

5 ECTS

**Objectives – Course description**

Hard skills

- Discover, clarify and present the strategy and activities of a company
- Understand the importance of innovation and differentiation for the sustainability of a company
- Hear the needs of customers based on rigorous surveys
- Learn about alternative economies (circular - solidarity - collaborative)
- Reflect on the creation of a new product/service by applying theoretical concepts

Soft skills

- Work both independently and in groups
- Develop collaboration and team spirit
- Develop creativity and idea generation
- Write reports and make effective presentations

**Learning content**

1. Definition of a business model
2. The business model matrix: the Business Model Canvas
3. The "Blue Ocean" strategy
4. Customer needs analysis based on qualitative and quantitative market research
5. Typologies

**Learning outcome**

At the end of this unit, the student will demonstrate the ability to:

- Evaluate and model any business and/or entrepreneurial initiative
- Design an innovative business model
- Develop an appropriate information research methodology
- Write a written report and present it orally
- Work in a team

**Methodology**

- Theoretical courses illustrated by practical examples
- Inductive approach by observing concepts and building the business model of existing companies and/or entrepreneurial initiatives
- Deductive approach through the application of concepts and the design of an own innovative business model

**Learning material**

"Business Model, New Generation" by A. Osterwalder and Y. Pigneur, Pearson  
Moodle platform: theory PPTs, teaching paths and exercises.  
Other materials may be used at the discretion of the teachers.

**Evaluation**

100% Continuous assessment in the second semester