Business Model Canvas for Developing Critical Thinking and Reflection in Students

Key Partners (8): Who can help us to make our students more effective ?
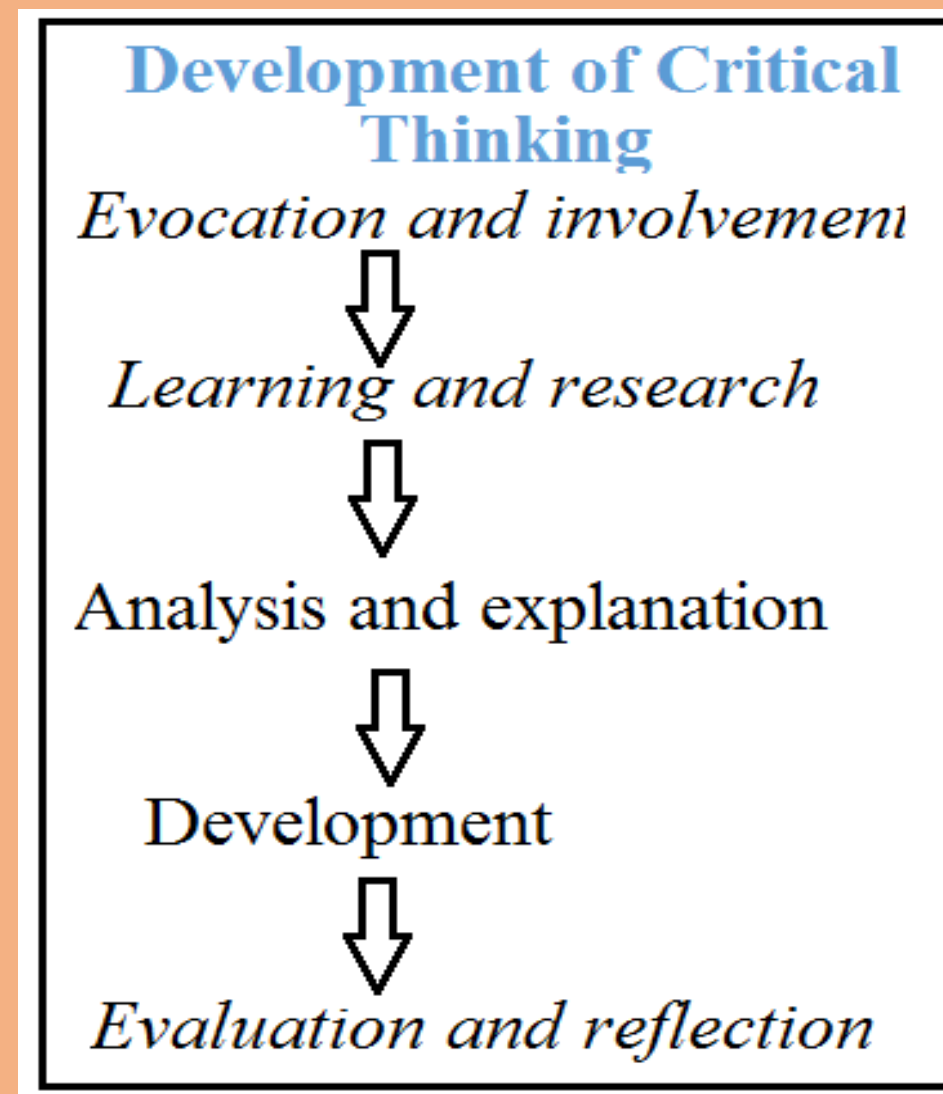
a) Trinity College (Expert/ Practitioner)

b) Govt.

c) Organizations

Trinity College Dublin, the University ...

