

Registration Fee:

Students	INR 200
Academicians	INR 300

Online Registration Link:

<https://forms.gle/hKM1WJsNvmiJYTgy7>

Bank Details :

A/c No. : 510101002475366
Bank : Corporation Bank
Branch : Medavakkam
IFSC Code : CORP0001128

ORGANIZING COMMITTEE

Chief Patron

Janab M. G. Dawood Miakhan Sahib
Secretary & Correspondent

Symposium Director

Dr. A. Rafi, Director

Convenor

Dr. M. Mohamed Sheriff, Principal

Co-Convenor

Mr. T. Mohammed Iqbal, Admin. Manager

Organizing Secretary

Dr. M. Amthul Thawab
Vice Principal & Head
PG & Research Dept. of Commerce

Symposium Co-Ordinator

Dr. S. Nafeesa – 9884355987

Committee Members

Mrs. M. Fathima – 9791060776
Dr. A. Kamaruniza – 9790730563
Dr. M. Suresh – 9025469274
Mr. A. Sheik Mohammed – 9003227935

**NATIONAL LEVEL SYMPOSIUM ON
CONTEMPORARY CONTEXTS IN
ENTREPRENEURSHIP & MARKETING**

**Organized By
PG & RESEARCH DEPARTMENT OF COMMERCE**

On 18th February 2020

Venue: Seminar Hall



THE QUAIDE MILLETH COLLEGE FOR MEN

(Reaccredited by NAAC)

**A Govt. Aided Research & Post Graduate
Co-educational Institution
Affiliated to University of Madras
Tambaram – Velachery Main Road
Medavakkam, Chennai-100**

ABOUT THE COLLEGE

The Quaide Milleth College for Men was established in memory of the exemplary leader **Quaide Milleth Alhaj. M. Mohammed Ismail Sahib**, in the year 1975. The college aims to foster the attitudes and values needed for the development of good life in individuals and society with an enhanced focus on educating under privileged and downtrodden communities.

The college is managed by the Quaide Milleth Educational & Social Trust. It is administered by **Janab M. G. Dawood Miakhan**, Secretary and Correspondent. He is the grandson of Quaide Milleth. He has a vast experience in managing Business, Institutions and Social Organization both in India and abroad and he is an Educationist.

Sizeable number of students of this college are from minorities, backward and SC/ST communities. The institution makes the students excel in academics and also enhance their social and economic commitment and career competence.

The Quaide Milleth College was emanated with the *Department of Commerce* in 1977. In the subsequent years, various job-oriented courses like *Mathematics, Corporate Secretaryship* and *Co-operation* were also established. The Department of Commerce was elevated to *Research Department* in the year 2010. In order to meet the educational needs of the students from the weaker and downtrodden section of the society, the following additional courses were commenced with minimal fee structure in Shift-II. The courses offered in Shift-II are B.Com., B.Com. (Accounting & Finance), B.Com. (ISM), BBA, BCA, B.Sc. (Computer Science) and B.Sc. (Viscom).

ABOUT THE DEPARTMENT

The Department of Commerce was started in the year 1977 and currently offers UG, PG, M.Phil., and Ph.D. in Commerce. The department, under the guidance of Dr. A. Rafi, Director, and Headship of Dr. Amthul Thawab strives to produce students with employable skills to suit the requirements of the industry. The department aims at bridging the academic – Industry gap by equipping the students with a diverse curriculum backed by soft skills training. The department has produced a number of M.Phil. and Ph.D. Scholars. It further strives to carve a niche in the future.

ABOUT THE SYMPOSIUM

The symposium aims to explore the areas of importance in the field of Entrepreneurship and Marketing. These are the thriving areas in the development of self-sufficient and vibrant Economy. The two concepts are interdependent and inter twined in the arena of Commerce. The present scenario of Indian economy needs revamping of Marketing strategies and as in terms of increasing population, entrepreneurial aspirations among young minds need to be ignited. The Seminar intends to open the platform for intellectual discussion and bring out innovative thoughts of participants.

PROGRAMME SCHEDULE

10.30 – 11.30 AM	Inauguration & Technical Session - I
	“Financial Perspectives in Entrepreneurship” Dr. S. Gurusamy Head, Dept. of Commerce & Director - Planning and Development University of Madras
11.30 – 11.45 AM	Tea Break
11.45 – 01.00 PM	Technical Session - II
	“Challenges for Entrepreneurs in Current Scenario” Mr. Purushothaman Executive Director, Trident Solutions
01.00 – 02.00 PM	Lunch Break
02.00 – 04.00 PM	Technical Session - III
	“Guerrilla Marketing” Dr. Badiuddin Ahmed Dean School of Commerce & Business Management Maulana Azad National Urdu University
4.30 PM	Valedictory Address & Certificate Distribution