

Event Details	
Event Name	Expert Talk
Topic	Creation of a Business Proposal and the Business Model Canvas
Date	2024 -02-01 to 2024 -02-01
Mode	Offline
Venue	LH - 401, Rockefeller Block
Organizer Name	Dr. Monika Gupta , Dr. Neeraj Anand
Resource Person	Dr. Anu Syal Senior Lecturer
No. of Participants	50
SDG No	SDG 17: Partnership for the GoalsSDG 4: Quality Education

### Objective :

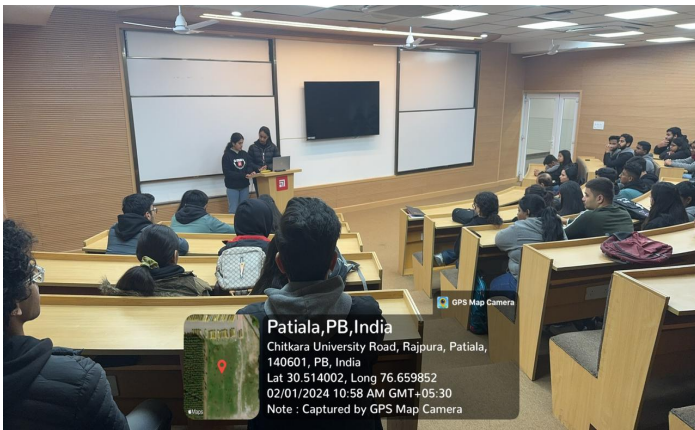
1. To delve into the crucial components of compelling business proposals ,from problem identification to financial projections and risk assessments .
2. To utilize this dynamic tool to visualize and refine your business concept ,outlining value propositions , target markets , key resources , and revenue streams .
3. To gain industry -specific insights into aviation and supply chain sectors ,crafting proposals tailored to their unique expectations and considerations .
4. To hone your ability to engage a

### Description :

Chitkara Business School (Department of SCM & General Management ) organised an Expert Talk on 'Creation of a Business Proposal and the Business Model Canvas' on 1st February 2024 from 10:45 a.m. onwards in offline mode for BBA- LSCM and Aviation Management students . The expert talk was delivered by Dr. Anu Syal, Senior Lecturer in Mathematics / Statistics , Taylor's Business School , Taylor's University , Malaysia in Rockefeller block . This interactive expert lecture empowered BBA Aviation Management and Supply Chain Management students to understand business proposal development . Through engaging discussions and practical exercises ,they delved into the intricacies of crafting well-structured , persuasive proposals that resonate with industry expectations . Mastering the Business Model Canvas provided a strategic roadmap for the business concept , while industry -specific insights ensured their proposal stands out from the crowd . Honed their presentation skills to confidently captivate the audience , leaving a lasting impression and securing success in the chosen career path . This lecture equipped them not only with the technical know-how of proposal writing , but also with the industry understanding and persuasive communication skills vital for launching the success story in the dynamic worlds of aviation and supply chain management . Throughout the lecture , there were interactive discussions with the students to encourage participation and exchange of ideas related to a business proposal creation and the business model canvas in aviation or supply chain management . This expert lecture empowered the learners to confidently navigate the business proposal process , setting them on the path to success in their chosen aviation or supply chain management career . Dr. Syal also interacted with faculty at the end and explored various opportunities for the budding entrepreneurs in times to come . It was indeed a wonderful session !

Outcomes :

1. Confidently create well-structured , persuasive business proposals that attract investors and win partnerships .
2. Master the Business Model Canvas to refine the business concept , ensuring strategic alignment and a clear path to success .
3. Gain valuable insights into the aviation and supply chain sectors , tailoring the proposals for optimal industry impact .
4. Develop polished presentation skills , delivering the business ideas with confidence and captivating the audience .



Introducing the Speaker, 01-02-2024



Dr. Anu Syal addressing the students , 01-02-2024

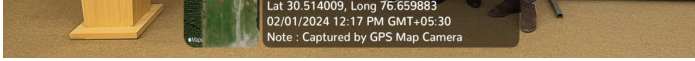


Dr. Anu Syal addressing the query raised by student , 01-02-2024



Student clearing his doubt , 01-02-2024





Dr. Jashandeep falicitating Dr. Anu Syal