Key Activities (7) :Developing and implementing the Critical thinking and Reflective Programme Marketing

Development of Critical Thinking

Evocation and involvement

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Learning and research

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Analysis and explanation
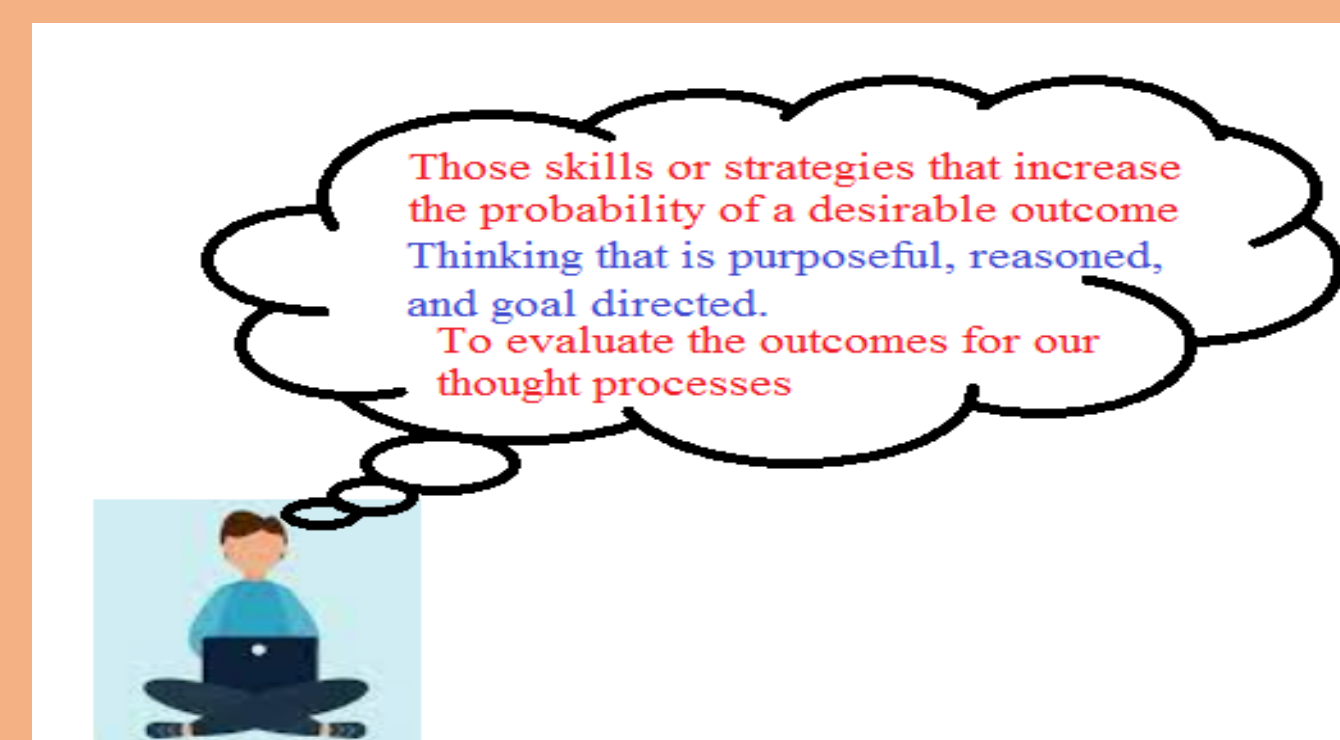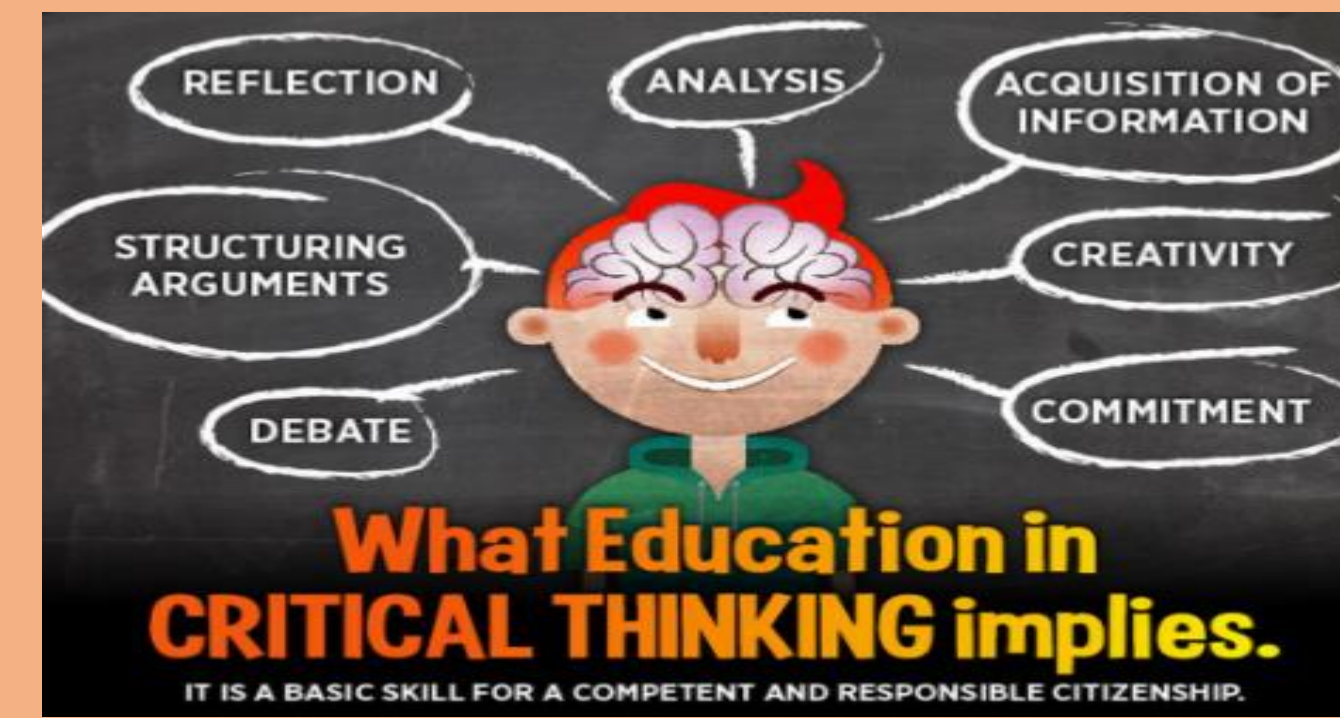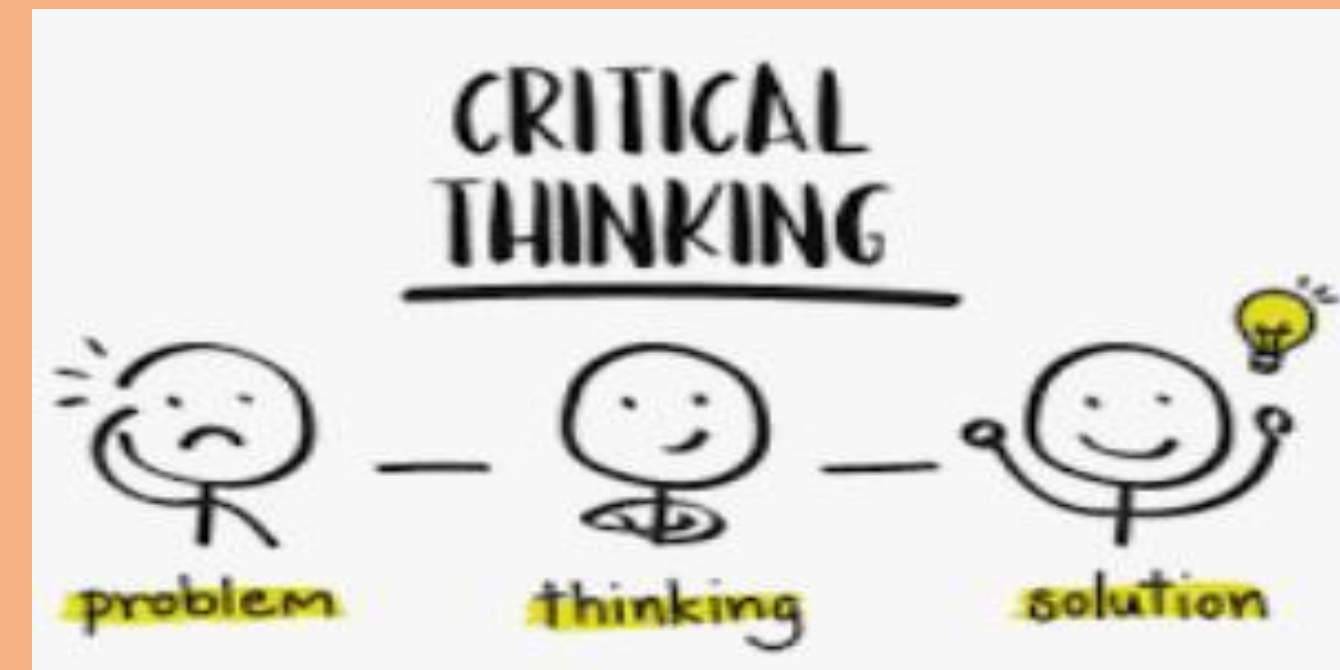
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Development

