



COURSE: DIGITAL BUSINESS PLANNING, STEERING & VALUATION

In the course, participants learn to analyze value and growth drivers of digital business models, implement performance-oriented planning and management processes, and evaluate digital business models using established methods – including the development of their own models.

Qualification targets:

The students should be enabled to

- Analyze the value and growth drivers of digital business models
- Carry out driver-based business planning for digital business models
- Implement performance management for digital business models using unit economics
- Evaluate digital business models according to common evaluation methods



Subcourse 1: Business planning and steering of digital business models:

- Value and growth drivers for digital business models
- Driver-based planning and control models
- KPIs and unit economics for digital business models
- Implementation of planning and control models
- Performance management for digital business models

Subcourse 2: Venture Valuation:

- Evaluation of digital business models according to common evaluation methods
- Venture Valuation with Comparable Transaction- and Comparable Company-based Multiple Approach
- DCF valuation approaches for digital business models
- Creation of your own valuation model

Certificate degree:

Digital further education at university level – our part-time, system-accredited digital study programme at the Digital Business School of the HfWU. Certificates are issued by the Nürtingen-Geislingen University of Applied Sciences.

1 course, 6 ECTS -> No formal requirements for participation

Organization:

Lecturer: Marc Flammer, Oliver Würtenberger

Workload: 150 hours

Framework: Lecture, discussions, exercises and case studies

Examination: Student research project (100%)

Course Language: English