

PLANNING AND STRATEGY MANAGEMENT | PSM-019

Business Model Innovation

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Course content

Why Attend

Many companies are disrupted not by better products but by new business models. Business model innovation creates new ways of delivering and capturing value.

This Aractech course covers business model concepts and canvases, business model patterns, customer value innovation, revenue model innovation, testing new models, managing coexisting models and scaling. Participants design and test a new business model.

Course Methodology

- Canvas workshops
- Case studies
- Design exercises
- Group presentations
- Discussions

Course Objectives

- Explain business model concepts
- Map current business models
- Apply business model patterns
- Innovate value propositions and revenue models
- Test new business models
- Manage and scale new models

Target Audience

- Strategy and innovation managers
- Business development professionals

Course content

- Product managers
- Senior executives

Course outline

Detailed course outline

Day-by-day outline for Business Model Innovation.

Day 1 - Business Models

- 09:00-09:45 | Business model concepts
- 09:45-10:30 | Canvas
- 10:30-11:00 | Disruption
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Disruption (continued)
- 11:45-12:30 | Examples
- 12:30-14:00 | Exercise: Current model map

Day 2 - Patterns

- 09:00-09:45 | Business model patterns
- 09:45-10:30 | Platforms
- 10:30-11:00 | Subscriptions
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Subscriptions (continued)
- 11:45-12:30 | Freemium
- 12:30-14:00 | Workshop: Pattern application

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Day 3 - Value and Revenue

- 09:00-09:45 | Value propositions
- 09:45-10:30 | Customer jobs
- 10:30-11:00 | Revenue models
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Revenue models (continued)
- 11:45-12:30 | Pricing
- 12:30-14:00 | Exercise: Revenue innovation

Day 4 - Testing

- 09:00-09:45 | Hypotheses
- 09:45-10:30 | Experiments
- 10:30-11:00 | Metrics
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Metrics (continued)
- 11:45-12:30 | Pivoting
- 12:30-14:00 | Case study: Business model shift

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Day 5 - Scaling

- 09:00-09:54 | Coexisting models
- 09:54-10:48 | Organisation
- 10:48-11:00 | Scaling
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Scaling (continued)
- 12:12-13:06 | Governance
- 13:06-14:00 | Capstone: New business model

Seminar dates

Available seminar dates

Live dates and pricing for Business Model Innovation generated from the course details page.

Date	Location	Format	Fee
9 - 13 November 2026	Barcelona	Classroom	€2,815
9 - 13 November 2026	Rome	Classroom	€3,460
14 - 18 December 2026	Frankfurt	Classroom	€1,875
14 - 18 December 2026	Kuala Lumpur	Classroom	€1,925
18 - 22 January 2027	Barcelona	Classroom	€2,815
15 - 19 February 2027	Paris	Classroom	€3,825
15 - 19 March 2027	Frankfurt	Classroom	€1,875
19 - 23 April 2027	Barcelona	Classroom	€2,815
17 - 21 May 2027	Frankfurt	Classroom	€1,875
21 - 25 June 2027	Rome	Classroom	€3,460

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Date	Location	Format	Fee
19 - 23 July 2027	Kuala Lumpur	Classroom	€1,925
16 - 20 August 2027	Istanbul	Classroom	€1,978
20 - 24 September 2027	Vienna	Classroom	€3,225
18 - 22 October 2027	Barcelona	Classroom	€2,815
15 - 19 November 2027	Paris	Classroom	€3,825
20 - 24 December 2027	Frankfurt	Classroom	€1,875
9 - 13 November 2026	Online / Live	Online / Live	€1,815
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