



SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
RAMAPURAM, CHENNAI – 89
COLLEGE OF MANAGEMENT
MASTERS IN BUSINESS ADMINISTRATION

Vision

To be a Globally Renowned B-School that imparts enterprising knowledge & skills that best serves the stakeholders and mankind.

Mission

Mission statement - 1	Promote Excellence in Business Education and Skill Development
Mission statement - 2	Nurture Entrepreneurship, Human Values, Social Responsibilities and Global Citizenship
Mission statement - 3	Enrich the Creativity, Research and Innovation in all Activities
Mission statement - 4	Collaborate to foster Personal and Institutional Leadership Effectiveness

Programme Educational Objectives (PEO)

PEO - 1	Graduates will be business leaders and managers with leadership and problem-solving skills for global business.
PEO - 2	Graduates will drive entrepreneurship initiatives either on their own or within other organizations where they are employed.
PEO - 3	Graduates will have innovation skills and drive the businesses through multifaceted skills.
PEO - 4	Graduates will provide advancement of conceptual and practical knowledge in the field of business management to contribute to nation building while upholding ethical practices.

Mapping Mission of the department to the Programme Educational Objectives

	Mission Statement - 1	Mission Statement - 2	Mission Statement - 3	Mission Statement - 4
PEO - 1	H	M	H	H
PEO - 2	M	H	H	L
PEO - 3	H	M	M	M
PEO - 4	H	L	M	M

H – High Correlation, M – Medium Correlation, L – Low Correlation

Programme Learning Outcomes (PLO)

PLO - 1	Apply knowledge of management theories and practices to solve business problems.
PLO - 2	Foster Analytical and critical thinking abilities for data-based decision making.
PLO - 3	Ability to develop Value based Leadership ability.
PLO - 4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PLO - 5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Mapping of Programme Educational Objectives to Programme Learning outcomes & PSO

	PLO -1	PLO - 2	PLO - 3	PLO- 4	PLO - 5
	Graduate Attributes				
PEO - 1	H	H	H	M	H
PEO - 2	L	L	L	L	M
PEO - 3	H	H	H	M	L
PEO - 4	H	M	L	H	H

H – High Correlation, M – Medium Correlation, L – Low Correlation

Course code	MB20SM 07	Course Name	DESIGNING AND CONFIGURING BUSINESS MODELS	Course category: E	Elective Course	L	T	P	C
						3	0	2	4

Pre-requisites courses	MB20206 - Indian Ethos and Corporate Strategy	Co - Requisites courses	NIL	Progressive courses	NIL
Course offering department	MBA	Data book / Codes / Standards	NIL		

Course learning Rational (CLR) :	The purpose of learning this course to
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CLR -1:	Describe business model concept, characteristics, definition, components, and business model canvas template model
CLR -2:	Classify the types of customer segmentation and elements in value propositions elements
CLR -3:	Know the channel types, choosing channels and customer relationships to serve the customer
CLR -4:	Describe the types of partnerships, uses of key partners, need for key activities and categories in key activities
CLR -5:	Study the categories of key resources and activities of business models

Learning		
1	2	3

Bloom's level (1-6)	Expected Proficiency (%)	Expected attainment (%)			
			2	75	80
			3	70	80
			3	75	80
			4	75	80
			4	70	80

Course Learning outcomes (CO) :	At the end of the course, learners will be able
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CLO -1:	Explain the business model concepts, characteristics definition, components, and business model canvas template model	2	75	80
CLO -2:	Identify the types of customer segmentation and elements in value propositions	3	70	80
CLO -3:	Apply the channel types, choosing channels and customer relationships to serve the customer	3	75	80
CLO -4:	Assess the types of partnerships, uses of key partners, need for key activities and categories in key activities	4	75	80
CLO -5:	Analyse the categories of key resources and activities of business models	4	70	80

Program learning outcome PLO

PLO - 1	PLO - 2	PLO - 3	PLO - 4	PLO - 5	PSO -1	PSO -2
Apply knowledge of management theories and practices to solve business	Foster Analytical and critical thinking abilities for data-based decision	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.		
H	L	M	M	L		
H	M	L	M	L		
H	H	M	H	M		
H	H	M	H	M		
H	H	L	M	H		

