

COURSE DETAIL

BUSINESS MODEL CANVAS: HOW TO BUILD A START-UP

Country

Taiwan

Host Institution

National Taiwan University

Program(s)

National Taiwan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

122

UCEAP Course Suffix**UCEAP Official Title**

BUSINESS MODEL CANVAS: HOW TO BUILD A START-UP

UCEAP Transcript Title

HOW BUILD A STARTUP

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course explores how global “Unicorn” startups, such as OpenAI, Uber, Airbnb, ByteDance, SpaceX, and Taiwan’s Appier and Gogoro, evolved from early ideas into billion-dollar enterprises. Using the proven frameworks of Silicon Valley’s start-up ecosystem, the course emphasizes the Business Model Canvas and customer development methodology to ensure strong product-market fit and effective pivoting strategies. Through a team-based, hands-on approach, students form startup teams, test business hypotheses outside the classroom, and refine their models through direct feedback from professors, entrepreneurs, and investors. The course provides real-world experience in building scalable ventures, culminating in the creation of a viable business model ready for competition or seed funding opportunities.

Language(s) of Instruction

English

Host Institution Course Number

GMBA5030

Host Institution Course Title

BUSINESS MODEL CANVAS: HOW TO BUILD A START-UP

Host Institution Course Details

<https://course.ntu.edu.tw/en/courses/114-1/29652>

Host Institution Campus

Host Institution Faculty

Management

Host Institution Degree

Host Institution Department

Global MBA

Course Last Reviewed

2025-2026

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