



INTERNATIONAL SUMMER INTERNSHIP PROGRAM (ISIP – 2024)

*CGC Summer Course:
Business Modelling*

OUR LEADERS



DR. RAMJEE PRASAD
CGC PRESIDENT

He is a Professor of Future Technologies for Business Ecosystem Innovation in the Department of Business Development and Technology at Aarhus University, Denmark. He is the Founder and President of the CTIF Global Capsule (CGC). He has been awarded Pravasi Bharatiya Samman Award (PBSA) by Government of India.

He has been leading academic institution for more than 30 years in India. He is currently Vice-President of Vishwaniketan, a campus dedicated for Project-Based Learning in collaboration with industries and university abroad. He is a member of the first Indian Standardization Body of India titled 'Global ICT Standardization Forum for India "GISFI"'. He has worked as Director CTIF-India for the last 10 years.



DR. SANDEEP INAMDAR
CGC-DIRECTOR INDIA



DR. PETER LINDGREN
VICE PRESIDENT CGC

He is a Danish organizational theorist, and Professor at Aarhus University's Department of Business and Technology, known for his research involving firms' business models, including about interdependence of partner firms' business models and innovation.

WHY BUSINESS MODEL INNOVATION?

Companies are investing more capital and resources to stay competitive, develop more diverse solutions, and are increasingly starting to think more 'blue' and are, in other words, innovating their Business Models.

New products and services remain a priority, but companies are placing increasing emphasis on differentiating themselves through innovation in the basics of their Business Models.

A detailed training is necessary for business decision making for efficiency, profits and sustainability.

NEED OF BUSINESS MODELLING IN MANAGEMENT

- Business modeling is a tool used in the field of management to understand and predict the behavior of a business.
- It is used to evaluate the potential success of a business idea and identify potential risks and opportunities.
- Helps in developing strategies for growth and improvement.
- Business modeling is also used to create financial projections and analyze data to make informed decisions.
- It helps managers to communicate the business strategy and plans to other stakeholders such as investors, employees, and partners effectively.



WHAT'S A BEE LAB?

STREAMLINING BUSINESS DECISION MAKING

BEE lab is basically emerging ways to discuss and schedule the various aspects of the business involving most serious to most common decisions with the help of every small fact surrounding you

BEE LAB SCREEN

There is a huge screen on one of the edges of the BEE LAB, which can be used as a display or a whiteboard, or a bee board. This multifunctional gadget allows the analyst to enhance his pitch to explain his research to the company's officials in charge

BEE LAB BOARDS

BEE LAB consists of walls that have 2 bee boards on them. These give the analyst the to focus not only on a single part that can affect but also opens the door to relate these terms as a business needs to develop in terms of decisions

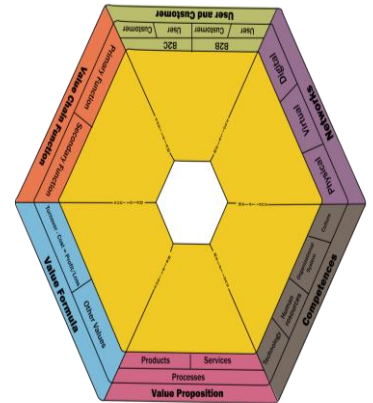
BEE LAB TABLE

A table kept in the middle in the exact shape of the bee lab (i.e. hexagon) with a printed bee star on it makes the brainstorming sessions more interactive and useful this table is provided along with the BEE kit which is a bag that carries every small requirement that analyst can have during his research

BUSINESS MODELLING TOOLS

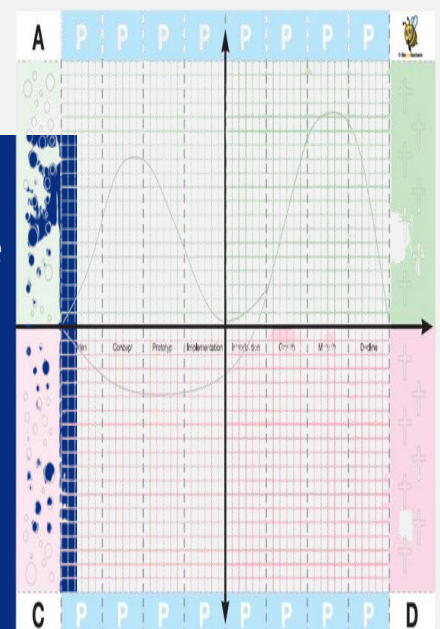
BEE STAR

This tool is one of the most significant and advanced in its field, giving us an understanding of the overall structure of business modeling and allowing us to map relationships between all six directions that we study during the course.

