

UNIT 2. BUSINESS MODEL CANVAS

LESSON 1. What is innovation and why it is important?

Prof.ssa Silvia Franco

ACTIVITY 1. WORK IN GROUP (Max 3 students)

- YOU'LL BE GIVEN A FLASH CARD WITH A CASE STUDY
- READ CAREFULLY
- GATHER INFORMATION REGARDING YOUR CASE
- TRY AND POINT "THE WAY TO SUCCESS" OF YOUR CASE

TEAM ROLES:

- **the speaker** (the person in charge of reporting orally what the group has discussed)
- **the note taker** (the person in charge of taking notes of the group is describing);
- **the moderator** (the person in charge of addressing the search of information in a relevant manner and gives support to the note taker)

ACTIVITY 2. Discussion activity

After listening to the case studies presentation, can you list the factors that leads a business to success?
Discuss it in class and make a list on the blackboard.