

DIGITAL BUSINESS MODELS BASED ON CONNECTED PRODUCTS

How does a company become successful in today's digital world?

This nugget introduces the concept and some examples of business model patterns. And it will explain the impact of connected products (IoT) on those patterns. Finally, you will learn about important business mechanisms of connected products.

Zielgruppe

People interested in further education with the knowledge gained in "Introduction to Business Model innovation"

Lernziele

Tools are helpfull, 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 asdeigning 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 meachnisms work in various examples, enabling you to apply the meachanisms to other scenarios, too.

Dauer	1 hour
Voraussetzungen	The knowledge gained in "Introduction to Business Model Innovation" is recommended.

Sprache	EN
Didaktisches Konzept	30 interactive learning contents 18 audios 6 interactive learning success controls
Abschluss	Teilnahmebescheinigung
Kursgebühr	39 EUR

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