



Teaching the Business Model Canvas with Fruit: Embedding Active Feedback using Objects



Adam Smith
Business School

Dr Nick Quinn

nick.quinn@glasgow.ac.uk

Active Feedback

This approach is a simple method for applying the Active Feedback approach using an object metaphor to provide a resource comparison, in this case it is a tangerine. The following NTR resources will provide more detail on the approach

- Nicol, David (2022): "Turning Active Learning into Active Feedback", Introductory Guide from Active Feedback Toolkit, Adam Smith Business School. National Teaching Repository. Educational resource. <https://doi.org/10.25416/NTR.19929290.v3>
- Nicol, David; Quinn, Nick; Kushwah, Lovleen; Mullen, Helen (2022): Helping learners activate productive inner feedback: Using resource and dialogic comparisons. National Teaching Repository. Conference contribution. <https://doi.org/10.25416/edgehill.19535881.v1>
- Quinn, Nick; Gibb, Alison (2023): Developing Professional Practice Active Feedback, Professional Learning and a Whole Course Approach.pdf. National Teaching Repository. Presentation. <https://doi.org/10.25416/NTR.21988976.v1>



Class Setup

This set of slides is intended to introduce students to the principle of Business Models and the Business Model Canvas using an object, in this case a tangerine. Each student is given a tangerine (or you can get a student to demonstrate as you talk it through).

You can then continue as you would normally when discussing the Business Model Canvas.

This approach could also be used when introducing students to other topics that have depth and layers that you wish to expose, for example in history when encouraging students to dig down below the obvious events to critically analyse what really happened and why



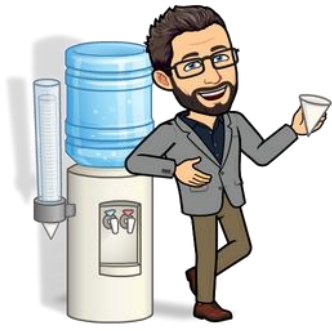
What is a Business Model?

Write down what you think a business model is in a sentence or two.

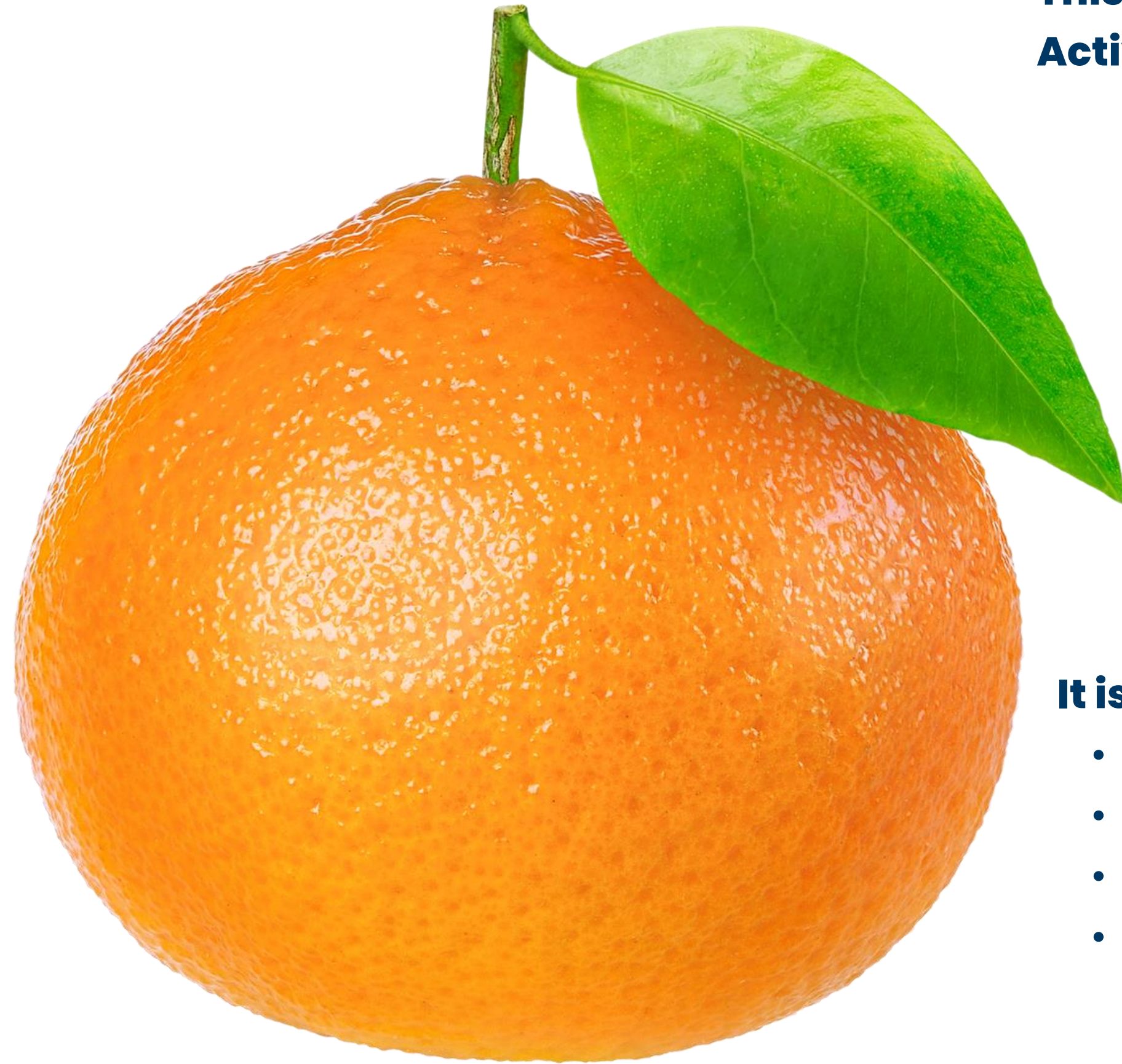
This is the DO element of Active Feedback



