

Report of Auxilium Business Incubation Centre Programme: Management Development Programme

Date: 09.01.2023 – 14.01.2023



The Department of Business Administration conducted a one-week Management Development Programme (MDP) in association with Matha Educational Trust, Gandhi Nagar sponsored by MSME. 25 students of III BBA participated in the programme. Dr. Beulah Suresh, Dr. Bhuvaneshwari, Dr. S. Renuga Devi, Dr. M. Bala Priya, Dr. S. Uma Mageswari and Ms. Dhivya Bharathi were the resource persons for the MDP. A wide range of topics were covered during the programme that enable the students to be successful entrepreneurs. The topics include Motivation & Self Confidence, Why Self Employment? And Its advantages over wage employment, Women Resilient Entrepreneur, Collecting ideas from friends, peers and supervisors about Management skills, HR Management, Reduces risk and unpredictability related to external recruitment of managers, Export Management, Marketing Management, Personnel Management, Financial Management, 4 P's of Marketing & Govt. Schemes, FSSAI & Legal Formalities, Risk Taking & Goal setting, Decision Making, Communication Skills and Creative thinking. The MDP started with an inauguration. Students actively participated in the programme.