

Master seminar fall semester 2012/13:

Facilitating Cooperation in Networks: Generating Business Models of Network Management

Introduction:

“A business model describes the rationale of how an organization creates, delivers, and captures value” (Osterwalder/Pigneur 2010, p.14). Following this citation, a business model defines the core strategy, the main strategic resources, and the type of customer contact and the concept of value creation of a firm. However, generating a convincing business model is not only part of the strategic level of firms but also of inter-firm organizations, e.g. networks or clusters, that also have to operate successfully on the market. They also have to face various challenges as providing and communicating an added value to the firms that are members of the networks, generating revenues (e.g. through membership fees) that exceed the cost of network operation or initiating promising cooperation projects in R&D or marketing, for example.

Hypothesis:

To manage the challenges of successful long-term cooperation in networks, network managers have to create a business model that ideally convinces firms of the benefits of network cooperation and involvement. Therefore the following hypothesis is deduced: The business model generated and implemented by the network management is crucial for the long-term success or failure of cooperation between firms within networks.

Topics:

The seminar is a collaboration of the University of Passau and Corvinus University of Budapest. In groups of two (one student from Passau and one from Budapest) the students will theoretically elaborate one step of a business model framework in depth and analyse and compare at least two real networks regarding their entire business models, be they located in Hungary, Germany or other countries.

Aim:

The seminar aims at answering the question which business models network managers use to facilitate cooperation in networks in the long run. Furthermore differences in the business models across different industries and countries should be examined and by comparing the business models it should be analyzed which ones are the most successful and why they can be considered as successful.

Application until September, 9th via email to elisabeth.mueller@uni-passau.de including the following documents:

- A letter of motivation (max. 1 DIN-A4 page)
- A short summary (1 DIN-A4 page) of the guidelines on writing a scientific paper

- Your latest transcript of records (HISQIS)
- Personal Information containing matriculation number, your semester and contact information

The seminar is limited to max. 10 participants from Passau and max. 10 participants from Budapest. The minimum number of participants for running the seminar is 5. The participants of the seminar are chosen due to the quality of their submitted documents. They will be informed in a timely manner and will receive further information via the acceptance e-mail.

Grading:

The seminar grade (100%) is composed as follows: 70% seminar paper, 30% oral presentation (presentation of seminar paper)

Please note:

This seminar outline may be subject to changes due to the final coordination with our partners in Budapest. However, the seminar will definitely be held and the main idea is fixed. We will inform you about all changes in time.

Tentative seminar plan:

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Rooms will be announced

25.09.2012	Kick-off meeting 1. Introduction 2. Presentation of the seminar and its outline 3. Presentation and assignment of the paper topics 4. Introduction on how to write an abstract and on how to research literature
02.10.2012	1. Presentation of the literature 2. Discussion
12.10.2012, 12:00 p.m.	Submission of abstract, outline and 5 references (via e-mail to elisabeth.mueller@uni-passau.de)
16.10.2012	1. Presentation of abstract, outline and 5 references 2. Discussion
06.11.2012	Question time
13.11.2012	1. Presentation of preliminary results and occurred problems 2. Discussion
27.11.2012, 12:00 p.m.	Submission of seminar paper (2 copies and a pdf-file via e-mail to elisabeth.mueller@uni-passau.de)
06.-07.12.2012	1. Presentation of the seminar papers and co-speeches at Corvinus University in Budapest 2. Travel cost: 70 – 90 Euro 3. Accommodation: you will stay with your peers

Please note:

This seminar plan is an exemplary plan and may be subject to changes due to the final coordination with our partners in Budapest. However, we will definitely start with the seminar before the official begin of the fall semester and will be finished with the seminar before Christmas. We will inform you on the final plan in time.