

<b>Module</b>	<b>Agro Food Project 2 - Sustainable Business Model Canvas</b>
<b>ETCS credits</b>	7
<b>Workload</b>	210h: contact hours 48h (23%), self-study (guided) 162h (77%)
<b>Module coordinator</b>	Name Tanja Hänsli Phone +41 (0) 58 934 54 90 Email tanja.haensli@zhaw.ch Address ZHAW Life Sciences und Facility Management Einsiedlerstrasse 29 8820 Wädenswil
<b>Lecturers</b>	Thomas Bratschi, Prof. Dr. Tilo Hühn, Maya Ladner, Tanja Hänsli, Patrick Lütolf, Andri Krügel Various ZHAW lecturers Various guest lecturers Coaches, mentors Experts from selected fields
<b>Required skills</b>	Students should be able to <ul style="list-style-type: none"> <li>describe corporate forms and structures, explain core processes, and derive the connection to a business plan.</li> <li>select and apply various innovation methods in a solution-oriented manner.</li> <li>understand and apply team collaboration methods, considering topics such as culture and diversity.</li> <li>select and apply sustainable business management and business creation methods.</li> </ul>
<b>Learning Outcomes</b>	Students will be able to <ul style="list-style-type: none"> <li>use the Sustainable Business Model Canvas to develop regenerative and innovative business models and explain them at a level appropriate to the audience.</li> <li>critically analyse other business ideas based on the Sustainable Business Model Canvas and provide constructive feedback on how to further develop the ideas.</li> <li>accept criticism and feedback, reflect on it and implement lessons learned.</li> <li>apply appropriate methods for their projects and implement the findings.</li> <li>distinguish between different prototyping methods and assess them based on their suitability for a certain project.</li> <li>reflect on the level of cooperation within their team, considering topics such as culture and diversity, and develop goals for improvements.</li> <li>reflect on their strengths and weaknesses, be aware of necessary complementary skills within the team and identify opportunities to develop further.</li> <li>Identify and select relevant stakeholders and engage in talks with them for the development of the business model.</li> </ul>
<b>Content</b>	Students learn to apply knowledge gained from the previous module within the framework of the Sustainable Business Model Canvas and explain the regenerative business model derived from it. In doing so, they learn to critically examine other Sustainable Business Model Canvases and provide constructive feedback. Equally, they should also be able to incorporate and effectively implement feedback on their own Sustainable Business Model Canvas. To conduct stakeholder talks successfully, students further will be introduced to the fundamentals of interview techniques. Students also learn about prototyping methods and how to select them according to their needs.
<b>Teaching / learning methods</b>	<ul style="list-style-type: none"> <li>Workshops</li> <li>Group work (including presentation)</li> <li>Reflection</li> <li>Coaching discussions</li> <li>Mentoring discussions</li> <li>Lectures</li> <li>Case-related field research / excursions</li> <li>Stakeholder talks</li> </ul>

<b>Assessment</b>	<ul style="list-style-type: none"><li>• Presentation, defence and written submission of a Sustainable Business Model Canvas (including the documentation of the development process)</li><li>• Reflection on personal development goals</li><li>• Approved plan for a Master's thesis</li></ul>
<b>Language of instruction</b>	English

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