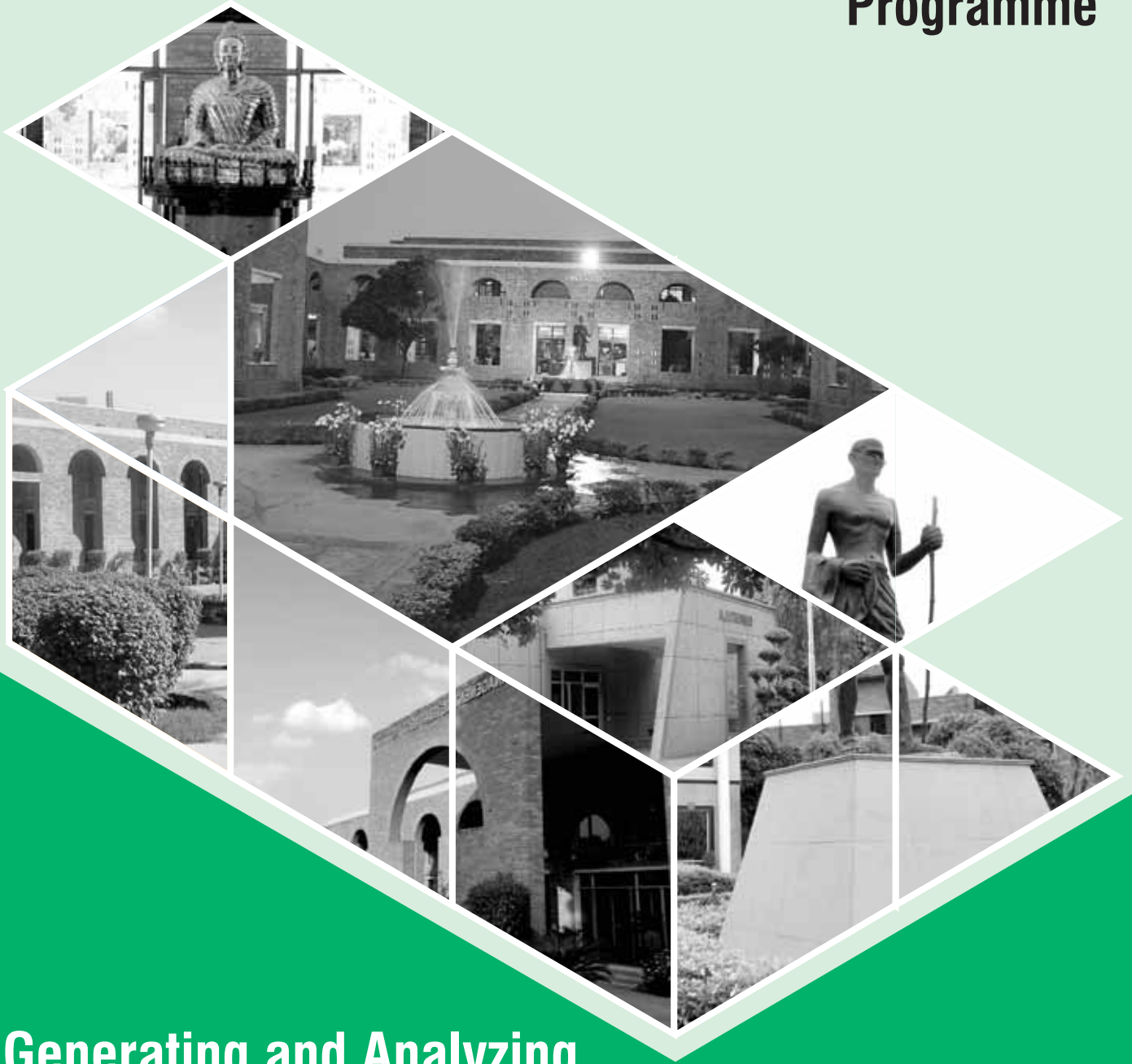


Management Development Programme



Generating and Analyzing Business Models

February 22-24, 2017

MDI Campus, Gurgaon



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Institute

Background

India today is witnessing a mushrooming of start-ups like never before. These range from copycat models to localized innovations to even 'jugaads'. What really are they seeking out to do? Have they thought through how their revenue model, cost model...in short, business model will play out? In the words of Osterwalder and Pigneur, "A business model describes the rationale of how an organization creates, delivers and captures value".

