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Menyerlahkan Potensi
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BUSINESS MODEL CANVAS (BMC) WORKSHOP

A HANDS-ON TRAINING FOR THE TRAINERS (ToT)

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This ToT is an ongoing training initiative aimed at equipping the lecturers in the Faculty of Medicine with the necessary skills to effectively deliver teaching and learning sessions on the 'Business Model Canvas' (BMC) topic. The focus is on preparing medical lecturers to instruct the module on BMC for the undergraduate elective course 'Health Professional Entrepreneurship' (MED 216) to enhance their competence in this area.

The elective course 'Health Professional Entrepreneurship' (MED 216) at the UiTM Faculty of Medicine is designed to cultivate an entrepreneurial mindset

among undergraduate medical students. The course is divided into two parts. Part 1 was first introduced in 2022 and is offered to second-year undergraduate medical students. In 2023, these students will proceed to complete Part 2. One of the topics covered in Part 2 is the 'Business Model Canvas' (BMC), a valuable tool for entrepreneurs to map and strategize their business plans. BMC plays a vital role in launching innovative products or enhancing existing businesses.

The Workshop

The Doctorpreneur committee members from the Faculty of Medicine, Universiti Teknologi Mara (UiTM) organized the training workshop in collaboration with the Entrepreneurship Development Centre (MASMED), UiTM. It took place on the 12th of July 2023 at the Department of Medical Education (DOME), Faculty of Medicine, Sungai Buloh Campus, UiTM. Experts from the Entrepreneurship Development Centre (MASMED), UiTM, and Ts. delivered and facilitated the program. Dr. Rohana Zur, the Director of MASMED, and Ts. Dr. Maslina Abdul Aziz's Head of Studies and Research Department. The program was attended by 28 lecturers from the Faculty of Medicine at UiTM.

The training workshop commenced with an ice-breaker activity, providing an overview of the Health Professional Entrepreneurship Elective Program (MED 216) and its integration within the existing five-year undergraduate medical curriculum. The session was then led by Ts. Dr. Maslina Abdul Aziz, who delivered a comprehensive lecture on the nine domains of the BMC and their interrelationships. Numerous examples were shared to facilitate understanding of the processes involved. After the lecture, a short break was taken, followed by forming small groups of six to seven participants. These groups engaged in a brainstorming activity focused on identifying existing problems and proposing solutions. Subsequently, each

group member developed their own BMC to outline their solution.

The workshop resulted in the creation of three distinct BMCs, each offering unique solutions to real-life issues. These BMCs were named HASA Kidz Club (Figure 1), Kedai Kito Café (Figure 2), and Post-Partum Mobile Home Care (Figure 3). Each team had the chance to present their BMC creatively, explaining the different domains within it. Following the presentations, Ts Dr. Rohana Zur provided constructive feedback, identifying areas for improvement and suggesting ways to enhance the BMCs. All three BMCs received highly positive feedback, indicating their effectiveness and potential for success.

The trainers experienced a significant enhancement in their capacities in the following areas:

1. Knowledge and understanding of the Business Model Canvas (BMC) and its domains.
2. The ability to critically apply real-time ideas and concepts related to the nine domains of the BMC.
3. Skill in refining the BMC based on feedback received.

The trainers gained a deeper understanding of the BMC framework through the training, enabling them to apply it in various scenarios effectively. They could analyze and evaluate ideas within the context of the BMC's domains, ensuring a comprehensive and strategic approach. Furthermore, the trainers learned to refine and improve the BMC based on constructive feedback, continuously enhancing its quality and effectiveness.



Figure 1: HASA KIDS CLUB

Figure 2: KOPI KITO CAFE

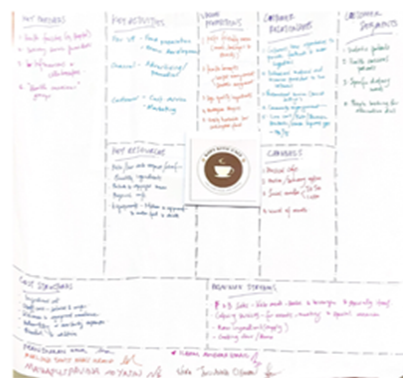


Figure 3: POST-PARTUM MOBILE HOME CARE

