Not exceeding 2500 words, excluding references and appendices. Please indicate word count on the first page of your report. Penalty of 10% applies for exceeding word limit.

For this assessment, imagine yourself as a consultant in a management consulting firm. Your boss has asked you to write a report on business models and you want to impress your boss by detailing your knowledge of business models and by demonstrating the application of your knowledge to an existing organisation.

This **first part** of your report requires report to critique and synthesise your knowledge of business model frameworks. Start by gathering information and data from published sources such as peer-reviewed academic articles, media articles, websites, annual and company reports, company newsletters, etc.

You need to describe and critique the various theoretical concepts that underpin the study of business models. Support your analysis with theoretical and empirical studies on business models. For this task you must include the 3 required readings – **Osterwalder, et al, (2005), Teece (2010) and Zott, et al, (2011). Book https://www.bizmodelbook.com**

More than 10 peer-reviewed articles included in your report, including the 3 assigned articles.

Key points to cover in the essay part 1

5 models : RTVN, Lean Start-up, OBMC - Osterwalder’s Business Model Canvas, Barringer & Ireland, Platform BM.

Larger complex businesses have complex, multiple business models that can co-exist and be synergistic. • Whilst parallel business models can exist, it is becoming increasingly rare and businesses often prefer connected models instead. • Connected business models operate within a larger organization but share elements across the RTV business model dimensions. • Some businesses can be synergistic business models, where the individual models somehow are able to reinforce each other to create and capture value – cost-driven partners, value-driven partners

In your critique, include they key elements that must be considered when designing business models. For example, key elements such as resources, core competencies, revenue, costs, value propositions, the creation of sustainable values and different stakeholders. This list is not exhaustive. Describe at least four different business model frameworks in your critique. This will provide the opportunity for you to evaluate the characteristics, differences and similarities between the various business model frameworks.

The **second part** of this assessment requires you to apply your knowledge of business models. Choose an organisation for this task. You may choose to analyse the business models of a commercial for-profit organisation, non-profit organisation, or social enterprise. The organisation you select may be an established organisation or young start-up organisation.

Business to asses is UBEREats which is a Platform Business model

Briefly describe the business of your selected organisation, identify and analyse the general category of business model that the organisation utilises to create value. In your analysis consider the strengths and weaknesses of their business model. Provide solutions and recommendations to improve their business model or recommend a new business model for the organisation.

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| **Articulation of issues***(includes the 3 assigned articles)*    ***(30%)*** | Student effectively and creatively describes multiple business models and sustainability challenges. Provides relevant theories, concepts and definitions, demonstrating an extensive understanding of theories. |

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| **Critical analysis**    ***(40%)*** | Information from an extensive range of relevant and appropriate sources is analysed using an extensive range of relevant and appropriate theories, concepts, frameworks, models, techniques or tools to develop a sophisticated exploration of the issues. More than 10 peer-reviewed articles included in your report, including the 3 assigned articles. |

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| **Solutions and recommendations** | An extensive range of potential solutions, including some original/innovative/creative solutions, are identified and evaluated with reference to all relevant and appropriate contextual factors (eg constraints, limitations, risks, sustainability) leading to the recommendation of a original/innovative/creative, robust, feasible and appropriate solution. |