

MODULE	LEARNING OBJECTIVES <i>The module covers the following learning objectives:</i>	LEARNING OUTCOMES	
		KNOWLEDGE <i>After the completion of this module the learner will be able:</i>	SKILLS <i>After the completion of this module the learner will be able:</i>
1. Introduction	the definition of the business model	to define the business model	to interpret the definition of the business model
	the use and benefits of business model	to describe the use and benefits of business model	to rate the use and benefits of business model
	the elements of the Business Model Canvas	to describe the elements of the Business Model Canvas	to apply the elements of the Business Model Canvas
2. Customer Segments	the definition of a customer segment	to define what a customer segment is	to interpret what a customer segment is
	the importance of customer segments in a business model	to describe the importance of customer segments in a business model	to employ the importance of customer segments in a business model
	the different customer segment models	to list different customer segment models	to analyse different customer segment models
	the impact of different customer segments on other parts of the business model	to explain the impact of different customer segments on other parts of the business model	to outline the impact of different customer segments on other parts of the business model
3. Value Proposition	the concept of value proposition	to define the concept of value proposition	to apply the concept of value proposition
	the elements of value proposition	to describe the elements of value proposition	to interpret the elements of value proposition
	the types of value proposition	to identify the types of value proposition	to use the types of value proposition
	the examples of some of the most popular value propositions on the market	to list the examples of some of the most popular value propositions on the market	to employ the most popular value propositions on the market

	the most suitable value proposition to satisfy the clients	to characterise the most suitable value proposition to satisfy the clients	to select the most suitable value proposition to satisfy the clients
4. Channels	the various phases of communication, related to channels and their aims	to recognize each of the distinct various phases of communication, related to channels and their aims	to interpret each of the distinct various phases of communication, related to channels and their aims
	the difference between the communication channels related to promotion (awareness, evaluation, and after-sales customer support) and those phases related to place (purchase and delivery)	to describe the difference between the communication channels related to promotion and those phases related to place	to distinguish between the communication channels related to promotion and those phases related to place
	the channels to communicate the organisation's value proposition.	to list different channels to communicate the organisation's value proposition	to appraise different channels to communicate the organisation's value proposition
	the improvement of communication with all customer segments and customer relationships through the prism of the channels	to characterise the current channels to improve communication with all customer segments and customer relationships	to examine and critique current channels to improve communication with all customer segments and customer relationships
	the communication avenues listed under channels with customer segments, customer relations and value creation	to describe the communication avenues listed under channels with customer segments, customer relations and value creation	to consolidate and align the communication avenues listed under channels with customer segments, customer relations and value creation
	the design of cost-effective future strategies and innovative channels	to match the cost-effective future strategies and innovative channels	apply creative thinking to design cost-effective future strategies and innovative channels
5. Customer Relationships	the definition of the customer relationship	to define the customer relationship	to interpret the definition of the customer relationship
	the importance of customer relationships in a business model	to explain the importance of customer relationships in a business model	to rate the importance of customer relationships in a business model
	the different customer relationship models	to illustrate different customer relationship models	to employ different customer relationship models
	the impact of different customer relationships on other components of an organisation's business model and vice-versa	to describe how different customer relationships are capable of impacting	to assess how different customer relationships are capable of impacting

		other components of an organisation's business model and vice-versa	other components of an organisation's business model and vice-versa
6. Revenue Streams	the revenue streams block and its relation to other blocks	to describe the revenue streams block and its relation to other blocks	to apply the revenue streams block and its relation to other blocks
	the strengths and weaknesses of revenue streams	to list the strengths and weaknesses of revenue streams	to evaluate current revenue streams to assess their strengths and weaknesses
	the value of revenue streams and their relevance for organisational strategy	to outline the value of revenue streams and their relevance for organisational strategy	to appraise the value of revenue streams and their relevance for organisational strategy
	the improvement of communication with all customer segments and customer relationships through the prism of the revenue streams	to characterise the current revenue streams in order to improve communication with all customer segments and to improve customer relationships	to examine and critique current revenue streams in order to improve communication with all customer segments and to improve customer relationships
	the design of revenue streams segment in order to apply creative thinking to design future strategy and to list alternative possibilities and potential innovative revenue streams	to characterise the current revenue streams segment in order to apply creative thinking to design future strategy and to list alternative possibilities and potential innovative revenue streams	to appraise and evaluate the current revenue streams segment in order to apply creative thinking to design future strategy and to list alternative possibilities and potential innovative revenue streams
7. Key Resources	the definition of the key resources	to define the key resources	to interpret the definition of the key resources
	the importance of key resources in a business model	to explain the importance of key resources in a business model	to rate the importance of key resources in a business model
	the different types of key resources	to illustrate the different types of key resources	to employ the different types of key resources

