

ERA213 Creativity Business Models

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