



BUSINESS DEVELOPMENT: FROM START TO SCALE

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PRE-REQUISITES : Graduation of any discipline; No requirement to do any other course as a pre-requisite to taking this course

INTENDED AUDIENCE : All graduates and working professionals

INDUSTRY SUPPORT : Likely to be recognized by all types of industries and all types of firms as starting up and scaling up of business is a universal and perpetual need

COURSE OUTLINE :

This 12-week, 60 lecture course titled "Business Development: From Start to Scale" equips the learners with various concepts and frameworks for establishing and growing businesses. Focusing on customers and markets, the course covers the foundational as well as advanced constructs of business development. Multiple practical examples and case studies are provided. This versatile course will be useful for students and working professionals, and relevant for startups and entrepreneurial firms as well as established small, medium, and large companies for crafting and executing their growth journey. This course, in addition, will be an ideal next-step course for those who would complete the Entrepreneurship course.

ABOUT INSTRUCTOR :

Prof. C. Bhaktavatsala Rao received his Ph.D. Degree in Industrial Management and M.Tech. Degree in Industrial Engineering from the Indian Institute of Technology Madras, Chennai. He received his B.E. Degree in Mechanical Engineering from Sri Venkateswara University, Tirupati. Prof. C. B. Rao has over 47 years of diversified experience in driving business and organizational growth in reputed world-class Indian companies, including subsidiaries of global MNCs. His expertise and experience covers pharmaceutical and automobile industries as well as other industries. He led multiple value-adding growth initiatives in the companies he was associated with, spanning conceptualization, execution, and development of green-field and brown-field projects. Prof. C. B. Rao's recent formal leadership assignment was as Executive Chairman and Managing Director at Pfizer Healthcare India Private Limited (2010-2015). In 2016, Dr. Rao founded LeaderCrest Academy to share his experience and expertise with professional and academic communities. LeaderCrest is currently into high quality academic publishing. Prof. C. B. Rao serves as Ajit Singhvi Chair Professor in Management Studies at the Indian Institute of Technology Madras, Chennai. He also supports select global and Indian corporations as Senior Advisor and Director on the Boards. Prof. C. B. Rao has contributed over 170 papers in reputed management journals and business forums. He has authored and published nine books on strategy and leadership under the LeaderCrest banner over the last five years. Prof. C. B. Rao's teaching and research interests include competitive strategy, strategic management, business leadership and entrepreneurship, among others.

COURSE PLAN :

Week 1: Business Fundamentals

- Understanding Business Development
- Marketing and Business Development
- Markets and Marketing
- Strategy Formulation
- Business Development Cases

Week 2: Business Development Strategies

- Successful Businesses
- Industry and Market
- Vision, Mission and Strategy
- Goals
- Case Studies of Business Development Excellence

Week 3: Industry Structure and Company Analysis

- Industry and Business
- Porter's Five Forces Theory
- Industrial Transformations
- Competitive Strategies
- Company Analysis

Week 4: Market and Competitor Analysis

- Industry, Market and Business
- Industry and Market Analysis
- Market Structures
- Demand Forecasting
- Competitor Analysis

- Week 5: Connecting with Customers**
 - Customer Characteristics
 - Customer Typologies
 - Market Research and Design Thinking
 - Customer bonding
 - Customer Relationship Management
- Week 6: Business and Market Segments**
 - Market and Market Descriptors
 - Market and Product Segmentation
 - Product-Market Segmentation
 - Segmentation Deep Dive
 - Market Attractiveness and Competitive Positioning
- Week 7: Branding and Pricing**
 - Branding
 - Brand Organisation
 - Advertising and Communication
 - Servitization
 - Pricing
- Week 8: Corporate Development**
 - A New IT Start-up
 - An FMCG Start-up
 - A Logistics Start-up
 - A Nutraceuticals Start-up
 - A Telecom Fightback
- Week 9: Business Development Structures**
 - Collaborations
 - Strategic Alliances
 - Joint Ventures
 - Subsidiaries
 - Mergers and Acquisitions
- Week 10: Business Development Competencies**
 - Value Chain Competencies
 - Functional Competencies
 - Negotiation Skills
 - Cultural Skills
 - Leadership Attributes
- Week 11: Strategies for Markets and Industries**
 - Growth Strategies
 - Growth Examples
 - Fragmented Industries and Emerging Industries
 - Mature Industries and Declining Industries
 - Global Industries and New Businesses
- Week 12: Business Development Case Studies**
 - Business Transformation
 - Strategic Alliances for Growth
 - Business Turbulence
 - Creating Value
 - From Start to Scale
 - In Closing