



# Short Term Course on Business Modelling

Designing innovative business models

July, 2018



**SATHYABAMA**  
INSTITUTE OF SCIENCE AND TECHNOLOGY  
(DEEMED TO BE UNIVERSITY)  
Accredited with Grade "A" by NAAC



## TECHNOLOGY BUSINESS INCUBATOR

*In Association with*



**IIT Madras - CSIE**  
(Center for Social Innovation & Entrepreneurship)

**IIT  
MADRAS**



## About the Program

To operate a small business successfully, it is important to have the necessary management skills, industry expertise, technical skills, finance and a long-term vision to grow and succeed. In today's business environment the ability to develop innovative business models is an essential condition to maintain long-term competitiveness. In a more and more dynamic and complex market environment it is not sufficient anymore to build on mechanisms that are limited to products and processes. **The innovation in business models is the key element to transform products with unique value to the customers.**

## Who can apply:

This workshop is aimed to help engineering and non engineering students / executives, designers, managers, social workers, professionals and students and all those in business to learn / understand the basics of business, markets, and ecosystem to build project reports with business models. Others desiring to increase their sensitivity towards business and use their creativity are also welcome. All that is needed is an open mind to explore this domain which is completely different from your areas of expertise.

## Benefits :

- Help learn & understand the basics of Business modelling
- Create new business model ideas & prepare the most promising ones
- Critically analyze the strength and weakness of business models
- Prototyping to test the most critical hypotheses of new models
- Pitch your ideas, get expert feedback & anticipate challenges

## Sessions handled by

Experts from Academia and Industry,  
Hands-on sessions with group activity.

## Course Fee: 5000/-

The cost include classroom sessions, and working lunch. Study materials in the form of presentation will be provided. Participants are required to arrange their own travel to the site. Registration fee should be paid through demand draft in favor of "Sathyabama Institute of Science and Technology", Payable at Chennai or through Online transfer to A/c No 6098593399, Indian Bank IFSC: IDIB 000S201.

## Deadline:

29<sup>th</sup> June 2018

## Course Director

**Dr. B. Sheela Rani,**

Director (Research),

Sathyabama Institute of Science & Technology

Chennai

## Contact for further details

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