

IIC SEMINAR
BUSINESS MODEL CANVAS
6th APRIL, 2022

Institute Innovation and Entrepreneurship Cell (IIC) of Gitarattan International Business School held a seminar on the theme of Business Model Canvas (BMC) for its Management students. The seminar aimed at equipping students with the necessary skills for their entrepreneurship journey. IIC at GIBS keeps on organizing events to create awareness and development of skill sets necessary for inculcating entrepreneurial spirit.



Business Model Canvas is an effective tool for making correct and precise Business Plan Presentation. It facilitates systematic analysis and presentations on the critical areas of Business Plans. The seminar was delivered by Dr. Sheetal Chadda, Innovation Ambassador and Convener of IIC at GIBS. She elaborated on the nine segments of the BMC and used multiple examples to explain it effectively. Multiple questions were asked by the students which made the seminar interactive and fruitful.

Prepared By: Dr. Sheetal, Associate Professor, GIBS