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Evaluation and reflection

Development of Critical Thinking and Reflection

Collaborative group work,
Muddy Cards,
Peer Instruction,
Quizzes for reflection,
Visual Diagrams,
Project based learning,
Case studies,
Journals and portfolios

Key Resources (6): What are the various resources required to make student reflective critical thinkers?

a) Manpower: Faculty/ Experts/ Trainer
b) Labs: Machines, Materials, methods
c) Different buildings: Open air theater, Auditorium, competition parks
d) Internet, Electricity, etc.
e) Contingency items

Value Propositions(1):Aim

a) Critical thinkers
b) Self- reflection
c) Enhancing the employability

CRITICAL THINKING

problem — thinking — solution

REFLECTION ANALYSIS ACQUISITION OF INFORMATION
STRUCTURING ARGUMENTS CREATIVITY
DEBATE COMMITMENT
What Education in CRITICAL THINKING implies.
IT IS A BASIC SKILL FOR A COMPETENT AND RESPONSIBLE CITIZENSHIP.

Those skills or strategies that increase the probability of a desirable outcome Thinking that is purposeful, reasoned, and goal directed.
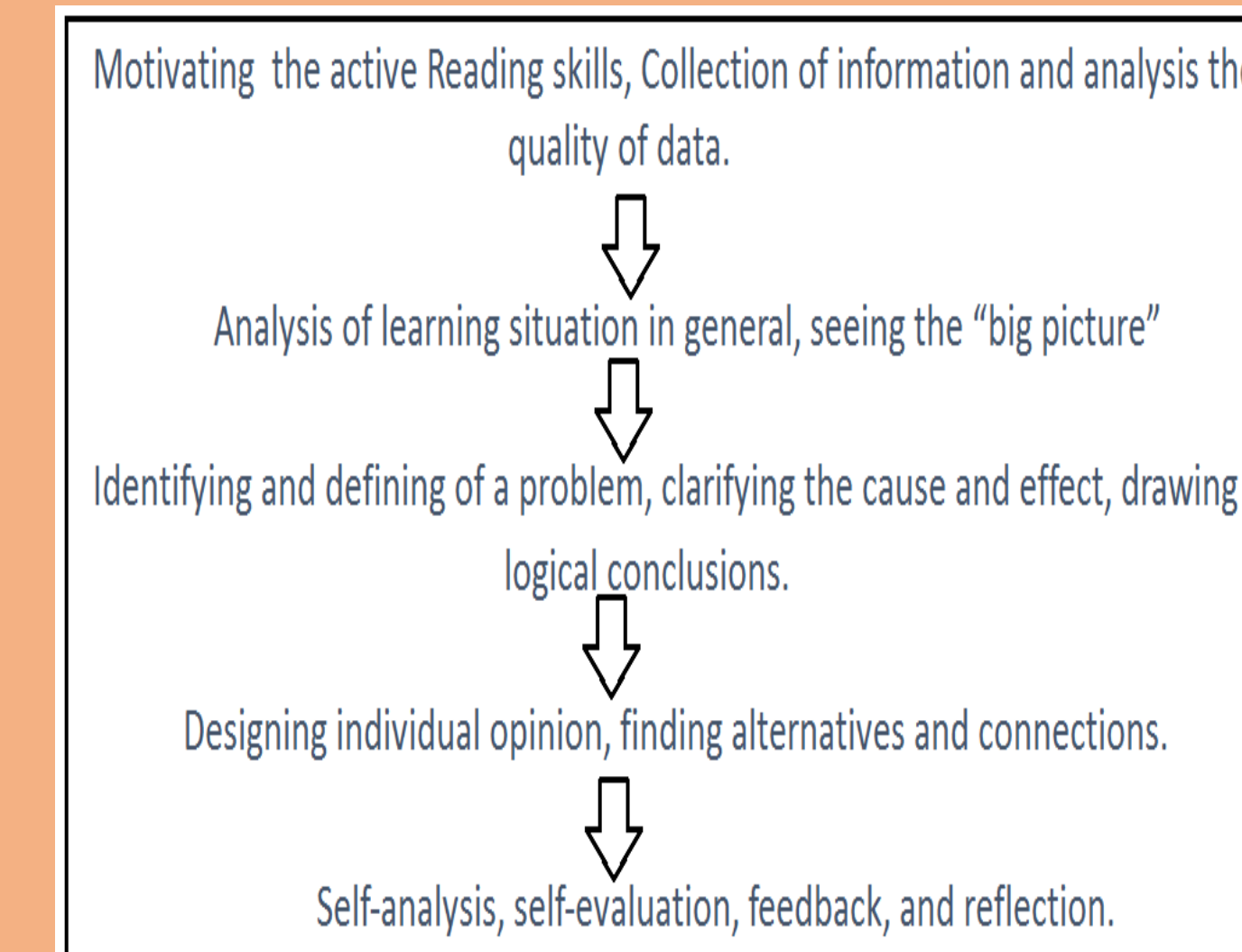To evaluate the outcomes for our thought processes

For better Education, Research Societal impact

Customer Relationship (4)

24*7 online support through LMS.
Timely feedback

Channels/ Methods (3) Programme & Training

a) Active class engagement (online/ offline mode)
b) Data contents available in 24*7 in LMS

Motivating the active Reading skills, Collection of information and analysis the quality of data.

