

Business Models for Successful Business

Strong business models decide if companies can run a successful business or not. The smooth interplay of all company activities and a solid earning model determine whether the firm runs a profit or loss. In today's world business models are dynamic as the business environment is constantly changing and companies increasingly internationalize. Hence, existing business models do not fully fit new conditions and need to be adjusted.

This training shows in a step-by-step approach how business models are developed. This done using one specific example. Techniques and lead questions that help to successfully develop a strong business model will be introduced and trained. At the end of this training you are in position to develop and evaluate business models.

Three reasons to attend this training:

- Interconnections and dependencies in business activities become transparent
- Developing a tool kit to cross-check business models and to improve them
- Goal oriented and efficient reaction of your business to changes in the business environment

Goals:

- Capability do independently develop a business model
- Identify and consider interdependencies when developing a new business
- Ensure that the result of your business activities is profit generation
- Sensitivity towards the need of checking and adjusting business models regularly

Topics and Content:

- Concept and meaning of business models
- Analyze and form the elements of a business model
- Identifying and defining critical success factors and creating a interdependence graph
- Forging the elements into a coherent and functioning business model
- Reasons and approach for business model adjustments and innovation
- The role of vision and leadership in business models

Training Approach & Methods:

- Brief presentations
- Many case studies to practice the identification of critical aspects of business models
- Using a fictitious company, the development of a business model is trained

Target Group:

- Top management of small and medium-sized enterprises
- Managers in the field of business development and strategy
- Young talented managers trained for leadership roles in the company

Max. Number of Participants:	15
Languages Offered:	German & English
Dates / Duration:	2 days
Cost (excl. VAT):	1.190 Euro per person (incl. course, course materials, drinks, lunch)
Registration:	please contact us directly
Contact:	Institut für Neue Märkte (InNeMa GmbH) Maistr. 23 80337 München Germany info@institut-neuemaerkte.de Tel.: +49 (0)89-380 795 66

Your Trainer:

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Professor for strategic and international Management at ESB Business School of Reutlingen University. He is also director of the *Institute for New Markets (InNeMa GmbH)*. His expertise lies in the field of strategic and international Management topics and especially in doing business in and business model development for Emerging and African markets. He is a member of the scientific board of the *Afrika Vereins der deutschen Wirtschaft e. V.* and a member of the *Committee on International Issues of the Chamber of Commerce and Industry Reutlingen (Germany)*. He has many years of international business experience which he gained in various international projects and by leading an international team in two listed German multinational companies. He has extensive experience in executive trainings.