

CHAPTER OVERVIEW

9: Business Model and Plan

LEARNING OBJECTIVES

- Understand the importance of planning
- Understand the concepts of product and service innovation, and define and understand key business models
- Describe and be able to construct a value proposition for a new business idea (product or service)

[9.1: Introduction](#)

[9.2: Designing the Business Model](#)

[9.3: The Business Plan](#)

[9.4: Business Model Canvas](#)

[9.5: Discussion Questions](#)

[9.6: Case Questions](#)

[9.7: Business Model Canvas Explained with Examples](#)

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