



(IBA-013)

(Modernsed ärimudelid ja innovatsioon)

(Modern business models and innovation)

AINEKAART

| | |
|---|------------------------|
| Объем предмета (EAP) | 3.00 ECTS |
| Оценивание | mitteeristav hindamine |
| Цель курса и краткое описание | |
| <p>A business model is a way that a company sells products to its customers and plans to make money. The course describes how a business creates, delivers and captures value. During the course, students are presented different types of modern business models and case studies. After the lectures, students know how to choose and test models that best suit their business needs. During the course, students get to know what is a business model, what are different parts of business model and how to develop a model, how to develop revenue streams</p> | |
| Результаты обучения: | |
| Студент: | |
| <ol style="list-style-type: none">1. knows what business model consists of and designs one;2. knows how to use different tools and methods to develop and test business models3. creates cost-income model | |