



**Annai College of Arts & Science**

**Quality Education for Today & Tomorrow**

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Affiliated to Bharathidasan University, Tiruchirappalli. E-mail: acasdmn@gmail.com

**Department of Management Studies (MBA)**

Report submitted on the seminar

Held on **26-02-2019**

In the topic

**“Entrepreneurial Attributes”**

Chief Guest

**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



**Annai College** of Arts & Science  
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SCHOOL OF MANAGEMENT STUDIES

*Invites you for Seminar on*

**ENTREPRENEURIAL  
ATTRIBUTES**

BY  
**Dr. Frank Sunil Justus. T,**  
Assistant Professor,  
Dept. of Business Administration,  
Annamalai University, Chidambaram

*Date: 26.02.2019*

*Time: 10.00 am*

*Venue: Seminar  
Hall*



*By  
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 making, responsibility, leadership, thoroughness, 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