



Mohamed Sathak - Department of Management Studies

MS-DoMS

Creating innovative thinkers and global leaders

REPORT ON SEMINAR BRANDING AND PERSONALITY DEVELOPMENT

By

Dr. ANBU ARUMUGAM

Name of the Event: Seminar on Branding and Personality Development

Conducted by: MS-DoMS

Date: 26th March 2024 – Tuesday

Time: 11.00 AM – 12.30 PM

Venue: Room no: 405, MS-DoMS

No. of Attendees: MBA 30th Batch 2023 – 2025

Mohamed Sathak – Department of Management Studies (MS-DoMS) organized a seminar on Branding and Personality Development on 26th March 2024. The resource person of the day was Dr. Anbu Arumugam, Senior Assistant Professor and Head, Department of Public Administration, Government Arts College for Men (Autonomous), Nandanam, Chennai.

The purpose of the seminar is to build a strong personal brand that reflects the values, skills, and aspirations of MBA Students. This is essential for establishing themselves as credible professionals and advancing their careers.

The session started at 11 AM in room no. 405 of MS – DoMS. Dr. Hemalatha Seeram, Head, MS-DoMS welcomed Dr. Anbu Arumugam, students, and faculty of MS-DoMS for the seminar. She emphasized the relevancy of the seminar to MBA students. She highlighted that through this seminar, MBA students learn how to

effectively communicate their ideas, build relationships, and lead teams, enhancing their overall employability and career prospects.

Dr. Anbu Arumugam gave valuable insights to the students on how personal branding is important in the competitive world. She provided advice on how to brand oneself in the market and how to accomplish it. She emphasized the importance of having a professional profile in Linked in. Also, she furnished details on personality development, the do's and don'ts to accomplish the same.

As a Career consultant and competitive exam mentor, she highlighted the various exams pertaining to Government jobs and the ways to get through it. She addressed the queries of the students and the session ended with a thank you note from Dr. Hemalatha Seeram, Head, MS-DoMS.

Closing comments:

The students felt that the seminar provided a platform to understand that branding and personality development play a crucial role in the education and career preparation, equipping them with the knowledge, skills, and confidence needed to succeed in the competitive business landscape.

Encl: Feedback of students.

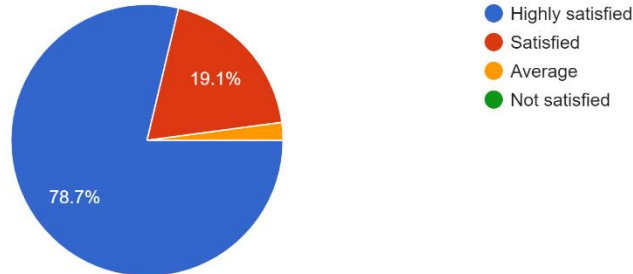
Class in Charge

Head MS-DoMS

STUDENTS' FEEDBACK

Rate your satisfaction for today's guest lecture?

47 responses



Write any two Session takeaways on branding:

Exhibit the skill and importance of branding
Way of presentation
Exhibit the skill How to develop the skill..
1. Brand strategy 2. Brand identity
Branding and personality development
It tells about our identity and to know our brand
Improve the way of talking, studies to be reflect in the personality to create a own brand
I gained knowledge how I can present my self to other
I gained knowledge, how i can present my self to others
the activity of connecting a product with a particular name, symbol, etc. or with particular features or ideas, in order to make people recognize and want to buy it
Exhibite the skill
Govt exam, Online brading i
Banking , Online branding
Create a demand or create separate audience
I gained lot of knowledge about branding. And how can I present myself to other's.
learned how to brand me in online profile, i learned about how to use linkedin profile.
Can to how how to present myself
branding is a important to all business leaders
How to improve my self in online
Personality development Self branding

Know our self, create linkedin profile
learned new things about government jobs
Personality development
Gain knowledge
Now Clear about what is branding and how to use it..!!!
Personality development Knowledge about banking exams and Government exams
Own brand is needed, It doesn't need money
Get to know about government exam How to attend an interview
Start a account in linked.in
We should be an brand,Create by own
Createing linkedin and be active the profile
emotional connection,consistency is key.
Growth in yourself and Knowledge is not enough is more
Consistency is key, emotional connection.
Gain knowledge, advantage of LinkedIn usage
Learn about govt exams
Railway recruitment board, Online branding
Updating ourself (online or offline platform) Advantages and uses of LinkedIn app
Personal branding and corporate branding
I have doubts on upsc exams mam clearing the doubts nicely
Knowledge and how do create brand by skills
* importance of creating identity
How to create our own branding in online
Political and social media platforms
Information about gov job
I have gained a knowledge how to use LinkedIn profile
How to brand my self

Write any two Session takeaways on personality development:

Defining personality through identity, culture etc
Skills
Grooming How the person has to be in the corporate...
1. Creativity 2. Social skills
About government exam and linkedin profile
It tells about exams knowledge and election voting for any parties or nota
Improve standards of my own
Education and personal skills to develop the personality
By education and skills i can develop my personality
the process by which the organized thought and behavior patterns that make up a person's unique personality emerge over time
Analyse swot and adaptable
Online personality, offline personality
Digital locker , Exhibit of skills
Improve skill
By education and skills. I can developed personality. And it's very useful for future.
how to perform in group interviews, had a knowledge about voting rights
Education and skills helps for personal branding
gained knowledge towards to banking fields jobs
How to improve self personal
Online personality development How to use LinkedIn in effective self branding
Develop the skills, know about government exams
It's very useful to improve my future personality development
Self branding
Self branded
It's definitely helpful for our upcoming days and future
Self branding in online platform
Pesanalinity and attitude is different on offline and online
How to present in interview How to increase followers in LinkedIn
Have a hobby we really good at and wanted,be confident in our self
Developing hobbies and gained about the government job
Know about Bank & railway exam write
embracing growth mindset,self awareness

Improving my education brand and How to improve myself personality in linked in (very important think in my life)
Self -awareness, embracing growth mindset.
How to be unique
Political intership About LinkedIn
Skills, update the profile
Exhibit the skills
Self awareness and continuous learning
This session help for improving personality skills
Developt the personality and learn to grow personality
*importance of creating character
To develop personality development in world wide
LinkedIn
Much interactive
I have an knowledge about government exams
I take how to introduce my self

SNAPSHOTS



