

BUSINESS TRENDS

Course Code: 18BMT102
Credits: 3

Total Hours: 60

Learning objective:

To expose students to contemporary trends, winning strategies and best practices globally adopted by top business organizations.

Module 1

15 Hours

Innovation

The last decade has witnessed unprecedented change in corporate structure and performance. Companies worldwide are rethinking strategy and reinventing themselves. Even companies without multi-billion dollar budgets like Flipkart, InMobi, Quick heal have delivered affordable solutions through innovation and smart performance. The mix of companies spans technology ecommerce, entertainment, logistics, gaming and IT and range from traditional business lines to cutting edge digital spaces.

A study of the approaches towards innovation and re-engineering through cases of business enterprises.

Module 2

10 Hours

Leadership

Today's CEO has to combine multiple roles: that of an innovation manager, motivator, counselor, strategist and above all an inspirational leader. The CEO is constantly looking at creating enduring competitive advantage for his organization in an environment fraught with challenges.

A study of high impact leadership practices through case studies of outstanding corporate leaders who have led their teams into a future proof arena of success.

Module 3

15 Hours

Analysis of corporate failures

How to innovate faster, cheaper and smarter is dependent not only on skills but also on observation of the world around us. Corporate successes are as much a story of overcoming failure as anticipating them and learning from failure models. We look at corporate failures why and how and learn to focus on leveraging our strengths and overcoming obstacles.

A study of corporate failure, common strategic errors that lead to business failure, causes of failure: Brand failure, product failure, failed marketing strategies, international marketing failure.

Module 4

10 Hours

Business /Knowledge Process Outsourcing

Concept of BPO/KPO, Benefits of BPO/KPO, BPO/KPO Models and Types of Vendors - Healthcare, Transaction Processing, Human Resource. Offshore BPO/KPO Evolution, Growth drivers; BPO/KPO Companies in India.

Module 5**10 Hours****Bottom of Pyramid**

Concept of BOP, the Nature of BOP Market, products and services for the BOP, 12 Principles of Innovation for BOP Markets, innovative models to serve the BOP.

Reference Books:

1. The Fortune At The Bottom Of Pyramid, by C K Prahalad, Pearson, 2013
2. Business Process Outsourcing, by Sarika Kulkarni, Jaico Publishing House, Delhi-2005
3. Billion Dollar Lessons: What You Can Learn from the Most Inexcusable Business Failures of the Last Twenty-five Years, Paul Carroll, ChunkaMui, Portfolio, 2008.