

Applied Business Research: Business Model Canvas Development with Gale Business: Insights

PROJECT DESCRIPTION:

This project engages business students in the applied development of a Business Model Canvas by analyzing an existing company. Students will begin by conducting structured company research using [Gale Business: Insights](#), gathering relevant data on the organization's operations, market positioning, customer segments, and value propositions. Based on their findings, they will then construct a comprehensive Business Model Canvas that reflects the company's strategic framework.

Included in this guide are editable instructional materials designed to support implementation. Instructors are encouraged to adapt the content to align with their course objectives and instructional context.

LEARNING OBJECTIVES:

- Conduct targeted business research using Gale Business: Insights to analyze a company's history, financials, industry, and market position.
- Interpret and apply the Business Model Canvas framework to evaluate real-world business strategies.
- Synthesize research findings into a structured business model that reflects key operational and strategic elements.

BRIDGE-IN:

This project is designed to complement instruction on core business concepts such as marketing, finance, operations, and strategy. It can be introduced after students have gained foundational knowledge of these areas to reinforce learning through application or used early in the course as a framework to contextualize upcoming topics.

TEACHING CONTENT:

- Teach the concepts of the Business Model Canvas [using this editable PowerPoint](#) or your own materials.
- Demonstrate how to navigate *Gale Business: Insights*, as necessary, using:
 - [Eight-minute tutorial](#)
 - [Training Slide Deck](#) for PowerPoint
 - [Two-page handout](#) on Company Profiles within *Gale Business: Insights*

- [Four-page handout](#) on *Gale Business: Insights*
 - Get virtual class training with your Gale Trainer by emailing Gale.AcademicOutreach@cengage.com
- Give students their student [assignment sheet](#) where you can add resources, include due dates, and make edits as needed.
 - Optional: put students in pairs or groups for this assignment.
- Provide students with the Company Research Guide (also linked in student assignment sheet) which guides students through researching an existing company using Gale Business: Insights. Feel free to change the assignment or provide a different Business Model Canvas template to students.
 - [Fillable PDF](#)
 - [Editable PowerPoint](#) where you can make edits/changes as needed.
- Students submit the completed Company Research Guide.
- Provide guidance and reteach concepts, as necessary, after submission of assignment sheet.
 - Optional: Students will re-submit a revised Company Research assignment.
- Students use information and feedback from the Company Research Assignment to complete [a Business Model Canvas](#) about the same company.

FORMATIVE ASSESSMENT:

Student's submission of:

- Company Research Assignment

SUMMATIVE ASSESSMENT:

Student's submission of:

- Company Research Assignment (with revisions, if applicable)
- Business Model Canvas

EXTEND THE LEARNING:

After this project, consider asking your students to do one or both of the following:

- Use the information from the Business Model Canvas to help write a Business Plan for an idea that adds a new element to the company researched (additional product, company expansion, etc.).
- Use the skills you've learned with the Business Model Canvas format to create a Business Model Canvas for a new company they envision starting.