



B.V. Patel Institute of Management, Uka Tarsadia University



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A Practical exercise (Workshop) on “The Business Model Canvas”



A Practical exercise (workshop) on “The Business Model Canvas” organized for SYBBA students (95 students). In which group were divided with four team members including leader. All the students were given choice to become a leader and 23 students take the initiative to be a leader and the rest student were given a choice to choose their own leader.

The basic objective of this workshop was to create business model (on given topics such as Tea, Coffee, Toys, Event Management, Organic Farming, Cosmetic Products, Stationary Shop, Biscuits, Hair Oil, Dry Fruits Studio, Online Education, etc., where students can think and act on the business directions.

Each group have made wonderful job, they introspect each other and try to materialize the act.

Through this activity students get skills such as coordination between the members, co-operation, thinking ability, creative ideas, group cohesiveness, etc. and improve their communication skills, Entrepreneur skill, Analytical skills, etc.

