



AJ INSTITUTE OF ENGINEERING & TECHNOLOGY

A Unit of Laxmi Memorial Education Trust

(Approved by AICTE, New Delhi, Affiliated to Visvesvaraya Technological University, Belgavi)

Date: 25-05-2023

Report on "Session on Business Model Canvas (BMC)"

| | | | | | | |
|--|--|-----------------------------|----------------------------------|---------|---|--|
| Name of the Program: | Session on Business Model Canvas (BMC) | Program Dates & Timings: | 23-05-2023 12.00PM- 1.00PM | | | |
| Name & Details of the Resource Person: | Dr Anantha Padmanabha Achar CEO AIC nitte | | | | | |
| Organized by (Clubs/ Dept.) | Entrepreneurship Development Cell | In Association with (clubs) | AIC Nitte | | | |
| Number of Participants | 15 (all streams) | Students | 15 | Faculty | 4 | |
| Program Outcome (PO) Mapping | PO6, PO7, PO8, PO9, PO10, PO11 | | | | | |
| Coordinators | Dr Kiran Kumar V G | | | | | |
| Faculty Participated | Dr. Gnane Swarnadh Satapathi, Mr Manjukiran, Mr Suhandas | | | | | |

About the Program:

The ED Cell organized a **Session on Business Model Canvas (BMC)**

1. Importance of Business Model Canvas:

Speaker Dr Anantha Padmanabha Achar

A session on the importance of Business Model Canvas. Dr Anantha Padmanabha Achar began with the definition of a Business and Entrepreneurship. He talked types of business and business models. History of business model and components of business model.

Participants were appraised on factors to consider while doing any business.

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Objectives: The program on enable students/ faculty to

- Types of business
- Analyse environment related to business

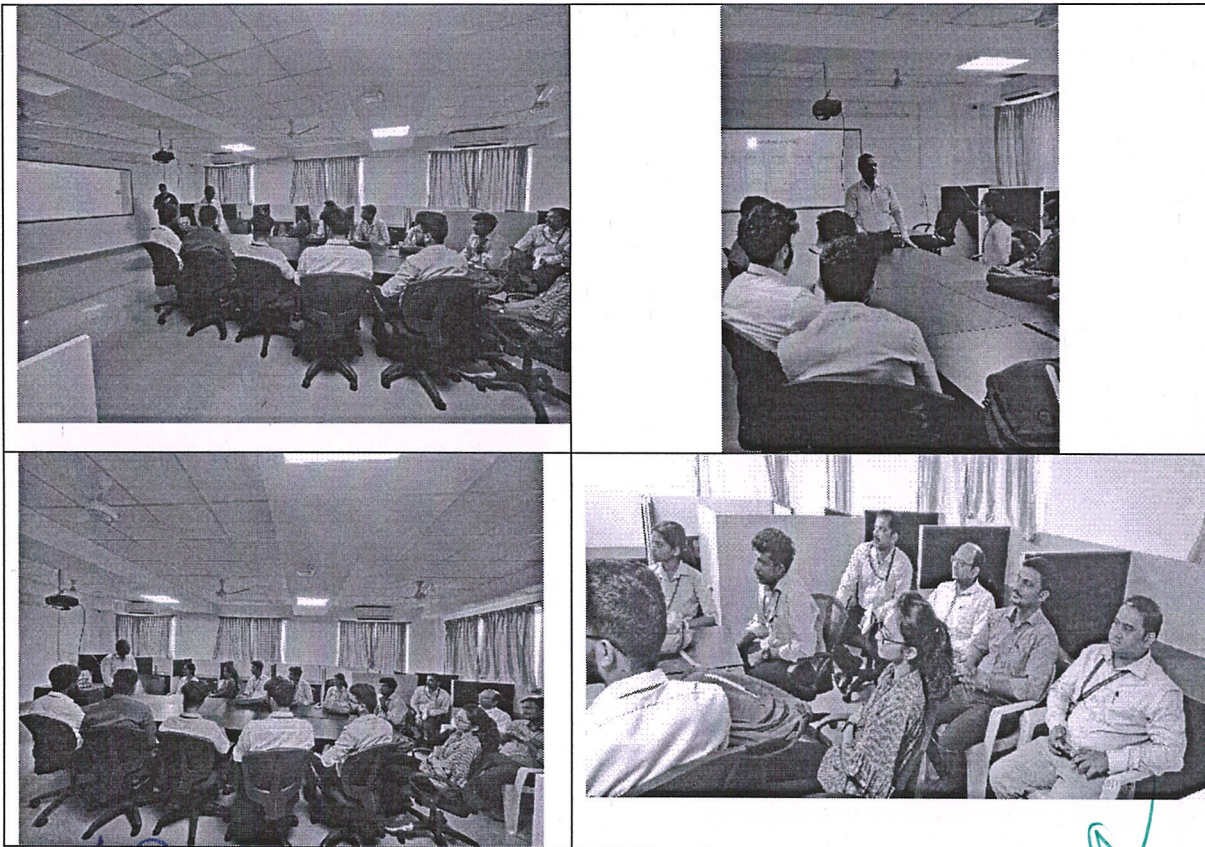
Outcomes: On successful completion of program of this lecture/ technical talk/workshop the student should able to:

