

**24<sup>th</sup> International Project Week 2022**  
**09<sup>th</sup> – 13<sup>th</sup> May 2022**

**Lecturer:** Marcel G. Buijs

**University/Company:** IPro Training NL B.V.

**Country:** The Netherlands

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**Developing a business with the Business Model Canvas (BMC)**

**Content:** Every business needs to grow in the long run. This takes a lot of time and effort. Using the Business Model Canvas, it makes this process easier when you know how it works.

We will work in small groups. Every group will choose one international or local company. After explanation of the Business Model Canvas, every group will work out the Business Model Canvas for their own chosen company. The next level is coming up with business improvements to ensure the growth of your chosen company.

**Methods:** Explanation of the BMC theory by the lecturer Marcel G. Buijs

**Competences and skills to be acquired:** Knowledge of the BMC and experience of working with it at a basic level.

**Prerequisites:** Marketing principles and social skills

**Language of instruction:**  
English