	the creation of value proposition through the use of key resources	to recognise which key resources create the value proposition	to evaluate which key resources create the value proposition
8. Key Activities	the concept of key activities	to define the concept of key activities within the Business Model Canvas	to interpret the concept of key activities within the Business Model Canvas
	the main key activities within an enterprise	to list the main key activities within an enterprise	to inspect the main key activities within an enterprise
	the relevant key activities required to reach the objectives and purposes of an enterprise	to list the relevant key activities required to reach the objectives and purposes of an enterprise	to use the relevant key activities required to reach the objectives and purposes of an enterprise
	the importance of key activities in the definition of the value proposition	to illustrate the importance of key activities in the definition of the value proposition	to assess the importance of key activities in the definition of the value proposition
	the relationship between key activities and the value proposition of an enterprise	to explain the relationship between key activities and the value proposition of an enterprise	to distinguish the relationship between key activities and the value proposition of an enterprise
	the key activities, in line with the value proposition	to identify certain key activities, in line with the value proposition	to focus only on certain key activities, in line with the value proposition
9. Key Partners	the concept of key partners	to define the concept of key partners	to interpret the concept of key partners
	the main partnership agreements with respective advantages and disadvantages	to list the main partnership agreements with respective advantages and disadvantages	to apprise the main partnership agreements with respective advantages and disadvantages
	the support of key partners in own company/enterprise operations	to identify key partners to support their own company/enterprise operations	to rate the support of key partners in own company/enterprise operations
	the importance of key partners to satisfy customer needs	to illustrate the importance of key partners to satisfy customer needs	to analyse the importance of key partners to satisfy customer needs
	the relationship between partners to create joint value	to explain the relationship between partners to create joint value	to verify the relationship between partners to create joint value
	the role of key partners	to describe the role of key partners	to analyse the role of key partners
	the reduction of own inefficiencies through the partner(s)	to identify the most suitable partner(s) to reduce their own inefficiencies	to choose the most suitable partner(s) to reduce their own inefficiencies

	the conditions for an agreement in order to achieve the company benefit	to recognise the conditions for an agreement from which the company would benefit	to set the conditions for an agreement from which the company would benefit
10. Cost Structure	the definition and examples of variable costs	to define and give examples of variable costs	to interpret the definition and examples of variable costs
	the definition and examples of fixed costs	to define and give examples of fixed costs	to interpret the definition and examples of fixed costs
	the difference between variable and fixed costs	to illustrate the difference between variable and fixed costs	to examine the difference between variable and fixed costs
	the calculation of variable costs	to describe the calculation of variable costs	to calculate the variable costs
	the calculation of fixed costs	to describe the calculation of fixed costs	to calculate the fixed costs
	the optimisation of the costs in the company	to characterise the optimisation of the costs in the company	to optimise costs in the company
11. Citizenship and Professional Values	the meaning of citizenship and professional values	to characterise the meaning of citizenship and professional values	to examine the meaning of citizenship and professional values
	the business as a social and political commitment	to underline that a business is not only an economic, but also a social and political commitment	to distinguish that a business is not only an economic, but also a social and political commitment
	the importance of citizenship and professional values in a business model	to illustrate the importance of citizenship and professional values in a business model	to assess the importance of citizenship and professional values in a business model
	the benefits of adopting citizenship and professional values in other parts of the business model	to list the benefits of adopting citizenship and professional values in other parts of the business model	to implement the benefits of adopting citizenship and professional values in other parts of the business model