

## **Business Model 5: Leveraging the Assets**

### **Description**



A business model, broadly defined, refers to the ways in which the various inputs and resources available to the organisation are combined and exploited to create value. Value does not simply mean financial returns but also embraces value to society as a whole and value as seen by funders.

*This is part of a short series of resources on the way in which lecture capture can fit into institutional business models. Business models can be combined to provide more comprehensive justifications.*

### **Resource Summary**

**Topic:** Leveraging the Assets

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**Target audience:** University senior managers, policy makers.

**Keywords:** Strategy; policy; value

**Date produced:** 28/09/2010

### **Key drivers**

- Maximising the return on institutional assets
- Diversifying the use of institutional resources
- Exploiting “stars”
- Preserving rare inputs and talent
- Capturing staff legacy

### **Lecture capture benefits**

- Star performers can be given greater exposure
- Events which are not attached to a particular course (for example professorial or public lectures) can be used as teaching and learning resource
- Lectures which can only be given once can be re-used
- Generation of marketing and PR resources

### **Institutional preparation/requirements**

In this model is a familiar one. “Special” lectures have been captured on video or even film for many years. Lecture capture systems may make this easier and more cost effective but the fundamentals are the same. Certain events are identified for their scarcity value as being targets for capture. These then become resources (assets) which the university uses in a variety of ways (teaching, marketing, PR etc). Since these are a series of one-off interventions institution-wide capture is not required. However, this use of lecture capture does require a greater emphasis on production values and care in ensuring that IPR and consent issues are clear and agreed.

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