



IIT ROORKEE



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CERTIFICATION COURSE

# Innovation, Business Models and Entrepreneurship

## What is a Business Model?

Dr. VINAY SHARMA

DEPARTMENT OF MANAGEMENT STUDIES



- WHAT IS A BUSINESS MODEL?
- IS IT SIMPLY HOW TO DO BUSINESS?  
THAT IS FOLLOWING A PERSPECTIVE, A METHOD, A MODE  
OR
- IS IT RELATED TO DEVELOPING BUSINESS and CREATING or  
CO-CREATING MODELS?

# LETS TAKE SOME EXAMPLES from DIFFERENT INDUSTRIES

- NEWS and MEDIA
- LOCAL TRANSPORTATION
- RETAIL
- EDUCATION
- HEALTH

- NOW IS IT PROCESS BASED?  
OR
- MARKETING BASED?  
OR
- REVENUE BASED?  
OR  
OR
- RESOURCE BASED? HUMAN RESOURCE OR OTHERWISE  
OR
- TECHNOLOGY BASED?  
OR
- IS THERE ANY OTHER WAY TO UNDERSTAND THE BASIS OF BUSINESS  
MODEL

# BUSINESS MODELS and BUSINESS SCENARIO?

- Business Models are directed by Business Scenario
- Business Scenario is directed by needs and integration or disintegration of people.
- For example Globalized World has presented a different scenario as compared to what it was.
- Further changes have been brought up by ICT and other technological advancements.

- LETS TAKE EXAMPLES
- MANUFACTURING DONE BY ONE and MARKETING BY MANY OR
- SOURCING DONE BY ONE and SUPPORTED BY MANY

IT DEPENDS UPON HOW PEOPLE ARE CONNECTED and FOR WHAT PURPOSE

EXAMPLES like AMAZON, UBER, FLEXTRONICS, AMWAY, NETFLIX, PATANJALI, GRAMEEN BANK and MANY OTHERS PRESENT THE POINT.

# Thank You

