Business design for IT services

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Summary
We teach how to "design" an IT supported business initiative. We use insights from philosophy and psychology to concretely understand business models and analysis tools. Students work in groups on a project of their choice. Concrete fieldwork outside class and substantial readings are required.

Content
Individually, the students have to read the documents listed below. They make a synthesis of their contents. They need to apply the concepts presented in these documents on case studies and on their own project.

The students work, in groups, on a project. They:
(1) imagine a new (IT) service to develop,
(2) identify and analyze the relevant segments,
(3) validate their model with real customers and potential partners,
(4) define the qualitative and quantitative goals for the new (IT) service.

To represent their business idea, the students use Trade Your Mind - a web-based business modelling service,

Keywords
Business services, IT services, business design, innovation in startups, revolutionary ventures and corporate initiatives; entrepreneur profiles.

Business design, service design, house of quality, SEAM modeling (eco-system, supplier-adopter relationship, motivation models)

Segmentation, value networks, PESTLE analysis, 5 forces analysis, core competency, coopetition, blue ocean, resource based modeling, transaction cost.
Integrated marketing concept, SWOT analysis, strategy canvas.
New technology adoption, crossing-the chasm, decision making units.
Pricing strategy, cashflow management, break-even time.
Psychological types, epistemology, ontology, axiology (ethics and aesthetics).

Learning Outcomes
By the end of the course, the student must be able to:
• Create a precise and detailed description for a new business design
• Analyze environmental as well as organizational factors in a business design
• Design a business model in details (ecosystem, value, finance)
• Assess / Evaluate alternative business and technical strategies
• Synthesize multiple marketing theories (from seminal publications)
• Represent the key concepts of a business design (ecosystem, value, finance)
• Interpret evidences
• Investigate innovative views of a business design

Transversal skills
• Collect data.
• Access and evaluate appropriate sources of information.
• Write a scientific or technical report.
• Make an oral presentation.
• Summarize an article or a technical report.

Teaching methods
Problem-based teaching + group work

Assessment methods
Two group reports and individual report. The knowledge check will be done on-line with zoom

Resources

Bibliography

https://hbr.org/1988/05/the-house-of-quality


https://hbr.org/2008/01/the-five-competitive-forces-that-shape-strategy

https://hbr.org/2004/07/marketing-myopia

https://hbr.org/1999/05/the-core-competence-of-the-corporation


https://hbr.org/1999/03/unbundling-the-corporation

https://hbr.org/2004/10/blue-ocean-strategy

Tools: Trade Your Mind – Business modeling tool on the web
www.tradeyourmind.com
Note: the list is non-exhaustive.
Ressources en bibliothèque

- A Framework for Modeling Value in Service-Oriented Business Models / Golnam
- The origin and evolution of new businesses / Bhide
- The structure of "unstructured" decision processes / Mintzberg
- Value Map / Golnam
- A Modeling Framework for Analyzing the Viability of Service Systems / Golnam
- Unbundling the corporation / Hagel
- Blue Ocean Strategy / Kim
- Competitive advantage / Porter
- Marketing myopia / Levitt
- The core competence of the corporation / Prahalad
- Aligning Value and Implementation in Service Design / Golnam
- The house of quality / Hauser
- Coopetition within and between value networks / Golnam