

## Elective: Industry 4.0 GEMBA 2020

(2<sup>nd</sup> year, April)

1.5 credits

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## COMPETING IN BUSINESS MODELS

### Introduction

In recent years, we have witnessed the emergence of new ways of competing that challenge the traditional view of competition and business strategy: **new business models** that exploit the opportunities provided by structural changes (technological, regulatory, lifestyle...) to take advantage of the vulnerabilities of established companies. In this increasingly entangled business landscape, the task of the corporate strategist has become enormously complex and the need to having a clear understanding of the evolution of the drivers of value creation and value capture has grown critical.

Based on recent insights offered by the theory of games and the economics of industrial organization, “Competing in Business Models” offers a set of tools that help strategists **design robust business** models and anticipate actions and reactions of those players that participate in the process of value creation and capture: competitors, suppliers, customers, and complementors.

### Objectives

The ultimate goal of the course is to develop knowledge and skills to enhance the students’ understanding of Strategy, Strategic Thinking, and Competitive Advantage. The main focus of the course is **competition with different business models**, including the drivers of competitive interaction so as to better anticipate actions and reactions of competitors, customers, suppliers and complementors.

### Competences

#### Basic Competences

- Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context. (CB6).
- The students know how to apply the knowledge acquired and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study. (CB7).
- The students can integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on social and ethical

responsibilities linked to the application of their knowledge and judgments. (CB8).

- Students know how to communicate their conclusions and the knowledge and ultimate reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way. (CB9).
- Students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous. (CB10).

### General Competence

- To formulate and evaluate business strategies in decision-making, anticipating the economic consequences of action plans. (CG11).

### Specific Competence

- To develop knowledge and skills in advanced strategic methods and strategic thinking so that they understand how to position themselves competitively in the emerging markets. (COP7).

## Content

The first case introduces the central concept of business model: a set of choices and consequences. Choices can be assets, policies, and governance structures. But choices have consequences and those feedback enabling choices and providing virtuous cycles that work as machines for value creation and value capture. We will study the dynamic properties of a variety of business models and assess whether those contribute to the development of a sustainable competitive advantage.

This course builds on and extends the Competitive Advantage module in the Competitive Strategy course and purposively studies the dynamics of business models.

Competing in business models does not simply consist in managing individual strategic variables (lowering prices, launching new products, or boosting advertising spending). Competing in business models means stimulating existing and creating new dynamic competences while concurrently blocking and destroying competitors' competence endowments. The goal of this module is to discover ways to configure business models that neutralize the undesirable features of other players' models and, at the same time, build a sustainable advantage.

By understanding business model competition, we will get into the basic core of what a strategic interaction really means for any organization. It is our claim in this course that **the essence of strategy is the design, change or adaptation of the business model to win in the interaction with other players.** (See HBR article in the Preparation phase)

## Evaluation

- Class attendance and participation: 50% (SE4)
- Team Project (oral & writing): 50% (SE1 25%, SE2 25%)

### ADENDA COVID-19

Clases síncronas en remoto: todas las seis sesiones que estaban previstas a ser presenciales en el aula pasaron a realizarse en formato síncrono remoto.

Calendario: el módulo fue aplazado de mayo a julio de 2020.

