



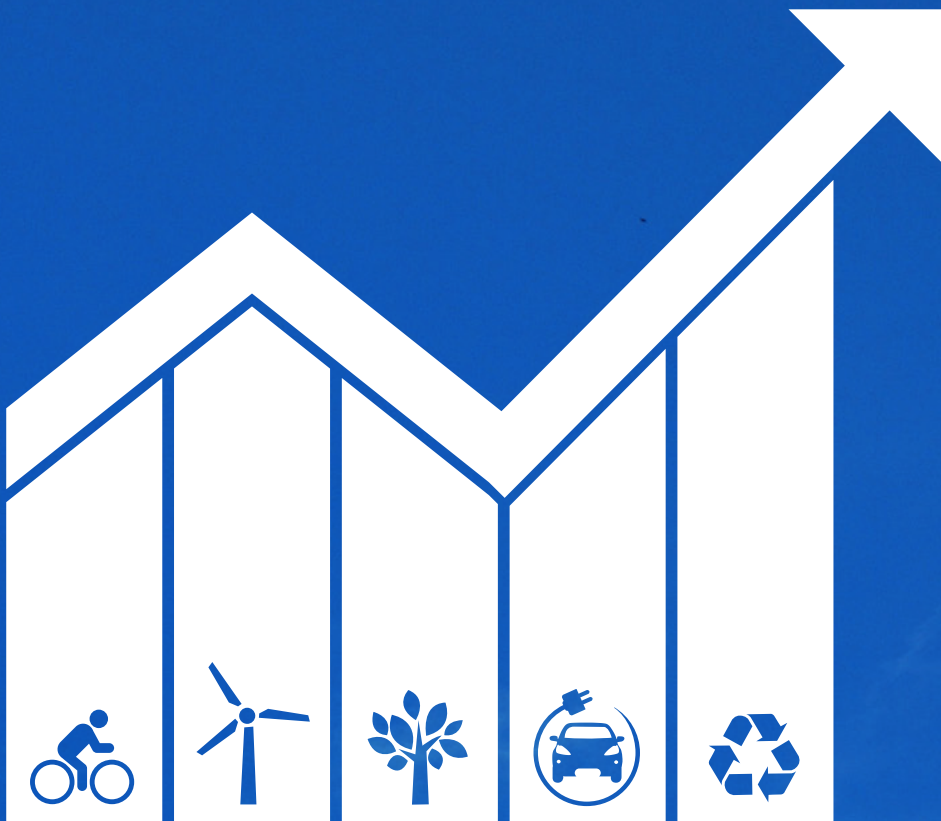
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Insights from teaching sustainable business models using a MOOC and a Hackathon

Jonker, J., & Faber, N.



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Jonker, J., & Faber, N.

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Abstract

We provide two teaching approaches, developed to teach sustainable business modeling to Bachelor and Master students. First, we present a MOOC on developing “new business models” focusing on practitioners in society. Second, we describe an approach in which students develop sustainable business models using a Hackathon as the teaching format.

Keywords: Hackathon