

Activity Report

Name of the Activity	Business Model Canvas: Tool for Entrepreneurs and Startups	Date	25 & 26 th September,2024; 4-8 November, 2024
Name of the Resource Person	Dr Archana Goel Dr Gitika Arora	Time	9:15 am onwards
Nature of the activity	Value Added Course	Mode	Offline
Number of students participated	153	Program and Batch	MBA Finance, Batch-2023-2025
Venue	LH- 5 & 6, 3 rd Floor, Fleming Block	Academic Session	2023-24

About the Activity

Chitkara Business School organised a Value-Added Course (VAC) on "Business Model Canvas: Tool for Entrepreneurs and Startups" from 25th& 26th September 2023,4-8th November 2023 for MBA Finance students of the Bach 2023-24. The value-added course was designed to incorporate entrepreneurial skills among the students needed to lead innovation projects, teams, and strategies. The course discussed the business model canvas in which students learnt to identify and communicate nine elements of the business model canvas of the business model canvas- Customer Segments, Value Propositions, Channels, Customer Relationships, Key Resources, Key Activities, Key Partners, Revenue Streams, and Cost Structure. They were helped with the detailed case discussions and classroom activities. The students also gained valuable insights on how to develop startup ideas and what are the hurdles and opportunities in startup financing. They were taught how to create a successful pitch deck with many real-life examples.

Aligned Activity Outcomes with Objectives

Activity Objectives	Activity Outcomes
To develop a business model canvas	The students were able to identify and communicate all the elements of business model canvas
To create a successful pitch deck	The students were able to successfully present their pitch book idea

Glimpses of the Activity

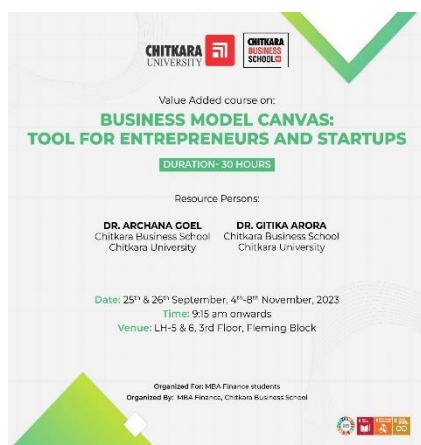


Image 1-Flyer of the event.



Image 2- Resource Persons with Students