JYOTI NIVAS COLLEGE AUTONOMOUS

DEPARTMENT OF COMMERCE AND MANAGEMENT

PG CENTRE

Pitch, Plan, Perform: A hands-on Business Plan Development Workshop

The workshop held on 23rd July 2025 was an engaging, hands-on entrepreneurship session for second-year MBA students, conducted from 9:30 a.m. to 2:30 p.m. in the PG Auditorium. The event saw participation from 46 students, eager to develop viable business ideas.

Mr. P.K. Thomas, Startup Advisor and Entrepreneur, led the workshop, beginning with a powerful distinction between entrepreneurs and employees. Students grouped in a team of six members used a custom workbook to build business models from scratch—starting with identifying real-world problems to crafting innovative solutions.

The session covered essential elements such as market analysis, business modeling, marketing (4 P's), competitor differentiation, financial planning, and operational strategy. Mr. Thomas also introduced students to goal setting and performance tracking frameworks.

The workshop fostered creative thinking, teamwork, and strategic planning. Students gained valuable exposure to entrepreneurial thinking and business development.

Faculty Coordinator: Dr. Philcy Antony

Student Coordinator: Sthamba Kalyani








GPS Map Camera
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Business Plan Preparation


Market Analysis
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