

# ENTREPRENEURSHIP - A.Y. 2022/23

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## GROUP WORK INSTRUCTIONS

### 1. AIM, EXPECTED OUTPUTS, DEADLINES, EVALUATION CRITERIA

**The main aim** of the Group Work is to analyze the current business model (“as is”) of a company listed in a stock exchange using the Business Model Canvas

**The expected outputs** consist in:

- a Report in Microsoft Word or in .pdf (10 pages maximum in length, references excluded). You are free to decide the page margins, indents and spacing and font(s) to be used.
- a Power Point presentation for the last lesson on May 23<sup>rd</sup>. Each group will have 10 minutes maximum to present the business model to the class.

**The deadlines** are:

- May 21<sup>th</sup> 2023 for the Power Point presentation.
- May 28<sup>th</sup> 2023 for the Report

**The evaluation criteria** used by the lecturer will be the following ones:

- depth and sharpness of the analysis (33%)
- ability to correctly use theories, concepts and vocabulary (33%)
- overall quality, organization, and consistency of the report (33%)

Extra points are provided to excellent (precise and brilliant) presentations.

### 2. COMPANY

Choose a company listed in a stock market, thus having an “Investor Relation” webpage to facilitate data collection. No matter which stock exchange. Avoid well-known companies (Google, Meta, Tesla, Microsoft, etc.) or companies that are too diversified (managing many businesses). In case the company is diversified, I recommend choosing just one business for the analysis (explain your choice in the report).

### 3. STRUCTURE OF THE REPORT

Use the business model canvas to analyze the company. I am not interested in a “simple” description of the 9 building blocks. Mention all the building blocks but then focus on the most important ones, and especially focus on the relationships among building blocks. To support your analysis, use citations from the companies’ reports you analyzed. Use external sources as well, like data, magazines’ articles or experts’ opinions.

At the end, draw some general conclusions and add your opinion on the BM of the firm and its consistency (highlight also the main weaknesses, if any). Be objective, you are not selling anything.

Put your references at the end of the report (they are not included in the pages count).

### 4. FINAL REMARKS

Be precise, be professional. Check every detail of your report and presentation before submitting them. Make your report outstanding from a formal point of view.

Always cite your sources. Anti-plagiarism software (TurnItIn<sup>®</sup>) will be used to check all the assignments. Use advanced Chatbots if you like but cite their “work”.