



ACADEMIC YEAR 2023 - 24

24.05.2024

Workshop

on

"BUSINESS MODEL CANVAS"

23.05.2024

REPORT

MoEs - Institution Innovation Council and Entrepreneurship Development Cell of Kings College of Engineering organized a workshop on **"BUSINESS MODEL CANVAS"** on 23.05.2024.

Objective:

To provide necessary skills to the students who are aspiring to be entrepreneurs to turn their creative ideas into a successful business.

Resource persons:

1. Mr. G. Abraham Lincoln, District Field Coordinator, EDII - TN, Thanjavur and Mr. R. Amarnath, District Field Coordinator, EDII - TN, Pudukkottai.

Participants:

IIC and ED Cell members of II year students of all disciplines 41 participants attended the programme.

Inaugural Session:

Dr. K. Sudhakar, Coordinator of ED Cell, gave away the welcome address and introduced the resource persons to the participants.

Session highlights:

The workshop on the Business Model Canvas provided a comprehensive overview of this strategic tool, aimed at enhancing participants' understanding of business model development. Attendees engaged in detailed sessions covering each of the nine building blocks, including key aspects such as customer segments, value propositions, and revenue streams. Through interactive activities and case studies, participants applied the concepts to their own business ideas, gaining practical insights into model optimization and innovation.

Benefits in terms of Learning/Skills/Knowledge obtained:

Student members gained

- **Comprehensive Understanding:** Gained in-depth knowledge of the nine essential components of the Business Model Canvas.

- **Strategic Thinking:** Learnt various skills in strategic analysis and planning, allowing you to assess and refine your business model in a structured and systematic way.
- **Practical Application:** Learnt to apply theoretical concepts to real-world scenarios, enhancing your ability to create and implement actionable business strategies.
- **Problem-Solving Skills:** Know how to improve the ability to identify business challenges and opportunities, and develop effective solutions through hands-on exercises and case studies.
- **Innovation Techniques:** Acquired the techniques for fostering innovation within their business model, enabling them to adapt and stay competitive in a rapidly changing market.
- **Collaborative Learning:** To Enhance skills in teamwork and collaboration by engaging with peers and facilitators, gaining diverse perspectives and constructive feedback.
- **Continuous Improvement:** To Build knowledge on how to regularly evaluate and adjust the business model to ensure on going relevance and effectiveness, supporting long-term success and adaptability.

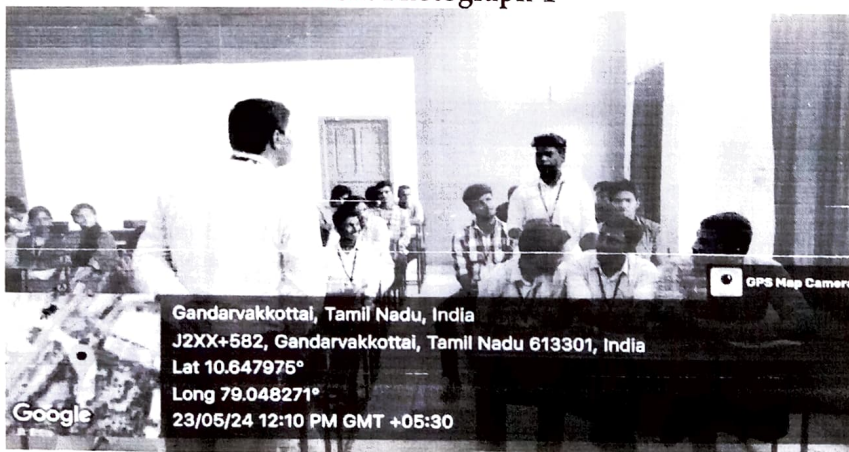
Valedictory Function:

Finally, Mr. Ramprasad, member of ED Cell delivered a vote of thanks.

Event Photographs



Event Photograph-1



Event Photograph-2