- Importance of business skills for personal and professional life.
- Encourage teamwork: People work together better when they know what they're working towards
- Developing business Skills, and becoming a successful businessman

Articulation Matrix:

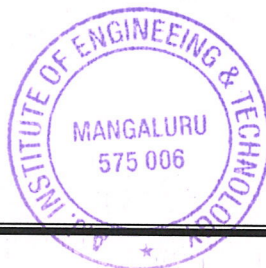
| Course Outcomes | Program Outcomes | | | | | | | | | | | |
|-----------------|------------------|---|---|---|---|---|---|---|---|----|----|----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 1 | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | |
| 2 | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | |
| 3 | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | |
| Average | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | |

Photos:



ED-Coordinator

Principal



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Date:

25/05/2023

Attendance for "Session on Business Model Canvas (BMC)"

| SI No | USN | Name | Department | Signature |
|-------|-----------------------|--------------------------|---------------|-------------|
| 1 | 4JK20DEC021 | Jhnsnika N.M | ECE | |
| 2 | 4JK20CS098 | Takesh Raj | CS | |
| 3 | 4JK20CS047 | Trejaswi DS | CS | |
| 4 | 4JK20CS044 | Shavath Kumar | CS | |
| 5 | 4JK20ECE04 | Manish Shetty | EE | |
| 6 | 4JK20DEC034 | Shruthi Keth | EC | |
| 7 | 4JK20ECE024 | Sumeet Rai | EC | |
| 8 | 4JK20ME019 | Vikith Salian | ME | |
| 9 | 4JK20ME009 | Terpal Sean | ME | |
| 10 | 4JK20IS0006 | Adithya Shetty | ISE | |
| 11 | 4JK20IS029 | Melroy Peter Tellis | ISE | |
| 12 | 4JK20C010 | Dan sk | CVE | |
| 13 | 4JK20IS11 | Terpal Sean | ISE | |
| 14 | | | | |
| 15 | | | | |
| 16 | | | | |
| 17 | | | | |
| 18 | | | | |
| 19 | | | | |
| 20 | | | | |

Coordinator

Principal

Session on Business Model Canvas

Organized by Entrepreneurship Development Cell AJ Institute of Engineering & Technology, Mangalore

1. Email *

2. What best describes a Business Model Canvas

2 points

Mark only one oval.

- One page plan outlining your new business idea
- A piece of art work
- A model of your business office

3. What is another word for *costs*?

2 points

Mark only one oval.

- Revenue
- Expenses
- Budget

4. Posters, social media, commercials are all examples of:

2 points

Mark only one oval.

- Customer Relationships
- Revenue Streams
- Key Metrics
- Unique Value Proposition

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5. The money gained from the sales after expenses are paid is:

2 points

Mark only one oval.

- Profit
- Expenses
- Costs
- Revenue

6. A model, simulation, or sample of an idea is a:

2 points

Mark only one oval.

- Creation
- Example
- Prototype


Presenter Evaluation

Please rate the presenter on the following scale 1 (Strongly Disagree) to 5 (Strongly Agree) by encircling an option below.

7. The goals of the presentation were clear

Mark only one oval.

- Strongly Disagree
- Disagree
- Neutral
- Agree


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8. The style of the presentation was organized

Mark only one oval.

- Strongly Disagree
- Disagree
- Neutral
- Agree

9. The presenter was well prepared

Mark only one oval.

- Strongly Disagree
- Disagree
- Neutral
- Agree

10. The presenter was engaging & dynamic

Mark only one oval.

- Strongly Disagree
- Disagree
- Neutral
- Agree

11. I found the presenter easy to interact with

Mark only one oval.

- Strongly Disagree
- Disagree
- Neutral
- Agree

12. My overall evaluation of the presenter - excellent

Mark only one oval.

