《商业模式管理(英语)》课程中英文简介

Business Model Management (English)

课程代码：071352B **Course Code：**071352B

课程名称：商业模式管理 **Course Name:** Business Model Management (English)

学时：32 **Periods：**32

学分：2 **Credits：**2

考核方式：考查 **Assessment：**Assignment

先修课程：管理信息系统 **Preparatory Courses：**Management Information System

《商业模式分析（英语）》是一门关于互联网商业模式的课程，它阐述了基于信息技术的新兴商业模式以及如何分析并管理商业模式。互联网、大数据以及商务智能技术的出现，对企业提出了前所未有的机遇和挑战。新的信息技术不仅改变了人们日常的生活，也衍生出了众多新兴的商业模式。在这个时代背景下，企业不仅要结合自身情况和新兴信息技术开发出适合自身和市场的商业模式，同时在日新月异的竞争中也要保证其商业模式具有可持续竞争优势。通过本课程的学习，学生将掌握两个核心部分：一是学习与商业模式相关的概念和理论；二是，基于具体且不同的行业与信息技术，学会如何运用所学理论进行具体商业模式的分析与构建，并掌握如何在实际中进行应用。

《Business Model Management (English)》 is about understanding business models in the era of internet. It introduces the emerging business models which are developed based on information technology, and interprets how to manage and analyse the business models. The emergence of Internet, big data and business intelligence techniques has provided both challenges and opportunities for enterprises. Emerging information technologies have not only changed our daily lives, but also enlightened a number of emerging business models. Therefore, within such context, enterprises are not only required to develop the suitable business model for its own, but also need to achieve sustainable competitive advantages by implementing the business model. Specifically, we set focus on business models pertaining to a set of emerging ITs in the Internet age. The course falls in two related parts. First, we elaborate the concept of business model and establish a framework for analyzing IT business model. Based on a brief description on the characteristics of Internet, we will exam how some theories can explain the impacts of IT and institutional contexts on business model. Thus from the above stage of study we should be familiar with a set of theory-based tools and conceptual maps, which will then be used to analyze important practices of business models with respect to typical information technologies.