



BUSINESS MODEL CANVAS

PROFESSIONAL CERTIFICATE



BMCPC™ Version 102021

CertiProf®

Introduction:

With this certification you will learn how to create business models that links specific financial and nonfinancial measures in a logical chain to delineate how a company's strategy translates into the accomplishment of stated financial goals using the Business Model Canvas.

The Business Model Canvas is a strategic management and lean startup template for developing new or documenting existing business models. It is a visual tool with elements describing a company's value proposition, infrastructure, customers and finances. It assists companies in aligning their activities by illustrating potential trade-offs by comparing them to one another and being able to see the bigger picture of their overall business framework.



Learning Objectives:

- Understanding the concepts of a business model, its patterns, and how they operate
- Introduction to the Business Model Canvas to develop new business models and document existing ones
- Understanding the different blocks of the Business Model Canvas and what their function is
- Introduction to the Lean Startup Method (Create, Measure, Learn) and Continuous Innovation
- Analyze the Lean Canvas and its function as a better method to focus on problems and possible solutions
- Analyze a possible basis of profitability in a Business Model to be able to pivot quickly if necessary



Target Audience:

Business Ownership, Business Planning, Entrepreneurs, Consultants, Coaches, Management position or higher in a corporation, Business Leaders, Executives.



Prerequisites:

There are no formal prerequisites for this certification.



Training:

- Course Type: Professional
- Certification Code: BMCPCTM
- Expiration: 3 years



Certification Exam:

- Format: Multiple choice
- Questions: 40
- Language: English / Spanish
- Pass Score: 32/40 or 80 %
- Duration: 60 minutes
- Open book: No
- Delivery: This examination is available online
- Supervised: it will be at the discretion of the Partner