



**QIS COLLEGE OF ENGINEERING AND TECHNOLOGY  
(AUTONOMOUS)**

Approved by AICTE | Permanent Affiliation: JNTU-Kakinada | UGC-Recognized

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Ponduru Road, Vengamukkapalem, Ongole, Prakasam (Dt), Andhra Pradesh - 523272

**30.03.2023**

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

<b>Title of the Programme</b>	:	Session on Business Model Canvas (BMC)
<b>Resource Person</b>	:	<b>Dr. N.JANANDHANA RAO,</b> Associate Professor, MBA, QIS CET, Ongole.
<b>Date and Time</b>	:	28.03.2023 & 02.00 PM to 4.30 PM
<b>Mode of Session</b>	:	Offline
<b>Meet App</b>	:	NA
<b>Total number of Participants</b>	:	Attended : 52

**Brief details of the event:**

QIS CET – EDC & IIC conducted a Session on Business Model Canvas (BMC) on 28.03.2023. The speaker of the session was Dr. N.Janadhana Rao.. He highlighted the importance of the topic for the students looking to comprehensive framework for businesses to design, analyze, and adapt their strategies in an ever-changing marketplace.

**Response of the audience:** The students gained an in-depth understanding of the topic and how can they do BMC for company. Entrepreneurs and organisations can acquire a holistic perspective of their operations, discover opportunities for improvement, and innovate to create new value by breaking down a firm into these nine basic building pieces.

**Faculty Coordinator Name & Email ID:** Dr.S.Suresh Kumar,

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### Learning Outcomes:

The Business Model Canvas provides a comprehensive framework for businesses to design, analyze, and adapt their strategies in an ever-changing marketplace. By breaking down a business into these nine essential building blocks, entrepreneurs and organizations can gain a holistic perspective of their operations, identify areas for improvement, and innovate to create new value. Whether launching a startup, expanding an existing business, or exploring new markets, the Business Model Canvas remains a valuable tool for strategic planning and execution.

### Expert Narration:

In today's dynamic and competitive business landscape, entrepreneurs and organisations want a methodical and comprehensive tool to visualise, analyse, and modify their company strategy, he explained. The Business Model Canvas (BMC) has evolved as a commonly used tool for analysing, building, and innovating business models.

### Event Photos:



Date: 30.03.2023

Place: Ongole

Dr.S.Suresh Kumar