

TASK: INDIVIDUAL ESSAY

Apply the analysis techniques we have seen in this course to a real case. Write an essay, considering the following article:

Why Business Models Matter [Joan Magretta](https://hbr.org/2002/05/why-business-models-matter)
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You are required to critically analyse the article and, then, write a 2500 word essay citing evidences to support all the critiques you made. Compose the essay providing an introduction, a literature review, a main chapter and **a specific chapter on the techniques seen during the lessons, introducing how them could be applied to the design of a business model**, followed by a conclusion chapter.

The following assessment criteria are related to the expectations of this assignment.

This is an individual essay. You are required to send it to the teacher within October 16th.

Assignment Criteria

	X
Logically and coherently argued	...
Evidence of wider reading and engagement with the literature	...
Discussion on why business models matter as a way of strategizing (with appropriate illustrations/examples)	...
Chapter on techniques seen during the lessons	
Spelling, grammar, sentence construction	...
Presentation	...
Full and accurate referencing	...