



Business Model Canvas



1. Title of the event	Business Model Canvas
2. Aim/Objective/ Purpose of the event	To gain insight on business model
3. Date/ detailed schedule of the event	22/07/2022
4. Details about guests, speakers	Dr.Basanna .S.Patagundi Chief Learning officer Swiss Learning Exchange, Bengaluru
5. Details about intended participants (numbers of participants, Outsiders/In-house people etc.,)	100
6. Takeaways of the event (benefit of the event, if certificates provided, mention about that)	How to prepare business models Criteria's to prepare models Elements contributing to prepare business model

The IIC session on “BUSINESS MODEL CANVAS” was organised by Department of MBA on 22/7/2022 at J.C Bose seminar hall . All the students of second and first year students actively participated in the session. The session was hybrid mode. Mentee institute students and members were also been participated.

The speaker for the session was Dr.Basanna.S.Patagundi having more than seventeen years of experience in corporate and academic field.

Objective of the session:

- To gain insight on Business canvas model
- To understand the process in preparation of the model
- To identify the elements incorporating in creating model

The outcome of the event: Understood the importance of the elements such as

- a) Value Proposition
- b) Customer Relationship
- c) Channels
- d) Customer Segments
- e) Cost Structure

IMAGE GALLERY



The banner features a blue background with a blurred image of a person. At the top, it displays the Cambridge Institute of Technology logo and the Choss (Cambridge House Of Student Startup) logo. Below these, it lists associated institutions: K.L.E. Society's RAJA LAKSHMAGOWDA SCIENCE INSTITUTE Autonomous, B.V.V.S POLYTECHNIC BAGALKOT (Autonomous), K.S. SCHOOL OF ARCHITECTURE, ATME College of Engineering, and ISBR. The main text reads 'A SESSION ON Business Model Canvas'. A circular portrait of Dr. Basanna S. Patagundi is shown, with his title 'RESOURCE PERSON' and details: 'Chief Learning Officer, Swiss Learning Exchange, Bangalore'. The session is scheduled for 'Friday, 22nd July 2022' at '10:00 AM'. The platform is 'Zoom' with 'Meeting ID: 761 768 3366' and 'Passcode: 1qyS6P'. The website 'www.cambridge.edu.in' is at the bottom.

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