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Analysis of learning situation in general, seeing the "big picture"

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Identifying and defining of a problem, clarifying the cause and effect, drawing logical conclusions.

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Designing individual opinion, finding alternatives and connections.

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Self-analysis, self-evaluation, feedback, and reflection.

Customer Segmentation/ Stakeholder (2)

a) Management
b) Teachers
c) Students
d) Society
e) Focused stakeholder : Students

B. Tech, B.E., M. Tech, M. Sc, MBA, BBA, Ph. D students etc.

Cost (9): What will be the cost?

Capital Expenditures: Lab + Buildings + Machines +

Operational Expenditures: Salaries of the staff + Bills

Benefits (5) : What will be the impact?

a) To solve today's and future challenging engineering problems
b) To evaluate their decisions and to continue learning through their whole life.
c) To cope with their job in emerging dynamics in the market
d) To become a leader in their respective fields

References:
1. Elder, L., Paul. R. (2017). Critical Thinking Development: A Stage Theory. The Foundation of Critical Thinking. http://www.criticalthinking.org/pages/critical-thinking-development-a-stage-theory/483 (Accessed on 30.05.2018)
2. Eelis Rytkönen & Suvi Nenonen (2014) The Business Model Canvas in university campus management, Intelligent Buildings International, 6:3, 138-154, DOI: 10.1080/17508975.2013.807768

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