- Strongly Disagree
 Disagree
 Neutral
 Agree

13. Were the objectives of the seminar communicated to you?

Mark only one oval.

- Yes
 No

14. Did the seminar meet all of its stated objectives?

Mark only one oval.

- Yes
 No

15. Are you committed to implementing at least one of the recommendations or objectives learnt?

Mark only one oval.

- Yes
 No


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Session on Business Model Canvas

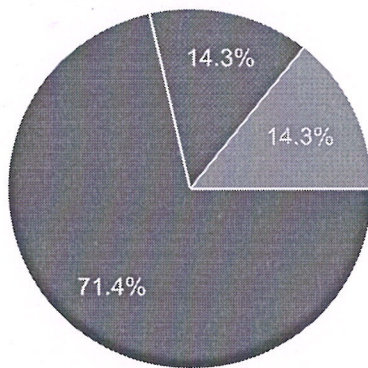
7 responses

Publish analytics

What best describes a Business Model Canvas

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7 responses

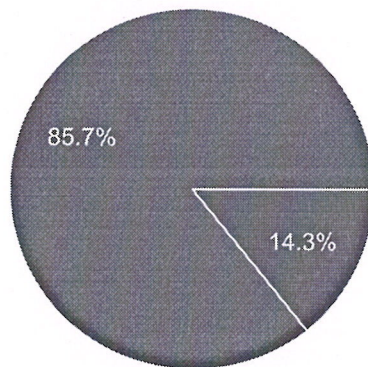


- One page plan outlining your new business idea
- A piece of art work
- A model of your business office

What is another word for costs?

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7 responses

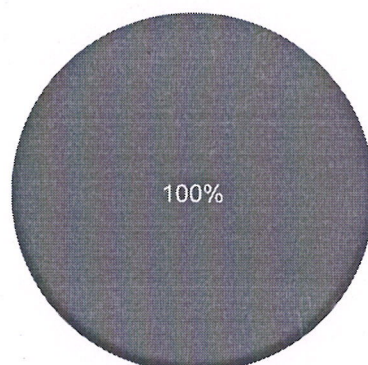


- Revenue
- Expenses
- Budget

Posters, social media, commercials are all examples of:

 Copy

7 responses

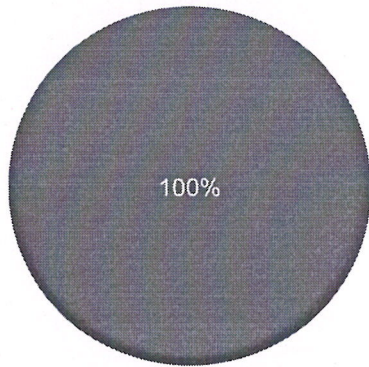


- Customer Relationships
- Revenue Streams
- Key Metrics
- Unique Value Proposition



The money gained from the sales after expenses are paid is:

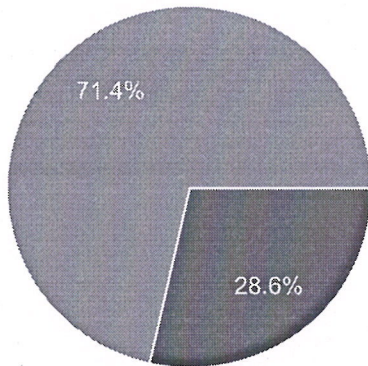
7 responses



- Profit
- Expenses
- Costs
- Revenue

A model, simulation, or sample of an idea is a:

7 responses

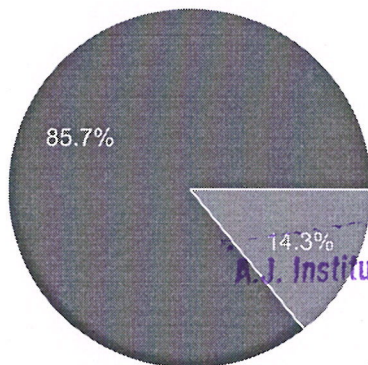


- Creation
- Example
- Prototype

Presenter Evaluation

The goals of the presentation were clear

7 responses



- Strongly Disagree
- Disagree
- Neutral
- Agree

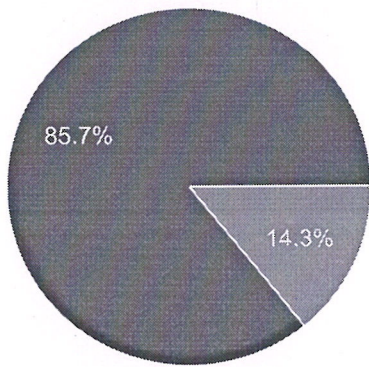
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The style of the presentation was organized

