

New Age Business Models: Syllabus January-2024

Course overview:

The revolutionary developments in the field of internet and technology have led to a rapid rise of new age businesses leading to disruptions in market, economy as well as the day-to-day life of human beings. From WhatsApp messenger to mobile banking, there is hardly an aspect of human life that remains untouched by the new age, internet-based business models. This online course explores the types of new age businesses that dominate the market today in India and the world, while examining their unique business models and strategy for growth.

Please refer to the table given below for a module-wise presentation of the course content and syllabus:

Module	Module Name	Sub-modules	Release Date
1	Introduction to business models	Understanding business models	29 January 2024
		Traditional business models	
		New age business models	
2	New platform business models vs. Traditional pipeline business models	Intro to pipeline business models & platform business models	5 February 2024
		Platform vs pipeline	
		Platform business models	
		Comparing pipeline & platform	
		Comparative models	
		Additional topics	
3	Platforms & marketplaces	Introduction to platforms and market places	12 February 2024
		Platform examples	
		B2b marketplaces	
		B2b marketplaces: examples analysed	
Midterm Quiz			19 February 2024 Due Date: 8 April 2024
4	New age business forms	SaaS business model	26 February 2024
		Delving deeper into SaaS bm	
		Fintech business model	
		Fintech segments	
5	New age business models: types	Introduction to aggregator & on-demand models	4 March 2024
		Examples	
		Introduction to d2c model	

		Delving into d2c	
6	Key metrics: measuring & tracking new age business models	Introduction to metrics	11 March 2024
		Types of metrics	
		Metrics for business growth	
Endterm Quiz			20 March 2024 Due Date: 8 April 2024

Final Exam Details:

If you wish to obtain a certificate, you must register and take the proctored exam in person at one of the designated exam centres. The registration URL will be announced when the registration form is open. To obtain the certification, you need to fill out the online registration form and pay the exam fee. More details will be provided when the exam registration form is published, including any potential changes. For further information on the exam locations and the conditions associated with filling out the form, please refer to the form.

Grading Policy:

Assessment Type	Weightage
Mid-Term & End-Term	25%
Final Exam	75%

Certificate Eligibility:

- 40% marks and above in Mid Term & End Term
- 40% marks and above in the final proctored exam

Disclaimer: In order to be eligible for the certificate, you must register for enrolment and exams using the same email ID. If different email IDs are used, you will not be considered eligible for the certificate.