Graduate School of Life Sciences

Workshop
“Business modelling”
(2-day event, Winter 19/20, in English language)

Background
Companies survive because they succeed in creating, delivering, and capturing value—in other words, because they succeed in business modelling. Yet, business models are much more than just fancy tools for strategy consultants or top managers: for instance, a solid business model can convince decision makers in companies to actually use (rather than shelve or sell) technological inventions made inhouse. A solid business model can also convince investors in a startup context to provide funding in the face of uncertainty and risk. Knowledge about designing and implementing business models is therefore essential. This theory-led and application-oriented module is designed for the needs of doctoral students in the area of life sciences. It provides you with critical knowledge and skills related to business modelling—essential for anyone aspired to work in the private sector. In addition, we will use the business model as a base to further immerse into the related fields of strategy, finance, and marketing, thereby familiarizing you with the ‘business way of thinking’ and equipping you with business-specific concepts for an effective communication in a corporate setting.

On successful completion of the module you will be able to: (1) make judgements about the organizational and managerial implications of business modelling, (2) assess the role of business modelling for creating and sustaining competitive advantage, (3) systematically choose between different routes of action, and (4) create and evaluate business models.

Prerequisites
The course is designed for GSLS doctoral students without or with little prior knowledge of the subject.

Course structure
(1) Business modelling: the core rationale
(2) Value proposition: the raison d’être of your idea
(3) Customer segments, customer relationships, and channels: essentials of marketing
(4) Revenue streams and cost structure: essentials of finance
(5) Key activities, key resources, and key partners: critical drivers of competitive advantage
(6) The pitch deck and the business plan: selling your idea
**Literature**


**Time**
4th & 5th of February 2020 (09:00 – 17:00)

**Venue**
Seminar room 01.00./002
GSLS Building, Beatrice-Edgell-Weg 21, 97074 Würzburg

**Responsible**
Prof. Dr. Sascha Walter

Last change: 22th October 2019