

# Curriculum Design Pattern

Global Learning by Design

## Name of pattern

**Analytical Framework: Business Model Canvas**

## Quick look

The Business Model Canvas is a strategic and entrepreneurial planning tool. While it is a tool for design it can be adapted to use when deconstructing to analyse a case study. Using it as an analysis tool allows students to take a business lens to a case and to do so with an authentic tool used in business development.

## Rationale

The Business Model Canvas gives students the opportunity to analyse a case study.

## Learners/Context

Business Model Canvas is deployed to analyse a business model and immerses students in key aspects, language and concepts of a business. It can be a preparatory or analysis tool and can be applied to an existing case or when developing an ideas for a startup. It allows an individual or a team to plan, rethink or analyse a business model.

## Related patterns

Analytical Framework: 7Ps.

## Related category

Analysis, Early assessment, Discussion, Case study, Active learning, Connected learning, Personalisation.

## Alignment

Analytical Framework: 7Ps gives students the opportunity to scaffold their understanding and analyse of case studies for future employability.

## Instructions/Process

### Pre class

1. Collect business case studies.
2. Create the Business Model Canvas proforma to analyse the given case for Formative Assessment.

### In class

3. Describe the 9 customer segments in the Business Model Canvas or use the Business Model Canvas in Google Docs (with sticky notes).
4. Take a case study and describe the different segments in the case study.
5. Map the value propositions offered to each customer segment and use the same sticky note colour to match customers and segments. If value propositions work for two customer segments then both colours should be used. Ask students to complete the other components remembering to maintain the colours to show association with each customer segment.
6. After mapping all components ask students to identify strengths and weaknesses by adding green (weak) or red (strong) notes.
7. Based on the identified strengths and weaknesses ask students to suggest improvements to the business model.

### Group work (formative assessment)

8. Divide students into groups of 1-6 and distribute the Model Canvas proforma to analyse the given study case.
9. Inform students that they have discuss 15-30 minutes using this instrument to analyse the case study.
10. Ask students to work on poster sized paper to create wall chart versions of the Business Model Canvas proforma to analyse the given case.
11. Ask students to use post-it/sticky notes to brainstorm issues in the case study.
12. Ask students to negotiate the placement of each issue.
13. Groups present their breakdown of the case to the rest of the tutorial class and tutor for comment.

### Individual work (summative assessment)

14. Prior to class, ask students to view the Business Model Canvas on YouTube.
15. Prior to class, ask students to download the digital proforma for Canvas and working in print or digitally use to deconstruct an assigned business course case study by discerning and describing: Key partners; Key activities and the associated key resources; Value Propositions; Customer relationships and the associated channels; Customer segments; Cost structure and Revenue streams.
16. Ask student to bring their individually completed proforma to class and analysis the frame and give evidence of their analysis in written form or online.

### EXTENSION

Business Model Canvas can also be used for a projection of a business as it might be or could be into the future.

## Conditions

Students will need pre tutorial access to the recommended digital proforma for this activity, whether downloaded, online or as an app, e.g. BizCanvas -The Better Business or Business Model Canvas.

Use a group Business Model Canvas in class before students are asked to use it individually or as an assessment task. This would ensure they fully understand the framing of the language and the relationship of the concepts.

## Resources/Technology

### Explanations

Business Model Canvas on YouTube

<http://bit.ly/1ll7Zv3>

How to use the Business Model Canvas template in Google Docs: Create a new Business Model Canvas

<http://bit.ly/1JS256U>

An annotated digital version of the Business Model Canvas in Google Docs (with sticky notes)

<http://bit.ly/1P9N715>

### Apps

BizCanvas -The Better Business

Business Model Canvas

Gray, D., Brown, S., Macanuso, J., (2010) Gamestorming: A Playbook for Innovators, Rulebreakers and Changemakers, Sebastopol, CA. O'Reilly Media

