



**TEACHING PLAN**

<b>Graduate Program:</b> Business Management		
<b>Course:</b> <input checked="" type="checkbox"/> Academic Master's <input type="checkbox"/> Professional Master's <input checked="" type="checkbox"/> Doctorate		
<b>Discipline:</b> VALUE AND BUSINESS MODEL DEVELOPMENT		<b>Discipline code:</b> ENST54576
<b>Professor:</b> DIMÁRIA SILVA E MEIRELLES		<b>DRT:</b> 1119345
<b>Workload:</b> 32h	<b>Credits:</b> 2	<input type="checkbox"/> Mandatory <input checked="" type="checkbox"/> Elective
<b>Syllabus:</b> The objective of the discipline is to understand the logic of business model development, from conception to expansion, through a dynamic view of value-based strategy. In this perspective, the discipline is structured on three main blocks: value creation, configuration and appropriation. Each block is analyzed through the lens of strategy process decision of entrepreneurs. To facilitate the understanding of business model development students analyze articles through exercises of theoretical foundation and debate through problem-posing perspective by entrepreneurs.		
<b>Assessment Criteria:</b> The teaching and learning process will comprise the following basic procedures: - Group discussion - Business Model Workshops; - Case study Report		
<b>Bibliography:</b> ABID, M. F.; SHAMIM, A.; KHAN, Z.; KHAN, I. (2022) Value creation or value destruction: conceptualizing the experiential nature of value-in-use. <b>J Consumer Behav.</b> v. 21, p. 583–601. DOI: 10.1002/cb.2033 ARIKAN, A. M.; ARIKAN, I.; KOPARAN, I. (2020) Creation Opportunities: entrepreneurial curiosity, generative cognition, and knightian uncertainty. <b>Academy of Management Review.</b> v. 45, n. 4, p. 808-824. <a href="https://doi.org/10.5465/amr.2018.0252">https://doi.org/10.5465/amr.2018.0252</a> . BALDWIN, C. Y. (2023) Design rules: past and future. <b>Industrial and Corporate Change</b> , 2023, v. 32, p. 11–27. <a href="https://doi.org/10.1093/icc/dtac055">https://doi.org/10.1093/icc/dtac055</a> BILOSHAPKA V.; OSIYEVSKYY O. (2018) Value creation mechanisms of business models: Proposition, targeting, appropriation, and delivery. <b>The International Journal of Entrepreneurship and Innovation.</b> v. 19, n.3 p. 166-176. doi:10.1177/1465750318782774 BOWMAN, C.; AMBROSINI, V. (2000) Value Creation Versus Value Capture: Towards a Coherent Definition of Value in Strategy. <b>British Journal of Management</b> , v. 11, n.1, p. 1–15, <a href="https://doi.org/10.1111/1467-8551.00147">https://doi.org/10.1111/1467-8551.00147</a> BURGERLMAN, R. A., FLOYD, S.W., LAAMANEN, T., MANTERE, S., VAARA, S., WHITTINGTON, R. (2018) Strategy process and practices: Dialogues and intersections. <b>Strategic Management Journal</b> , 39, 531–558. FELIN, T., ZENGER, T.R. (2014). Closed or open innovation? Problem solving and governance choice. <b>Research Policy</b> , 43, 914-925 HARMEILING, S.S.; SARASVATHY, S.D.; FREEMAN, R. E. (2009) Related Debates in Ethics and Entrepreneurship: Values, Opportunities, and Contingency. <b>Journal of Business Ethics</b> , v. 84, n.3 (Feb., 2009), p. 341-365. KUMAR, V.; SRIVASTAVA, R. (2022) Value Creation and Value Appropriation. <b>Journal of Creating Value</b> , v. 8, n.2, p. 160-170. DOI: 10.1177/23949643221133251 SILVA E MEIRELLES, D. (2019) Business Model and Strategy: in search of dialog through value perspective. <b>RAC – Revista de Administração Contemporânea</b> , v. 23, n.6, p. 786-806.		