

Module code	BUS705	Level	7
Module title	Developing Business Models		
Status	Core		
Teaching Period	Autumn		
Courses on which the module is taught	MSc Entrepreneurship		
Prerequisite modules	N/A		
Notional learning hours	200	Credit value	20
		ECTS Credits	10
Field trips?	Subject to industry-related events All field trips are subject to availability and are optional		
Additional costs	Any costs will be borne by the University		
Content notes	N/A		

1. Module description

This module is designed to equip you with appropriate tools and frameworks to conceptualise, evaluate, and refine business models in today's Intelligent Age with its dynamic and competitive marketplace. You will gain insights into how to align your business model with market demands, future-facing technological advancements in the AI era, and therefore the ensuing ever-evolving customer expectations.

Throughout this module, you will engage with real-world case studies, current research, and practical exercises that will challenge you to think critically about the components and architecture of successful AI-driven Business Model Innovation (AIDBMI). You will explore how businesses create, deliver, and capture value, and understand the impact of purpose-driven innovation, sustainability, and digital transformation on business model design.

By the end of this module, you will be able to apply these concepts to develop robust, scalable, and adaptable business models that can thrive in an uncertain future.

2. Learning Outcomes

Upon successful completion of this module, you will be able to:

Innovation (ML02)

Create new value propositions and business models combining intellectual curiosity and creativity.

Decision-making (ML04)

Formulate informed decisions in complex situations using critical and reflexive thinking to iteratively develop an appropriate business model.

Discipline Skills (ML08)

Combine and employ advanced discipline specific knowledge of business models and associated tools and techniques to refine an appropriate business model.

Interdisciplinary Perspectives (ML09)

Integrate different disciplinary approaches including marketing, finance and operations, to propose insights into multifaceted complex scenarios.

3. Learning and teaching methods, and reasonable adjustments

The teaching approach will be a blend of theoretical foundations and practical applications. The module will begin with an in-depth exploration of various business model frameworks. Theoretical input will be complemented by case studies from diverse industries, allowing students to analyse and deconstruct real-world business models. Interactive discussions and group activities will encourage students to critically evaluate the strengths and weaknesses of different models, fostering a deeper understanding of how businesses create, deliver, and capture value.

To bridge theory and practice, the module will incorporate a hands-on project where students will design and refine their own business models. These projects will be supported by workshops on key topics such as customer segmentation, revenue streams, and cost structures. This comprehensive approach aims to equip students with the knowledge and tools necessary to innovate and succeed in the dynamic business landscape.

Learning hours			200
Directed learning			48
Workshops (48)			
Guided/Self-guided learning			152

Students seeking reasonable adjustments should consult the current Disability Policy:

<https://www.regents.ac.uk/policies>

4. Assessments**Assessment 1: Report (Group Assessment), 70% TMM**

Maximum Word Count or Equivalent: 2000 words (appendices are not included in the word count)

You will work in small groups to collaboratively implement an appropriate business model for an innovative new business offering. This will be presented in a report format of maximum 2,000 words (plus appendices). You will need to create an appropriate value proposition and populate an associated business model canvas (or equivalent). You will need to research and provide evidence to assess the viability of such a business model.

Allocation of marks for group work will be specified in the assessment brief.

Assessment 2: Essay, 30% TMM

Maximum Word Count or Equivalent: 1000 words (appendices are not included in the word count)

Reflecting on your own contribution to Assessment 1, You will construct a portfolio of evidence summarising your contribution to the Assessment 1 report, and then reflect on this evidence and your contribution towards the Assessment 1 Group report.

Mapping of assessment tasks:

Assessment components	LO2	LO4	LO8	LO9
Assessment 1 – Report	x	x		x
Assessment 2 – Essay			x	x

The above assessment components are summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

5. Indicative resources

Jorzik, Philip & Klein, Sascha & Kanbach, Dominik & Kraus, Sascha. (2024). AI-driven business model innovation: A systematic review and research agenda. *Journal of Business Research*. 182. 114764. 10.1016/j.jbusres.2024.114764.

Kaggwa, S., Eleogu, T.F., Okonkwo, F., Farayola, O.A., Uwaoma, P.U. and Akinoso, A., 2024. AI in decision making: transforming business strategies. *International Journal of Research and Scientific Innovation*, 10(12), pp.423-444.

Mullins, J. 2018. *The New Business Road Test*, London: Pearson

Osterwalder, A., Pigneur, Y., Bernarda, G. and Smith, A., 2014. *Value Proposition Design*. Hoboken, NJ: Wiley.

Nadi, A.M., et al, 2024 *Exploring AI and Smart Technologies in Entrepreneurship: The Future of Business Strategies*, IGI Global

Ries, E., 2011. *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. New York: Crown Business.

Kim, W.C. and Mauborgne, R., 2005. *Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant*. Boston, MA: Harvard Business Review Press.

Shaik, A.S., et al, 2023. *Artificial intelligence (AI)-driven strategic business model innovations in small- and medium-sized enterprises. Insights on technological and strategic enablers for carbon neutral businesses*. *Journal of Business Strategy & Environment*

Journal of Knowledge Management