

## Assignment 1 – Business model canvas

Due by 10:00pm CT, Sunday January 26

### Directions:

- Email your results in a single ZIP file as define in the course Syllabus to [mtg@utulsa.edu](mailto:mtg@utulsa.edu) by the due date and time. Include your Archi model file (extension \*.archimate) and any documents produced in the ZIP file.

### Questions:

#### 1. [10 points] Tool Setup

- a. Install version 2.6 of Archi modeling tool we'll be using for class. You can download it from <http://archimatetool.com/>. If you do not have (or want to use) your own computer to do this, you may download and install it on one of the computers in the classroom using your TU account. To install where you do not have administrator privileges, use the "Windows ZIP" version of the download. Note that Mac and Linux versions are also available for download if you need those.
- b. Download and review the "Archi User Guide" available under the "Resources" tab on the website.
- c. Provide a screen shot of your desktop showing the tool installed with the date/time visible.

#### 2. [20 points] Business Model Canvas with help

- a. Watch the video, "Osterwalder explaining the Business Model Canvas" <https://www.youtube.com/watch?v=RzkdJiax6Tw>
- b. Create a new model (choose the option "Model with Canvas") in your Archi tool and give it the name "Assignment01".
- c. Prepare a Business Model Canvas (BMC) using the canvas view in Archi for the example in the video from the Nespresso company. You'll find referring the specific section in the Archi User Guide titled, "The Canvas Modelling Toolkit" helpful here. Give the canvas view the name "Nespresso".

3. [40 points written; 30 points presentation] Business Model Canvas on your own
- Pick a business from Wikipedia's list of business bases in Tulsa (see [http://en.wikipedia.org/wiki/List\\_of\\_companies\\_based\\_in\\_Tulsa,\\_Oklahoma](http://en.wikipedia.org/wiki/List_of_companies_based_in_Tulsa,_Oklahoma)). Post the business you picked as a comment on the website under this homework assignment. You may not select a business that someone else has already picked, so selections are "first come, first served".
  - Using this business and any information you can find about it, create a BMC in Archi within the same model as used in Question #2. Give the canvas view a name in your Archi model that is the name of the business you selected. Keep up with which sources of information you used as you will need to cite them.
  - Prepare a 3 minute, 3 slide presentation using 2 information slides and 1 with your BMC (3 pages total). Include speaker notes on your slides. You may include a 4<sup>th</sup> slide for a title slide with your name and the name of the business on it.
  - Be prepared to present your slides in class on January 27. Refer to the presentation rubrics for guidance on how you will be graded.
4. [10 points] Extra Credit – Nespresso
- Review the blog post <https://medium.com/noise-branded/1b5bfff137dfd>. Imagine what business model changes Nespresso may need to make in response to concerns and issues raised in this post.
  - Create a 2<sup>nd</sup> version of the canvas view for Nespresso in question #2 showing these changes.
  - Prepare 1 text slide (no more) explaining your changes.

## Assignment 1 Grading Rubrics

	Excellent 4	Competent 3	Need work 2	Unacceptable 1	No attempt 0
Tool Setup	Fully completes installation with adequate proof and understanding of process. Submits works as instructed in ZIP file.	NA	NA	Installation fails with limited proof of attempt or understanding of process. Does not submit work as instructed.	No attempt
BMC with help	Demonstrates complete understanding of tool use and BMC technique. Completes model with all elements as outlined in the provided background material.	Demonstrates significant understanding of tool use and BMC technique. Completes model as outlined in the provided background material.	Demonstrates tool use and some understanding of BMC technique. Mostly completes model as outlined in the provided background material.	Shows limited understanding of tool use and/or BMC technique. Does not complete model correctly.	No attempt
BMC alone (written work)	Demonstrates complete understanding of tool use and BMC technique. Completes model with all elements supported by citations of background material.	Demonstrates significant understanding of tool use and BMC technique. Completes model with most elements supported by citations of background material.	Demonstrates tool use and some understanding of BMC technique. Provides only limited model elements support by citations of background material.	Shows limited understanding of tool use and/or BMC technique. Does not complete model correctly. Does not provide background material or citations.	No attempt
Extra Credit	Completes model demonstrating distinct changes addressing the concerns. Provides insightful commentary in text to support modeling decisions.	Completes model demonstrating distinct changes addressing the concerns. Provides some commentary in text to support modeling decisions.	Completes model without distinct changes addressing the concerns or provides only limited commentary in text to support modeling decisions.	Model lacks distinction and commentary in text fails to support modeling decisions.	No attempt

## Presentation Rubrics

Rubric	Excellent/Mastery - 4	Competent - 3	Needs work - 2	Unacceptable - 1
Organization	Presents information in a logical, interesting organization which the audience can follow.	Presents information in logical organization which audience can follow.	Audience has difficulty following presentation because presenter only partially follows a logical organization.	Audience cannot understand presentation because there is no logical organization of information.
Subject Knowledge	Demonstrates full knowledge by answering all questions with explanations and elaboration.	Presenter is at ease with questions and answers all questions correctly, but fails to elaborate.	Presenter is uncomfortable with information and is able to answer only rudimentary questions.	Does not have grasp of information; cannot answer questions about subject.
Graphics	Presenter's graphics explain and reinforce other parts of the presentation.	Presenter's graphics relate to subject of the presentation.	Presenter occasionally uses graphics that rarely support the subject of the presentation.	Presenter uses superfluous graphics or no graphics.
Text	Slide titles and bullet points are direct, concise, and support the central point of the slide. Text is large enough to easily read (18pt).	Slide title and bullet points are direct and support the central point of the slide. Bullets are occasionally verbose. Most text is large enough to easily read.	Slide title and bullet points are overly verbose and rarely support the central point of the slide. Text is repeatedly too small to read.	Slides do not have relevant bullets or titles with a central point per slide. Most text is too small to read.
Mechanics	Presentation has no misspellings or grammatical errors.	Presentation has one or two misspellings and/or grammatical errors.	Presentation has three misspellings and/or grammatical errors.	Presentation has four or more spelling errors and/or grammatical errors.
Eye Contact	Presenter maintains eye contact with audience, seldom returning to notes.	Presenter maintains eye contact most of the time but frequently returns to notes.	Presenter occasionally uses eye contact, but still reads most of report.	Presenter reads all of report with no eye contact.
Elocution	Presenter uses a clear voice and correct, precise pronunciation of terms so that all audience members can hear presentation.	Presenter's voice is clear. Presenter pronounces most words correctly. Most audience members can hear presentation.	Presenter's voice is low. Presenter incorrectly pronounces terms. Audience members have difficulty hearing presentation.	Presenter mumbles, incorrectly pronounces terms, and speaks too quietly for audience in the back to hear.