Duration (Hour)	Learning Module / Unit 1	Learning Module / Unit 2	Learning Module / Unit 3	Learning Module / Unit 4	Learning Module / Unit 5
	8	8	8	8	8
S-1	SLO - 1 Introduction to business models, Meaning and Definition of Business Model and Plan	Customer segmentation- meaning and definition	Choosing channels and customer relationships introduction	Key partnership – meaning and definition, characteristics	Categories of key resources
S-1	SLO - 2 Business Plan Vs Business Model	Benefits and reasons for customer segmentation	Meaning, definition, nature of customer relationships	Optimization and economy of sale	Resources that value propositions require

S-2	SLO - 1	Types of Business Models	Segmentation of customers	Channel types, sales force	Reduction of risk	Distribution channels in key resources
	SLO- 2	Introduction to Business Canvas	Access to data	Web sales in channels	Reduction of uncertainty	Customer relationships in key resources
S-3	SLO - 1	Meaning and definition of business model canvas	Niche marketing and mass marketing introduction	Own stores, partner stores in choosing channels	Acquisition of particular resources and activities	Revenue streams in key resources
	SLO- 2	Nine Building blocks of Business Canvas	Definition, advantages, and disadvantages	Functions of wholesaler in choosing channels	Key activities – nature and definition	Physical assts in key resources
S-4	SLO - 1	Customer segments, Value Propositions, Channels, Customer Relationships	Difference between niche and mass marketing	Channel phases and awareness in channels	Production , problem solving	Intellectual resources
	SLO- 2	Business Model examples	Ideas for niche marketing	Evaluation of choosing channels	Platform/network	Human resources
S-5	SLO - 1	How do companies rise business models?	Diversified, multi-sided platforms in customer segmentation	Purchase by customers using channels	Choosing revenue streams	Financial Resources
	SLO- 2	How to validate business model	Role of diversified and multi-sided platforms in customer segmentation	Delivery after sales to customers	Choosing cost structures	Key activities value propositions require
S-6	SLO - 1	Business model tools	Value propositions, newness in customer segmentation	Customer relationships and personal assistance	Asset sale, usage fee	Distribution channels in key activities
	SLO- 2	Business Model Canvas structure with example	Performance and customization in customer segmentation	Dedicated personal assistance to customers	Leading/renting/leasing	Customer relationships in key activities
S-7	SLO - 1	Business model canvas template	Getting the job done, design	Self-service offered to customers	Licensing – brokerage fees	Revenue streams in key activities
	SLO- 2	Role of business model canvas in business	Brand status, price and cost reduction	Automated services and communities of sales offered to customers	Advertising in key activities	Production and Problem solving in key activities
S-8	SLO - 1	Activity: Application of business model canvas	Risk reduction, accessibility and usability	Co- creation of value with customers	Activity: Create a Revenue stream and cost structure for a business model	Platform and network in key activities.
	SLO- 2	Evaluate the business model canvas of a company	Activity: Customer segmentation adopted by various companies.	Activity: Presentation on customer relationships by fortune 500 companies.	Analyse the business model	Activity: Develop the key activities and resources for a business model

Learning Resources	<p>1. John Adair." Strategic Leadership: How to Think and Plan Strategically and Provide Direction",Kogan Page,2019.</p> <p>2. Osterwalder, Alexander, and Yves Pigneur. Business Model Generation: A Handbook For Visionaries, Game Changers, And Challengers. Wiley, 2010.</p>
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Learning Assessment													
Blooms level		Continuous learning Assessment (50% weightage)										Final Examination (Marks 100 which will be weight 50%)	
		CLA - 1 (5 %)		CLA - 2 (10 %)		CLA - 3 (15 %)		CLA - 4 (15 %)		CLA - 5 (5 %)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
1	Remember												
2	Understand	15%	15%										
3	Apply	20%	20%	10%		10%	10%	10%	10%	25%	25%	10%	10%
4	Analyse	15%	15%		10%	10%	10%	10%	10%	25%	25%	10%	10%
5	Evaluate			20%	20%	10%	10%	10%	10%			10%	10%
6	Create			20%	20%	15%	15%	20%	20%			20%	20%
Total		100%		100%		100%		100%		100%		100%	

#CLA – 3 : Mini project / Seminar (5), Assignments (5) , MCQ assessment (5) / MOOC certification or NPTEL

CLA – 4: Active participation in class / seminar presentation

Course Coordinator	HOD - MBA
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