



## Block I Basic concepts

We start this first block of the Enterprise Modeling course with basic concepts and terms of enterprise modeling (EM). During the first week of the course, we have our first online meeting (kick-off) via yOULearn with the students and lecturers to get this course started. Block I Basic concepts then continues with the introduction to this course, which corresponds to the first chapter (“Introduction”) of the textbook: Sandkuhl, Stirna, Persson, & Wißotzki (2014). *Enterprise Modeling. Tackling Business Challenges with the 4EM Method*. Springer-Verlag Berlin Heidelberg. The introduction highlights the main characteristics of enterprise modeling as described in this textbook: (1) it focuses on addressing multiple perspectives of an enterprise in an integrated way and (2) it offers a set of practical guidelines for knowledge acquisition, modeling, and analysis. Also, the introduction outlines the main goal of this specific textbook, i.e., to provide practical advice on EM.

After this introduction comes the first learning unit (LU), Business challenges and Enterprise Modeling terms, which corresponds to Chapters two (Business Challenges: And How Enterprise Modeling Helps) and three (Terms and Concepts in Enterprise Modeling) of the textbook. Chapter two deals with how EM, as a proven instrument, addresses a wide range of illustrative organizational challenges. This section is followed by an overview of practical guidelines for modeling. Within this first LU, we have one practical assignment that focuses on understanding what a contemporary enterprise is, which typical business challenges enterprises face, and what features of EM can help to cope with specific challenges.

After this assignment comes the second LU. This LU corresponds with Chapters four (Elicitation Approaches in Enterprise Modeling), five (Enterprise Modeling Tools), and six (E-Commerce Case Study) respectively. Within Chapter four, we address an important aspect of the process of EM; namely, knowledge elicitation and associated techniques. Elicitation approaches such as interviews, observations, participatory modeling workshops, or document analysis are essential instruments in the process of analyzing existing challenges within enterprises. Central to Chapter five are EM drawing and advanced tools for use in EM projects to support basic analysis techniques (as discussed in the previous chapter) and the development of the different modeling perspectives and sub-models of the enterprise model. We end this second LU with Chapter six, which presents a case study on an imaginary company called ‘Accessories 4 you’ (A4Y). A4Y is an e-commerce company that specializes in accessories and jewelry with individual engravings. This case study is used throughout the book to illustrate the role, value, and use of EM. Like LU 1, we also have a practical assignment for LU 2. Within this assignment, you prepare an imaginary workshop on participatory modeling for any type of business challenge, and you document all the required steps in this process. Such a participatory modeling workshop has proven to be particularly beneficial as an integral part of the 4EM method.





## Learning unit 1 Business challenges and Enterprise Modeling terms

### INTRODUCTION

LU 1 starts off this course with an overview of typical business problems and challenges that modern enterprises face and the ways that EM can contribute to addressing those challenges. In short, EM offers a systematic and flexible way of working, various basic and advanced tools to support this way of working, and experience-based recommendations for how to do things and how not to do things. You also start defining and explaining general terms used in the context of modeling. Specifically, you learn about the terms “model,” “method,” and “Enterprise model” with their associated components and representation views – possibly on different levels of subjacent refinement – as well as “Enterprise Modeling method.”

### LEARNING OBJECTIVES

After studying this first LU, you should be able to (I) argue why enterprise modeling is a useful method for analyzing issues and challenges in organization, process development and information system design , and (II) define, describe, and reproduce the basic terms and definitions concerning EM.

#### *Workload*

The workload is about 5 hours.

### STUDY CORE

#### 1. Reading Assignments

Study the second (Business Challenges: And How Enterprise Modeling Helps) and third chapter (Terms and Concepts in Enterprise Modeling) of the textbook *Enterprise Modeling. Tackling Business Challenges with the 4EM Method*, by Sandkuhl, Stirna, Persson, & Wißotzki (2014). These chapters help you to get familiar with common business problems and challenges that contemporary enterprises face, as well as some basic terms and definitions that we use throughout this course.

#### 2. Practical Assignment: Understanding business challenges for contemporary enterprises

With this first practical assignment, we ask you to think about what a contemporary enterprise is. Also, we want you to understand the different types of business challenges that enterprises face, and the features of EM that can help you cope with specific challenges. Please do this exercise on your own, using the standard template that you can find on the yOUnlearn course site.