OB6378 - Business Models and Systems

OB 6378 Business Models and Systems (3 semester credit hours) Executive Education Course. This course orients students to commercial value chains, business models, and viewing business as systems. This course explores value chains to understand how they deliver goods and services into the marketplace to derive both value-in-consumption and value-in-profitability for firms. The course explores both supply systems and go-to-market systems. Finally, the course provides students with the ability to read business financial statements in real case studies. Students learn to assess a firm's level of health and to derive workforce implications. (3-0) Y