

Unlock Creativity with the Bisociation and Business Models Lesson Plan Module

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KEYWORDS: Entrepreneurial Mindset and Innovation.

Inspire your students' creativity with our bisociation lesson plan! Adapted from top professors, this module helps students design innovative business models and discover new opportunities.

We're excited to introduce a dynamic new teaching module, adapted from the work of Dante Di Gregorio, Joel Ryman, and Jennifer Kuan, professors at California State University Monterey Bay's College of Business. This comprehensive resource will help your high school students think like entrepreneurs by exploring creative business models through a unique bisociation exercise.

What's in the Module?

The module includes everything you need to run a smooth, engaging lesson:

- **Detailed Lesson Plan:** Step-by-step instructions for introducing, guiding, and reflecting on the bisociation activity.
- **Slide Deck:** Visual aids to help explain key concepts, like the Business Model Canvas and types of entrepreneurial thinking.
- **Student Worksheets:** Ready-to-use templates for brainstorming and combining business ideas, ensuring active participation.

Learning Objectives

By the end of this lesson, students will be able to:

- Design creative and innovative business models.
- Identify and evaluate new business opportunities.
- Apply different approaches to thinking—both goal-driven and resource-driven.
- Experiment and play with ideas to uncover

unique solutions.

Why Use It?

This lesson plan encourages students to tap into their creativity while learning critical business concepts. The bisociation exercise pushes students to combine existing ideas in new ways, mirroring how real-world entrepreneurs innovate. Whether they adapt a current model or create something entirely new, students will learn how innovation often comes from rethinking what's already available.

How to Use It in Your Classroom

This module is perfect for entrepreneurship, business, and innovation courses. Start with the guided lesson plan, then use the slide deck to introduce key concepts. As students brainstorm and collaborate using the worksheets, they'll discover how combining creativity with structure leads to breakthrough ideas. End with a class discussion that gets students reflecting on their process, sparking even more innovation.

Explore the module and bring a fresh perspective to your students' learning experience. It's all designed to help you teach critical business skills while keeping students engaged and excited about entrepreneurship.

[Bisociation Exercise Slide Deck](https://eiexchange.com/api/submissions/1140/documents?file=Bisociation%20Exercise%20Slide%20Deck%5B17%5D.pptx&download=1)
(<https://eiexchange.com/api/submissions/1140/documents?file=Bisociation%20Exercise%20Slide%20Deck%5B17%5D.pptx&download=1>)

[Bisociation Student Handout](file:///C:/Users/gess5089/Downloads/Handout%20-%20Bisociation%20Exercise%20(3).pdf)
([file:///C:/Users/gess5089/Downloads/Handout%20-%20Bisociation%20Exercise%20\(3\).pdf](file:///C:/Users/gess5089/Downloads/Handout%20-%20Bisociation%20Exercise%20(3).pdf))

[Bisociation Teaching Exercise](file:///C:/Users/gess5089/Downloads/Bisociation%20Teaching%20Exercise%20(2).pdf)
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