Innovating your business by using the Business Model Canvas.

Content:
We all know the importance of innovation. But innovation is not always easy to realize. With the Business Model Canvas it is!

We will work in small groups of (3 or 4) students. You choose your business partners (other students) and an existing business or your own (new future) business. We start from the current situation of your chosen business, innovate and realize new innovated business. Lets work together!

Methods:
- Explaining by the lecturer
- Working in small groups
- Presenting the results in front of the class

Competences and skills to be acquired:
- Knowledge of the English language
- Working together in small groups (independent)
- Research skills to find information
- Analysis skills
- Presenting your plans
- Asking questions

Prerequisites:
Understanding the basics of financial-, (online) marketing- and management issues.

Language of instruction: English

Recommended for: Economics