



ACHARYA INSTITUTE OF TECHNOLOGY



INSTITUTION'S
INNOVATION
COUNCIL
University of Education, Bangalore

Acharya Dr. Sarvepalli Radhakrishnan Road, Soladevanahalli, Hesaraghatta Main Road, Bengaluru- 560107

Student Forum Activity on

Business Model Canvas (BMC)



Date: 19th January 2023 | Time: 2.00 PM to 4.00PM

Target Audience: MBA students

Venue: MBA Seminar Hall

ABOUT THE PROGRAM:

Objectives of the Program:

1. To know how to craft a business plan and address planning gaps in business for students/entrepreneurs who are new to starting & running a business.
2. To equip students with understanding the various business models that helps to visualize and address the key areas.
3. To help students bring out visual thinking & to make quick iterations and understand all 9 blocks that form essential components of one's business strategy.
4. To provide a high-level comprehensive view of various strategic details required to successfully bring product to market.

Outcome of the Program:

1. Have better understanding on illustrating & developing various business models and clearly identifying the key elements that make up a business.
2. Students will be able to execute the steps required to take their idea to market.
3. To identify the strategic opportunities and elements of a business that allows for a broad overview of intended business model.

ADVISORY COMMITTEE:

Dr. RAJATH HEGDE M.M.

Principal, AIT

Prof. MARIGOWDA C.K.

Vice-Principal, AIT

CONVENERS:

Dr. JUIN CHOUDHURY

Head of the Department, MBA

COORDINATORS:

Prof. NETHRAVATHI N

Assistant Professor,

Department of MBA, 9900968169

Dr. MALLIKA B K

Assistant Professor,

Department of MBA, 9986387111

Resource Persons

Omkar Raikar

Founder & CEO

Basal Analytics, Business Toys Private Limited.

