Teaching Business Models through Flipped Classroom

The approach

**Traditional Classroom**
- In class
- At home

**Flipped Classroom**
- At home
- In class

The course: goals and structure

**Before the class**
- Watch video-lectures and analyze the papers

**In class**
- Peer-discussion & group work on real cases applying the theory learned

Edgar Dale’s Cone of Learning (1969)

At the end of each lecture the lecturer has to explain clearly the links between theory and the practical work

What students say

“I learned a process to open up my mind, and always felt free to be creative in suggesting how to innovate a business model”

“I developed many soft skills thanks to the group work, by arguing my ideas”

“It taught me a methodology to frame the business challenges I face at work. Through the application of business model theory, I can deal with real-life problems now”

Learnings & improvements

✔️ Present clearly the teaching approach to student and explain why it is valuable to them

✔️ Both students’ and lecturer’s roles change within this approach: be ready!

✔️ Exams change! From testing students' knowledge to testing their competences!

✔️ Monitor the learning progress of each student, through tests and/or a blog

✔️ Practical work has not to be performed in class only: try to go out and let students learn from observation

Some literature:
Bergmann, J., & Sams, A. (2012). Flip your classroom: Reach every student in every class every day. International Society for Technology in Education.

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