business models. LeanStartup methodology. Disruptive innovations. Evaluation of business models. Forms of financing business models. Platform-based business models and ecosystems. Case studies of successful business models in various areas of business.			
<i>Practical teaching</i>			
Mastering the basics of designing business models. Application of specific approaches for designing business models, introducing to the elements of a business model; use of tools for generating business models – Business Model Canvas/Lean Canvas. Analysis, design, presentation of business models of innovative and sustainable enterprises in a dynamic environment.			
Literature			
[1] Trott, P. (2017) Innovation management and new product development, Harlow, England: Pearson			
[2] Mašić, B, Džunić, M., Nešić, S. (2014). Savremena teorija menadžmenta: škole i novi pristupi, Data Status, Beograd			
[3] Ris, E, (2019). LEAN STARTUP, iLearn d.o.o. Beograd.			
[4] Radojičić, M, Vesić Vasović, J. (2011). Industrijski menadžment, Tehnički fakultet, Čačak.			
[5] Loverta, S, Berman, B, Petković, G, Veljković, S, Crnković, J, Bogetić, Z. (2010). Menadžment odnosa sa kupcima, Ekonomski fakultet u Beogradu i Data Status, Beograd			
[6] Osterwalder A., Pigneur Y. (2013). Business Model Generation-A Handbook for Visionaries, Game Changers, and Challengers, John Wiley & Sons, Inc., New Jersey			
[7] Slack, N, Brandon-Jones, A. (2018). Operations and process management: principles and practice for strategic impact. Pearson UK			
Number of active teaching classes: 4		Theoretical teaching: 2	Practical teaching: 2
Teaching methods			
Lectures are conducted according to the model of interactive teaching with the presentation of teaching content, discussion and analysis of case studies. Practices are performed using a combination of the classical method and interactive participation of students through the analysis of cases from practice, solving of specifically structured task, exchange of ideas and knowledge through group discussion, mentoring and team work on the preparation of a seminar paper on a defined topic within framework of the content of the course. The exam is taken in writing and/or orally.			
Evaluation of knowledge (maximum number of points 100)			
Pre-exam obligations		Points	Final exam
Activity during lectures		5	Written exam
Practical lecturing		5	Oral exam
Colloquium-s		30	
Seminar-s		30	