

Business Model Canvas

Customer Segments

Value Proposition

Channels

Cost Structure

Revenue Streams

Customer Segments: Who are we creating value for?

Value Proposition: What value do we create for our customers?

Channels: How do we reach our customers?

Cost Structure: What are the major costs in our business model?

Revenue Streams: How do we generate revenue?

Key Resources: What resources do we need to make our business model work?

Key Activities: What activities do we need to perform to make our business model work?

Key Partners:

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Learning Objectives

- 1. Explain the importance of the business environment in the success of a business.
- 2. Identify the various stakeholders of a business and their interests.
- 3. Describe the legal forms of business organization and their characteristics.
- 4. Discuss the role of government in the business environment.
- 5. Analyze the impact of globalization on the business environment.

Learning Objectives (continued)

- 6. Evaluate the ethical implications of business decisions.
- 7. Apply critical thinking skills to analyze business scenarios.
- 8. Demonstrate effective communication skills in a business context.
- 9. Understand the importance of teamwork and collaboration in business.
- 10. Identify the key factors for business success and growth.

Learning Objectives (continued)

- 11. Analyze the impact of technology on the business environment.
- 12. Discuss the role of innovation in business growth.
- 13. Evaluate the impact of social media on business communication.
- 14. Understand the importance of customer relationship management.
- 15. Identify the key factors for business sustainability.

Learning Objectives (continued)

- 16. Analyze the impact of the global economy on business.
- 17. Discuss the role of international trade in business.
- 18. Evaluate the impact of cultural differences on business communication.
- 19. Understand the importance of cross-cultural management.
- 20. Identify the key factors for business success in a global market.

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- 25. Identify the key factors for business success in a global market.

QUESTION

1. A company is considering a new investment project. The project has a 50% chance of being successful and a 50% chance of being unsuccessful. The expected cash flows are as follows:

Year	Successful	Unsuccessful
Year 0	-\$100	-\$100
Year 1	\$150	\$0
Year 2	\$100	\$0

ANSWER

Expected Cash Flows

The expected cash flows for the project are calculated as follows:

Expected Cash Flows (Continued)

Year 0: $0.5 \times (-100) + 0.5 \times (-100) = -100$
Year 1: $0.5 \times 150 + 0.5 \times 0 = 75$
Year 2: $0.5 \times 100 + 0.5 \times 0 = 50$

The expected cash flows are: Year 0: -\$100, Year 1: \$75, Year 2: \$50.

Expected NPV

The expected NPV is calculated as follows:

$$NPV = \frac{-100}{1.1} + \frac{75}{1.1^2} + \frac{50}{1.1^3}$$

$$NPV = -90.91 + 61.35 + 37.57 = 7.01$$

The expected NPV is \$7.01.

Year 0: -\$100

Year 1: \$75

Year 2: \$50

Expected NPV: \$7.01

QUESTION 10

Which of the following is NOT a characteristic of a good leader?

- A. They are able to inspire others to follow them.
- B. They are able to communicate effectively.
- C. They are able to listen to others.
- D. They are able to make decisions quickly.
- E. They are able to delegate tasks.
- F. They are able to build trust in others.
- G. They are able to motivate others.
- H. They are able to resolve conflicts.
- I. They are able to work well with others.
- J. They are able to take responsibility for their actions.

