



Join Radboud Summer School 2017!

Dynamic Business Models

change perspective

Radboud Universiteit



Dynamic Business Models

Business is very dynamic. The first low-cost airline failed dramatically. Supply chains in many industries (e.g. real estate, beer distribution) face booms and busts: fluctuations in sales, inventory volumes and earnings. Many successful businesses lose their leading market position. Many promising new products cause enormous losses or even fail to reach the market. Why do many business strategies fail? Why is the success rate of most organisational change programmes low, and why do many mergers fail to bring about the expected synergies? Why do some businesses fail while others succeed? Many similar questions come to mind.

This course will introduce you to the system dynamics methodology as a way of analysing fundamental business problems and create dynamic business models. You will learn to model the structure of businesses from a stock-flow perspective, analyse the dynamic behaviour of business operations and design policies. You will study systems with multiple feedback loops, time delays, and nonlinear responses to decisions. The principal purpose of system dynamics is to improve your understanding of how an organisation's performance is related to its internal structure, the policies it implements and its external environment (i.e. customers, competitors, and suppliers), which is called the "strategic architecture".

During the course, you will build various models to explore strategic issues such as diffusion of

technologies or products, market growth, fluctuating inventory levels and production. You will also work with a simulation game in which you will have the opportunity to manage a company, experience long-term side effects of the decisions you implement and try to sustain the company.

After this course you are able to

- Understand the basics of dynamic business models
- Interpret and use intermediate-level dynamic models
- Design simple dynamic models



Numer of EC

2 ECTS credits

Entry level

Bachelor, Advanced Bachelor and Professional

Course leader

Prof. Etiënne Rouwette, Business Administration, Radboud University

For whom is this course designed

Bachelor students (or beyond if without pre-knowledge about system dynamics) and professionals with an interest to learn a new method of modelling and simulation

Dates

Monday 14 August - Friday 18 August 2017



Course fee

€ 600 for students

€ 2500 for professionals

Discounts

- 10% discount if you register before April 1, 2017.
- 15% additional partner-discount for students from partners universities on all course fees! See website for complete partner list!



Want to be part of the RSS experience?

More than just a course!

Radboud Summer School is more than an academic event. It is a unique opportunity to meet other international students and researchers and to get to know Radboud University and the city of Nijmegen. Our participants come from all over the world and have different cultural and academic backgrounds. Our programme includes the following activities free of charge: welcome reception, sports activity, guest lecture and farewell drink. We offer also a BBQ, River Cruise, City Tour, Pub quiz and excursion for a small fee



Have a look at what participants had to say about their experience!

And do not forget to register now!

Deadline application

June 1, 2017

Contact

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www.ru.nl/radboudsummerschool, August 6-18 2017