



DWARAKA DOSS GOVERDHAN DOSS
VAISHNAV COLLEGE
Autonomous

SCHOOL OF MANAGEMENT PG & DOCTORAL RESEARCH



The Makers of
BUSINESS LEADERS

PROSPECTUS 2024 -26



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SOM

Dwaraka Doss Goverdhan Doss Vasishnav College, with a vision of Excellence, established School of Management in the year 1995 as an Independent Professional entity. SOM offers PG & Doctoral Research program affiliated to the University of Madras, Accredited by NBA and Approved by AICTE.

VISION OF SOM

"Our Vision is to emerge as a center of excellence in Management, Imparting Value Based Education to Develop Transformational Leaders with Functional Expertise & Entrepreneurial Perspectives".

MISSION OF SOM

Impart Quality Education to the students in core areas and business management with moral Values through our dedicated team.

Promoting learning and Development that fosters individual intellectual abilities.

MBA PROGRAM

Masters of Business Administration (MBA) is a Two-Year Full-Time Post Graduate program that, will provide you conceptual, theoretical and practical training to meet up the standards of corporates. The MBA curriculum comprises of Foundation, Functional and Elective subjects with dual specialization. The programme enables the participants to understand current business challenges and prepares them with the aid of updated technologies and advanced pedagogy to successfully face global business challenges.

PROGRAMME OBJECTIVES

- Enhances the attitude, knowledge and skills of the students in different functional areas of Management to work effectively in a business organization.
- Develops interpersonal and leadership skills of the students through co-curricular and extracurricular activities.
- Motivates students for innovative & entrepreneurial Ventures and promotes Research oriented Project work among students.

NEW ELECTIVES OFFERED

- DIGITAL MARKETING
- FINTECH
- HR ANALYTICS
- BUSINESS ANALYTICS
- ENTREPRENEURSHIP
- SUPPLY CHAIN MANAGEMENT

SOM ECOSYSTEM

- Experiential Learning with dual Specialisation
- Continuous access to PearsonMylab & Elibrary
- Industrial Guest Lecture & Internship Programme
- Digital Impartus A/c Classrooms
- Strong Alumni Network
- Personalised Mentoring

VERTICALS & HORIZONS

- Consistently ranked Best B'School by Business Standard B-School Survey & THE WEEK magazine
- Promising Placement in Blue-chip Companies
- Well elevated auditorium, Language lab & Research lab
- MOOC's & Swayam Courses
- Industry Stalwarts & Entrepreneurs as Experts

PROUD MOMENTS OF SOM

The Symphony Management club aims at organizing distinctive events related to the disciplines of Management.

- VIDYARAMBH
- COMBAT
- TARANG
- CONFLUENCE
- WOMEN's DAY & EQUALITY WEEK
- FACULTY DEVELOPMENT PROGRAMME
- FINBETA
- OUTBOUND TRAINING
- INDUSTRIAL VISITS
- UNNAT BHARAT ABHIYAN

INTERNATIONAL IMMERSION



WORKSHOPS





GLIMPSE OF SOM



PLACEMENT RECORD OF 2022-24 BATCH

School of Management consistently has a track of promising placement record for several years in reputed organizations. 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. Industry Employability Enhancement Programmes through guest lectures & special Placement training modules are scheduled at regular intervals.

BANKING & FINANCIAL SERVICES 30%

IT & ITES 20%

MANUFACTURING 15%

ED-TECH 10%

FMCG 10%

TELECOM 5%

LOGISTICS 5%

STARTUPS 5%

INTERNSHIP

SOM provides opportunity for on-the-job training through Industry Internship Programmes (IIPs) and Live Projects and encourages students Involvement in Entrepreneurship. SOM ropes in with the corporates to provide internship opportunities to students to make them accustomed in the corporate landscape.

BANKING 10%

IT & ITES 10%

NBFC 15%

INSURANCE 10%

MANUFACTURING 15%

FMCG 10%

AUTOMOBILE 5%

HEALTH CARE 10%

LOGISTICS 5%

CONSULTANCY 5%

STARTUPS 5%

PROMINENT RECRUITERS



INTERNSHIP COMPANIES



CORPORATE CONNECT



SELECTION PROCEDURE FOR MBA PROGRAMME

STEPS IN SELECTION FOR ADMISSION AT SCHOOL OF MANAGEMENT INCLUDE:

- STEP -I** Application form is available on College/Department website :
www.dgvaishnavcollege.edu.in, | www.mbadgvc.com
- STEP -II** Application form can be filled online. Filled in application form should be downloaded and submitted directly at SOM along with a valid December 2023 or February 2024 or May 2024 MAT/ TANCET 2024/CAT 2023/CMAT 2023 Scorecard, Photocopy of X, XII, UG individual Semester mark sheets, Consolidated mark Statement and Provisional/Degree Certificate.
- STEP -III** Call letter will be mailed to shortlisted applicants for appearing for Selection process which includes Group Discussion and Personal Interview
- STEP -IV** Final Selection list would be declared on based on consistent performance in MAT/TANCET/CMAT/ CAT scores, GD, PI and past academic performance.
- STEP -V** Spot admission after selection is confirmed.

IMPORTANT LINKS

- www.dgvaishnavcollege.edu.in
- www.mbadgvc.com
- <https://www.aima.in>
- <https://www.annauniv.edu>
- <https://iimcat.ac.in>
- <https://cmat.nta.nic.in>

ELIGIBILITY CRITERIA

- Candidate should have good academic record with minimum 60%* marks (or equivalent CGPA) in his/her Graduation (10+2+3 system) from a recognized College/University. Candidates appearing for their final year graduation are also eligible to apply.
- The applicant to the MBA programme is selected on the basis of past academic performance in 10th, 12th, and graduation along with a valid CAT 2023/CMAT 2023/Dec 2023/ Feb 2024/ May 2024 MAT /TANCET 2024 score and performance in GD and PI.
- Suitable weightages for Work Experience and Professional Qualification are also given.

NOTE: Applying for the admission does not ensure that candidate will be called for PI process or get admission. The discretion of the admission committee of the university will be final.

