



Syllabus of the course

"Digital business modelling"

Speciality	<i>D3 Management F6 Information Systems and Technologies</i>
Study Programme	<i>Management and Information Technologies</i>
Study cycle (Bachelor, Master, PhD)	<i>The first (Master's) level of higher education</i>
Course status	<i>mandatory</i>
Language	<i>English</i>
Term	<i>2 year, 3 semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 30 hours. Laboratory studies – 30 hours. Self-study – 90 hours.</i>
Assessment system	<i>Grading including Exam</i>
Department	<i>Department of International Economics and Management, Nauky Avenue 9-A, c. Kharkiv, building 1, auditorium 304 Phone: +38(057)702-18-32 (additional 346) website: https://kafmeim.hneu.edu.ua</i>
Teaching staff	<i>Nadiya DEKHTYAR, PhD in Economics, associated professor Kyrilo KRAVETS, PhD student in Economics</i>
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Course schedule	<i>Lectures: according to the schedule Laboratory classes: according to the schedule</i>
Consultations	<i>at the Department of International Economics and Management: face-to-face sessions in accordance with the consultation timetable; individual sessions, chat via the PNS and Zoom</i>

Learning objectives and skills:

The course **aims** to provide students with a system of theoretical knowledge, practical skills and abilities for working with digital business model design, evaluating their strategic importance for organisations and startups, and selecting tools for collaborative modelling, prototyping, and presentation of business ideas.

Structural and logical scheme of the course

Prerequisites	Postrequisites
Strategic management Advanced fields of management Applied programming project Business information systems	Complex training

Course content

Content module 1. *Foundations and typology of digital business models*

Topic 1. Digital economy and digital transformation: key concepts, drivers, and the evolution from traditional to digital business models.

Topic 2. Value creation, delivery, and capture in digital environments. Introduction to business model theory and innovation.

Topic 3. Business model design frameworks: Business Model Canvas, Value Proposition Canvas, and platform mapping tools.



Topic 4. Types of digital business models: platform economy, multi-sided markets, marketplace, sharing economy, subscription, freemium, SaaS, and on-demand models.

Topic 5. Data-driven and AI-enabled business models. Network effects, digital ecosystems, and scaling strategies.

Topic 6. Monetization strategies, revenue models, and cost structures in digital products and services. Case studies of successful digital companies and startups.

Content module 2. *Digital business model design, innovation, and strategic implementation*

Topic 7. Digital entrepreneurship, startup ecosystems, and customer discovery.

Topic 8. Value proposition design, market analysis, and competitive positioning in digital markets.

Topic 9. Digital product lifecycle, lean startup methodology, MVP, and business experimentation. Metrics, KPIs, growth strategies, and digital marketing fundamentals for digital business performance.

Topic 10. Strategic management of digital innovation and transformation of traditional industries through digitalisation.

Topic 11. Ethical, legal, and regulatory aspects of digital business: data privacy, cybersecurity, platform governance, and sustainability.

Topic 12. Future trends: AI, Web3, metaverse, and emerging digital markets. Development and defence of a digital business model project.

Teaching environment (software)

(Multimedia projector, S. Kuznets PNS, Corporate Zoom system)

Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Education seekers may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program