



## **Business model innovation: changing the game**

Delivered by:



**CAMBRIDGE**  
Judge Business School

### **Programme Summary**

A recent survey by IBM of over 700 CEOs globally found that competitive pressures have pushed business model innovation high up the priority list of firms worldwide. The survey also showed that firms that have grown their operating margins faster than their competitors were putting twice as much emphasis on business model innovation than underperformers.

The progress of globalisation, the intensity of technological change, and shifts in industry borders have all created opportunities for new business models. Indeed, business model innovation can create huge opportunities while threatening traditional means of generating revenue. Such innovations can, consequently, make the fortunes of some firms while killing the market positions of others.

This programme will focus on understanding the concept of business model innovation, and provide a framework to identify and implement new business models to create sustainable competitive advantage.

The programme will benefit those who are responsible for developing or implementing strategic decision making at both business unit and firm level. It is geared towards middle and senior management who are responsible for managing growth and developing innovation to the approach to doing business.

### **Topics**

- What is business model innovation and how does it differ conceptually from other forms of innovation?
- What are the strategic challenges for incumbent firms to respond to business model innovations?
- How can you influence internal stakeholders to adopt business model innovation?
- What are the features of exemplary business models and how can firms learn to implement new business models successfully?

### **Benefits**

- Understand the concept of business model innovation and how it differs from other types of innovation
- Understand how to influence and change markets to create competitive advantage and the relationship between new markets and business models
- Understand the internal processes, organisation and incentives that businesses need to adopt to create and sustain business model innovation
- Develop frameworks and tools to enable your organisation to achieve business model innovation

Participants earn a certificate on completing the programme. This programme counts as one course for those completing the Cambridge Executive Education General Management Certificate



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### **Why Executive Education at the University of Cambridge?**

The University of Cambridge is internationally renowned for:

- outstanding faculty and excellence in teaching and research
- a collaborative learning environment and community
- commitment to innovation and its application in science, technology and business
- the Judge Business School MBA programme, which is ranked among the best in the world

Our goals in Executive Education at Judge Business School are to align these strengths to deliver programmes that impact on the development of leaders and organisational performance.

Our programmes are designed to provide a collaborative and stimulating environment for learning and to add value to your professional career and personal growth. The diverse educational and professional backgrounds of our faculty and delegates enrich the experience. We attract participants from around the world and across industries and business sectors.

### **Cost: 9 units**

For more information please email the TLC Training Co-ordinator on [registrations@thelearningcollaboration.com](mailto:registrations@thelearningcollaboration.com)