



ACADEMIC YEAR 2023 – 24

02.06.2024

*Workshop*

*on*

**“Entrepreneurship Skill, Attitude and Behaviour Development”**

**29.05.2024**

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## REPORT

MoEs - Institution Innovation Council and Entrepreneurship Development Cell of Kings College of Engineering organized a workshop on **“Entrepreneurship Skill, Attitude and Behaviour Development”** on 29.05.2024.

### Objective:

- To equip participants with practical entrepreneurship skills such as business planning, financial management, marketing strategies, and effective networking techniques.
- To foster a positive entrepreneurial mindset by encouraging traits such as resilience, adaptability, and proactive problem-solving, essential for overcoming challenges and seizing opportunities.
- To develop key entrepreneurial behaviors, including leadership, decision-making, risk-taking, and self-discipline, to help participants navigate the entrepreneurial journey more effectively.

### Resource person:

1. Dr. B. Suresh Babu, Assistant Professor, Department of Management Studies, Kings College of Engineering, Punalkulam, Pudukottai

### Participants:

IIC and ED Cell members of II<sup>nd</sup> year students of all disciplines 36 participants attended the programme.

### Inaugural Session:

The inaugural session started with a welcome address by Mr. Ramprasad, ED Cell Member welcomed the gathering.

### Session highlights:

The speaker highlighted the following points:

**Introduction to Entrepreneurial Skills:** Overview of essential skills for entrepreneurs, including business planning, financial management, marketing strategies, and effective communication.  
**Developing a Positive Entrepreneurial Attitude:** Interactive exercises and discussions focused on cultivating resilience, adaptability, and a growth mindset, crucial for navigating the entrepreneurial landscape.  
**Behavioral Traits of Successful Entrepreneurs:** Exploration of key

entrepreneurial behaviors such as leadership, risk-taking, decision-making, and self-discipline, with practical tips for developing these traits. Creativity and Innovation Workshops: Hands-on activities designed to enhance creative thinking and problem-solving skills, encouraging participants to generate and refine innovative business ideas.

Self-Assessment and Personal Development: Sessions dedicated to self-awareness, including tools and techniques for identifying personal strengths and areas for improvement, and setting actionable goals for growth. Networking and Collaboration: Opportunities for participants to connect with peers, mentors, and industry experts through networking sessions, collaborative exercises, and group discussions. Actionable Business Planning: Guidance on developing practical business plans and setting realistic goals, including creating detailed roadmaps and strategies for launching and scaling entrepreneurial ventures.

### **Benefits in terms of Learning/Skills/Knowledge obtained:**

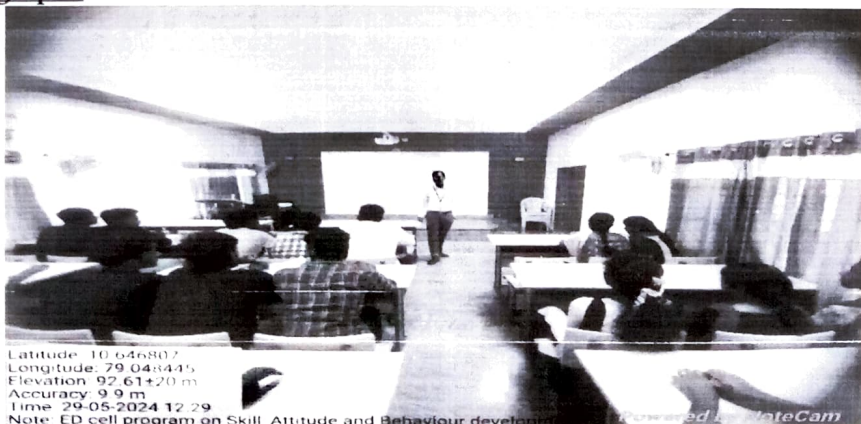
Student members gained

- The hands-on experience in crucial areas such as business planning, financial management, marketing, and operational strategies, enhancing their ability to effectively manage and grow their ventures.
- Awareness to develop a resilient and proactive mindset, learning to view challenges as opportunities and adopt a growth-oriented perspective essential for long-term entrepreneurial success.
- The strategy to cultivate key entrepreneurial behaviors, including strong leadership, strategic decision-making, and effective risk management, which are vital for navigating the complexities of entrepreneurship.
- Knowledge about the techniques to boost their creativity and innovate effectively, leading to the development of unique and competitive business ideas.
- Idea to create and implement detailed business plans and strategic goals, providing a clear roadmap for launching, managing, and scaling their entrepreneurial ventures effectively.

### **Valedictory Function:**

Finally, Mr. T. Priyadharshini, member of ED Cell delivered a vote of thanks.

### **Event Photographs**



**Event Photograph-1**