



DEPARTMENT OF MANAGEMENT

Event Title	The IIC Seminar Series on Entrepreneurship Skill, Attitude and Behaviour Development		
Resource Person	Mr. B. Bharanidharan – Director and Co-Founder R2B Consultancy Pvt. Ltd. Dr. Madhumitha Selvaraj – Counselling Psychologist & ICF Certified Coach		
Academic year	2023 - 2024	Quarter	I
Program Type (Workshop / Motivation speech / Field Visit / Competition / Others)	Motivation Speech		
Program Theme (IPR / R&D and Innovation / Start-up / Entrepreneurship / Design Thinking / Incubation & Pre - Incubation / others)	Entrepreneurship		
Start date & End Date (DD/MM/YYYY)	28-02-2024	28-02-2024	
Duration of the activity (in Mins) & Start Time & End Time	Duration: 2.00 hours	Start Time: 10: 00 AM	End Time: 12:00 PM
Participants	Students: 50	Faculty: 3	External: 2
Mode of session (online / offline)	Offline		
Face book/Twitter/Integra/LinkedIn URL	-		
Event Organizer / Coordinator Faculty Name / Department / Designation	Mr. V. Barathnivash, Assistant Professor, Department of Management,		
Target Participants	I year MBA students.		
Outcome	Entrepreneurship skill, attitude, and behavior development program can empower participants to succeed as entrepreneurs and make meaningful contributions to the economy and society.		
Expenditure Amount, If any	Nil		

Approval Form

AARUPADAI VEEDU INSTITUTE OF TECHNOLOGY
VINAYAKA MISSIONS SEARCH FOUNDATION

APPROVAL FORM FOR GUEST LECTURE / SEMINAR / INDUSTRIAL VISIT

SEMESTER: EVEN

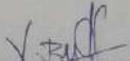
ACADEMIC YEAR: 2023 - 2024

DEPT: MBA

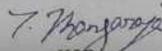
DATE: 28/02/2024

S.No	Date	Topic/ Company	Whether the topic/visit relevant to current semester course if yes Subject code/Name	Name of the Resource person/company with address & phone number	Faculty Coordinator(s)	Budget	Outcome	Justifications by HoD
1	28/02/2024	The IIC Seminar Series on Entrepreneu rship Skill, Attitude and Behavior Development	Yes Indian Models in Entrepreneu rship and Startup	Mr. B. Bharamidharan - Director and Co- Founder R2B Consultancy Pvt. Ltd. Dr. Madhumitha Selvaraj - Counselling Psychologist & ICF Certified Coach.	Mr. V. Barathnivash Assistant Professor, Department of Management	6000	Students gained practical advice and learned from the speaker's personal experiences, participants will be better equipped to navigate the complexities of entrepreneurship, opportunities, overcome obstacles, and ultimately build successful and sustainable businesses.	Entrepreneurship skill, attitude, and behavior development program can empower participants to succeed as entrepreneurs and make meaningful contributions to the economy and society.

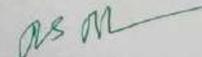
Signature


COORDINATOR

Recommended / ~~Not Recommended~~ by


HQD

Approved by


DEPUTY DIRECTOR

DEPARTMENT OF MANAGEMENT (DOM)

Cordially invites you all for the

IIC Workshop series on
**Entrepreneurship Skill, Attitude and
Behaviour Development**

 GIEC  10:00 am  28-02-2024

Resource Persons >>>



B. Bharanidharan
Director and Co-Founder
R2B Consultancy Pvt. Ltd.



Madhumitha Selvaraj
Counselling Psychologist
& ICF Certified Coach





Key Topics Discussed:

A program focused on entrepreneurship skill, attitude, and behaviour development should ideally aim to achieve the following outcomes:

Enhanced Entrepreneurial Skills: Participants should acquire practical skills essential for entrepreneurship, including business planning, financial management, marketing, sales, negotiation, leadership, and decision-making. The program should provide hands-on experiences and opportunities for participants to apply these skills in real-world scenarios.

Positive Entrepreneurial Attitude: The program should foster a mindset conducive to entrepreneurship, emphasizing traits such as resilience, creativity, adaptability, risk-taking, proactiveness, and a willingness to learn from failures. Participants should develop confidence in their abilities to navigate challenges and seize opportunities in the entrepreneurial landscape.

