



# Massive Open Online Courses (MOOC)

## Business Model Canvas:

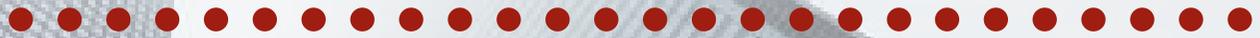
### A Tool for Entrepreneurs and Innovators

*Offered by University System of Georgia*

In this project-centered course, you will use the Business Model Canvas innovation tool to approach either a personal or corporate challenge or opportunity. You'll learn to identify and communicate the nine key elements of a business model: Customer Segments, Value Proposition, Channels, Customer Relationships, Key Resources, Key Activities, Key Partners, Revenue Streams, and Cost Structure.



**Who is this class for:** This is an introductory course on the Business Model Canvas. Learners do not need to have any previous experience using the Business Model Canvas.



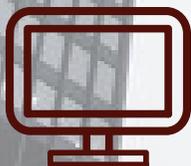
**COURSE START DATE: OCT 9, 2017**

Register for discussions (required):

<https://goo.gl/sAk9CY>

October 12, 19, 26 & November 2, 9, 16, 23, 30 (12:00 - 13:15) at the American Center, 170 Ngoc Khanh, Hanoi

3 STEPS TO JOIN OUR MOOC:



Register for the online course:

<https://www.coursera.org/learn/business-model-canvas>



Join the facilitated discussions

Facilitator: Ms. Le Hong Tam, U.S.G. Alumna



Certificate of completion from the U.S. Embassy