

Business Model 2: Economies of Scope

Description



A business model, broadly defined, refers to the ways in which the various inputs and resources available to the organisation are combined and exploited to create value. Value does not simply mean financial returns but also embraces value to society as a whole and value as seen by funders.

This is part of a short series of resources on the way in which lecture capture can fit into institutional business models. Business models can be combined to provide more comprehensive justifications.

Resource Summary

Topic: Economies of Scope

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Target audience: University senior managers, policy makers.

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Key drivers

- Need to justify institutional investment
- Cost reduction via efficiency gains from using and re-using resources in course development
- Need to develop new courses more quickly to respond to changing market needs, knowledge expansion and exploiting niche opportunities
- Re-using and re-purposing resources for uses in new but closely related contexts rather than in the original context (see Economies of Scale resource)

Lecture capture benefits

- Less need to create new resources
- Reduced course development times
- Easier exploitation of new market opportunities

Institutional preparation/requirements

This model assumes that lectures can be repurposed. This will probably require that lecturers are sensitive to the potential future uses to which lectures may be put rather than just the current use. Course designers will need to be willing to make use of existing lectures rather than assume that all resources need to be created anew. This may be easier in some disciplines rather than others and may be sensitive to pedagogic models being used. However, where expertise in some areas is scarce or where distinguished guest lecturers are being used, captured lectures may be valuable. Where there is potential for captured lectures to be used outside their initial context it will be especially important to ensure that IPR issues are well understood.

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