

BUSINESS MODEL CANVAS

17TH MARCH 2025 (MONDAY)



IIC Event was held on the topic “Business Model Canvas”, on 17th March 2025 for BBA Morning shift section C students. The event was conducted to integrate the BMC into its academic and professional development programs to enhance students' entrepreneurial mindset and business acumen. The session was taken by Ms Yukti Mehra, Project Manager, Quant Research SAGO, Gurugram. The session started with the green welcome of the resource person by Ms Ravleen Kaur.

Ms Yukti introduced Business Model Canvas (BMC) as a strategic tool used for developing new business models or documenting existing ones. She explained how BMC provides a visual representation of key business components, ensuring a structured approach to business planning and why it is widely adopted by startups, entrepreneurs, and established businesses to analyze, design, and innovate business strategies.

The initiative was designed to familiarize students with the Business Model Canvas framework and its practical applications. Through this program, students enhanced their analytical and problem-solving skills, enabling them to develop effective business models. This initiative equipped students with the ability to create innovative business models for both startups and existing businesses.

The initiative enhanced students' competency in business model development, equipping them with the necessary skills to design and refine effective business strategies. It increased awareness of entrepreneurship and strategic business planning, encouraging students to explore innovative approaches to business growth. The session ended with a happy note and a vote of thanks given by Ms. Ravleen Kaur.

FLYER OF THE EVENT



IIC Session on Business Model Canvas



SPEAKER

Yukti Mehra,
 Project Manager - Quant
 Research, SAGO, Gurugram


17th March, 2025


10:00 AM Onwards

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TYPE OF EVENT	IIC-SESSION
VENUE	Room No. 409
TIME & DURATION	10 AM onwards
CONDUCTED BY	(IIC)-GIBS
ORGANISED FOR	BBA M2C
NAME OF THE COORDINATOR	Ms. Ravleen Kaur
ATTENDANCE	Students: 41
RESOURCE PERSON	Ms Yukti Mehra, Project Manager, Quant Research SAGO, Gurugram.

OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. Students were familiarized with the Business Model Canvas framework and its applications. 2. Students' analytical and problem-solving skills for business model development were enhanced. 3. Hands-on experience was provided through workshops and case studies. 4. Students were enabled to create innovative business models for startups and existing businesses. 5. Collaboration with industry experts was encouraged for real-world insights.
LEARNING OUTCOMES	<ol style="list-style-type: none"> 1. Students exhibited a deeper understanding of entrepreneurship and strategic business planning, enabling them to assess and create sustainable business strategies. 2. Students applied theoretical knowledge to real-world business challenges, developing innovative solutions through critical thinking and problem-solving.
SHORTCOMINGS, IF ANY	None
LINK TO YOUTUBE VIDEO	https://youtu.be/xFXL48Yu1oY

**PREPARED & SUBMITTED BY: MS.RAVLEEN KAUR, ASSISTANT PROFESSOR,
GIBS**