

IIC- BUSINESSMODEL CANVAS

On

28th April, 2023



The Institute Innovation Council of Gitarattan International Business School organized a Session on “Business Model Canvas” on 28th April, 2023. The session was conducted by Prof. (Dr.) A.S. Ramnarayanan, Professor, GIBS. It was a very interactive workshop. Total 28 students of MBA II semester attended the session. He introduced the nine-block business model at the outset of the session- Customer Segments, Value proposition, Channels, Customer relationship, Revenue Streams, Key Resources, Partners and Cost Structure. BMC is a strategic instrument that aids in

the methodical achievement of company objectives. Using real-life examples, Dr. Ramnarayanan described the purposes and instruments employed in each block. He also informed the attendees of the opportunities and difficulties brought forth by the BMC model. He further urged everyone to follow their aspirations of creating their own start-ups and to do it systematically.

The session was informative and students gained knowledge of Business Model Canvas. They became familiar with the use of Business Model Canvas. The session also helped them to understand the difference between traditional business plan and Business Model Canvas.

The session ended with a Q& A session, allowing the participants to clarify their doubts about the BMC model. Coordinator of the workshop, Dr. Chetna Mahaur proposed vote of thanks.

PREPARED & SUBMITTED BY: Dr. Chetna Mahaur, Associate Professor, GIBS

FLYER OF THE EVENT

<p>TYPE OF EVENT <i>(PDW/ Seminar /Jurist Day/ Annual Event/ ALS/ PLS/ Co-Curricular etc.)</i></p>	<p>IIC</p>
<p>VENUE</p>	<p>Room No. 301</p>
<p>TIME & DURATION</p>	<p>12:00 Noon to 2 PM , 2 hours</p>
<p>CONDUCTED BY <i>(eg. CLS-GIBS, IIC, Club, IIPC etc.)</i></p>	<p>IIC</p>
<p>ORGANISED FOR <i>(Course Name & Semester)</i></p>	<p>MBA 2nd Sem. Students</p>
<p>NAME OF THE COORDINATOR</p>	<p>Dr. Chetna Mahaur</p>

ATTENDANCE	28 students
RESOURCE PERSON <i>(Name of the Resource Person, Designation, Organization)</i>	Prof. (Dr.) A.S. Ramnarayanan, Professor, GIBS
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. To make students understand the concept of ‘Business Model Canvas’. 2. To make students’ understand the objectives and significance of BMC. 3. To understand the difference between traditional business plan and BMC.
LEARNING OUTCOME	Students gained knowledge of Business Model Canvas. They became familiar with the use of Business Model Canvas. The session also helped them to understand the difference between traditional business plan and Business Model Canvas.