



CMR TECHNICAL CAMPUS

UGC AUTONOMOUS

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Approved by AICTE, New Delhi and JNTU, Hyderabad
Kandlakoya, Medchal Road, Hyderabad- 501 401, Telangana

Estd: 2009



DEPARTMENT OF CSE (DS)

REPORT

Session Topic: “Business Model Canvas”, Institution’s Innovation Council (IIC 6.0), Ministry of Education (MOE’s), Govt. of India.

1. Objective of the Program

- Key Partnerships
- Key Resources
- Value Proposition
- Customer Segments

2. Benefits/Outcome of the Program

- Identifying Opportunities and Risks
- Value Proposition Refinement
- Strategic Decision Making
- Business Model Innovation

3. Description: The Business Model Canvas (BMC) is a strategic management tool that provides a visual framework for describing, analyzing, and designing business models.

4. Organized on: Date: 27-04-2024

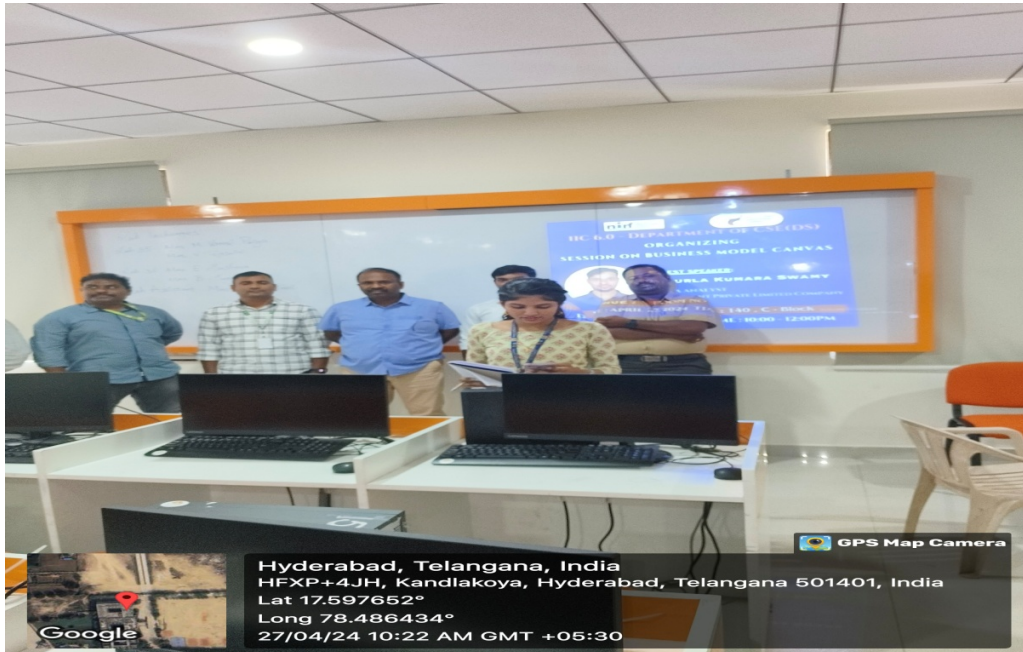
5. Student Participants number: 72

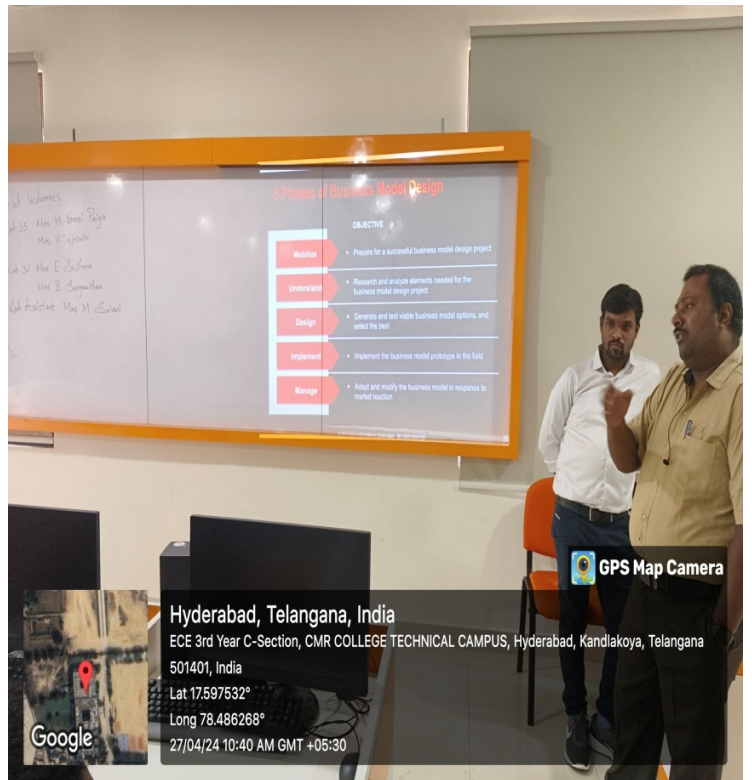
6. Student/Faculty Registration Details with Time stamp:

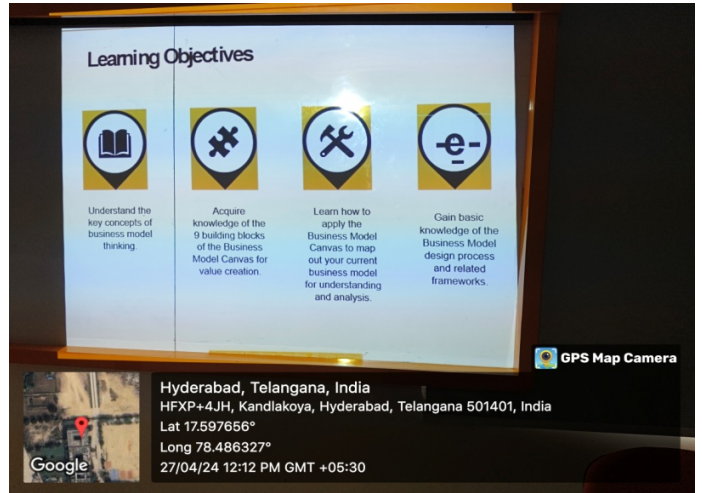
7. Faculty Participants number: 07

8. Expenditure amount if any: 5000

