

REPORT

On

Business Plan Preparation

QIS College of Engineering and Technology has organized entrepreneurship development program for MBA, CSE, ECE, MECH and IT students

Date: 14 August 2019

Session Details

Dr. Y.Narasimha Rao, Head- CSE has welcomed all the dignitaries and delegates. In his welcome speech, he highlighted the importance and objectives of organizing this entrepreneurship and skill development program. Dr.H.Hema Lakshmi, professor introduced the guest speakers Mr.Shashank, Global Functions Services and Operations Manager in the IT function in Shell and Mr Arumugam Seetharaman, professor & Dean Research, S P Jain School of Global Management, Mumbai.

Mr.Shashank explained about Market strategy, operation plan, organizational plan, Potential in India, Government policies Marketing plan, Financial plan (Five Years At least) and Customer interaction services. Likewise, he demands associations join the utilization of profoundly viable and enabled organization agents with a help structure that depends heavily on cutting edge interchanges and information technologies.

Further he spoken about that Business Process Outsourcing (BPO) is the delegation of one or more IT-intensive business processes to an external provider that in turn owns, administers and manages the selected process based on defined and measurable performance criteria.

Mr Arumugam Seetharaman speaks include his talks about the Planning Process such as meaning of Business Plan, Process of Business Plan, Project Report Preparation, Sample Business Plans, Strengths and weaknesses of competitors, Marketing Mix Strategy, and Operational Plan.



Program Outcomes

1. Students understood business plan preparation and different elements of business plan.
2. Students understood the business process outsourcing and project report preparation of their business ideas.
3. Also they understood basics business plan preparation by DCF method.