

ACHARYA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MBA









06th June 2025 | 10:00 am to 12:00 pm MBA Auditorium, AIT, Acharya Campus

About the Program

The Guest Lecture on "How to Prepare a Business Plan Canvas" is a focused knowledge-sharing session aimed at aspiring entrepreneurs, students, and participants of the upcoming Business Plan Competition. This lecture will provide in-depth insights into the Business Model Canvas (BMC) framework—an essential tool for structuring, visualizing, and validating startup ideas

Objectives of the Program

- . To equip students with practical knowledge and skills to design and present effective business plans using the Business Model Canvas framework.
- To foster entrepreneurial thinking and encourage students to transform innovative ideas into viable business opportunities.

Expected Outcomes of the Program

- · By the end of the program, students will be able to conceptualize and articulate a structured business plan using the Business Model Canvas.
- They will also develop enhanced confidence in pitching their business ideas with clarity and strategic insight

Target Audience: AIT Students

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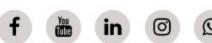
Committee Members



Resource Person Details



Mr. Iqbal Ahmed Designation: Director-Collaborations & Growth-Acharya



Acharya Institute of Technology

Acharya Dr. S. Radhakrishnan Road, Acharya P.O Soladevanahalli, Bangalore - 560107, Karnataka, India.



Event Coordinator

Mr. Najassim Pasha, Assistant Professor, MBA, AIT

