



# INTRODUCTION TO BUSINESS MODEL 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
Kursgebühr	19 EUR