

2019.HS

Module Name: Pricing & Business Models in the Digital Age	
Module Code	w.MA.XX.PBM.14HS
Module Description	The module is based on the Business Model Canvas method used for business model innovations, including digital mechanisms across different industries. In particular, it focuses on pricing and different pricing models, which are often based on digital trends. Moreover, the module focuses on measuring willingness-to-pay, e.g., using conjoint measurement.
Program and Specialization	Business Administration - Specialization in Marketing
Legal Framework	Academic Regulations MSc in Business Administration dated by 04.06.2009, Appendix to the Academic Regulations for the degree program in Business Administration (Marketing), first adopted on 07.11.2008
Module Category	Module Type: Compulsory
ECTS	6
Organizational Unit	W Institut für Marketing Management Ltd.
Module Coordinator	Steffen Müller (muef)
Deputy Module Coordinator	Michael Klaas (klaa)
Prerequisite Knowledge	-
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § understand the elements of a business model, in particular pricing parameters. § can critically assess cost-plus pricing and value-based pricing. § can apply the Business Model Canvas. § are able to measure willingness-to-pay and to take pricing decisions. § are able to integrate digital trends. § are able to assess a pricing strategy. § are able to discuss new business models. § are able to analyze a market and its customers from a company perspective and are able to include competitive information. § can review literature to acquire expert knowledge.
Module Content	§ Business Model Canvas: Nine key success factors of a business model and interdependencies § Customer segments § Value proposition and willingness-to-pay § Channels and touch points § Customer relationships § Sources of revenue: Pricing strategies and tactics § Key resources, infrastructure, and key partners § Cost structure and break-even analysis § Cost-based pricing vs. value-based pricing

Links to other modules	-		
Methods of Instruction	§ Lecture § Case Studies § Exercises § Group project	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Reader § Teaching Materials		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	60 h	-	
Excercise	-	-	
Project Work	30 h	-	
Seminar	-	-	
Total	90 h	0 h	90 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Open book	60	60.00 %
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"		
Others	Assessment	Length (min.)	Weighting
Group project incl. presentation	Grade	-	40.00 %
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	-		
Language of Instruction/Examination	English		
Compulsory Reading	§ Osterwalder, A. & Pigneur, Y. (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Hoboken: John Wiley & Sons. ISBN 978-3-593-39474-9. § Nagle, T., Hogan, J. & Zale, J. (2011). The Strategy and Tactics of Pricing. 5th edition. Boston: Prentice Hall. ISBN 978-0136106814.		
Recommended Reading	-		
Comments	<p>The performance assessment is a group project consisting of three parts:</p> <ol style="list-style-type: none"> 1. Activation of group assignment (via Moodle): Registration is compulsory. Failure to register will result in a fail for the performance assessment and the deduction of a whole grade point from the module's final grade. 2. Preparation and submission of slide set: The deadline is final. Failure to meet the deadline will result in a fail for the performance assessment and the deduction of a whole grade point from the module's final grade. This requirement applies to all students in a group. Active participation is compulsory. Failure to contact the group within 48 hours and/or failure to participate in the assignment will result in a fail and the deduction of a whole grade point from the module's final grade for the respective group member. 3. Presentation: Participation in the presentation is compulsory. Failure to participate will result in a fail and the deduction of a whole grade point from the module's final grade for the respective group member. 		