

Valid from 2025.HS

<b>Module description: Pricing &amp; Business Models in the Digital Age</b>	
<b>Module Code</b>	w.MA.XX.PBM.14HS
<b>ECTS Credits</b>	6
<b>Language of Instruction/Examination</b>	English
<b>Module Description</b>	The module is based on the Business Model Canvas (BMC) 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.
<b>Organizational Unit</b>	Institut für Marketing Management
<b>Module Coordinator</b>	Steffen Müller
<b>Deputy Module Coordinator</b>	Martin Feuz
<b>Program and Specialization</b>	<ul style="list-style-type: none"> <li>• Business Administration - Specialization in Marketing</li> </ul>
<b>Legal Framework</b>	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
<b>Module Category</b>	<b>Module Type</b> Compulsory
<b>Prerequisite Knowledge</b>	
<b>Contribution to Program Learning Objectives (by the concerned Module)</b>	<ul style="list-style-type: none"> <li>• Professional Competence</li> <li>• Methodological Competence</li> <li>• Social Competence</li> <li>• Self-Competence</li> </ul>
<b>Contribution to Program Learning Objectives</b>	<p><b>Professional Competence</b></p> <ul style="list-style-type: none"> <li>• Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>• Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>• Evaluate Content of Theoretical and Practical Relevance</li> </ul> <p><b>Methodological Competence</b></p> <ul style="list-style-type: none"> <li>• Problem-Solving &amp; Critical Thinking</li> <li>• Scientific Methodology</li> <li>• Work Methods, Techniques, and Procedures</li> <li>• Information Literacy</li> <li>• Creativity &amp; Innovation</li> </ul> <p><b>Social Competence</b></p> <ul style="list-style-type: none"> <li>• Written Communication</li> <li>• Oral Communication</li> <li>• Teamwork &amp; Conflict Management</li> <li>• Intercultural Insight &amp; Ability to Change Perspective</li> </ul> <p><b>Self-Competence</b></p> <ul style="list-style-type: none"> <li>• Self-Management &amp; Self-Reflection</li> <li>• Ethical &amp; Social Responsibility</li> <li>• Learning &amp; Change</li> </ul>

## Module description: Pricing & Business Models in the Digital Age

Module Learning Objectives	Students... <ul style="list-style-type: none"><li>• understand the elements of a business model, in particular pricing parameters.</li><li>• can critically assess cost-plus pricing and value-based pricing.</li><li>• can apply the Business Model Canvas.</li><li>• are able to measure willingness-to-pay and to take pricing decisions.</li><li>• are able to integrate digital trends.</li><li>• are able to assess a pricing strategy.</li><li>• are able to discuss new business models.</li><li>• are able to analyze a market and its customers from a company perspective and are able to include competitive information.</li><li>• can review literature to acquire expert knowledge.</li></ul>																											
Module Content	<ul style="list-style-type: none"><li>• Business Model Canvas: Nine key success factors of a business model and interdependencies</li><li>• Customer segments</li><li>• Value proposition and willingness-to-pay</li><li>• Channels and touch points</li><li>• Customer relationships</li><li>• Sources of revenue: Pricing strategies and tactics</li><li>• Key resources, infrastructure, and key partners</li><li>• Cost structure and break-even analysis</li><li>• Cost-based pricing vs. value-based pricing</li></ul>																											
Links to other modules	This module is linked to the following modules:																											
Digital Learning Resources	<ul style="list-style-type: none"><li>• Reader</li><li>• Teaching Videos</li><li>• Teaching Materials</li></ul>																											
Methods of Instruction	<ul style="list-style-type: none"><li>• Lecture</li><li>• Case Studies</li><li>• Exercises</li><li>• Group project</li></ul>			Social Settings Used: <ul style="list-style-type: none"><li>• Individual Work</li><li>• Group Work</li></ul>																								
Type of Instruction	<table><tr><td></td><td>Classroom Instruction</td><td>Guided Self-Study</td><td>Autonomous Self-Study</td></tr><tr><td>Lecture</td><td>56 h</td><td>-</td><td></td></tr><tr><td>Excercise</td><td>-</td><td>-</td><td></td></tr><tr><td>Project Work</td><td>-</td><td>32 h</td><td></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td></td></tr><tr><td>Total</td><td>56 h</td><td>32 h</td><td>92 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Lecture	56 h	-		Excercise	-	-		Project Work	-	32 h		Seminar	-	-		Total	56 h	32 h	92 h
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Performance Assessment	<table><tr><td>End-of-module exam</td><td>Form</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td>Written exam</td><td>open book</td><td>60</td><td>60.00</td></tr><tr><td>Permitted Resources</td><td>Free choice calculator</td><td colspan="2">With dictionary</td></tr></table> <table><tr><td>Others</td><td>Assessment</td><td>Format</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td>Group project incl. presentation</td><td>Grade</td><td>Gruppenarbeit</td><td>0</td><td>40.00</td></tr></table>				End-of-module exam	Form	Length (min.)	Weighting	Written exam	open book	60	60.00	Permitted Resources	Free choice calculator	With dictionary		Others	Assessment	Format	Length (min.)	Weighting	Group project incl. presentation	Grade	Gruppenarbeit	0	40.00		
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Classroom Attendance Requirement	None																											
Compulsory Reading	<ul style="list-style-type: none"><li>• Nagle, T., Hogan, J. &amp; Zale, J. (2011). The Strategy and Tactics of Pricing. 5th edition. Boston: Prentice Hall. ISBN 978-0136106814.</li><li>• Osterwalder, A. &amp; Pigneur, Y. (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Hoboken: John Wiley &amp; Sons. ISBN 978-3-593-39474-9.</li></ul>																											
Recommended Reading																												

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### Comments

The performance assessment is a group project consisting of three parts:

1. Activation of group assignment (via Moodle): Registration is compulsory. Failure to register will result in a 'fail' for the performance assessment.
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. 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' for the performance assessment for the respective group member.
3. Presentation: Participation in the presentation is compulsory. Failure to participate will result in a 'fail' for the performance assessment for the respective group member.