



BUSINESS MODELLING

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SILABUS

1. INTRODUCTION
2. Definisi model bisnis, Strategi, model bisnis dan rencana bisnis
3. BUSINESS MODEL CANVAS INTRODUCTION
4. BUSINESS MODEL CANVAS: Customer Segments dan Value Propositions
5. BUSINESS MODEL CANVAS: Channel dan Customer Relationship
6. BUSINESS MODEL CANVAS: Revenue Streams dan Key Resources
7. BUSINESS MODEL CANVAS: Key Activeness, Key Partnership dan Cost Structure
8. UTS
9. PATTERNS (Unbundling business models; The long tail; Multi-sided platforms, PATTERNS (FREE as business model; Open business models, Group exercise)
10. DESIGN (Ideation; Visual thinking, Customer insights (empathy map), Prototyping; Storytelling; Scenarios)
11. STRATEGY (Business model environment; Evaluating business models, Business model perspective on blue ocean strategy; Managing multiple business models).
12. Strategy: Business model design & innovation
13. PRESENTASI TUGAS KELOMPOK I
14. PRESENTASI TUGAS KELOMPOK II
15. PRESENTASI TUGAS KELOMPOK III
16. UAS

KOMPONEN PENILAIAN

Ujian Tengah Semester	30%
Ujian Akhir Semester	30%
Presentasi, Diskusi, dan Partisipasi	25%
Tugas	15%

KEHADIRAN DIPERTIMBANGKAN MINIMAL 70%.

BUKU

BUKU TEKS UTAMA

Osterwalder, A. dan Pigneur, Y. (2009), *Business Model Generation*, Self-Published, Modderman Drukwerk, Amsterdam, The Netherlands.

Tim PPM (2012), *Business Model Canvas: Penerapan di Indonesia*.

BUKU TEKS PENDUKUNG

De Reuver, Mark dan Haaker, T. (2009), *Designing viable business models for context-aware mobile services*, *Telematics and Informatics*,

George, Gerard dan Bock, A.J. (2011), *The Business Model in Practice and Its Implications for Entrepreneurship Research*, *Entrepreneurship Theory and Practice*,

Giesen, E., Riddleberger, E., Christner, R., dan Bell, R. (2010), *When and How to Innovate Your Business Model*, *Strategy & Leadership*,

Heikkila, M., dan Heikkila, J. (2010), *Concription of Network Business Models*, *The IUP Journal of Business Strategy*,

Kagermann, H., Osterle, H., dan Jordan, J.M. (2011), *IT-Driven Business Models Global Case Studies in Transformation*. John Wiley & Sons Inc. New Jersey.

Kindstrom, D. (2010), *Towards a service-based business model: Key aspects for future competitive advantage*, *European Management Journal*,

Peng, L., dan Zhang, L. (2010), *Study on how business models transformation of online travel services industry*, *Proceedings in Conference on E-Business and E-Government*, IEEE Computer Society.

Shafer, S.M., Smith, H.J., dan Linder, J.C. (2005), *The power of business models*, *Business Horizons*,

Kasus-kasus terkait dengan topik yang akan didiskusikan.