

# Build your own approach

What will it take to build your own Business modeling approach to replace the pointless ones?

The defective approaches:

The grid contains 21 images of defective business modeling approaches:

- Image 1:** A process flow diagram with stages: Initiating, Planning, Executing, Closing. It includes sub-steps like 'Setting the Goals', 'Assessing Resources', 'Monitoring', 'Reporting', 'Achievement', 'Continuous Improvement', and 'Assessment Framework'.
- Image 2:** A complex flowchart with multiple levels and boxes, possibly representing a business process or organizational structure.
- Image 3:** A table with columns: Role, Responsibility, Authority, and a grid of cells.
- Image 4:** A table with columns: Why, How, What, Who, When, Where. It lists various business activities and their details.
- Image 5:** A circular diagram with 8 numbered steps: 1. Business Model, 2. Business Strategy, 3. Business Plan, 4. Business Model, 5. Business Model, 6. Business Model, 7. Business Model, 8. Business Model.
- Image 6:** A diagram showing 'Strategy & Motivation' and 'Implementation & Migration' leading to 'Business Layer', 'Application Layer', and 'Technology Layer'.
- Image 7:** A circular diagram with 'Your Business' at the center, surrounded by 'Systems', 'Data', and 'Data Model'.
- Image 8:** A diagram with 'Your Business' at the center, surrounded by 'Systems', 'Data', and 'Data Model'.
- Image 9:** A diagram with 'Your Business' at the center, surrounded by 'Systems', 'Data', and 'Data Model'.
- Image 10:** A diagram with 'Your Business' at the center, surrounded by 'Systems', 'Data', and 'Data Model'.
- Image 11:** A diagram with 'Your Business' at the center, surrounded by 'Systems', 'Data', and 'Data Model'.
- Image 12:** A diagram with 'Your Business' at the center, surrounded by 'Systems', 'Data', and 'Data Model'.
- Image 13:** A diagram with 'Your Business' at the center, surrounded by 'Systems', 'Data', and 'Data Model'.
- Image 14:** A diagram with 'Your Business' at the center, surrounded by 'Systems', 'Data', and 'Data Model'.
- Image 15:** A diagram with 'Your Business' at the center, surrounded by 'Systems', 'Data', and 'Data Model'.
- Image 16:** A diagram with 'Your Business' at the center, surrounded by 'Systems', 'Data', and 'Data Model'.
- Image 17:** A diagram with 'Your Business' at the center, surrounded by 'Systems', 'Data', and 'Data Model'.
- Image 18:** A diagram with 'Your Business' at the center, surrounded by 'Systems', 'Data', and 'Data Model'.
- Image 19:** A diagram with 'Your Business' at the center, surrounded by 'Systems', 'Data', and 'Data Model'.
- Image 20:** A diagram with 'Your Business' at the center, surrounded by 'Systems', 'Data', and 'Data Model'.
- Image 21:** A diagram with 'Your Business' at the center, surrounded by 'Systems', 'Data', and 'Data Model'.

What do you need to do?

# Build your own approach

- Educate yourself
- Adopt a better approach built nearly 3 decades ago and built by eliminating the defective parts of other approaches

# Build your own approach

Educate yourself

- Business education
- IT education

# Build your own approach

Educate yourself - Business education

- MBA program
- School of hard knocks

# Build your own approach

Educate yourself - Business education – MBA program

- A standard MBA - \$47,500
- An Executive MBA - \$87,820

What is the difference between the 2 courses?

# Build your own approach

Educate yourself - Business education – MBA program  
 A standard MBA - \$47,500

As an example of what is involved I will turn to the ‘Father of the MBA” Dr. Peter Drucker and present the list of subjects designed by him. The course covers 23 streams over a course of 2 years:17 streams covering the subject of Business objectives; and 6 of Strategies

Basic MBA Course Material	
Addresses	Description
Objectives - 17	Managerial & global economics
	Morality & leadership
	Marketing management
	Financial & managerial accounting & control
	Institutional investment management
	Organizational behavior/organizational theory
	New venture finance
	Organization information processing systems
	International and multinational business
	Honors consulting projects
	Technology management and operations
	Marketing research
	New products/services planning
	Corporate financial management
	Management, derivatives and risk
	Financial derivatives
	Organization performance improvement-business process reengineering
Strategy - 6	Applied operational methods
	Entrepreneurship & corporate revitalization
	Managing crisis: contemporary theory & practice
	Management control of projects
	Corporate financial policy & strategy
	The strategy course

# Build your own approach

Educate yourself - Business education – MBA program  
 An executive MBA - \$87,820

As an example of what is involved I will turn to the ‘Father of the MBA’ Dr. Peter Drucker and present the list of subjects designed by him. The course covers 40 subjects over a course of 3 years: 16 covering the subject of Business Objectives; 3 of Business Knowledge; and 21 of Strategies

Executive MBA Course material	
Addresses	Description
Objectives - 16	Quantitative methods
	Team Leadership
	Financial side of management
	New demands on the executive
	Revitalization
	Syllabus creativity & innovation
	Morality and leadership
	Critical issues in strategic management
	Current issues in global economy
	Strategic alliances
	Mergers, acquisitions & valuation
	Quantitative methods for Ph.D. students
	Quantitative methods (literature review)
	IS management issues
	Organizational behaviour
	Designing more effective organizations
Knowledge - 3	Information based organizations
	New product marketing
	Knowledge mgmt-how to use information science

Executive MBA Course material	
Addresses	Description
Strategy - 21	Introduction to global economy
	Strategy & the implementation of change
	Electronic customer relationship management (eCRM)
	Strategy: the new realities of competition
	Financial and managerial accounting
	Strategic decision-making
	Strategic thinking
	Global human resource management
	Management of technology
	Marketing management
	Managing electronic commerce
	Executive leadership
	Strategy implementation
	Change management
	Leadership & the making of meaning
	New venture finance
	Financial strategy
	Syllabus global strategy
	Economics of strategy
	Japanese markets
	Strategy (literature review)

How do you align the subjects of the two courses?  
 How do ensure that there is no contradictory material?

# Build your own approach

Educate yourself – Computer science  
A basic 3 year degree - \$28,000

As an example of what is involved I looked up an example of computer science subjects.

Taken from the Wikipedia
Areas of computer science
1 Theoretical computer science
1.1 Data structures and algorithms
1.2 Theory of computation
1.3 Information and coding theory
1.4 Programming language theory
1.5 Formal methods
2 Computer systems
2.1 Computer architecture and computer engineering
2.2 Computer performance analysis
2.3 Concurrent, parallel and distributed systems
2.4 Computer networks
2.5 Computer security and cryptography
2.6 Databases
3 Computer applications
3.1 Computer graphics and visualization
3.2 Human–computer interaction
3.3 Scientific computing
3.4 Artificial intelligence
4 Software engineering

How do you integrate the MBA components and those of this course?

By the time you complete these courses you will have studied for about the same time as a surgeon (8 years). You will then need at least 4 years of practice.

Good luck with this approach.



# Build your own approach

Educate yourself – School of hard knocks

- Experience and lots of it
- Hire people to do it for you

# Build your own approach

Adopt a better approach built nearly 3 decades ago, from the school of hard knocks, by eliminating the defective parts of other approaches

See my training course <http://www.ripose.com/WebTraining/>, then follow the link to 'A better approach'