《商业模式管理（英语）》教学大纲

课程编号：071352B

课程类型：□通识教育必修课 □通识教育选修课

□学科基础课 □专业核心课

☑专业提升课 □专业拓展课

总 学 时：32 讲课学时：32 实验（上机）学时：0

学　　分：2

考试类型：□考试 ☑考查

适用对象：信息管理与信息系统专业

□是 ☑否 适合作为其他专业学生的个性化选修课

先修课程：管理信息系统

一、教学目标

Target 1：Understand business model concepts

Target 2：Understand fundamental theories for analyzing business model

Target 3：Understand how to analyses and design IT business models

This course is set to match the emerging requirements for cultivating the specialists who understand both information technology and business models and analysis. This course not only emphases on the understanding of theories and concepts, but also focuses on developing students practical capabilities of discovering, analyzing as well as addressing the problems in reality.

After finishing this course, students should be able to understand: The concept and components of business models; the characteristics of IT innovation; the impacts of Internet-based IT/IS on business opportunities; the constraints of environment on executing a business model; IS in an organization: integration and alignment; and he theories, concepts and methods for analyzing IT-driven business models. It is an opportunity for students to develop the skill of conducting analysis and writing scientific essays. Thus, this module attempts to train the students to have an academic attitude and master the analytical capability, to encourage a research frame of mind, and to cultivate students’ capability of presenting and developing business strategies.

**课程思政目标**

《Business Model Management》 is an interdisciplinary course, which not only involves the application of business intelligence system in economics, management and finance, but also involves the technical support of computer science. Starting from the ideological construction goal of course of administration, should be insisted on in curriculum teaching guided by the Marxism, help students to understand the relevant professional and trade in the field of national strategy, laws, regulations and policies, guide students to social practice, focus on practical problems. Based on the goal of the ideological and political construction of computer engineering courses, we should combine the education of Marxist standpoint and method with the cultivation of scientific spirit in the course teaching, so as to improve the students' ability to correctly understand, analyze and solve problems. It is important to strengthen engineering ethics education among students, cultivate the craftsman spirit of striving for perfection, and inspire students to serve the country with science and technology and fulfil their national mission. This course not only has the goal of the ideological and political construction of financial courses, but also has the goal of the ideological and political construction of engineering courses represented by computer.

二、教学内容及其与毕业要求的对应关系

教学内容

In this module we study how to apply Internet-based IS/IT into organization and doing business. 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 analysing 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 analyse important practices of business models with respect to typical ITs.

教学方法和手段

According to teaching targets, proposed methods of teaching are: basic concept and core knowledge lectures, lectures and discussion to grasp the combination of knowledge point, case teaching and training the ability to solve the problem, finally let the student to carry on the speech and concrete practice.

学习要求

This course is comprehensive in nature. In theory, the business model concept is built upon network economics, strategic management and IS disciplines. In practice, we aim to catch the general trend of technology innovation and furthermore understand different IT business models. This means you may expect to learn quite a lot in this course due to its heavy workload and fast pace. The reading load is about 20 pages per session – it is compulsory to read them all.

与毕业要求的关系

Business model management and design in the Internet era is the basic technology that students majoring in information management and information system must master, and it is the necessary concept for the development of the information age. In the graduation design of students, students can use the content mentioned in the introduction to information management as the basic theoretical support, so as to complete the design and implementation of the core functional modules in the graduation design.

教学中应注意的问题

Since management, economics, management information system and database design and development are the foundation of this course, some teaching links of this course will be affected if students fail to learn the basic courses well. Therefore, it is necessary for students to learn related tools and technologies step by step from easy to difficult courses according to the basic situation of the pre-study courses.

三、各教学环节学时分配

**教学课时分配**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 序号 | 章节内容 | 讲课 | 实验 | 其他 | 合计 |
| **1** | **Business Model Concepts** | **6** | **0** | **0** | **6** |
| **2** | **IT And Business Model** | **6** | **0** | **0** | **6** |
| **3** | **IT Business Environment** | **4** | **0** | **0** | **4** |
| **4** | **IT Business Model: Analysis and Design** | **10** | **0** | **0** | **10** |
| **5** | **Emerging Information Technologies And Business Models** | **6** | **0** | **0** | **6** |
| **Total** | | **32** | **0** | **0** | **32** |

四、教学内容

**Chapter 1: Business Model Concepts**

* 1. Overview of the course
  2. Introduction to business model

Key Points：Concepts of Business models

Requirements：Understand business model concepts and applications

Acknowledge：Business model concepts

Understand：The evolution of business models

Hold：The mindsets of business model concepts

Apply：Adopt the mindsets of business models in specific applications

Thinking Questions：What is the business model？How the concepts evolved?

