

Marketing courses

BUSINESS MODEL CANVAS

IMPROVE YOUR STRATEGY AND MARKET

WWW.BIZLEADER.EDU.VN

BizLeader Business School

OVERVIEW

Blueprint for Success: Navigating the Business Model Canvas



Welcome to the **Business Model Canvas** course—an immersive journey into the art and science of business design. This course is a practical exploration designed to equip you with the tools to map, analyze, and innovate your business strategy. The Business Model Canvas framework simplifies the complex task of crafting a business strategy into nine fundamental building blocks, covering everything from your value proposition to customer relationships and revenue streams. By the end of this program, you'll be adept at visualizing and interrogating every aspect of a business, empowering you to create, evaluate, and refine robust business models ready for the challenges of the modern market. Join us to transform ideas into actionable business strategies and bring your vision to life.

Skills you'll gain

Value Proposition Definition

Business Model Design

Customer Segments Analysis

Key Partnerships Identification

Financial Viability Evaluation

Analytics and Reporting

Training course materials package

High-Quality Videos

Trainer's Manual

Exercises and Activities

Certificate of Attendance

eBook

Build your subject-matter expertise

This course is part of the Business Foundations Specialization

- Learn new concepts from industry experts
- Gain a foundational understanding of a subject or tool
- Develop job-relevant skills with hands-on projects
- Earn a shareable career certificate

Assessments


- 5 quizzes
- 1 Final Project Essay


Details to know

- 12 hours (approximately)
- Flexible schedule

Learn at your own pace

Contact now!

 098-300-9285

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COURSE MODULE STRUCTURE

1

INTRODUCTION

- Definition of Business Model Canvas
- Purpose of using Business Model Canvas



2

KEY ELEMENTS OF BUSINESS MODEL CANVAS

- Customer Segments
- Value Proposition
- Channels
- Customer Relationships
- Revenue Streams
- Key Resources
- Key Activities
- Key Partnerships
- Cost Structure



3

HOW TO USE BUSINESS MODEL CANVAS

- Step-by-step guide to filling out the canvas
- Examples of successful business models using the canvas



4

ADVANTAGES OF BUSINESS MODEL CANVAS

- Flexibility and adaptability
- Visualization of the business model
- Collaboration and communication tool

5

LIMITATIONS OF BUSINESS MODEL CANVAS

- Oversimplification of complex business models
- Lack of focus on external factors
- Not suitable for all types of businesses





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CONCLUSION

- Recap of the significance of Business Model Canvas
- Future trends and developments in business modeling

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