

Business Model Innovation



Mini Lecture

EXAMPLE

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Lesson Plan: Business Model Innovation **EXAMPLE**

Lessons: Lecture Listening

Time: 1 hour.

Level: *****[B1/ B2/C1].

Lesson Aim:

To focus on one key topic and develop a range of key academic skills based on this topic.

Introduction [5 minutes]

- Introduce the topic 'business model innovation'.

Listening: Lecture & Test Questions [30-40 minutes + feedback]

Video Available in paid download

MP3: Available in paid download

- Give out the '**Listening: Mini Lecture Worksheet**'.
- Students check key vocabulary.

Option 1

- Students look at the questions.
- Students listen & answer the questions.
- Give 2 minutes to tidy answers.
- Students listen again. Check answers & answer missed questions.
- Feedback: distribute or project **ANSWERS**.

Option 2 (harder)

- Students listen & take notes (*Use paper or the PPT slides in the Appendix*).
- Students listen again & add to their notes.
- Students use their notes to answer the questions.
- Feedback: distribute or project **ANSWERS**.

Post lecture extra ideas

- Write a 100-word summary of the lecture.
- Apply critical thinking strategies to the lecture. Use this critical thinking question document: <https://www.academic-englishuk.com/wp-content/uploads/2020/03/Critical-Questions-a-linear-model-AEUK.pdf> (writing, presentation or seminar).
- Research other types of business models (presentation or seminar).
- Research the positives and negatives of business models (presentation or seminar).

Listening: Mini Lecture Worksheet

Task 1: Key Vocabulary

Check these words and phrases before listening:

| | | | |
|-----------|--------------|------------------|---------------|
| [] | pop-up kiosk | [] release | [] inventory |
| lucrative | subscription | brick-and-mortar | streamlined |

Task 2: Lecture Listening

Listen to the lecture on *Blockbuster vs. Netflix* and answer the questions:



2.1 Gap Fill

Complete the comparison between *Blockbuster* and *Netflix*. The first letter is already given.

Blockbuster first entered the film rental market in 1985 but was [] who foresaw the r of [] to become a global l_____ in entertainment.

___ / 2

2.2 Name ONE similarity between *Blockbuster* and *Netflix*.

___ / 1

2.3 Open Questions

Answer these questions about the *Blockbuster* business model.

| | | |
|------|--|--|
| i. | [] | |
| ii. | Why was it popular? | |
| iii. | [] | |
| iv. | What did it experiment with to maintain customers? | |
| v. | [] | |

___ / 5

2.4 Multiple Choice

Answer these questions about the *Netflix* business model. Select ONE answer only per question.

| | | |
|------|---|---|
| i. | How was [] different? | A. It sent VHSs and DVDs out to customers. [] C. It was cheaper for the customer. |
| ii. | What [] pricing model? | A. Payments were automated in a subscription. [] C. It became demand-based. |
| iii. | What was the main reason for moving into on-demand streaming? | A. It became too costly to send out DVDs. [] C. Loss of interest in DVDs 6 months after release. |
| iv. | [] its own original content? | A. Through backward integration and algorithms. [] C. Through word-of-mouth recommendations. |

___ / 4

2.4 Gap Fill

What does the lecturer say about companies who do not innovate? Complete the gaps.



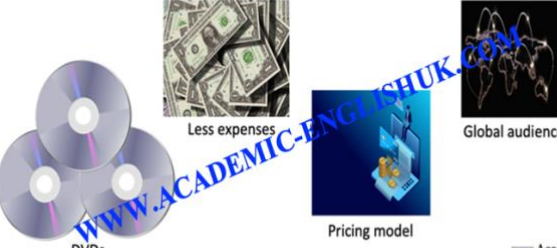

Netflix is a prime example of how _____ [] order to turn challenges [] for _____ is critical in today's digital age.

___ / 2

Total Score ___ / 14

PowerPoint Slides

Listen to the lecture and take notes using the PPT slides

| | |
|--|--|
| <h3>Blockbuster vs Netflix</h3>  <p>WWW.ACADEMIC-ENGLISHUK.COM</p> <p><small>AE Academic English UK</small></p> | |
| <h3>Blockbuster</h3>  <p>9000+ physical stores</p> <p>Distribution Centre</p> <p>VHS & DVD</p> <p>Penalty fees</p> <p><small>AE Academic English UK</small></p> | |
| <h3>The initial business model of Netflix</h3>  <p>DVDs</p> <p>Less expenses</p> <p>Pricing model</p> <p>Global audience</p> <p><small>AE Academic English UK</small></p> | |
| <h3>A shift in Netflix's business model</h3>  <p>Streaming service</p> <p>Membership fees</p> <p>Electronic devices</p> <p>Algorithm</p> <p><small>AE Academic English UK</small></p> | |

Listening ANSWERS

2.1 Gap Fill

Complete the comparison between *Blockbuster* and *Netflix*. The first letter is already given.

Blockbuster first entered the film rental market in 1985 but was soon usurped by *Netflix*, who foresaw the *rise* of on-demand streaming to become a global *leader* in entertainment.

___ / 2

ALL ANSWERS ARE INCLUDED IN PAID VERSION...

Adapt or die: how *Netflix* triumphed over *Blockbuster*

by C. Watts (2022)

Hello and welcome to this short lecture about the fall of Blockbuster and the rise of Netflix. Blockbuster dominated the film rental market from 1985 before Netflix, the \$230-billion-dollar online streaming service, was launched worldwide, and continues to lead the way in modern-day entertainment.

THE FULL TRANSCRIPT IS INCLUDED IN THE PAID VERSION...