



KONGU ARTS AND SCIENCE COLLEGE
(Autonomous)
Erode - 638107

Department of Management Science (PG)



A TWO DAY ENTREPRENEURIAL AWARENESS PROGRAMME on “Building Business Model”



A two day Entrepreneurial awareness program on Building Business Model was organised on 4th & 5th November 2020 for final year arts students of our Institution.

Dr. SAVITHA NAIR, Associate Professor, GRG School of Management Studies, PSGR Krishnammal College for Women, Coimbatore was the resource person for the day one program and she explained the basic concepts in developing the business model to the students.

Dr. R. INITHA RINA, Assistant Professor, GRG School of Management Studies, PSGR Krishnammal College for Women, Coimbatore was the resource person for the day two program and she demonstrated the real time business model and the factors to be considered for the development of business model.