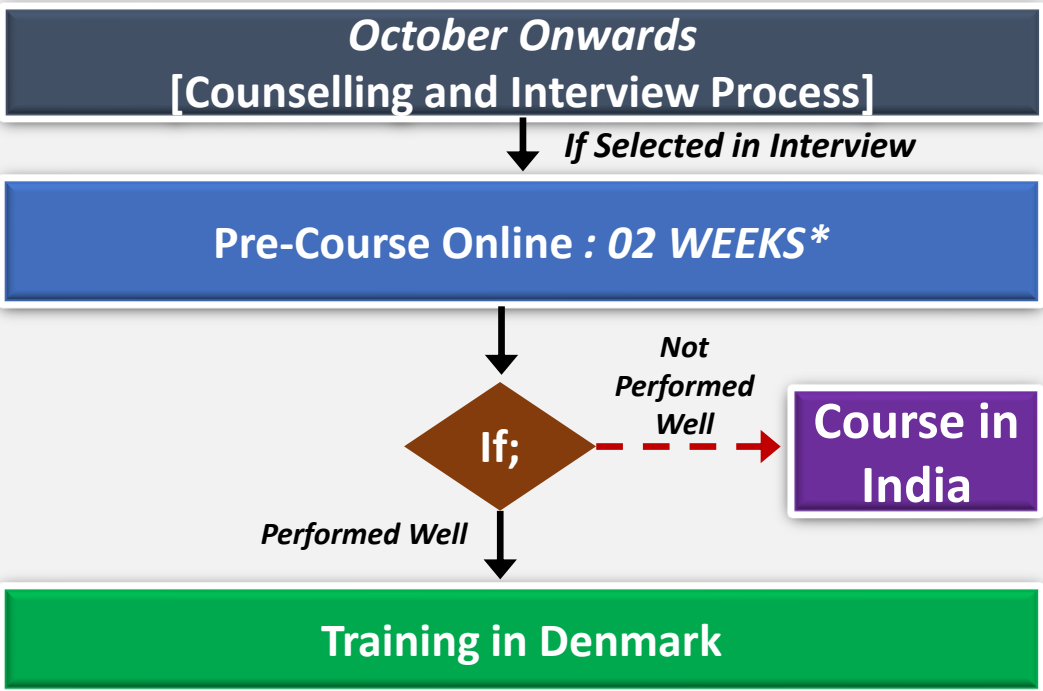


BEE BOARD

This tool represents the product life cycle but in an advanced way. Usually, a product life cycle is described after the product is injected into the market but here bee board allows us to track every minor change just after the ideation stage. The colors define pre and post-market profits or losses where green defines profits while red defines losses



CGC SUMMER COURSE (2+6 WEEKS) – MILESTONES & PROCESS



CGC COURSE OVERVIEW – 6 WEEKS IN DENMARK

Week 1:

- Course content and expectations
- Dk business and work culture
- Business case introduction

Week 2:

- The BM Theory update
- The BM AS IS training
- The BM TO BE training
- The MBMI training
- The Business Visit

Week 3:

- BM AS IS work in the cases
- BM TO BE work in the cases
- MBMI work in the cases
- Pitch training

Week 4:

- MBMI Economic theory
- Green MBMI Economic theory
- Green MBMI Economic case work

Week 5:

- Business case work
- Writing the final Business case
- Hand in the Business cases

Week 6:

- Prepare the final Business case & business pitch
- Course dinner and course certificates

BM = Business Model
AS IS = the Business Model status as it is at the moment
TO BE = future Business Models to come
MBMI = Multi Business Model Innovation
Green MBMI: Green parameters in the Business Model Innovation
Business Economic Theory: CAPEX, OPEX and EU TAXSONOMY

Start of Course



Welcome and practical information

Course Program:

- ☐ Course Content and process
- ☐ Learning objectives
- ☐ Expected course activities - expectations alignment
- ☐ Examples of expected study assignment levels in case solution



Danish Business work culture:

Management and the lack of hierarchies

- ☐ Expected independence as an employee in Danish companies
- ☐ Meeting time - to be precise, dress code and behavior in Danish workplaces



PBL: Problem based learning:

- ☐ Business case (a problem)
- ☐ Active participation in teaching,
- ☐ Active learning through own work with Business cases by Business Model theory
- ☐ Blooms taxonomy



- ☐ Teamwork - in Danish workplaces - expectations for employees
- ☐ GDPR: processing of confidential business information

During the Course

- Active participation in teaching
 - IN the class
 - OUT of class
- Literature-reading
- Business Case work
 - Based on the teaching and the literature
 - Work status every Monday morning – (check off with learning objectives)
- A midway pitch and a final pitch
- Separate plan for accompanying teachers



End of the Course



- The course ends with a final pitch
- Presentation of the work in BeeLabs with external judges and invited business owners
- Assessment of the Pitch by evaluation sheet - and while the judges are voting:
 - Course participants make an online evaluation of the course
- Certificate ceremony – and with a formal closing dinner.

EXPECTED OUTCOMES

- Sustainable start-ups.
- Business Modelling (BM) exposure for enhanced recruitment.
- Opportunity of global placements.
- MS and Ph.D. abroad.

COURSE CERTIFICATE



Video Testimonials:

- ❖ <https://www.youtube.com/watch?v=OBgyOkN1jwE>
- ❖ <https://youtu.be/wGsSkapipJY>

COURSE MANAGERS



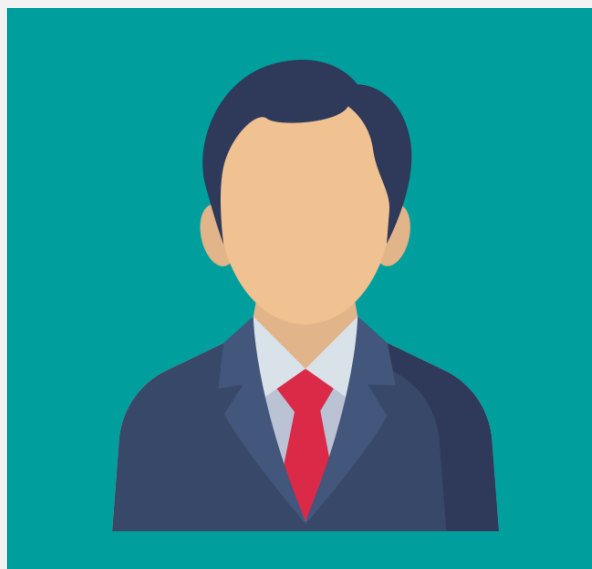
Peter Lindgren



Gitte Kingo Andersen



Jane Flarup

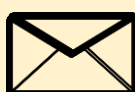


Guest Lecturers

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