

23rd International Project Week **12th – 16th July 2021**

Lecturer: Marcel Buijs

University/Company: IPro Training NL bv

Country: Netherlands

Business Model Canvas

Content:

In small groups, the students are building up their own company using the business model canvas.

Methods:

- Explaining the theory of Business Model Canvas by the teacher
- Working in small groups of 3 a 4 students
- Coaching of the teacher
- Presenting their work to the whole group

Competences and skills to be acquired:

Analysing, discussing, evaluating, deciding and presenting.

Prerequisites:

- Basic business principles
- Marketing basics
- Joy in working together

Language of instruction:

English

Recommended for:

Economics