



**Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research (IICMR)**

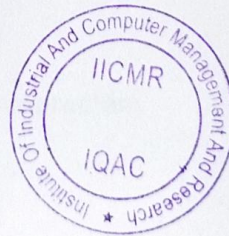
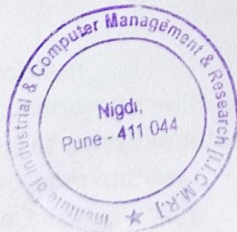
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MBA@IICMR

**Report on
Business Model Canvas**

Theme: Model Making

**Date: 17 May 2023
Time: 1:30pm to 5:30pm
Venue: IICMR Auditorium**



REF: IIC/Business Model Canvas/MBA@IICMR/ 2022-2023

overview

The workshop on Business Model Canvas was organized by MBA@IICMR for MBA students, in which the students first identified the problem through extensive Literature review, followed by use of marketing concepts for scaling the business and the use of digital business Model canvas for smooth functioning of the business.

Objective

- To increase and develop the students' perception in design by interacting and manipulating their design compositions physically.
- To create a collaborative learning environment among students to strengthen learning outcomes
- To foster creativity and innovation in designing and developing models, among the students

The judges for this workshop were:

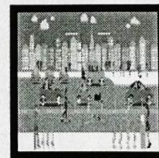
- Dr. Abhay Kulkarni
- Dr. Ashutosh Misal



Summary

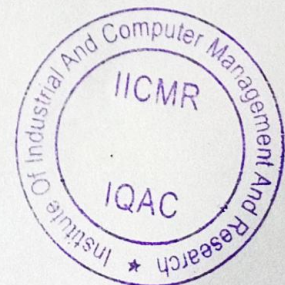
The themes allocated were based on the sustainable development goals, the themes assigned were:

1. Quality Education
2. Energy
3. Mobility
4. Health & Wellness.



The students were guided on the rationale for model making which included the following:

- ✓ Define the problem
- ✓ Identify the criteria you will use to Judge the problem
- ✓ Generate a list of possible alternatives
- ✓ Evaluate those alternatives
- ✓ Determine the best solution
- ✓ Prepare a Prototype



The concepts of the course Business Research Methods enabled the research on the given theme and identification of problem through literature review.

The learning from the course Basics of Marketing enabled the use of 9Ps of marketing mix for communicating the Value offering to the target market and reshaping the offering to serve the predefined Market more effectively and efficiently.

The insights from the course Digital Business supported in creating a technology interface to the offering that could scale up the business and maximize the offering. It also helped in creating the Business Model Canvas for the offering.

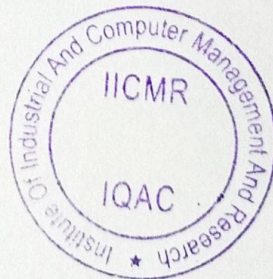
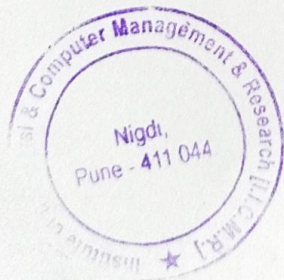
The students developed models based on assigned themes, the models presented were supported with a detailed literature review, followed by the application of 9Ps of Marketing Mix and the technology interface used along with the proposed business model canvas. The judges highly appreciated the efforts of the students and were elated to see innovative ideas along with creative prototypes.

Outcome:

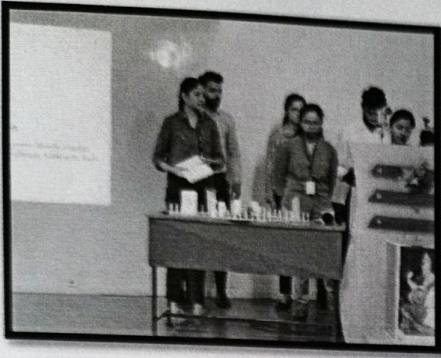
- The students understood the basics of problem identification
- The students displayed unique models of their ideas.

Conclusion

This workshop was conducted in the auditorium and the students displayed good models and presentation skills. The session was conducted smoothly. The students were delighted with the workshop and mentioned the insights given by the judges were truly helpful.



Glimpses of SDP



Dipti Bajpai

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