

ENTP6390 - Business Model Innovation

[ENTP 6390](#) ([BUAN 6380](#)) Business Model Innovation (3 semester credit hours) Business model innovation is a logical and internally consistent approach to the design and operations of a new venture, capturing the essence of how the business will be focused and providing a concise representation of how an interrelated set of decision variables will be addressed to create sustainable competitive advantage. This course will explore the range and diversity of existing business models and the analytical tools essential to their understanding, define a logical and internally consistent approach to the choice or development of an appropriate business model for a new enterprise, and demonstrate the application of these tools and techniques through case studies and exercises. (3-0) P