Effective Communication and Networking: Entrepreneurs need strong communication skills to convey their ideas persuasively to stakeholders, including investors, customers, and collaborators. The program should focus on developing participants' verbal, written, and interpersonal communication skills, as well as their ability to build and leverage professional networks.

Ethical and Social Responsibility: Entrepreneurship should be approached with integrity and a commitment to ethical business practices. The program should instill ethical principles and a sense of social responsibility in participants, emphasizing the importance of sustainability, corporate social responsibility, and making a positive impact on society through their ventures.

Innovation and Problem-Solving: Entrepreneurship thrives on innovation and the ability to solve problems creatively. The program should encourage participants to think outside the box, identify unmet needs or market gaps, and develop innovative solutions. Participants should also learn effective problem-solving techniques and approaches to overcoming obstacles encountered in the entrepreneurial journey.

Self-Management and Leadership Development: Successful entrepreneurs must possess strong self-management skills and the ability to lead themselves and others effectively. The program should help participants develop self-awareness, time management, goal-setting, and resilience, as well as leadership skills such as delegation, team building, and conflict resolution.

Business Development and Growth Strategies: Entrepreneurship is about building and scaling viable businesses. The program should equip participants with the knowledge and tools to develop and execute effective business strategies, including market analysis, product development, scalability, financial planning, and expansion strategies.

Entrepreneurial Mindset and Persistence: Finally, the program should cultivate an entrepreneurial mindset characterized by a willingness to embrace uncertainty, learn from failures, and persist in the face of challenges. Participants should develop the resilience and determination necessary to navigate the ups and downs of entrepreneurship and stay committed to their goals. The session ended successfully with vote of thanks by Mr. V. Barathnivash, Assistant Professor, Department of Management, AVIT.





Participant List

Sl.No	Reg. No.	Name of the Students
1.	4712310501	ABISHEK S
2.	4712310502	ADLIN L
3.	4712310503	AJITHKUMAR A
4.	4712310504	AMITESH KUMAR
5.	4712310505	ANBUKKARASAN T
6.	4712310506	AROCKIA SELVI FATHIMA A
7.	4712310507	BALAJI V
8.	4712310508	CHANDRU K
9.	4712310509	DEVARAJ B
10.	4712310510	DHANALAKSHMI B
11.	4712310511	DHANUSH KUMAR R
12.	4712310513	ERLA CHINNA SUBBAIAH
13.	4712310514	FELIX E
14.	4712310515	GOPI S
15.	4712310516	GOVARTHAN R
16.	4712310517	HARIHARAN B
17.	4712310518	JAGANATHAN K
18.	4712310519	JEEVA S
19.	4712310520	KARTHEKEYAN V
20.	4712310521	KATAKAM DEEPTHI
21.	4712310522	KAVYA M
22.	4712310523	KEERTHANA S



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**VINAYAKA MISSION'S
RESEARCH FOUNDATION**
(Deemed to be University under section 3 of the UGC Act 1956)



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of HRD Initiative)

23.	4712310524	KEERTHANA S
24.	4712310525	KETHRANAYA P R
25.	4712310526	KIRTHIK KUMAR J
26.	4712310527	KUMARAMANIKANDAN R
27.	4712310528	MAHARANI D
28.	4712310529	MALINI I
29.	4712310530	MATHUMITHA T C
30.	4712310531	MOHAMED YOUSUF RASEETH K
31.	4712310532	MOHANA PRIYA A
32.	4712310533	MONISHA N
33.	4712310534	NIKITA .
34.	4712310535	NISHA S
35.	4712310536	NIVETHA K
36.	4712310537	PARAMESHWARI S
37.	4712310538	PRADEEP M
38.	4712310539	PREETHI C
39.	4712310540	PRIYA GAYATHRI D
40.	4712310541	PURUSHOTHAMAN S
41.	4712310542	RAJALINGAM D
42.	4712310543	RAKSHITHA B
43.	4712310544	RAMYA K
44.	4712310545	SAMPANGI JAGADEESH
45.	4712310546	SANKARAMOORTHY MAHESH RAM
46.	4712310547	SEETHALAKSHMI D
47.	4712310548	SHAIK VARSEEF
48.	4712310549	SRIRAM S B
49.	4712310550	SURYA S
50.	4712310551	SWETHA D