let's
DISCUSS



**This is the COMPARE element of
Active Feedback**



It is:

- **orange**
- **round**
- **shiny**
- **dimpled etc**

Describe your Tangerine



- **The skin is like the company facade. It is what everyone sees and recognises.**
- **They all look similar but...there are differences**



 **RYANAIR**

easyJet

- **Ryanair and Easyjet are both low-cost carriers.**
- **but...They have different business models**



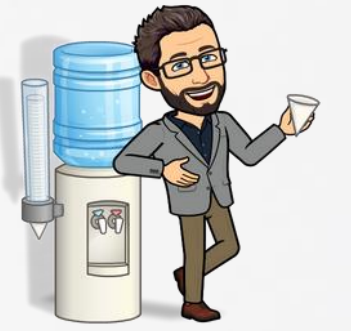
Peel your tangerine



- **Once we peel the skin we reveal the pith and this is similar to the business model.**
- **This is the set of...
“assumptions about what a company gets paid for”.**

Drucker, 1954

let's
DISCUSS



**What assumptions form
business models?**

Questions to ask

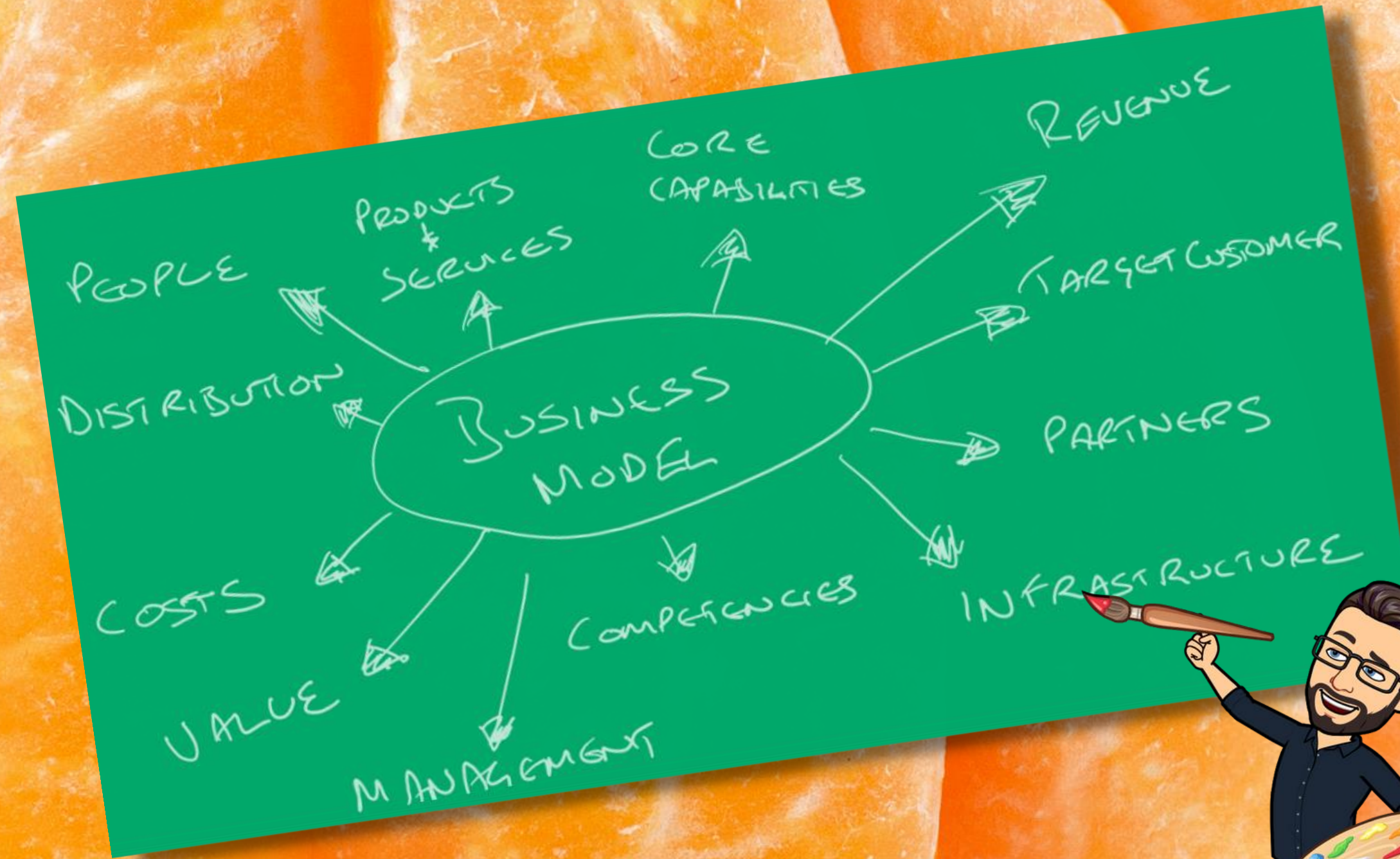


- **Who** is the customer?
- **What** does the customer value?
- **How** does the company make money?
- **How** does it deliver value to customers?
