

Toolboxes for SuperFastLearning digital contents in STEM

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Guide for developing the lecture



This exercise is developed for an optional workshop of the Master's Degree in Management Engineering. The title of the lecture is "Business Model Canvas: Potential Limitations".

The intended learning outcomes of the lecture are:

1. making the students able to analyze a business model canvas to detect its limitation in mapping complex fields
2. synthesizing these limitations

The students are experts in the theory behind Business Model Canvas but generally they are not able to analyze them in a practical and critical way.

This learning activity planning can be divided into 2 parts:

- Previous to the lecture (course scripting):

The educator has to prepare the material for the lesson. The lecture developed starts from a problem (problem-based learning approach) that will be shared with the students at the beginning of the lecture. Then, the lecture shifts to dataset-based learning, proposing to the students some sets of data they can use to solve the problem.

The SFLM has been used by the educator in this phase to extract some Business Model Canvases from 17 scientific papers, used for developing the slides to be used during the lecture.

- During the lecture (synchronous learning):

The activity has the following script:

1. The educator explains the problem to be solved to the students, explains the exercise and answers to any questions and doubts also showing a practical example (10 minutes)
2. The educator proposes to the students in class some Business Model Canvases using the slides developed (5 minutes)
3. The students will be divided in groups of 4-5 people each (5 minutes)
4. The students work in groups to analyze the Business Model Canvases for finding their limitations (and then, synthesize them) (1 hour)
5. At the end of the lecture, there will be a moment of sharing, discussion and reflections about the limitations identified by the different groups (30 minutes)