

Department of Management Studies (MBA)

Report submitted on the seminar

Held on 26-02-2019

In the topic

"Entrepreneurial Attributes"

<u>Chief Guest</u> **Dr.T.Frank Sunil Justus**

Assistant Professor Department of Business Administration Annamalai University Chidambaram

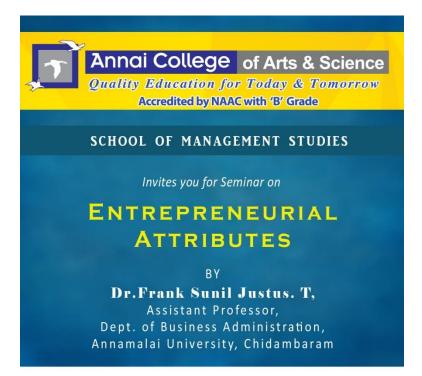
Special Address
Mr.M.I. Humayun Kabir
Secretary AGI

Presidential Address

Dr.S.P.Manickavasugi

Principal Annai College of Arts and Science

Seminar Invitation



Date:26.02.2019

Time: 10.00 am

Venue: Seminar

Hall

Ву

Management, Staff members &

Students

AGENDA

DATE: 26/02/19

10.00 am : Invocation

10.05 am : Welcome Address

Mr.B.Srisundar, Asst Prof., MBA

10.10 am : Felicitation Address

Dr. S.P. MANICKA VASUGI, Principal, ACAS

10.15am : Presidential Address

Mr. M.I. HUMANYUN KABIR, Secretary, AGI

10.25 am : Introduction of the Chief Guest

10.30am : Chief Guest Address

Dr.T.Frank Sunil Justus, Asst Prof., Department of Business

Administration, Trichy.

12.45pm : Interaction Session

1.00 pm : Vote of Thanks

Ms. L.Sujitha, Asst Prof., MBA

Introduction

In our department we have arranged a seminar in the topic "Entrepreneurial Attributes" on 26-02-2019. We invited Dr.T.Frank Sunil Justus, Assistant Professor Department of Business Administration Annamalai University Chidambaram as the chief guest. Our secretary Mr. M.I. Humayun Kabir delivered the special address. Our principal Dr.S.P.Manickavasugi presided over the seminar and delivered the presidential address. Previously our department faculty Mr.B.Srisundar delivered the welcome address and introduced the chief guest. On the course of his speech the chief guest explained about the different characteristics of entrepreneurial attributes such as egotism, sensitivity to others, ability to influence others, versatility, decision responsibility, leadership, thoroughness, making, initiative, tolerance, independence, commitment, foresight, aggressiveness, creativity, determination, profit orientation, insightfulness, diligence, dream and seizing an opportunity. He also explained about consumer behaviour, development of the marketing concept, production concept, product concept, Ford assembly line, selling concept, consumer behaviour(ex. consumer terrorist behaviour), culture, consumer perception, Weber's law, positioning techniques, colors and their association, celebrity endorsement, reference group approach, common man approach, purchase process etc., Finally our faculty member Mrs.A.Anurekha presented the vote of thanks.

Photo Gallery



Chief Guest Address



Special Address by Our Secretary Mr. Humayun Kabir



Welcome Address by Prof.B.Srisundar

THANK YOU