Executive Management Programme on Business Models

03 Months Weekend Programme
(Dec 2017 – Feb 2018)

Programme Coordinators
Prof. Mahim Sagar & Prof. Amlendu Kumar Dubey

About IIT-Delhi

The Indian Institute of Technology Delhi has a vision to contribute to the World, through its excellence in Scientific, Technical Education and Research thereby enriching industry, society and a world as a whole. The Indian Institute of Technology has an academic integrity and accountability across the country and the globe.

The Institute through its learning programmes and Research modules also caters to the issues of the social concern for the Nation and globally across various foreign countries, thus creating a high socio economic and industrial impact.

The Institutes also focuses on the training and development of the skill sets of the existing technical and non–technical human resource working in multifarious industries, corporates and PSUs through its various programmes and initiatives.

Programme Layout

A business model is a theoretical presentation of the key activities of a business, its interrelated hierarchical architecture, operations, and financial arrangements structured and developed by organizations related to its core products and services that are needed to achieve a continued sustenance and to attain its strategic goals and objectives.

Over the years, business models have become much more sophisticated and complicated. The Drastic changes in technological advancements, increased outsourcing, enhanced usage of digital platforms and globalization at large, has meant that business models must also incorporate strategic outsourcing, complex supply chains and moves to collaborative, relational contracting structures to maintain viability and attain sustenance in the competitive world.
The programme focuses on how to develop business models, thereby planning the core activities, integrating technological advancements and digital platforms. The programme will also help in developing business analytical skills to enhance better decision making so as to mitigate risks, building up strategies to excel in emerging global markets and to resolve problems in a more creative and innovative manner.

The objective of the programme is to develop an insight and clear understanding of the conceptual and applicable framework underlying the key systems that are interdependent to each other required to sustain a competitive business. The same is explained below:

**Thematic View of the Programme**
The Academic Process Chart

Understanding the Nuances of Management & Business
- Definition
- Structure
- Design
- Disciplines
- Strategies
- Process

Functional Areas & Process
- Finance
- Marketing
- HRM
- Production
- Operations
- Logistics
- Research and Development

Sectoral Focus
- Banking and Financial Services
- Health care and Development
- Retail and FMCG
- Infotainment
- Hospitality
- Education
- Food and Beverages
- E-commerce, Digital Business and Marketing

Programme Content
- Definition and Structure of the Business Models
- Objectives of Designing a Business Model
- Key Attributes of a Business Model
- Business Model Patterns, Value Proposition and Creation.
- Business Model Design.
- Digital Markets and Models.
- Global Business Models.
- Multi-Disciplinary Decision Making Models.
- Introduction to Thinking Models.
- Business models for ‘free’.

Teaching Pedagogy & Faculty Resource

The eminent faculty members from IITs, IIMs, Leading Business Schools and Industry leaders will deliver the sessions. The sessions will be highly interactive, teaching pedagogy will be lectures, simulations, group discussions, real life case studies and problem solving.

There will also be a project during the programme which is to be submitted at the end of the programme by the participants based on their area of specialization or business sectors. The participants will be mentored by the faculty members / subject experts throughout their project.
**Who Should Attend**
- Executives in Corporates.
- Entrepreneurs.
- Startups.
- Business Houses & Family Business.
- PSUs or Autonomous Institutions’ Managers.

**Eligibility Criteria**
- Graduate in any Discipline with good academic record.
- Participants with Work experience will be preferred.

**Selection Process**
- Fill in the Application form
- After the initial screening the shortlisted participants will be called for a written test or an interview.
- Selected Participants will be required to submit the fee and register for the programme.

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**How to Apply**
The participants are required to submit online Application form on or before **31st October 2017**, for filling up the form please visit [http://empbm.webs.com](http://empbm.webs.com)

**Venue**
IIT Delhi Campus.

**Programme Fee Structure**
The Programme fee will be Rs. 70000/- + GST as applicable.
Last Date for submission of fee is **24th November 2017**

**Programme Duration**
03 months weekends Programme
(December 2017 – February 2018)

**Certification**
The Participants will get a “Certificate of Participation” from IIT Delhi after successful completion of the programme.

**Whom to contact**
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