Report of the IIC Program

1. Title of the event : "Session On Business Model Canvas(BMC)"
2. Quarter in which activity conducted : Q3
3. Category of the activity : IIC 5.0 Calendar
4. Program Type : Level 1- Seminar
5. Program Theme : Entrepreneurship & Startups
6. Date &Time : 8th April 2025
7. Duration (in hours) : 2 hrs.
8. No of Student Participants : 58
9. No of Faculty Participants : 3
10. No of External Participants (if any) : Nil
11. Expenditure incurred (if any) :
12. Mode of Delivery : Offline
13. Any other remarks : -

14. Objectives of the Activity (In 100 words):

- The main objective of this program is to Help participants understand the key building blocks and Explain how each block contributes to the overall business strategy.
- To visualize how the business creates, delivers, and captures value.
- Helps them Align Team Understanding and Vision and also Encourage students in teamwork and active discussion.
- Stimulate creative and critical thinking about business components.
- To create a visual model to communicate the business plan internally or externally.
- To use this sessions output for presentations, investor decks, or internal planning.

15. Benefits in terms of learning/Skill/Knowledge obtained:

A learning session on the Business Model Canvas (BMC) offers a ton of value, especially for students.

- Students can develop the ability to think critically about how a business operates.
- With the help of real-world case studies and Examples students were able to See how real companies apply the BMC and were able to get clear idea from practical, relatable use cases.
- TO Encourage Creativity and Innovation-it helps students In Exploring new ways of thinking about business
- To Support career and professional development-it add s value to student learning

- Session helps to Improve Collaboration and Communication- Students learn to Practice working as a team to build or analyze business models which Enhances their ability to communicate ideas visually and clearly.
- Brainstorm ideas for new revenue streams, partnerships, or customer segment
- Session adds a valuable tool to their business or entrepreneurship toolkit. Enhance their resume, especially if they are in business, innovation, or product roles.
- Session Supports in Career and Professional Development

16. Web Links:

- Twitter- https://x.com/mrcetofficial/status/1914146569815003196?t=g86TcT8UHjyekDgrAxXa1Q&s=08 .
- Facebook- https://www.facebook.com/share/p/1ANrgGjU31/
- Instagram- https://www.instagram.com/p/DIsS2kkyT8R/?igsh=dGFkcjl3a3Y2ZWQ4

Signature of IIC Coordinator **Signature of HOD** **Signature of IIC President**

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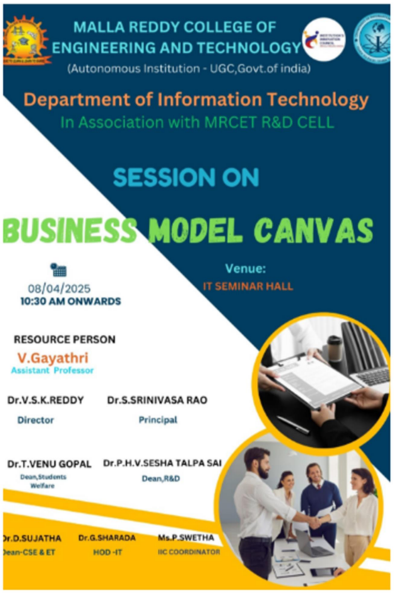
MALLA REDDY COLLEGE OF ENGINEERING AND TECHNOLOGY
(Autonomous Institution - UGC,Govt.of india)
Department of Information Technology
In Association with MRCET R&D CELL
SESSION ON
BUSINESS MODEL CANVAS
08/04/2025
10:30 AM ONWARDS
Venue:
IT SEMINAR HALL
RESOURCE PERSON
V.Gayathri
Assistant Professor
Dr.V.S.K.REDDY
Director
Dr.S.SRINIVASA RAO
Principal
Dr.T.VENU GOPAL
Dean,Students Welfare
Dr.P.H.V.SESHA TALPA SAI
Dean,R&D
Dr.D.SUJATHA
Dean-CSE & ET
Dr.G.SHARADA
HOD -IT
Ms.P.SWETHA
IIC COORDINATOR

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