

Business Model Innovation

Course Objectives

- Understand the fundamentals of business models and their role in organizational success.
- Learn techniques for analyzing and evaluating existing business models.
- Identify opportunities for business model innovation within different industries and contexts.
- Develop skills in designing and prototyping new business models.
- Explore strategies for implementing and scaling innovative business models.
- Assess the impact of business model innovation on organizational performance and competitiveness.

Course Outcomes:

After completion of the course, learners will be able to:

- Understanding of Business Model Concepts
- Identification of Innovation Opportunities
- Design and Prototyping Skills
- Implementation and Scaling Strategies
- Ethical and Regulatory Awareness.

Unit-1: Introduction to Business Model Innovation

Definition and importance of business model innovation, Evolution of business models, Overview of successful business model innovations, Fundamentals of business models, Components of a business model canvas, Business model archetypes and typologies. Analyzing Existing Business Models; Techniques for analyzing existing business models, SWOT analysis, Value chain analysis, Porter's Five Forces framework

Unit-2: Identifying Opportunities for Innovation

Trends and drivers of business model innovation, Identifying customer needs and pain points, Market analysis and opportunity assessment. Design Thinking for Business Model Innovation; Introduction to design thinking, Empathy mapping, Ideation techniques, Prototyping and iteration. Regulatory and Ethical Considerations; Regulatory challenges in business model innovation, Ethical considerations in innovation, Intellectual property protection,

Unit-3: Lean Startup Methodology & Implementation Strategies

Lean startup principles, Minimum Viable Product (MVP), Customer validation and feedback loops, Pivot vs. persevere decisions. Strategies for implementing innovative business models, Organizational alignment and change management, Risk management and mitigation strategies

Unit-4: Scaling Innovative Business Models

Scaling challenges and opportunities, Growth strategies for innovative startups, Partnership and collaboration models. Measuring Impact and Success; Key performance indicators (KPIs) for business model innovation, Metrics for assessing the impact of innovation. Sustainable business model innovation; Triple bottom line approach (people, planet, profit), Social entrepreneurship and impact investing.