

Designing Business Models



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Anchor Faculty
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NATIONAL INSTITUTE OF DESIGN

Background

In the current competitive environment product/service development and commercialization has become an activity that requires interaction between different disciplines and functional areas.

Understanding and Innovating Business Model Is Crucial today:

It is becoming increasingly important to re-imagining and articulate one's business model in today's business arena. It used to be that each industry was characterized by a single dominant business model. In such a landscape competitive advantage was won mainly through better execution, more efficient processes, lean organizations and product innovation. Now, to provide better services, re-imagining Business Model is a key for larger sustainable competitive advantage. Each business model accentuates different characteristics and competes on different aspects. It highlights that CEOs believe that business model innovation is becoming the new strategic differentiator.

The business model of any service is a simplified representation of its business logic. A business model is a description of how a business intends to operate, how it makes money or delivers value, and what it does and does not do.

In simple words Business Models is the rationale of how an organization creates, delivers and captures value.

Relevance

Business model innovation, differentiation and competitive advantage, are high on the agenda of visionary CEOs / CTOs / CIOs. Yet, at the same time, little concrete literature exists on how to create innovative business models in practice. This workshop is an attempt to fill this gap.

It is widely recognized now that to build new business models around existing technologies a variety of linkages need to be built and nurtured. Critical among them are linkages between designers, engineers and managers who understand the market needs.

Strategic management of such linkages is increasingly becoming one of the key activities of stakeholders in innovative organizations. Besides, such linkages can also create opportunities for new entrepreneurial ventures.

This workshop would be relevant for the delegates to align the larger organization goal and thereby to design offerings that can achieve better market success.

Objective

This broad objective of this business model designing workshop is to facilitate participants to:

- Draw the big picture of our business model and see how the important elements are worked upon;
- Achieve higher quality discussions among teams to create a common and visible language to design and communicate new business models for the organization;
- Reflect on re-imagination of business model innovation in a more structured way to come up with sustainable competitive advantages;

This workshop will help participants to describe business models in a synthetic way.

Course Content

- The workshop would essentially be hands on.
- It will bring the participants together to study the process of developing business model. Through this process the participants will learn how new technology applications, strategic design thinking, business model development and commercialization decisions are coordinated to be successful in the market.
- This workshop will expose the participants to various dimensions of designing business models. In the process, the participants would learn about where offerings are best suited the consumers need.
- This workshop would focus on the issues relating to the development of new business models. In particular, the workshop would delve on Value Proposition and Customer Segments in detail as main components of the business model design.

Anchore Faculty

Prof. Bhavin Kothari

Professor Bhavin Kothari is Senior Faculty with Strategic Design Management discipline at National Institute of Design. Prof Kothari is a qualified Engineer-Planner from CEPT University and has pursued another master in Intellectual Property Rights from NALSAR University. He has more than 21 years of experience.

Prof Kothari has generated special interest in crafts and related areas. He has been instrumental in facilitating and generating IP awareness in designer fraternity in general and at NID in particular. Prof Kothari has been instrumental in revamping Strategic Design Management curriculum at NID besides developing, strengthening and delivering it.

Professor Kothari is innovation specialist and mentoring many corporate on strategically designing their organizations imbibing 'Design Thinking' and 'Innovation Management.' His professional and research interest also includes Designing Business Models for the Creative Industries.

Prof Kothari has good knowledge about the emerging trends and paradigms in the field of Strategic Design Management and Intellectual Property with a research aptitude. He has been trained in Design Management through Association for Overseas Technical Scholarship (AOTS) at Japan. He has written and published many papers in various publications. Prof Kothari has attended, organized and presented at many forums and conference in the areas of his expertise.

Strategic Design Planning, Intellectual Property, Innovation Management, Change Management, Design Audit and Craft Incubation, Business Model Innovation, Organization Design, Circular Economy are few of his main areas of academic and research interests. He is faculty mentor for the design management at NID.

He is Executive Board Member of the Gujarat Innovation Society. Besides this, he is a beneficiary and volunteer of NGO 'Aadarsh Amdavad' doing good for the society. Professor Kothari is mentoring Gujarat Technological University to incorporate Design Thinking in their engineering curriculum of all the streams. He is also honorary Treasurer for AOTS Alumni Association of Gujarat (AAAG). Prof Kothari played a key role in setting up National Institute of Design at Kurukshetra, as faculty advisor for the education programme for newly set up NID Kurukshetra.

Prof Kothari has been a party to help the Innovation Initiative support task force especially to develop Innovation Tool-Kit initiated by the Prime Minister's Office. Prof Kothari is faculty mentor for his student, recipient of the Schmidt-MacArthur Fellowship programme of Ellen MacArthur Foundation on Circular Economy.

He undertook research study on 'Industrial Design as a Tool of Competition for Indian Industry' as part of Trade Investment Development Programme (TIDP) project of Government of India and European Union as an Anchor Researcher. He has been nominated as member of consultative expert group to ascertain correctness of the particulars for Geographical Indication (GI) applications by the GI Registry, Government of India.

INTAKE

Participation will be limited to a maximum of thirty (on a first come first serve basis). This workshop would be useful to any and all in the business, be it the creative field or otherwise. It broadly includes C-Suit Executives, designers, managers, social workers, professionals and students will benefit from this program. Others desiring to increase their sensitivity and creativity are also welcome. All that is needed is an open mind to explore an avenue of redesigning for enterprise associated.

Fee & Registration

Rs. 25,000/- + GST [Non-residential workshop fees includes one set of material, lunch and two refreshments for five days] to be paid by Demand Draft / Pay Order before one week of the program in favour of NATIONAL INSTITUTE OF DESIGN, payable at Ahmadabad.

(for NEFT payment detail please mail to ipp@nid.edu)

Do register as the number of the participants are limited.

Kindly send in your nominations on your company letterhead indicating Name/s, Designation, Address, Phone No, Fax No, and Email Id of the nominees along with the fee to:



PLACE

National Institute of Design, Paldi, Ahmedabad

For Further Details Contact:



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A certificate of participation will be presented to the participants on successful completion of the Workshop.

* NID reserves the right to cancel the programme and will refund the participants fee in such case. However if the candidate cancel his registration before one week then 90% fee will be refunded.