Business model analysis is not something that only start-ups need to worry about. Established companies suddenly see themselves becoming irrelevant, thanks to an upstart who comes up with a 'disruptor model'. Apple redefined the music business, mobile phone companies did the same to the photography business. Hence, reading, analyzing and generating business models has to be an ongoing process for firms not just at the time of setting out but through their lives in order to remain relevant. The relevance of the concept of business model is extends to even not-for-profit organizations like educational institutions and NGOs.

Business model design thinking requires one to:

- Have an entrepreneurial spirit
- Constantly think about how to create value or how to improve and transform her/his organization
- Keep trying to find out innovative ways of doing business to replace old outdated ones.

Who should attend?

- Personnel/executives in the middle and top level management whose responsibilities extend to helping their organizations evolve their business models with changing environment
- Budding entrepreneurs and individuals considering going solo any time in the future
- Individuals interested in setting up venture capitalist or private equity firms or becoming angel investors

Learning Outcome

After completing this program the participant should be able to

- Identify the basic building blocks of types of business models
- Apply tools to understand, design, rework and implement business models
- Evaluate and assess the financial feasibility of a business model

Contents

- The concept of business model
- Building blocks of a business model and decisions revolving around these blocks
- Inter-dependencies between different building blocks
- Making financial sense of business models
- Effectively implementing changed business models

Methodology

The program is designed to facilitate learning through interactive methods such as case studies, 'do-it-yourself' approaches, industry experiences, best practices, and interactive sessions.

Venue & Duration

The programme is scheduled during February 22-24, 2017 on residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurgaon. Accommodation for participants would be available at MDI campus from the afternoon of February 21, 2017 to the forenoon of February 25, 2017.

Discount Policy

With a view to our long term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions:

1. 10% Discount against 3-5 nominations
2. 20% Discount against more than 5 nominations

Registration & Fee

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details.

The fee of the program is **Rs. 36,000/- (Rupees Thirty Six Thousand only)** per participant which includes professional fee and all charges for lodging and boarding and supply of course materials. **Service Tax as applicable will be charged extra in addition to the programme fee.** Payment should be made by a crossed Demand Draft/Cheque/NEFT/RTGS in favour of "Management Development Institute, Gurgaon (Haryana)", and send to the Chief Administrative Officer (Programmes), Management Development Institute, Sukhrali, Mehrauli Road, Sector-17, Gurgaon 122001, Haryana, INDIA.

Important Dates

The last date for receipt of nominations is February 13, 2017 and the last date for withdrawal of nominations is February 15, 2017. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

Enquiry

For any Additional information / enquiry, please write to:

Chief Administrative Officer (Programmes),
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Faculty Profile:

Dr. S. Veena Iyer
Assistant Professor, Finance
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Dr. S. Veena Iyer is Assistant Professor in the Finance area at MDI. A Fellow (FPM) of IIM, Bangalore, she has a Masters in Business Economics from the University of Delhi and certified as Chartered Financial Analyst from the ICFAI, India. With nearly 14 years of industry and academic experience, Dr. Iyer's areas of interest include financial economics, business valuation and corporate finance. As an industry practice lead, she has led and been part of research and consulting assignments for clients involving business plan writing and valuation, credit risk assessment, M&A analysis, etc. She has published articles in on varied topics including the business of research, valuation and banking.

Dr. Meeta Dasgupta
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Dr. Meeta Dasgupta has years of both industry and academic experience. Her corporate experience is in the area of IT Consultancy and Corporate Finance with IBM Business Consulting Services and LML Ltd. At IBM her project engagements have been in the area of implementing Oracle Financials Applications for manufacturing industries and service industries. Her doctorate in the area of Strategic Management from Management Development Institute, Gurgaon complements her graduation from Shri Ram College of Commerce, Delhi University and post-graduation (finance) from Xavier Institute of Management, Bhubaneswar. Her research interests are in the areas of innovation management and strategies, diffusion of innovation, knowledge management leading to innovation, corporate / business strategy and competitiveness of firms.



About MDI

The Management Development Institute (MDI) was established in 1973 with the active support of IFCI following an initial grant received from KFW, West Germany. The Institute soon established itself as one of the earliest centers for continuing education in India.

