

A
REPORT
ON
“Business Model Canvas”



HELD ON
28TH JUNE 2024
ORGANIZED
BY
DEPARTMENT OF MBA

K.S. SCHOOL OF ENGINEERING AND MANAGEMENT
#15, Near Vajarahalli, Mallasandra, Kanakapura Road,
Bengaluru-560109

Report of Workshop Organized by
Department of MBA on 28-06-2024
Academic Year: 2023-24

TITLE OF THE PROGRAM: Business Model Canvas

BRIEF SUMMARY OF PROGRAM:

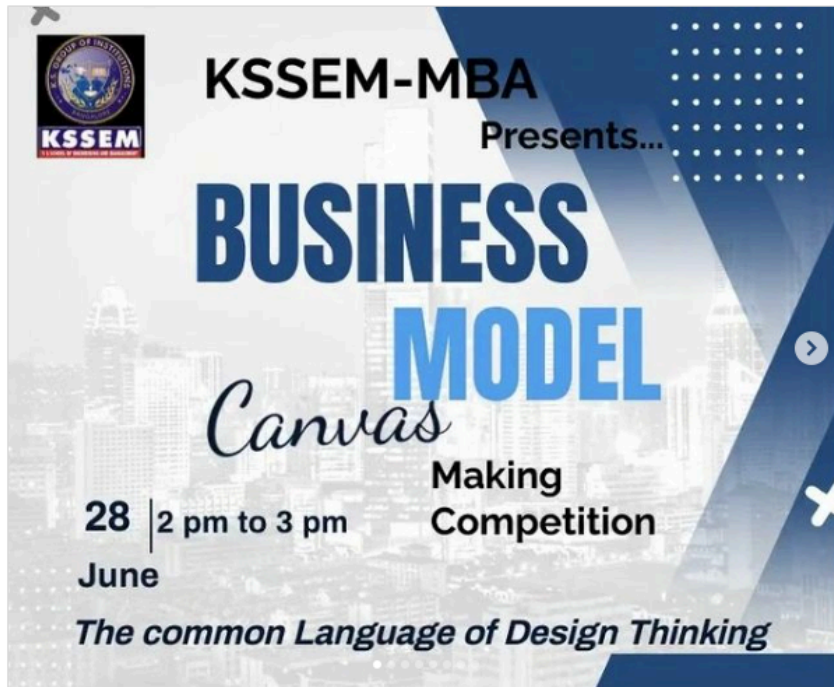
The business model canvas is an activity where students/designers map out a business or product's key actors, activities and resources, the value proposition for target customers, customer relationships, channels involved and financial matters. It gives an overview to help identify requirements to deliver the service and more.

OBJECTIVES OF THE PROGRAM:

A business model canvas (BMC) is a tool that helps visualize a business's key components, and can be used for a variety of purposes, including:

- Starting a business
- Assessing strategy
- Developing a business plan
- Communicating with your team
- Updating your strategy
- Mapping out a new business opportunity
- Identifying cost drivers

PROGRAMME DETAILS:



OUTCOMES OF THE PROGRAMME:

The outcomes of using a Business Model Canvas (BMC) depend on how it's used. Some of the outcomes include:

- New insights
- New ideas and strategies
- Improved quality and service
- Clear picture on cost & revenue framework
- Understand customer insights

Signature of Co-ordinators

Signature of Department Head

Signature of Principal