- **How** can it deliver that value to customers at an appropriate cost?

open out the sections



The sections are the elements that make up the business model



The Business Model Canvas



OFFERING

- Value Proposition

CUSTOMERS

- Customer Segments
- Channels
- Customer Relationships

INFRASTRUCTURE

- Key Activities
- Key Resources
- Key Partners

FINANCES

- Cost Structure
- Revenue Streams

(Osterwalder and Pigneur, 2010)

**You can now
eat your
business
model!!**



What is a Business Model? pt2

Based on what you wrote earlier, and on the last few slides, update your definition of a business model.

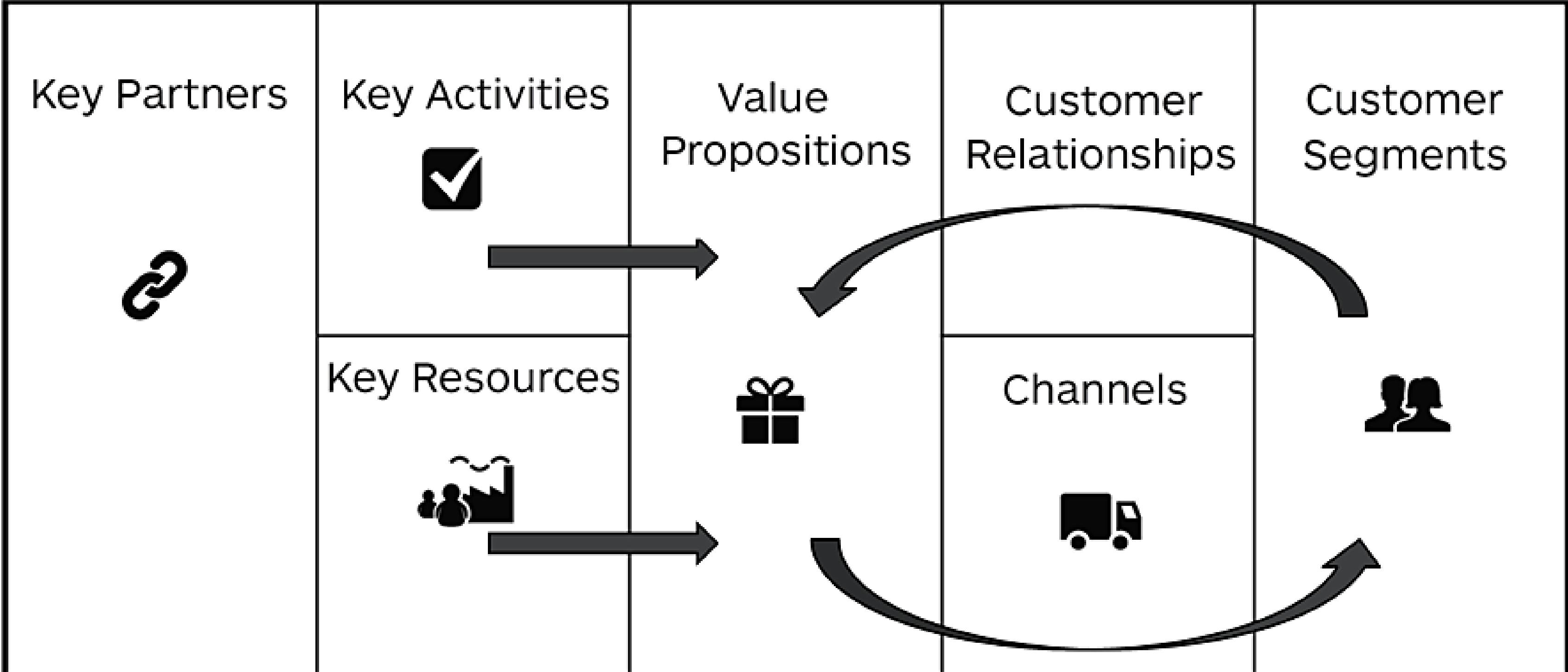
This is the EXPLICIT element of Active Feedback



Operations (How)

Value (What)

Customer Facing (Who)



Cost Structure



Revenue Streams





University
of Glasgow

Adam Smith
Business School



nick.quinn@glasgow.ac.uk

LinkedIn

www.linkedin.com/in/nickquinn/

BYE!



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