



MUGBERIA GANGADHAR MAHAVIDYALAYA

P.O.—BHUPATINAGAR, Dist.—PURBA MEDINIPUR, PIN.—721426, WEST BENGAL, INDIA

NAAC Re-Accredited B+Level Govt. aided College

CPE (Under UGC XII Plan) & NCTE Approved Institutions

DBT Star College Scheme Award Recipient

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Seminar on Business Model Canvas (BMC) organized by Institution of Innovation Council (IIC), Mugberia Gangadhar Mahavidyalaya in association with Brainware University. Dated 27.07.22

The Business Model Canvas (BMC) is a strategic management template to quickly and easily define and communicate a business model idea or concept. In this workshop, Dr. Suparna Biswas Goswami was the speaker and she discussed various aspects of Business Model and the fundamental elements of a business or product, structuring an idea in a coherent way. At the end of meeting there is an interacting session with the students. About 30 (9 Teachers & 21 students) participants attended the seminar.



Session on Business Model



Organized by Institution's Innovation Council (IIC)
Mugberia Gangadhar Mahavidyalaya
In association with Brainware University



Business Model Canvas (BMC)
Dr. Suparna Biswas Goswami,
Assistant Professor, Brainware University

Date : 27/07/2022

Time: 12:00-1:00 PM

Platform: Zoom live streaming on YouTube

YouTube link: <https://youtu.be/E34Eg3ax9rk>

Zoom link: <https://us02web.zoom.us/j/81895363248?pwd=Q2NMUS9VWERhc3BaYm1JNGVFa1lCd09>



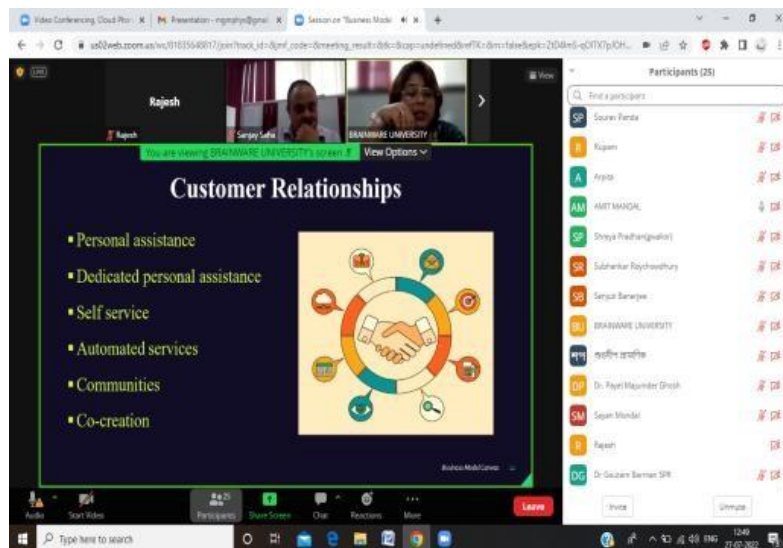
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Twitter link: <https://twitter.com/MugberiaM/status/1553238652364369922>

YouTube link: <https://www.youtube.com/watch?v=nvYws3Uu6l0>




Principal
Mugberia Gangadhar Mahavidyalaya