

NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

NPTEL Video Course - Management - NOC:Business Development: From Start to Scale

Subject Co-ordinator - Prof. C Bhaktavatsala Rao

Co-ordinating Institute - IIT - Madras

Sub-Titles - Available / Unavailable | MP3 Audio Lectures - Available / Unavailable

- Lecture 1 - Understanding Business Development
- Lecture 2 - Marketing and Business Development
- Lecture 3 - Markets and Marketing
- Lecture 4 - Strategy Formulation
- Lecture 5 - Business Development Cases
- Lecture 6 - Successful Business
- Lecture 7 - Industry and Market
- Lecture 8 - Vision, Mission and Strategy
- Lecture 9 - Goals
- Lecture 10 - Case Study of Business Development Excellence
- Lecture 11 - Industry and Business
- Lecture 12 - Porter's Five Forces Theory
- Lecture 13 - Industrial Transformations
- Lecture 14 - Competitive Strategies
- Lecture 15 - Company Analysis
- Lecture 16 - Industry, Market and Business
- Lecture 17 - Industry and Market Analysis
- Lecture 18 - Market Structures
- Lecture 19 - Demand Forecasting
- Lecture 20 - Competitor Analysis
- Lecture 21 - Customer Characteristics
- Lecture 22 - Customer Typologies
- Lecture 23 - Market Research and Design Thinking
- Lecture 24 - Customer Bonding
- Lecture 25 - Customer Relationship Management
- Lecture 26 - Market and Market Descriptors
- Lecture 27 - Market and Product Segmentation
- Lecture 28 - Product-Market Segmentation
- Lecture 29 - Segmentation Deep Dive

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- Lecture 30 - Market Attractiveness and competitive positioning
- Lecture 31 - Branding
- Lecture 32 - Brand Organization
- Lecture 33 - Advertising and Communication
- Lecture 34 - Servitization
- Lecture 35 - Pricing
- Lecture 36 - A New IT Start-up
- Lecture 37 - An FMCG Start-up
- Lecture 38 - A logistics start-up
- Lecture 39 - A Nutraceuticals Start-up
- Lecture 40 - A Telecom Fightback
- Lecture 41 - Collaborations
- Lecture 42 - Strategic Alliances
- Lecture 43 - Joint Ventures
- Lecture 44 - Subsidiaries
- Lecture 45 - Mergers and Acquisitions
- Lecture 46 - Value Chain Competencies
- Lecture 47 - Functional Competencies
- Lecture 48 - Negotiating Skills
- Lecture 49 - Cultural Skills
- Lecture 50 - Leadership Attributes
- Lecture 51 - Growth Strategies
- Lecture 52 - Growth Examples
- Lecture 53 - Fragmented Industries and Emerging Industries
- Lecture 54 - Mature Industries and Declining Industries
- Lecture 55 - Global Industries and New Businesses
- Lecture 56 - A Pharma Transformation
- Lecture 57 - Pharma Strategic Alliances
- Lecture 58 - Business Turbulence
- Lecture 59 - Creating Value
- Lecture 60 - From Starting to scale in Closing