Lean Research

Teaching Entrepreneurial Research Through The Lens Of The Business Model Canvas

Genifer Snipes, Business & Economics Librarian, University of Oregon
University of Oregon

Eugene, OR

- 23,634 FTE
- 4,687 Business students

Launching an interdisciplinary minor for non-majors Spring 2019
The Idea

Could structuring secondary research instruction around the Business Model Canvas increase student comprehension?
The Motivation

- Provide framework for secondary research
- Illustrate connections between course content and information sources
- Encourage synthesis & contextualization of materials
- Decouple information sources from purpose labels
- Highlight the complexities of using secondary resources and offer strategies to address them
The Setup

Students

- 3-5 person groups
- Familiarity w/ BMC
- Own or assigned topic
- Flat classroom (ideal)

Supplies

- Sticky Wall Pads
- Colored markers
- BMC examples
- Database printouts (optional)
The Process

1. Distribute supplies
2. Review structure of BMC
3. Explain activity
4. Assign 1st source to groups
5. Groups have 10 -15 min to connect source w/ BMC categories
6. Repeat 4 & 5
7. Groups report back re: info found in each source & purposes assigned in BMC
8. Librarian -led review*

*Librarian-led review
Feedback?

1. Are there particular research challenges you’ve seen students encounter that this activity might address?

2. What are your thoughts on how this activity could help students understand the entrepreneurial research process and resources?

3. Are there specific potential shortfalls in student understanding that could be caused by this teaching approach?

4. Should some type of pre-instruction accompany this activity in order for students to produce accurate results or could it work as a standalone activity?
Source List

Alexander Osterwalder:  http://alexosterwalder.com/

Strategyzer:  https://strategyzer.com/

Canvanizer:  https://canvanizer.com

Steve Blank:  https://steveblank.com