

Building the Business Model for Corporate Entrepreneurs

יזמות פנים ארגונית

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דירוג: **לסטודנטים בתואר ראשון**

דרישות קדם: פטור באנגלית

יש להירשם לקורס ולקורס המקוון בקישור למטה

קישור לקורס אונליין: <https://www.coursera.org/learn/corporate-entrepreneurs-business-model>

נ"ז: 1

[מטרות הלמידה](#)

בסיום הקורס הסטודנטים יבינו את המושגים הבסיסיים בתהליך המיזם הרצה לזיהוי ופיתוח לקוחות

הסטודנטים יוכלו לנתח רעיון מוצרי עבור חברה קיימת ולבנות את קנבס המודל העיסקי עבורו

רישום לקורס מתונה באישור החוג של הסטודנט

תאור הקורס

This course enables you to develop and apply the Business Model Canvas tool to scope a corporate challenge or opportunity. You will learn how to identify and communicate the nine elements of a business model: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partners, and Cost Structure.

Your completed project will be a customer-validated Business Model Canvas that outlines the business case for a new product or service to address your selected challenge or opportunity in a corporate context. This project is derived from four areas of focus in the course:

- Identifying how to create and deliver value for existing and future customers of the company;

- Learning how to extract value for the corporate venture in a sustainable fashion;
- Conducting in-depth interviews to guide the customer discovery process for your corporate venture;
and
- Developing business models that encompass the product or service, customers, and economic engine that deliver on the corporate venture objectives.

The course includes 4 modules as follows.

1. Introduction to Business Modeling

In this module, we will introduce how to create and deliver value for existing and future customers of the company through a customer-validated, business modeling methodology.

- What is a startup?
- Customer, market, and value proposition
- Product-market fit: The heart of the business model
- Walk-through of the Business Model Canvas - Part 1
- Walk-through of the Business Model Canvas - Part 2
- How do you develop a business model?

2. Customer Discovery and Customer Validation

In this module, we will examine how to identify real customers and conduct in-depth interviews to guide the customer discovery process for the corporate venture.

- Why talk to customers? What do they know?
- How to get insights from customers
- Building a pipeline of customer interviews
- What to do before the interview
- What to do after the interview
- Cold calling

3. Customer Segmentation and Analysis

In this module, we will evaluate how to segment customers and develop a minimum viable product (MVP) with product-channel fit.

- Why have customer segments at all?
- Customer segments, value propositions, and product features
- Customer types
- Customer segments and business models
- Customer archetypes
- Minimum viable product (MVP)
- Market size and sizing

- Physical and virtual goods
- Market types
- B2C and B2B markets
- Crossing the chasm

4. Creating the Business Model for the Corporate Venture

In this module, we will develop a business model that encompasses the product or service, customers, and economic engine that deliver on the corporate venture's objectives.

- The funnel of customer engagement
- What is a channel?
- Product-channel fit
- Cost structure
- The rest of the business model canvas
- Key activities
- Key partnerships
- Key resources
- Final Thoughts

ספרות:

- Osterwalder, A. et al (2014), *Value Proposition Design: How to Create Products and Services Customers Want*, Wiley
- Christensen, M. C, Hall, T., Dillon, K., Duncan, D. S., (2016). Know your customers' "Jobs to be Done", HBR, PP. 56-62
- Blank, S. and Dorf, B. (2012), "*The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company*", K&S Ranch Inc.

הציון יתבסס על:

- ציון העבודות והבחנים בקורס המקוון – 60%
 - בסיום הקורס, יש להציג את צילום־סריקת ציוני הבחנים והעבודות בקורס המקוון וכן את אישור הסיום (Certificate)
- עבודת סיום קורס – 40%
- נוכחות אקטיבית בפורום הקורס – 10%

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