



## SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

(Established under section 3 of the UGC Act 1956)

Re - accredited by NAAC with 'A' Grade

Founder: Prof. Dr. S. B. Mujumdar, MSc, Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)

### Sub Committee - Specialization for Curriculum Development

**Course Name :** Digital Business Models

**Course Code :** T3677

**Faculty :** Computer Studies

**Programme Type :** PG

**Course Credit :** 3

**Course Level :** 4

**Sub-Committee (Specialization) :** IT Infrastructure Management

**Batch :** 2021

**Learning Objectives :**

- Identify the challenges of traditional business models and business strategy.
- To understand what is a business model and its components
- To evaluate the impacts of technology innovation on the current and future business models.
- To evaluate and analyze the evolution of business models using case studies

Books Recommended :	Book	Author	Publisher
	Business Model Generation	A. Osterwalder, Y. Pigneur	Self
	Handbook of Sustainable Engineering	Joanne Kauffman, Kun-Mo Lee	Springer
	The Innovator?"s Dilemma	Clayton M. Christensen	HBR Press, Boston
	The Seventh Sense	Joshua Cooper Ramo	Brown and Company

Course Outline :	Sr. No.	Topic	Hours
	1	<b>Digital technology challenges traditional management strategy. Impact of intended and unintended effects of technology. Innovation and Design Thinking, Disruptive Innovation and its impact. Creative problem solving techniques</b>	<b>10</b>
	2	<b>Introduction to business Model ; Value proposition, Customer Segment, Customer Relationship, Distribution channels, Key Activities, Key Resources, Key Partnerships, cost and Revenue Structure.</b>	<b>9</b>
	3	<b>Break down the business into the elements of the business model: create, deliver, capture and defend. Evaluate and address both the traditional and the proposed digital business models in different sectors -Healthcare, Education and Banking and Finance</b>	<b>9</b>
	4	<b>Game changing asymmetric business models and how digital business models can leverage out of the change ? Case studies or Value Proposition, Distribution Channels, Sales and Promotion, collaboration, and other strategic aspects of the business.</b>	<b>9</b>
	5	<b>Innovation in Systems, Products, and Services for sustainable development of new business model</b>	<b>8</b>

**Pre Requisites :**

- Introductory knowledge of Business
- Functionalities- Finance, Marketing, Human Resource and Technology

**Evaluation :**

Assignment  
case studies  
Class test  
Project

**Pedagogy :**

Lecture & Discussion

Case analysis

Article analysis

Quizzes

Project presentation

**Expert :**

Dr. Sachin Naik,Assistant Professor,SICSR