

Strategic use of Business Model Canvas approach Implementation of English-medium instruction in non-English higher medical education

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Abstract

In this paper, my colleagues and I analyze the process of introducing the English language as a medium of instruction (EMI) in the Medical University with the use of the Business Canvas Model approach. This is significant because this research aims to contribute to a better understanding of challenges related to implementing EMI and to assist in promoting and implementing English as a medium of instruction in medical schools. The study aims to identify the main challenges and barriers to introducing English as a medium of instruction in medical schools.

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