**Exam literature:**

* Cusumano, M.A. (2004). The Business of Software. Free Press, New York
  + Copy can be found in the „Case studies in SW Business“ folder on the table next to room IT 116
* Messerschmitt, D.G. and Szyperski, C. (2003). Software Ecosystems, Understanding an Indispensable Technology and Industry. MIT Press, Cambridge, MA. 432 p., Chapters 5-7
  + Copy can be found in the „Case studies in SW Business“ folder on the table next to room IT 116
* Rajala, R., Rossi, M., Tuunainen, V., Korri, S. (2001). Software Business Models, A Framework for Analyzing Software Industry. Tekes, Technology Review 108/2001, [www.tekes.fi](http://www.tekes.fi)
  + In Optima
* The content of the lecture
* The Case studies
  + You don’t need to read each of the studies, but it might help to pay attention in the seminars, as there might be some case-related questions in the exam

**Seminar literature:**

Different sources you use for analysing your case studies (at least Rajala et al., 2001).

Case studies (Copy can be found in the „Case studies in SW Business“- folder on the table next to room IT 116). Everyone has to read at least his/her own case and the case of the team he/she is being opponent to.

* Adventus Inc.
  + Music education software sold in bundle with Yamaha keyboards
* Apple’s iTunes
  + Changing the face of online music retailing: internet based music selling
* Business strategies and IT outsourcing
  + The case of CompuNet AG: a multi-vendor systems integrator
* Collabrys, Inc. (A)
  + The evolution of a startup: unique know-how, but what to choose for the future? To be an ASP provider or provide SW modules and platforms?
* Fastlane Technologies Incorporated
  + Network managing tools
* IONA Technologies
  + Managing rapid growth: leading COBRA platform seller
* mGames
  + Gaming software for handheld devices
* MySQL Open Source Database in 2004
* Webraska Mobile Technologies A and B