GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Global Program)

Year – II (Semester – III) (W.E.F. January 2014)

Specialization: Sustainable Global Businesses (Immersion Study)

Subject Name: Exploring Base of Pyramid for Profitability of Businesses (EBP-PB)
(Study of C. K. Prahlad’s Theories)

Subject Code: 2830902

1. Course Objective:

To make students understand that: collectively, the world's billions of poor people have immense untapped buying power. They represent an enormous opportunity for companies who learn how to serve them. Not only can it be done, it is being done--very profitably. What's more, companies aren't just making money: by serving these markets, they're helping millions of the world's poorest people escape poverty.

2. Course Duration: The course duration is of 36 sessions of 75 minutes each.

3. Course Contents:

Module No.	Modules / Sub-Modules	Sessions	70 Marks (External Evaluation)
I	**The market at the bottom of the pyramid:** The power of dominant logic, The nature of BOP market, The market development imperative. **Products and Services of BOP:** A philosophy for developing Products and Services of BOP, Twelve principles of innovation for BOP markets	7	17
II	**BOP: A Global Opportunity:** Engaging the BOP, Local growth opportunity, BOP solutions for developed markets, Lessons from MBC’s from BOP markets, the Cost of Managing, Learning to Live in a Network of relationships.	7	17
III	**The Eco-systems for Wealth Creation:** Market oriented wealth creation, eco-system for a developing	7	18

	country, learning the sanctity of contracts, Reducing inequalities in contracts, Building governance capabilities among the poor		
IV	**Reducing Corruption:** Transaction Governance Capacity: Are the poor, Transaction Governance Capacity, Building TGC **Development as Social Transformation:** Breaking down barriers to communication, BOP consumer upgrade, Gaining Access to knowledge, Identity for the individual, Women are critical for development	7	18
V	**Practical:** Study of Business Success Stories, preparing the report and/or making presentation in the class.	8	Internal Evaluation (20 Marks of CEC)

4. Teaching Methods:

The course will use the following pedagogical tools:
(a) Discussion on concepts and issues.
(b) Case discussion covering subject.
(c) Projects/ Assignments/ Quizzes/ Class participation etc

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Projects/ Assignments/ Quizzes/ Class participation etc	Weightage 50% (Internal Assessment- 50 Marks)
B	Mid-Semester examination	Weightage 30 % (Internal Assessment-30 Marks)
C	End –Semester Examination	Weightage 70% (External Assessment-70 Marks)

6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	**C K Prahlad**	The fortune at the bottom of the pyramid	Prentice Hall	Latest Edition

Note: The course is designed to study the new theory called ‘Bottom of the Pyramid” given by Prof. C K Phahlad that diverted the whole world’s attention from big corporate to people at the lowest socio-economic level.

Therefore, this will be the standard book.

7. Reference Books:

Note: Wherever other standard books are not available for the topic, appropriate print and online resources, journals and books published by different authors may be prescribed.

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

9. Session Plan:

Session Nos.	Topics to be covered
1-4	**The market at the bottom of the pyramid:** The power of dominant logic, The nature of BOP market, The market development imperative.
5-7	**Products and Services of BOP:** A philosophy for developing Products and Services of BOP, Twelve principles of innovation for BOP markets
8-9	**BOP: A Global Opportunity:** Engaging the BOP, Local growth opportunity
10-11	BOP solutions for developed markets, Lessons from MBC’s from BOP markets
12-14	The Cost of Managing, Learning to Live in a Network of relationships.
15-16	**The Eco-systems for Wealth Creation:** Market oriented wealth creation
17-19	**Eco-system** for a developing country, learning the sanctity of contracts
20-21	**Reducing inequalities** in contracts, **Building governance capabilities** among the poor
22-24	**Reducing Corruption:** Transaction Governance Capacity: Are the poor poor, Transaction Governance Capacity, Building TGC
25-28	**Development as Social Transformation:** Breaking down barriers to communication, BOP consumer upgrade, Gaining Access to knowledge, Identity for the individual, Women are critical for development
29-36	**Practical:** Study of Business Success Stories, especially those serving the bottom of pyramid, prepare a report and/or make a public presentation in the class in presence of promoter or senior manager of a Global Sustainable Enterprise.