



DGSOM

DG VAISHNAV
SCHOOL OF MANAGEMENT

Approved by AICTE

Prospectus 2020-2022



DG Vaishnav College (Autonomous)

Affiliated to the University of Madras
College with Potential for Excellence,
Linguistic Minority Institution
Arumbakkam, Chennai - 600 106
<http://www.mbadgvc.com/>



/school.of.management_dgvc

Follow Us



/somedgvc

Like Us

ABOUT DGSOM

The DGSOM (DG School of Management) was established in the year 1995 as an Independent Professional entity by *D.G.Vaishnav College*. The MBA program is affiliated to the University of Madras and is approved by AICTE. The program has an annual intake of 60 students with dual specialization. The MBA curriculum comprises of Foundation, Functional and Elective subjects. In the second year the choice of electives is open based on the interest of the students.



THE MBA PROGRAM

Master of Business Administration (MBA) is a post graduate degree program, regardless of the specialization, will provide you with conceptual, theoretical and practical training in various aspects of business like Economics, Marketing, Finance, Human Resources, Supply Chain Management, Systems etc.,

CURRICULUM ARCHITECTURE

DGSOM teaches with the combination of classroom sessions, seminar sessions, tests and assessments through ICT tools for an effective teaching- learning process. The classroom pedagogy involves lectures, case study, group discussions, live projects and role plays. Emphasis is laid on the current affairs and developments in the world of business. Students make presentations on the topics assigned thorough analysis and research.

ELECTIVES OFFERED

- MARKETING
- FINANCE
- HUMAN RESOURCE
- SUPPLY CHAIN MANAGEMENT
- SYSTEMS



LEADERSHIP

The DGSOM has a great mix of academically qualified and professionally experienced faculty who apart from teaching, are also involved in creation of intellectual capital through research, consulting and corporate training. The DGSOM also has support of eminent adjunct and visiting faculty from academia and industry.

THE LEARNING AMBIENCE

The classrooms are equipped with smart board and smart TV for facilitating effective teaching and comprehensive learning. The classrooms are elegantly equipped to support academic activities such as lectures, seminars, presentations, case analysis and discussions.

- Computer Lab
- 24/7 Wifi Facility
- Seminar Hall
- Knowledge Repository
- Language lab
- Board Room
- Auditorium
- E-Library



PANOROMIC ENGAGEMENT OF STUDENTS

The institute aims in creating business-ready managers by enabling every student to do a real life study under the guidance of the best people from the industry and academics.

Industry Internship Programme

Our MBA Programme comprises of two internships for a period of 4 weeks during the Month of December – January and May – June. They students are exposed to an extensive knowledge gain of 8 weeks Project Study which provides them an opportunity to exhibit their talent in the specialization they have chosen. This helps them to have a practical insight of Corporate atmosphere.

Incubation Cell

DGSOM encourages students to show case their entrepreneurial skills by hosting carnival show, where the students invest their money through pooling of funds, marketing their products, preparing financial structure, utilizing Human Resources and infra-structure and generating a profit out of it. This imbibes their ability to apply their theoretical knowledge into practice which enriches their talent and shine unique in this Competitive Environment.

PERSONALITY DEVELOPMENT INITIATIVES

The MBA Program is designed to empower students to become effective communicators, tiring personalities and dynamic leaders. The program helps students identify personality shortcomings, deepen self-realization and develop positive belief systems so that they grow into successful managers.

OBT (Out Bound Training)

Simulation Training

Excel workshop

Financial Modeling

Marketing Colloquium

MePro-Pearson

EMPIRICAL LEARNING

Our students are encouraged to participate in several management events, Management meet, Conference, Seminar, Cultural Activities, Sports Mela etc.,



COMBAT is the flagship annual event of DGSOM. It is an intercollegiate event organized by the students of DGSOM every year to showcase the talents of students in organizing events as Event Managers. This year Combat 2k19 included 11 events for UG & PG Students. Around 2000+ students from 80 colleges throughout Tamil Nadu participated in this grand event.



VIBRANT LEARNING ENVIRONMENT

DGSOM has been very proactive in recognizing the global trends and shifts in the business landscape and has been pioneering several innovations to keep management education in tune with these shifts.

Symphony Management Club

The department inaugurated the Symphony Management club and held the investiture ceremony. The Management club aims at Organising distinctive events related to five disciplines of Management.

- ◆ Kotler's Club (Marketing)
- ◆ Dalal Street Club (Finance)
- ◆ 360 Degree Club (HR)
- ◆ Voyagers Club (SCM)
- ◆ Women Empowerment Cell
- ◆ Editorial Club
- ◆ "I" Club
- ◆ Studopreneur Club

ACADEMIC-CORPORATE CONCURRENCE

This Academic-Corporate Concurrence acts as a 'Catalyst' in providing top quality continued Management Learning to the Corporate Executives that is relevant, current and world class on par with academic curriculum.

