

Syllabus: Business model



SYLLABUS

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Objectives

By establishing objectives, we give ourselves a clear idea of what we want to achieve once the teaching and learning process of this course has finished. But our aims are even more specific: we also want to establish what you will need to accomplish in order for this new knowledge to contribute to your educational goals.

To achieve these objectives, you must complete the entire process laid out in the different stages of the course.

Thus, if you work in the way suggested, you will be well-positioned to meet the following objectives:

General objective

Knowing the Business Model Canvas to capture the idea and shape it until the best version of the product or service is found to fit the market.

Specific objectives

- 1 Knowing the concept of the Canvas for the business model and the elements that compose it.
- 2 Understanding each of the elements that make up the Canvas, its importance and operation.

3

Knowing the basic accounting and financial concepts as a basis for decision making in the venture.

4

Knowing the monetization models and the pricing process.

CONTINUE

Skills

The skills we hope you will develop throughout this course are:

General skills

- 1** **Group and collaborative work:** the ability to work with colleagues in order to accomplish shared goals and to achieve the synergy typical of a high performance group.
- 2** **The capacity of analysis/reflection:** the capacity to methodically examine the different aspects of a certain reality or situation and to carry out an assessment of that situation.
- 3** **Creativity and innovative, knowledge-based solutions:** the capacity to find alternative solutions to existing problems based on formal knowledge.

Specific skills

Ability to understand the business model process through the Canvas, identifying each of its elements as well as the cost structure, monetization models and the pricing process.

CONTINUE

Bibliography

Module 1

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Module 2

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Module 3

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Module 4

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Criteria for participation and approval

Participation criteria

During the month of course, the student is expected to:

- Browse the multimedia contents of each of the modules that make up the course.
- Solve the evaluations assigned in each module.
- Carry out the proposed activities, whether group or individual.
- Take the final exam.

Approval criteria

For the approval of the course, the student is required to complete the (4) proposed activities in the course and pass the final exam. The student must obtain a final score of 70% or more. This grade will be the average between the activities and the final exam.

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Module 1. Introduction to business model

Unit 1.1 Concept and elements

Unit 1.2 Distribution and communication channels

CONTINUE

Module 2. Infrastructure

Unit 2.1 Resources and activities

Unit 2.2 Key partnerships

CONTINUE

Module 3. Cost structure

Unit 3.1 Cost structure

Unit 3.2 Analysis between cost, volume and profitability

CONTINUE

Module 4. Monetization models

Unit 4.1 Typology of monetization models

Unit 4.2 Pricing process

CONTINUE