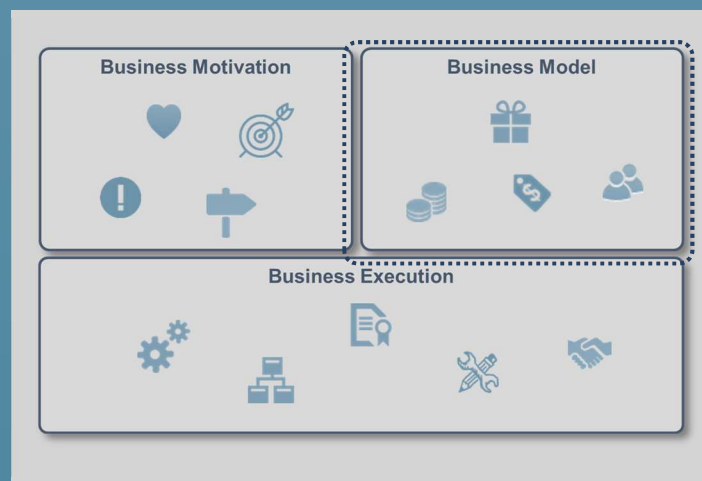


Advanced Course on Bus. Arch. Mgmt.

## Business Model



Learn about techniques for mapping and development of the business model:

- 1-day on-site / in-house training, at an individually schedulable date
- Also bookable as a bootcamp for a combination with the foundation course and the other advanced courses on business architecture management

## Course Content

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Our business architecture management (BAM) advanced course “Business Model”, which is accredited by the Business Architecture Guild (and can be used as part of the preparation for the exam to become a Certified Business Architect®), offers specifics about elements and corresponding methods / techniques of business model management, illustrated based on examples from practice. In particular, the course deals with the following topics:

- Overview of business model elements (e.g., products / services, customer segments, distribution and communication channels, etc.) as part of the business architecture
- Business model capturing and visualization
- Business model patterns (incl. case examples from practice)
- Business model analysis
- Business model design
- Use of the business model for identification of required business capabilities

## Course Organization

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The course is organized as a 1-day on-site class. It is comprised of presentations, moderated discussions, and practical exercises / assignments. The course is based primarily on the BIZBOK Guide® (A Guide to the Business Architecture Body of Knowledge®) and our book “Business Architecture Management – Architecting the Business for Consistency and Alignment“, of which every attendee receives a printed copy.

## Target Audience

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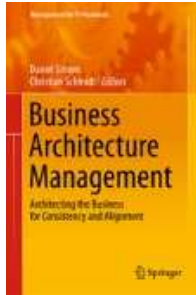
The course caters to general managers, to enterprise and business architects as well as to professionals from the areas of corporate planning, innovation management, marketing, and strategic IT management.

## Trainer

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**Daniel Simon** is a Managing Partner with Scape Consulting GmbH. Before, he served as an Enterprise Architect at a large insurance group, following several years of work as a Consultant specializing in EA management and IT portfolio management. Across these years, he gained practical experience in several industries and with different business functions. He holds a Ph.D. from the University of Cologne and has authored several works on EA management. In addition, he regularly speaks on conferences and events on EA management. He is also a member of the Business Architecture Guild.



## Our Book on Business Architecture Management

e.g., with contributions dealing with the following aspects:

- Architecture-based approach to strategy development
- Measurement of business complexity
- Establishment of business architecture management
- any many others

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