



STRATEGIC MANAGEMENT FORUM

in association with

BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY

announces

ELECTIVE COURSE OF

MANAGEMENT TEACHERS' PROGRAMME

ON

BUSINESS MODEL INNOVATION

February 10 – 12 (Physical) and 17-18 (Virtual), 2023

Venue:

BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY

Plot No.5, Knowledge Park-II, Institutional Area

Greater Noida - 201 306

About the Strategic Management Forum

Strategic Management Forum is an association of strategic management professionals having members from industry, academic and public administration. Its objective is to propagate the concept and practice of strategic management in the country. Registered as a non-profit making body in January 1997, it has leading management institutions/ corporates and professionals as its institutional and individual members. The Forum organised its first conference at the Indian Institute of Management, Lucknow in January 1997. Since then it has regularly organized annual conference in different IIMs, IITs, IIFM, Bhopal, Management Development Institute, Gurgaon and XLRI, Jamshedpur.

Besides the annual convention, the Forum has also undertaken a major initiative of organising a series of Seminars / Workshops on WTO and Allied issues, conducted in a building block manner, in collaboration with IIMs, IIFT New Delhi, University of Goa and other reputed Management Schools/organisations.

Another major initiative undertaken is the week-long foundation and elective courses for Faculty Development. Sixteen foundation courses and twenty-four elective courses have been conducted so far. Over 750 faculty members have undergone foundation courses and over 950 faculty members have attended one or the other of the twenty-seven elective courses conducted so far. The next elective course on **Business Model Innovation (BMI)** is being organized at Birla Institute of Technology where the creator of this popular elective course and a founder member of the strategic management forum has moved.

About Birla Institute of Management Technology

Established in 1988, under the aegis of Birla Academy of Art and Culture, it offers postgraduate and doctoral courses in General Management, International Business, Insurance, Retail Management and Sustainable Development. Globalisation, Innovation, Entrepreneurship and Inclusive Growth are ingrained in the curricula. The Institute has been consistently ranked among the top 10 private B'Schools in India. It has developed strategic alliances with Business Schools in Europe, UK and USA for collaborative research, training and exchange programmes for students and faculty. The lush green fully residential Wi-Fi campus at Greater Noida (NCR) is one of its kinds in Northern India.

Birla Institute of Management Technology integrates knowledge, research, industry experience and international exposure to offer comprehensive programmes for managers, executives, faculty and post graduate & doctoral students. The driving force at BIMTECH is a team of distinguished faculty who have extensive experience and expertise in diverse fields. International faculty exchange and joint research projects further strengthens the intellectual capital.

As part of continuing education with an objective to strengthen ties between corporate and academia, several Management Development Programmes (MDPs) are regularly conducted. The institute gives great importance to faculty development and accordingly conducts various Faculty Development Programmes (FDPs) regularly.

MANAGEMENT TEACHERS' PROGRAMME

Introduction

Strategic Management (SM) courses are compulsory courses in curriculum of MBA and other management programmes in the country. There is, however, a paucity of well trained, specialist teachers for the subject. It is necessary to develop such a faculty base in the area for increasing effectiveness of teaching the SM subjects.

Looking at the requirements of the country, Strategic Management Forum has launched a Management Teachers' Programme (MTP) for grooming Strategic Management Teachers. The programme comprises a series of modular (Foundation and Elective) courses of 1-week (36 contact hours) duration each, to be conducted through a consortium of leading management schools.

Earlier, a faculty had to undergo at least six (foundation and elective) courses at different institutions to complete the program. While the design of various courses will be high on academic rigor, there will be equal emphasis on practical orientation. The participants would also have the opportunity to develop acquaintance with 6 or more leading management schools of the country and the faculty thereof, to engage in self-development on an ongoing basis, through faculty networking. The program also aims at familiarizing the participants with emerging research issues in the SM area. Over a period of time they are expected to significantly contribute to research and literature development in the area.

Key Objectives of the Management Teachers' Program

- To groom specialist teachers for conducting Strategic Management courses in various management schools in India, through pooled national expertise.
- To impart them necessary case writing and teaching skills (including teaching through case method) to improve effectiveness in class-room delivery.
- To keep them updated about the state-of-the-art in strategic management, to be able to incorporate changes in syllabus on a continuous basis.
- To develop close relationship among faculty for necessary academic interaction.
- To develop a large base of academicians in strategic management area for scholarly research on topics related to SM.

Design of the Overall Program

The program comprises foundation and elective courses. The course will be a one-week module, having 36 contact hours. The program is designed to be an integrated whole, not an assortment of courses. A teacher who undergoes a minimum of six courses (foundation and electives), may be awarded a Certificate of Proficiency for teaching Strategic Management Courses at MBA level.

