



INTRODUCTION TO BUSINESS MODEL INNOVATION

Business models are fundamental to the existence of a company. But what is a business model actually and how can it be built and analyzed?

This Nugget introduces the term Business Model and a tool to sketch out a business model. Furthermore, you will learn how business model innovation complements product and process innovation.

Lernziele

In this learning unit you will understand that Business Model Innovations complements other, more established innovation paths. You will get to know a well established definition of the term Business model and tools to analyze and ideate business models, the so called Osterwalder Canvas and the St. Gallen Magic Traingle.

Lehrinhalte

- You know what a business model is
- You can analyze business models with usefull tools
- You can apply these tools for the design of new business models

Dauer	25 minutes
Sprache	EN
Didaktisches Konzept	10 interactive learning contents 6 explanatory videos 6 audios 3 interactive learning success controls
Abschluss	Teilnahmebescheinigung
Kursgebühr	19 EUR

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