



COURSE ON BUSINESS MODEL INNOVATION

02 January 2025 to 06 January 2025

Objective of the Course

This course equips graduate participants and executives with state-of-the-art business model innovation techniques. Applying the Business Model Canvas, participants analyse companies re-imagining how value is created, delivered and captured.

Content of the Course

- Introduction to Business Model Generation.
- Business Model Canvas
- Business Model Canvas II
- Revenue Streams, Key Resources, Key Activities.
- Business Model Canvas - Key Partnerships and Cost Structure
- Patterns in Business Models
- Designing better Business Models
- Benchmarking Business Models
- Platform Business Models

Host Expert & Coordinator

Prof. Gyan Prakash
Email: gyan@iiitm.ac.in
Contact Number: 9406581635

Co-Coordinator & Programme Sctratriat

Dr. Amandeep Kaur
Email: amandeepkaur@iiitm.ac.in
Contact Number: 9780566060

Department of Management Studies,
ABV- Indian Institute of Information Technology and Management Gwalior
Madhya Pradesh, India

International Expert

Dr. Krishna Balthu
Assistant Professor,
Operations and Information Management Department,
Aston Business School, United Kingdom

Registration

The applicant may register using the following link and filling up all the required details and uploading document required. The seats are limited and would be offered on the first come first basis.

Last date for Fee payment and
Course Registration: 25th December 2024

Fill the Google form using the link given below.
<https://forms.gle/XfjLWLBMJV4UTC6P8>

Scan QR Code



Accommodation:

Accommodation will be provided on request

Hostel: ₹500 per day per person
Guest House (Single): ₹1200 per day per person
Guest House (Double): ₹2000 per day per person

Course Fee

Category	Fees
Participants from abroad:	US\$ 100
Industry/ Research Organizations:	Rs. 2500
Academic Institutions (Faculty members):	Rs. 1500
Academic Institutions (Students/Research scholars):	Rs. 500

- The above fee includes all instructional materials.
- Minimum 90% attendance necessary to be eligible for certificate.
- Appearing for evaluations/examinations during the course is necessary for certificate of grades in the course.

Bank Account Details

The course participation fee is required to be deposited in the bank account mentioned below through bank transfer/ NEFT/ UPI. The account details as under:

Bank Name	Bank of India
Account Name	ABV-IIITM FDP Account
Account Number	945210110009380
IFSC Code	BKID0009462
SWIFT	BKIDINBB