**课程思政的切入点：**

In part introduces the background of the Internet business model, can introduce our country in different historical periods in the management of financial and economic development situation, let students understand why in the different historical period when facing different internal and external environment of our country adopt different strategies and policies, especially to the core of the Internet industry as background, guides the student to focus on the question of reality, and cultivate students' ability to analyze practical problems. In addition, in the relevant core architecture application technology, it can introduce the development history of the computer industry and key technology in different periods in the international and domestic history, as well as the development history of independent innovation in the computer industry in China and the key core projects and figures; In the front of technology, the leading application of business intelligence technology in various industries in China is introduced, such as the development and strategic significance of self-driving cars and central bank digital currency.

**Chapter 2: IT And Business Model**

* 1. IT innovation and network effect
  2. Internet as a determinant of business model
  3. IT and value creation
  4. IT and firm capability

Key Points：Business model characteristics and IT impacts

Requirements：Understand the interrelationships between business model and IT

Acknowledge：Business model characteristics

Understand：Interrelationships between business model and IT

Hold：The mindsets of business model concepts

Apply：Adopt the mindsets of business models in specific applications

Thinking Questions：What is the impact factors for business model？How the impact factors relates with the information technologies?

**课程思政的切入点：**

In the part of information technology and business model, the current information construction and digital transformation in China can be introduced in depth, supplemented by appropriate cases to guide students to understand China's technology and application progress in the aspect of Internet business model, and the system confidence and national pride can be increased through appropriate comparison. In addition, focus on the development and influence of the Internet company representative, and guide the students more attention to the resulting social problems, such as data of illegally collected and abuse as a result of a series of tort and legal issues, so as to cultivate students focus on practical problems of thinking.

**Chapter 3: IT Business Environment**

* 1. IT and firm boundary
  2. IT and industry structure
  3. Macro environment of IT business

Key Points：Environments for enterprise or organization

Requirements：Understand how to analyses the environments for enterprise

Acknowledge：Environments for enterprise or organization

Understand：How to analyses the environments for enterprise

Hold：The mindsets of environmental analysis for organization

Apply：Mindsets of environmental analysis for organization in specific applications

Thinking Questions：How to analyses the environments for enterprise, especially in the field of information technology?

**Chapter 4: IT Business Model: Analyses and Design**

* 1. Analyze Internet business model
  2. E-Business and e-Commerce
  3. Taxonomy of IT business model
  4. E-Business in developing countries

Key Points：Business model design and analysis

Requirements：Understand how to analyses and design IT business models

Acknowledge：Methods and process for business model design and analysis

Understand：How to analyses and design IT business models

Hold：The mindsets of business model design and analysis

Apply：Adopt the mindsets of business models design in specific applications

Thinking Questions：How to design and analyses IT business models? What methods could be adopted? What process normally enclosed for IT business model design?

**课程思政的切入点：**

In the part of business model design and analysis, the ideological and political ideas of the course can be started from the perspectives of cultivating and practicing the core socialist values, promoting the national spirit with patriotism as the core, the spirit of The Times with reform and innovation as the core, and carrying out constitutional and legal education. For example, by introducing some representative Chinese Internet enterprises as case studies, students can understand the great achievements of China's Internet and related industries since the reform and opening up. In addition, through the comparative analysis of some positive and negative case enterprises, students can be guided to integrate the core socialist values into the business model design, and pay attention to the relevant requirements of laws and regulations.

**Chapter 5: Emerging Information Technologies and Businesses Models**

* 1. Emerging Information Technologies
  2. Emerging business models with IT

Key Points：Understand emerging information technologies and business models

Requirements：Understand the mechanisms of information technology evolution

Acknowledge：Trends of information technology

Understand：Understand the mechanisms of information technology evolution

Hold：The mindsets of the driven forces for information technology evolution

Apply：Adopt the mindsets of mechanisms in specific applications

Thinking Questions：What are the new trends for information technology development and application？How business models interrelated with these trends?

**课程思政的切入点：**

In the part of introducing the frontier information technology and related applications, we can first focus on the logical combing of the technology development history of the international and domestic information technology industry. Guide students to understand how China's information technology industry has gone from lagging to catching up to leading positions in some industries. In addition, the introduction of some key information technologies can be compared with domestic and foreign applications, highlighting that the Chinese government and enterprises pay more attention to the national economy and people's livelihood and social responsibility, so as to cultivate students' profound understanding of the core socialist values.

五、考核方式、成绩评定

Grading takes place through two parts of evaluation. First, each group will be required to design a business model, and present it in class. This part of work has a 40% of weight in the mark. Each student will be assessed individually. Second, a student needs to finish a business plan book around 1000-1500 words as the assignment. The business plan book must reflect the understanding on the contents of the course, including basic concepts, theories and framework, and the characteristics of important IT innovations. The business plan book and presentation count on 60% of weight in the mark.

六、主要参考书及其他内容

[1] Textbook: Bernd W. Wirtz.(2020). Business Model Management: Design - Process – Instruments. Springer Nature. DOI: https://doi.org/10.1007/978-3-030-48017-2

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