Confluence

Confluence is a forum for conducting National and International conferences. School of Management, D G Vaishnav College, organized a conference on the theme "Redefining Management through Artificial Intelligence" on 14th February, 2019 at our campus. Around 150+ participants participated in this conference.



Tarang- HR Congress

DGSOM organized a National level HR congress on the theme "HIRE, TRAIN, RETAIN" on 10th October 2019, "TARANG 2K19". There were totally 8 sessions consisting of 12 speakers who addressed the gathering on various topics for two days. There was active participation from the corporate industry, academicians and the students.

Placement Brochure Launch

DGSOM launched the placement brochure for the 2019-20 batch students on 10th October 2019. Three versions of placement brochure were launched, like print version, Web version and Mobile Application version. The web version can be obtained at www.mbadgvc.com and print version on request. This serves as a formal invite for recruiters from various organizations to visit our campus for placement drive.



EXTENSIVE ENRICHMENT PROGRAMME

To design and conduct relevant training and management development programs for enhancing the understanding our students are having prominent memberships.



INDUSTRIAL INSTITUTIONAL INTERACTION

DGSOM provides industry visit that gives an opportunity for active/interaction learning experiences in-class as well outside the classroom environment. With industry visits, students are able to better identify their prospective areas of work in the overall organizational function. Industry visits help enhance interpersonal skills and communication techniques. Students become more aware of industry practices and regulations during industry visits.

Industrial Interface

Students were taken for Industrial visits to companies like Dairy Day, Unibic, Bangalore Metro, Bajaj Auto, Manama, Malas, Photon Solar, Geometrix Automation And Robotic Pvt. Ltd. - Pune, during the month of February 2020 which enables the students to comprehend their managerial challenges faced today in the corporate world.

Overseas Summer School

The School of Management, D.G.Vaishnav College takes pride in successfully accomplishing the International Summer School programme 2K19 organized by University of Nottingham, Malaysia. The 16-days Summer School programme gave a wide range of exposure on overseas education. Students also gained an immense experience of Malaysia's varied culture and got a scope to meet students worldwide where they shared their knowledge, potential and caliber. A one week visit to Moscow was arranged during August 2018 second year MBA students. This visit included a Summer School Programme at Synergy University Campus along with five industrial visits and city tour.



International Immersion

This International Summer School programme has entrusted the final year students of School Of Management, DGVC with rich experience and upgradation and fuel their knowledge making it a corporate fit to compete in this dynamic world.

GLOBAL BUSINESS PROGRAMME



RECRUITMENT

School of Management firmly believes that an individual has to be distinct in order to emerge a winner in this world of cut-throat competition and ingrains in its students, the passion for out-performance along with a quest for excellence. The institute's long lasting relationships with an ever growing pool of marquee recruiters is testimony enough for its quality of programs and talent pool.

Prominent Recruiters



SELECTION PROCEDURE

- ➔ Online applications are available at <http://www.mbadgvc.com> and candidates are requested to fill in the details and download the same and post/ submit it to DGSOM (DG School of Management) directly.
- ➔ Applicants can submit the applications along with a valid **December 2019** or **February 2020** or **May 2020 MAT/ TANCET 2020** scorecard and admit card.
- ➔ Documents to be submitted along with application form. Photocopy of 10th, 12th, UG individual Semester mark sheets, Consolidated mark statement, Provisional/Degree Certificate, 3 copies Passport size photos.
- ➔ Students will be shortlisted based on consolidated score of **MAT/TANCET**, performance in Group Discussion and Interview.
- ➔ Spot admission after selection is confirmed.

ELIGIBILITY CRITERIA

- ➔ A degree in any discipline with a minimum of 60% marks. Students in the final year, awaiting results can also apply.
- ➔ Students should possess a valid score in **MAT (December 2019, February 2020/May 2020)/CMAT 2019/ TANCET 2020**.
- ➔ Possession of Aadhar card and passport is mandatory.
- ➔ Students will be shortlisted based on consolidated score of **MAT/ TANCET**, performance in Group Discussion and Interview.
- ➔ Spot admission after selection is confirmed.

Aspiring candidates log in to:

<https://www.aima.in/testing-services/mat/mat.html>

<https://www.annauniv.edu/>



044 - 2363 5104 / 2363 5101



+91 - 89390 29287

admissiondgvcmmba@gmail.com

<http://www.dgvaishnavcollege.edu.in>

<http://www.mbadgvc.com/>