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7 responses

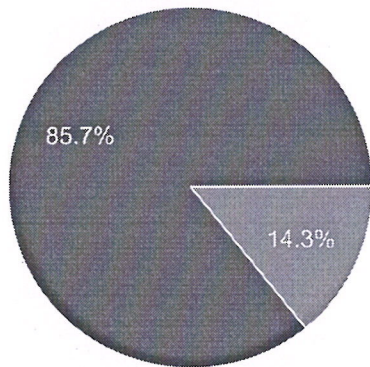


- Strongly Disagree
- Disagree
- Neutral
- Agree

The presenter was well prepared

Copy

7 responses

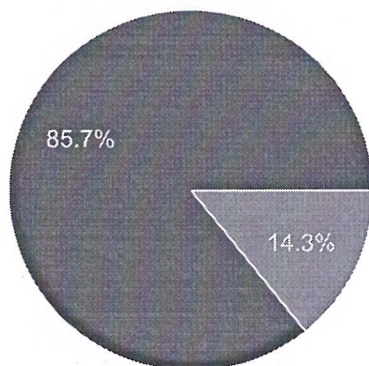


- Strongly Disagree
- Disagree
- Neutral
- Agree

The presenter was engaging & dynamic

Copy

7 responses



- Strongly Disagree
- Disagree
- Neutral
- Agree

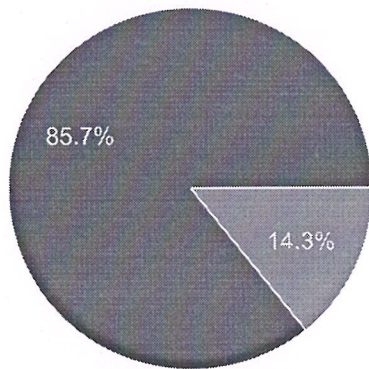
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I found the presenter easy to interact with

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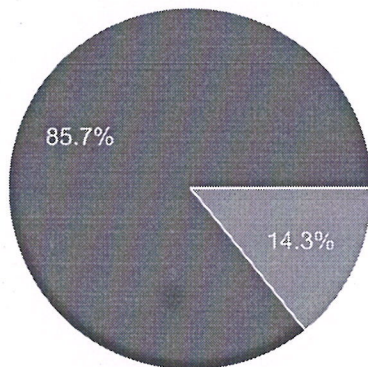


- Strongly Disagree
- Disagree
- Neutral
- Agree

My overall evaluation of the presenter - excellent

Copy

7 responses

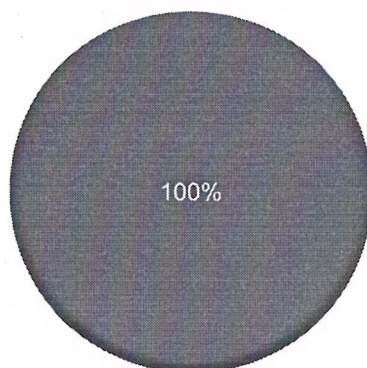


- Strongly Disagree
- Disagree
- Neutral
- Agree

Were the objectives of the seminar communicated to you?

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7 responses



- Yes
- No

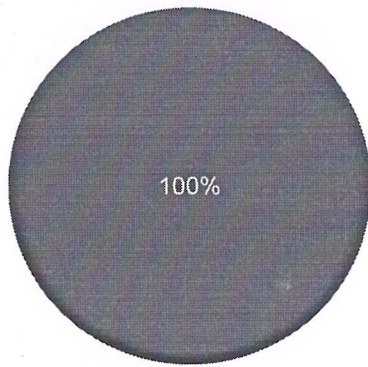
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Did the seminar meet all of its stated objectives?

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7 responses

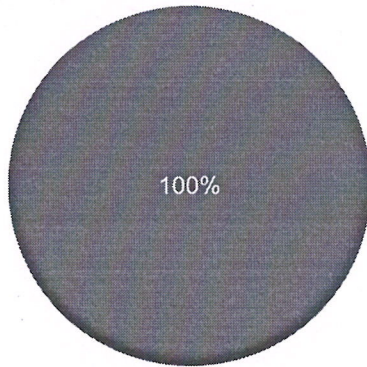


- Yes
- No

Are you committed to implementing at least one of the recommendations or objectives learnt?

 Copy


7 responses



- Yes
- No

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