9. Photographs:







10. Poster:

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KANDLAKOYA(V), MEDCHAL ROAD, HYDERABAD, TELANGANA 501401

IIC 6.0 - DEPARTMENT OF CSE(DS)
ORGANIZING
SESSION ON BUSINESS MODEL CANVAS

GUEST SPEAKER:
EGURLA KUMARA SWAMY
DATA ANALYST
RECORDENT PRIVATE LIMITED COMPANY

Registration Link : <https://forms.gle/Ha4GP6iWjeSxmhCR6>

VENUE : ROOM NO : 140 , C - Block
DATE : 27 APRIL , 2024 **TIME :** 10:00 - 12:00PM

Dr. B. Shankar Nayak
M. Praveen
Co-Ordinators, IIC

Dr. K. Srinivas
HOD CSE (Data
Science)

Dr. Sudha Arvind
Convener, IIC
CMRTC

Dr. K. Srujan Raju
Vice President, IIC
CMRTC

Dr. M. Ahmed Ali Baig
President, IIC
CMRTC

Dr. A. Raji Reddy
Director
CMRTC

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11. Video: <https://drive.google.com/file/d/1llJIVafk5YDSijYOhF-QpxOQV9WyRUi-/view?usp=sharing>

12. Keywords: Strategy, Customer Segments, Business Development, Market Analysis

13. Lead Expert's Name: EGURLA KUMARA SWAMY

14. Lead Expert's Email: egurlakumar401@gmail.com

15. Lead Expert's Designation: DATA ANALYST

16. Lead Expert's Organization: RECORDENT PRIVATE LIMITED COMPANY