



Workshop – Business Model Generation (BMG)

Synopsis

The successful launch and market adoption of a product depends on the creation of a sound business model which requires strategic thinking by considering various business model generation methodologies. BMG workshop focuses on a number of powerful and effective approaches (such as canvas approach, customer profiling, visual thinking etc.) which help with the synthesis of a customer-relevant business model. The main objective of this workshop is to share contemporary thinking about the design and development of a business model that is market centric and cost effective. The BMG will be a hands-on workshop that will go through practical and innovative techniques that are used by world's leading companies such as Apple, Microsoft and Skype. The participants will learn, through active engagement, how to systematically understand, design and implement new business models or to analyze and renovate old ones.

Topics to be covered

- Business model canvas: *Definition of a business model, Nine building blocks of a business model.*
- Business model language: *Business model patterns, Business model dynamics.*
- Business model environment: *Key business trends, Industry forces, Market dynamics and Marco economic forces.*
- Design thinking: *Customer insights, Ideation, Visual thinking, Prototyping, Storytelling and Scenarios.*
- Strategic Branding: *Creating a powerful brand identity, Effective brand architecture, Memorable brand experiences, The Gestalt Approach.*
- Creating the Blue Ocean: *Unique value proposition, Creating fundamental differentiation, Four actions framework.*

Learning Outcomes

On completion of the workshop, participants should be able to:

- Understand business model generation dynamics related to consumer and business products.
- Apply business model design techniques to innovations.
- Evaluate different business models in terms of their strengths and weaknesses.
- Construct different business models using canvas approach.
- Utilize practical branding concepts for marketing new products and repositioning old ones.
- Apply Blue Ocean Strategy to create optimal business model design.
- Think creatively to formulate business models of the future.

- Position business model effectively through customer centricity and user profiling.

Who should attend?

Entrepreneurs, Executives, Business Consultants, Innovators, Product Developers, Marketers, Researchers, Academics and Other Professionals that are involved in product development, product launch, product positioning and branding activities.

Methodology

- Team activities
- Group discussions
- Case analysis
- Presentations
- Critical thinking exercises

Workshop Venue

AMAN-CED building, IBA Main Campus, University Road, Karachi

Date & Time

Fri & Sat, 28th & 29th Aug, 2015
09:00 AM to 05:00 PM

Workshop Fee

PKR 18,000 per participant

Facilitator - Dr. KHURRAM SHARIF (Ph.D., MBA, B.Eng. (Hons))

Dr. Khurram Sharif graduated as an Electronics Engineer from University of Kent at Canterbury, England. He did his MBA from Lancaster University and his PhD (in Business-to-Business Marketing) from Kingston University, England.

Currently he divides his time between a marketing faculty position at Qatar University and supporting Innovation Design Centre at Qatar Science & Technology park (QSTP). He has worked with a number of public and private organizations in the Gulf Cooperation Council (GCC), South East Asian and European regions. His clients have come from companies within healthcare, telecommunications, education and oil and gas sectors.

More recently his training and research interests have been focused on 'Innovation and Efficient Marketing'. He is serving as a member of the Editorial Board of International Journal of Innovation and Business Strategies (IJIBS).

He likes 'action research' and 'experiential training' where he involves himself and participants in the knowledge creation and learning process.

Registration Process

1. Fill online registration form at <http://tinyurl.com/BMG-Workshop>
2. Deposit fees PKR 18,000/participant at any branch of UBL. Account details are:
 - a. Account Title: IBA, Karachi
 - b. Account #: 1146-00300025
3. Email the deposit slip to azadahmed@iba.edu.pk
4. Contact Person: Azad Ahmed Phone: 021-38104700 Ext. 2702