

WORKSHOP

CREATING VALUE THROUGH DESIGN: DESIGNING BUSINESS MODELS

12 NOVEMBER 2014

13:00 - 16:00

LOCATION

COPENHAGEN BUSINESS SCHOOL

DALGAS HAVE 15

DS0001 (DALGAS HAVE, ØST/EAST, ROOM 001)

FREDERIKSBERG

CREATING VALUE THROUGH DESIGN: DESIGNING BUSINESS MODELS

Are business models best understood as broad patterns or archetypes chosen from a finite list, or as something unique that is highly specialized and particular to each firm?

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PROGRAM

13:00 DESIGN MANAGEMENT RESEARCH AND BUSINESS MODELS

- Professor John Christiansen: Welcome
- Associate Professor Stoyan Tanev: Discovery, Innovation or Reinvention
- Associate Professor Claus Varnes and Adela Michea: Designing Business Models
- Professor Jan Mouritsen and Researcher Marta Gasparin:
DEVELOPING A FRAMEWORK FOR DESIGN MANAGEMENT WITH COMPANIES

14:40 COFFEE-BREAK AND NETWORKING

15:00 FACILITATED BREAK OUT SESSION AMONG COMPANIES

15:45 SUMMING UP AND CONCLUSIONS

THE WORKSHOP

Are business models best understood as broad patterns or archetypes chosen from a finite list, or as something unique that is highly specialized and particular to each firm? Do business models emerge from a discrete choice process or from a continuous process of redesign and discovery? What is the context suggesting that business models should be innovated or reinvented anyways? The presentations will focus on two different contexts of business model design: situations when design firms are trying to innovate or reinvent their existing business model or situations when a newly created firm is struggling to define its business model.

This workshop will end the series of workshop for 2014 on creating value through design.

INFO

TIME AND DATE

12 November 2014
13:00 - 16:00

LOCATION

Dalgas Have 15 (CBS)
DS0001 - Dalgas Have, Øst/East, Room 001
2000 Frederiksberg

[Map](#)

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