



# DIGITAL BUSINESS MODELS BASED ON CONNECTED PRODUCTS

## Lernziele

Tools are helpful, when it comes to business model innovation. Besides business model canvases, the so called St. Gallen Business Model Patterns help to analyzing existing business models as well as designing new, innovative business models.

In the second step of this learning unit you will learn more about IOT business models.

The Internet of Things (IoT) provides new features to all kind of physical objects. This will have a positive impact on many of the 55 business model patterns. They are the essence of how IoT influences business model patterns.

## Lehrinhalte

Business Model Patterns

- You understand Business Model Patterns
- You know some examples of Business Model Patterns.
- You know how to use Business Model Patterns in business model innovation or analysis.

IOT Business Models

- You understand how IOT influences business model patterns.
- You know the six IoT business model mechanisms.
- You see how these mechanisms work in various examples, enabling you to apply the mechanisms to other scenarios, too.

<b>Dauer</b>	1 hour
<b>Voraussetzungen</b>	The knowledge gained in "Introduction to Business Model Innovation" is recommended.
<b>Sprache</b>	EN
<b>Didaktisches Konzept</b>	30 interactive learning contents 18 audios 6 interactive learning success controls
<b>Abschluss</b>	Teilnahmebescheinigung
<b>Kursgebühr</b>	39 EUR

**Kofinanziert vom Ministerium für  
Wirtschaft, Arbeit und Tourismus  
Baden-Württemberg**



**Kofinanziert von der  
Europäischen Union**

