

**A
REPORT OF
GUEST TALK ON
“BUSINESS MODEL CANVAS”**



**HELD ON
27TH MARCH 2025**

ORGANIZED

BY

DEPARTMENT OF CIVIL ENGINEERING

IN ASSOCIATION WITH

DEPARTMENTS OF CSBS & MBA

K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

#15, Near Vajarahalli, Mallasandra, Kanakapura

Road, Bengaluru-560109

Report of Guest Talk Organized by
Department of Civil Engineering
in association with
Departments of CSBS & MBA
Academic Year: 2024-25

TITLE OF THE PROGRAM: Guest Talk on “Business Model Canvas”

BRIEF SUMMARY OF PROGRAM: The Department of Civil Engineering, KS School of Engineering and Management organized a Guest Talk on “Business Model Canvas” on 27th March 2025 for 4th and 6th semester CSBS & MBA students in offline mode. The guest talk was delivered by the Founder of Startup Tumakuru, Mr. Suhruth Ujjini.

OBJECTIVES OF THE PROGRAM:

1. To understand and apply the Business Model Canvas (BMC) framework for mapping and refining business models, enhancing clarity and strategic planning.
2. To gain practical insights on using the BMC to identify business opportunities, address challenges, and foster sustainable growth in their entrepreneurial ventures.

SPEAKER'S DETAILS: Mr. Suhruth is an accomplished entrepreneur and the Founder of *Startup Tumakuru*, a platform dedicated to empowering and supporting local startups. With a Bachelor of Engineering degree in Mechanical Engineering from Shridevi Institute of Engineering & Technology, Suhruth has an in-depth technical background, which he leverages to assist emerging businesses in navigating the complex startup ecosystem.

PARTICIPANT'S DETAILS:

Participants: UG students of CSBS and MBA (4th and 6th semester)

No. of Student Participants: 80

No. of Faculty Participants: 05

REPORT

The guest talk on the Business Model Canvas (BMC) framework, aimed at providing students with a practical understanding of how to develop, assess, and refine business models. The students were introduced to the Business Model Canvas, a strategic tool for mapping and refining business models. The focus was on understanding its nine key components—Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure. The session also provided students with practical insights on how to use the BMC to identify business opportunities, solve challenges, and support sustainable growth in entrepreneurial ventures.

The talk was highly beneficial for students aspiring to become entrepreneurs. By providing a clear, structured approach to business model development, the session equipped students with the tools to think strategically about their ventures. The practical insights shared during the talk will undoubtedly help students as they embark on their entrepreneurial journeys, enabling them to navigate the complexities of business planning and growth with greater confidence and clarity.

PHOTOGRAPHS (MAX. 5)





OUTCOMES OF THE PROGRAM:

1. Students will be able to create and refine their own business models using the Business Model Canvas (BMC), improving strategic clarity and planning.
2. Students will develop the skills to identify business opportunities, tackle challenges, and implement strategies for sustainable growth in their entrepreneurial projects.

EXPENDITURE: Rs.5100/-

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