As an endorsement of its front runner position in the field of Post Graduate Education in Management in India, MDI's PGPM (a two-year full time MBA equivalent program) has been awarded "A" Grade by the National Board of Accreditation of All India Council for Technical Education (AICTE). Various surveys have ranked MDI among the top B-schools of the Country. The MDI is the first Indian B-school with Global accreditation AMBA-Association of MBAs, UK. The education programs comprise of two-year full-time PGPM, PGP-HR, PGP-IM, 15-month Executive PGDBM, three-year Executive Management Program, Doctoral level FPM I EFPM, Post Graduate Program in Energy Management, and PG Diploma in Public Policy and Management. In addition to its academic programs, MDI has been a pioneer as well as a market leader in the area of continuing education in management. With over 43 years in this field, MDI conducts nearly 200 weeks of intensive short-term training programs each year, aimed at executives and managers from industry. Over 3000 managers participate in these programs each year. These include open programs, as well as customized organization specific training modules. The approach integrates latest knowledge with best practices through integrated business school activities enabling organizations in pursuit of excellence'.

MDI offers consulting services in the different functional areas of management. The driving force at MDI is a dedicated team of distinguished faculty who has extensive experience and expertise in diverse fields. Over the years, there has been distinctive shift in emphasis from helping design and implement policies, systems and processes in functional domains to cross-functional domains. The institute is recognized by the industry (public and private). Central and State governments, and NGOs and is known for providing quality services to its clients. MDI always strives to provide high quality, cost-effective and timely services to the clients. It has remained contemporary through its primary focus on research, adapting to change and developing innovative strategies to facilitate the process of change in the dynamic business environment. The institute's clients say that it has been able to add value to them by bringing in a strong cross-functional emphasis in their approach to carry out business.

As part of its strong research focus, MDI supports the following research initiatives:

- Centre for Supply Chain Management
- Centre for Excellence in Information Management
- Centre for Entrepreneurship
- Centre for Transformational Leadership
- Centre for Corporate Governance
- Centre for Responsible Business
- Centre for Positive Scholarship

MDI maintains high level of academic excellence in management. It has over 80 full-time faculties who have several years of experience

having worked at senior positions in the industry. The faculty is thus able to deliver a healthy mix of practical insights and academic rigor in the classroom. MDI also has strong links with leading international B-schools. This aids in delivering a globalized management curriculum. As part of the global initiatives, student and faculty exchanges go on regularly. Joint research projects are also undertaken. Above all, MDI has a well developed state-of-the-art infrastructure, which includes a library with a collection of over 60,000 volumes, and online access to international journals, a computer center with over 500 PCs, air conditioned lecture halls and syndicate rooms, besides a host of other recreational facilities.

MDI's International Partners

MDI has active linkages with McGill University, Canada, University of Waterloo, Waterloo, School of Public Policy, George Mason University, USA, University of Connecticut, USA, Cambridge College, Massachusetts, USA, DeGroote School of Business, McMaster University, Canada, Robert H. Smith School of Business, University of Maryland, USA, Marquette University, Wisconsin, USA, Bentley College, USA, The University of North Carolina, Kenan-Flagler Business School, Chapel Hill, USA, North Carolina State University, Raleigh, North Carolina, USA, ESCP-EAP, France, EOHEC Business School, France, The Institute d'Etudes Politiques de Paris (Sciences-Po), IAE Aix-en Provence, France, Total Professors Association (TPA), Paris, Grenoble Ecole de Management, Grenoble, Bergische Universitat Wuppertal, Wuppertal, HHL Leipzig Graduate School of Management, Leipzig, International University in Germany, Bruchsal, European Business School - Oestrich-Winkel, Frankfurt School of Finance & Management, Frankfurt, Vienna University of Eco. & Business Administration, Austria, Copenhagen Business School, Denmark, Aarhus School of Business, Denmark, Solvay Business School, Brussels, The Faculty of Applied Economics, University of Antwerp, Belgium, BI Norwegian School of Management, Norway, Unlversua Carlo Cattaneo. (LIUC), Italy, Bocconi University, Milano, Warsaw School of Economics, Poland, Graduate School of Business Economics, Higher School of International Commerce and Finance (WSHiFM), Warsaw, Middlesex University, London, UK, School of Management, Asian Institute of Technology, Thailand, Queensland University of Technology, Brisbane, University of the Free State, Bloemfontein, University of Otago, Dunedin, Leon Recanati Graduate School of Business Administration, LAHAV Executive Education Centre, Faculty of Management, Tel-Aviv University, Tel-Aviv, Israel, University of Tampere, Finland, Lahore University of Management Sciences (WMS), Pakistan, RSM Erasmus University, Rotterdam, Athens University of Economics and Business, Athens, Moscow International Higher Business School "MIRBIS", Moscow, Huazhong University of Science and Technology (HUST), School of Management, China. These linkages operate in the domains of exchange of students, faculty and knowledge. Some executive education programs are co-designed and delivered along with our partners. MDI now has developed a new niche market for foreign institutions in conducting international executive development programs at MDI campus.



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