

Discover How Businesses Work: A Hands-On Introduction to the Business Model Canvas

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The Business Model Canvas (BMC) is a powerful tool that helps students understand how businesses operate and succeed. Our Introduction to the Business Model Canvas lesson plan is designed to engage high school students in exploring the key elements that make up a business model and apply them to real-world companies.

What's in the Module?

This module provides educators with a structured, hands-on way to teach students how businesses create, deliver, and capture value. Here's what you'll find:

- Detailed Lesson Plan: Step-by-step instructions to guide students through understanding and applying the BMC.
- Slide Deck: Visual aids that break down each section of the BMC, from Value Proposition to Customer Segments.
- Student Worksheets: Templates for students to fill in as they analyze a company's business model.

Learning Objectives

By the end of this lesson, students will:

- Understand what a business model is and why it's essential for success.
- Identify the 9 key components of the Business Model Canvas.
- Analyze a real-world company using the BMC to see how it operates.
- Collaborate with peers to problem-solve and develop business insights.

Why Use It?

This lesson plan offers an engaging introduction to business models that prepares students for more advanced business strategy concepts. The hands-on activities help students think critically about how businesses succeed and encourage teamwork through

collaborative projects. It's an ideal tool for fostering both entrepreneurial thinking and practical problem-solving skills.

How to Use It in Your Classroom

This module is perfect for business or entrepreneurship courses. Start by introducing the BMC and its components, then guide students through individual and group activities where they apply the BMC to well-known companies. End with group presentations that highlight the most critical parts of a successful business model. This lesson will leave students with a solid foundation in business strategy and an understanding of how companies thrive in competitive markets.

Empower your students to think strategically and unlock the potential of the Business Model Canvas in your classroom today!

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