19th International Project Week 2017
15th – 19th May 2017

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University/Company: IPro Training NL bv
Country: The Netherlands

Philips Incorporated worldwide is changing their business structure using the Business Model Canvas.

Content:
Philips’s changing macro environment is forcing them to reshape their business. From origin Philips is known for lightning products but this is not grow market anymore. There future focus is on healthcare market and other grow markets. What does this mean for the business model of Philips in the coming years?

We are going to work on that challenge together using the BMC.

Methods:
Hands on working in pairs of two students consulting Philips in their new business strategy.

Competences and skills to be acquired:
Working with the Business Model Canvas. Understanding the concept of the BMC with the 9 building blocks. Analytical skills are needed to improve the current businessmodel in a future proof one.

Prerequisites:
Understanding the concept of the Business Model Canvas. That a company is combination of clients, products, partners etc.

Language of instruction: English

Recommended for: Economics