



**Subject:** Business Models & Unit Economics - MBAEP13509

**Type of course:** Major (Core)

**Prerequisite:**

Students should have a foundational understanding of basic financial accounting, marketing principles, and strategic management concepts.

**Rationale:**

This subject equips students with essential knowledge and analytical skills to design, evaluate, and innovate business models for sustainable profitability and growth in a dynamic market environment.

**Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P		C	Theory Marks		Practical Marks		
			ESE		MSE	V	P	ALA	
04	00	00	04	60	30	10	00	50	150

*Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; ESE – End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA-Active Learning Activities.*



**Course Content:**

Sr. No	Course content	Hrs.	% Weightage
1	<p><b>Introduction to Business Models</b></p> <ul style="list-style-type: none"> <li>• Understanding Business Models</li> <li>• Types of Business Models: B2B, B2C, C2C, and C2B</li> <li>• Value Proposition and Customer Segments</li> <li>• Revenue Streams and Cost Structures</li> <li>• Channels and Customer Relationships</li> <li>• Key Resources, Activities, and Partnerships</li> <li>• Case Studies of Successful Business Models</li> </ul>	15	25
2	<p><b>Financial Aspects of Business Models</b></p> <ul style="list-style-type: none"> <li>• Introduction to Financial Statements</li> <li>• Revenue Models and Pricing Strategies</li> <li>• Cost Structures and Cost Management</li> <li>• Break-even Analysis</li> <li>• Profitability and Scalability of Business Models</li> <li>• Financial Metrics and KPIs</li> <li>• Case Studies on Financial Performance of Business Models</li> </ul>	15	25
3	<p><b>Unit Economics</b></p> <ul style="list-style-type: none"> <li>• Introduction to Unit Economics</li> <li>• Key Metrics: CAC, LTV, ARPU, Churn Rate</li> <li>• Calculating Unit Economics for Various Business Models</li> <li>• Analyzing Customer Acquisition Costs and Customer Lifetime Value</li> <li>• Strategies to Improve Unit Economics</li> <li>• Impact of Unit Economics on Business Sustainability</li> <li>• Case Studies on Unit Economics in Different Industries</li> </ul>	15	25
4	<p><b>Business Model Innovation and Transformation</b></p> <ul style="list-style-type: none"> <li>• Drivers of Business Model Innovation</li> <li>• Digital Transformation and Business Models</li> <li>• Disruptive Technologies and Their Impact on Business Models</li> <li>• Pivoting Business Models</li> <li>• Creating and Implementing Business Model Innovation</li> <li>• Tools and Frameworks for Business Model Innovation</li> <li>• Case Studies of Business Model Innovation and Transformation</li> </ul>	15	25



**Continuous Assessment:**

Sr. No	Active Learning Activities	Marks
1	<b>Business Model Study:</b> Students will choose any one company of their choice and will have to prepare a presentation which will include about the Product or services provided by the selected company and which type of Business model the company has adopted and upload the PPT on GMIU web portal.	10
2	<b>Product Pricing Strategy:</b> Students will have to choose any one product of their choice and analyze the pricing strategy of the selected product and upload the PDF report on GMIU Web Portal.	10
3	<b>Analysis of 9 Terms:</b> Students will have to visit any industry on their own and evaluate the 9 key terms of industry and upload the PDF on GMIU Web Portal.	10
4	<b>Business Model Innovation:</b> Students will have to study the business model innovation of any mobile application of their choice and prepare a report for the same and upload the PDF on GMIU web portal.	10
5	<b>Case Study:</b> Faculty will provide a topic and Idea related to case study. Students will prepare the solutions on the given case / situation and upload it to GMIU web portal.	10
Total		50

**Suggested Specification table with Marks (Theory):60**

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	30%	20%	10%	10%	-

Note: This specification table shall be treated as a general guideline for students and teachers.

The actual distribution of marks in the question paper may vary slightly from above table.



**Course Outcome:**

After learning the course, the students should be able to:	
CO1	Understand various business models and their components, enabling them to identify and design effective business strategies.
CO2	Analyze the financial aspects of business models, understanding the implications of different revenue and cost structures on profitability and scalability.
CO3	Evaluate unit economics, understanding the key metrics that drive business sustainability and the strategies to optimize them.
CO4	Develop the ability to innovate and transform business models in response to changing market dynamics and technological advancements.

**Instructional Method:**

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

**Reference Books:**

- [1] "Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers" by Alexander Osterwalder and Yves Pigneur Pitts R A and Lei D- Strategic Management: Building and Sustaining Competitive Advantage (Vikas, 3rd edition), 2003.
- [2] "Lean Analytics: Use Data to Build a Better Startup Faster" by Alistair Croll and Benjamin Yoskovitz
- [3] "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries
- [4] "Business Model You: A One-Page Method for Reinventing Your Career" by Timothy Clark, Alexander Osterwalder, and Yves Pigneur
- [5] "Monetizing Innovation: How Smart Companies Design the Product Around the Price" by Madhavan Ramanujam and Georg Tacke