Coverage of Business Model Innovation Course

This course aims to provide a comprehensive perspective on Business Model Innovation. It brings out management aspects of Business Model and Innovation in Business Model and the relationship between business model innovation & growth in firms.

- Business Model: Definitions
- The Innovation Process
- Business Model Innovation
- Building an Innovation Ecosystem
- BMI for Business Growth
- Session on how to write Case Studies & Teaching notes

Pedagogy

The course will be delivered in 2 modules – physical and virtual, the first 18 hrs. (February 10-12 i.e. 18 hrs.) in physical mode at BIMTECH campus and the next 12 hrs. (February 18 & 19 i.e. 12 hrs.) in the next weekend. The course, after giving theoretical background, uses rigorous analysis and critical examination of Indian and foreign cases. Practicing managers might also be invited to share their experiences and strategies. Participants are expected to bring some case proposals in BMI domain that will be discussed in the first week. Based on the feedback, they will work on the same during the next week so that the same is developed further. The program director/faculty will provide 2 month's mentorship during which the proposed case must be finalized that can eventually be taken to publication.

Intended participants

The course will be very useful to faculty members who are teaching or likely to take up teaching strategic management courses, especially the electives on Innovation, Business Models and Business Model Innovation. In-house trainers may also benefit from the same for organizing training programs on strategic management in their organizations. Faculty who have participated in foundation course conducted by Strategic Management Forum are encouraged to register.

Faculty

The BMI course will be led by Prof. A. Sahay and Prof. Srinivasan Iyengar, veterans from both industry and academic world. The course faculty shall comprise of faculty from BIMTECH, guest faculty from other partner institutions and experts from industry.

Registration Fee

The course is partly residential and the fee is Rs. 12,500 (twin sharing)/Rs. 15,000 (single accommodation) + taxes as applicable.

Registration fee covers accommodation, breakfast lunch and dinner as also course material. Snacks and Tea/Coffee will be served during the session breaks. Those who do not require accommodation will get a rebate of Rs. 1000/- per day.

The course will have a maximum of 30 participants. The registration will be on first come first served basis. BIMTECH reserves the right for acceptance of a nomination. Preference shall be given to regular, experienced faculty of AICTE/UGC approved management institutions, who are already conducting strategic management courses. 10% discount will be offered for SMFI members.

Nominations

Nominations for **Business Model Innovation (BMI)** Program should be made on the enclosed form. Fee should be sent by demand draft drawn in favour of “**Birla Institute of Management Technology**” on any scheduled bank, payable at **Noida/Greater Noida/New Delhi** or through online payment. The duly filled in form along with the requisite course fee should be sent by **January 20, 2023** to:

Mr. Ajeet Singh Rauthan

Program Coordinator

Birla Institute of Management Technology

Plot No.5, Knowledge Park II, Greater Noida - 201 306

Tel: 0120-6843000-10

Mobile: 9899348244

Email : ajeet.rauthan@bimtech.ac.in

Those who wish to transfer the fee electronically may do so as per the details given below.

Bank Transfer Details:

Name of Account	: Birla Institute of Management Technology
Account Number	: 604302010004966
Account Type	: Saving
Bank Name	: Union Bank of India
Branch Name and Add	: Knowledge Park-2, Greater Noida
IFSC Code of bank	: UBIN0560430
SWIFT Code	: UBININBBNDL

* **Bank Transfer** - free of charge for recipient. Please ensure that the delegate name is stated as payment reference. Also inform the details of the transfer to the Program Coordinator.

Program Director

Prof. A. Sahay

Programme Director

Birla Institute of Management Technology

Plot No.5, Knowledge Park II

Greater Noida - 201 306

Mobile: 9899117737

Email: arun.sahay@bimtech.ac.in

Elective Course of Management Teacher's Programme
On
'BUSINESS MODEL INNOVATION'
(February 10 – 12 and 17 - 18, 2023)

NOMINATION FORM

Name _____

Male/Female _____ Age _____

Designation _____

Organization _____

Address for communication _____

City _____ PIN _____

Phone (O) _____ (M) _____ Fax _____

E-Mail _____

QUALIFICATIONS

Description of present responsibility _____

WORK EXPERIENCE

Organization	Recent Positions held	No. of Years of Experience
1. _____	_____	_____
2. _____	_____	_____

YOUR EXPECTATIONS ON THE PROGRAMME

COURSE FEE PARTICULARS

Demand Draft No. _____ Date _____ Amount _____

Drawn on _____ Payable at Greater Noida/ Noida/ New Delhi

Or

Bank Transfer Details-----Date-----Amount-----

Date: _____

Signature _____

Filled in application and draft are to be sent to:

Mr. Ajeet Singh Rauthan, Programme Coordinator
Birla Institute of Management Technology
Plot No.5, Knowledge Park II, Greater Noida - 201 306
Tel: 0120-6843000-10; Mobile: 09899348244;
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