



A Report on A Hands-on Workshop on “Business Plan Development”
Organized by School of Management
In association with ED cell on 09.03.2026



Report Submitted by: Dr.K.V.Geetha Devi, Associate Professor, School of Management.

Resource Person Details: Dr. K. Sireesha, Assistant Professor, School of Management Venue: KKB 002

Total Participants: 65 Students

Mode of Conduct: Offline

Objective of the program:

The program aimed to provide practical knowledge on preparing effective business plans, including market analysis and basic financial planning. It also focused on bridging the gap between theoretical learning and real-world application through hands-on experience. Additionally, the workshop sought to enhance decision-making, problem-solving, and presentation skills, while motivating students to explore startup opportunities and self-employment.

A hands-on workshop on “**Business Plan Development**” was successfully organized by the **School of Management in association with the ED Cell** at MITS Deemed to be University. The workshop was delivered by **Dr. K. Sireesha**, Assistant Professor, School of Management, who served as the resource person.

Dr. Bhanu Sree Reddy, highlighted the importance of developing entrepreneurial skills among students and emphasized the need for practical exposure in business planning. She stated that such workshops bridge the gap between theoretical knowledge and real-world application, enabling students to understand the fundamentals of starting and managing a business. She also encouraged participants to actively engage in the session and make use of the opportunity to enhance their innovative and managerial capabilities.

Dr. K. V. Geetha Devi, emphasized the relevance of such workshops in nurturing an entrepreneurial mindset among students. She highlighted that developing a structured business plan is a crucial step in transforming ideas into successful ventures. She further stated that such initiatives provide a platform for students to think creatively, analyze real-time business challenges, and improve their problem-solving abilities.

During the session, the resource person explained the key components of a business plan, including idea generation, market analysis, financial planning, and implementation strategies. She elaborated on how to identify viable business opportunities, assess target markets, and evaluate competitors effectively. Emphasis was also given to financial aspects such as cost estimation, revenue projections, and risk assessment, which are essential for the sustainability of any business venture.

The event proved to be highly informative and beneficial for students, as it enhanced their entrepreneurial skills, critical thinking, and decision-making abilities. It also encouraged innovative thinking and boosted their confidence to explore start up opportunities and face real-world business challenges effectively.

Outcomes:

At the end of Program, Students

- developed a positive attitude towards entrepreneurship and innovation.
- gained the knowledge and skills to prepare a structured and practical business plan.
- learned to analyze market conditions, customer needs, and competition effectively.
- to explore startup opportunities and pursue entrepreneurial careers.