



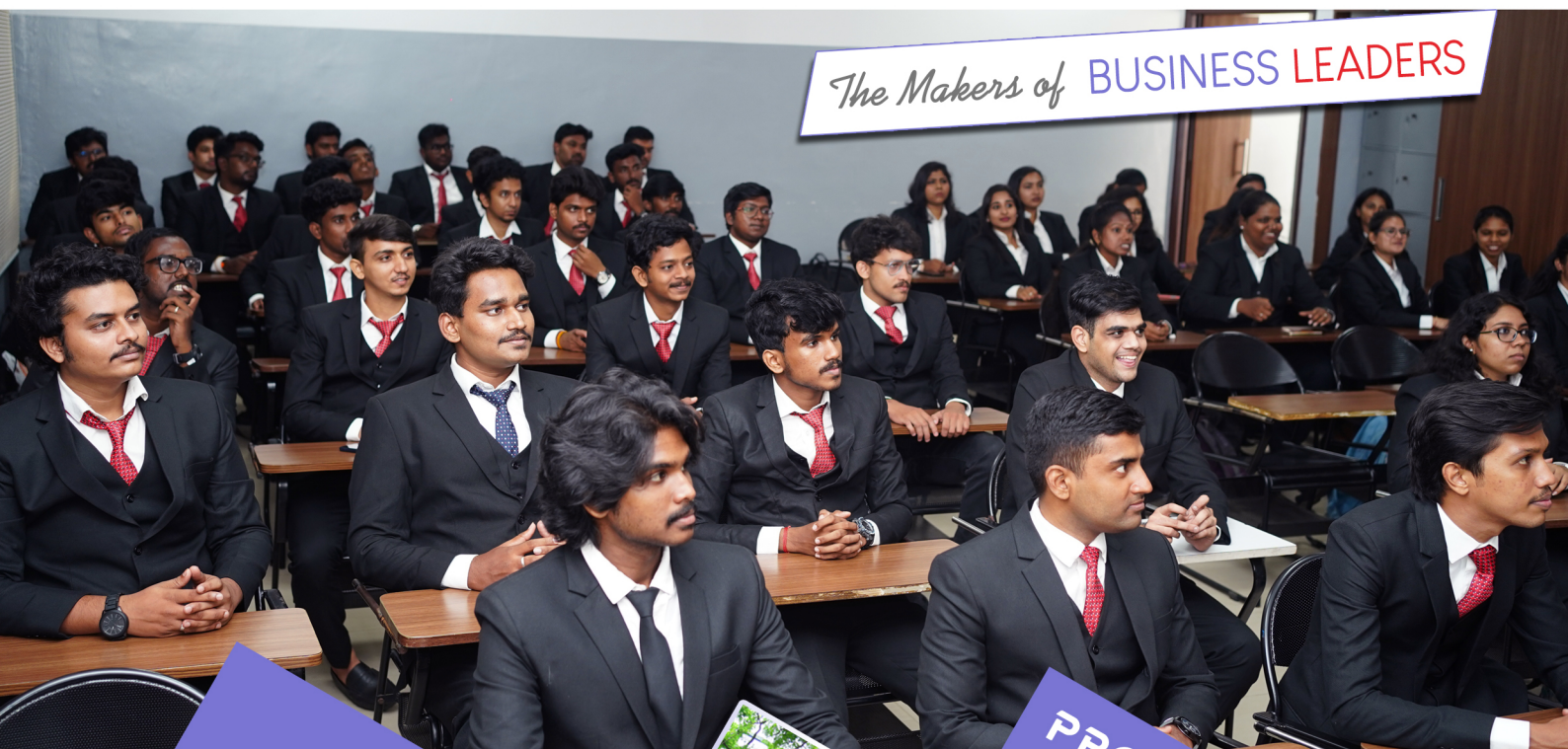
Dwaraka Doss Goverdhan Doss Vaishnav College

(Autonomous)

College with Potential for Excellence, Affiliated to the University of Madras
Linguistic Minority Institution, Accredited by NAAC with 'A++' Grade

SCHOOL OF MANAGEMENT PG & RESEARCH

APPROVED BY AICTE



PROSPECTUS
2023 - 2025

FOLLOW US



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SCHOOL OF MANAGEMENT

Dwaraka Doss Goverdhan Doss Vasishnav College, with a vision of Excellence, established **School of Management in the year 1995** as an Independent Professional entity. The MBA - PG & Research program is affiliated to the University of Madras 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. 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. The program is designed with dual specialization.

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.

ELECTIVES OFFERED

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

CURRICULUM ARCHITECTURE

SOM imparts knowledge with the combination of Classroom Lectures, National & International Seminars, and assessments through ICT tools for an effective teaching-learning process. The teaching pedagogy involves lectures, case study, group discussions, live projects, soft skills and role plays. SOM has a great mix of academically qualified and professionally experienced faculty fraternities who works on fabricating intellectual capital through research, consulting and corporate training.



THE LEARNING AMBIENCE

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. The air-conditioned seminar halls are fully equipped and well furnished with smart board and smart TV enabled with Wi-Fi connectivity, for facilitating comprehensive and participatory style of learning.

Exclusive computer lab with advanced software, Language laboratory, E-library facilitates the effective learning process.

PROUD MOMENTS OF SOM



COMBAT is an intercollegiate management fest organized by SOM to enhance the Managerial skills amidst the MBA students, PAN India.



CONFLUENCE It is a Platform for Academicians, Research Scholars, Industry Experts and students to augment Research ideas and solutions.



TARANG National level HR Conclave, entices Veterans from various Industries to disseminate facts on currents trends in the Corporate world.

OUT BOUND TRAINING OBT is oriented with the intention, to foster Team building, leadership, team communication, logical thinking and optimum utilization of resources.

FINBETA Industrial Visits provide students a practical perspective of the work place and also an opportunity to learn practically through interaction about working methods and employment practices.

VIDYARAMBH A student induction program, for Freshers to enlighten the value of MBA program.

WOMEN EQUALITY WEEK We at SOM sensitize Students on Gender Diversity, Equity and Inclusion through Expert Session.

UNNAT BHARAT ABHIYAN SOM, is a Participating Institute of UBA, a Visionary program under the MoE & MHRD. We adopted 5 villages near Chennai and are working on the holistic development of the villages.

INDUSTRIAL VISITS Industrial Visits provide students a practical perspective of the work place and also an opportunity to learn practically through interaction about working methods and employment practices.

INTERNATIONAL IMMERSION



SYNERGY UNIVERSITY DUBAI



University of Nottingham
UK | CHINA | MALAYSIA



Wharton
UNIVERSITY OF PENNSYLVANIA

RESEARCH & SKILL LAB

FACULTY DEVELOPMENT PROGRAM A 5 Days FDP program on SPSS with IOA & ISDC as knowledge partners designed for enriching the research knowledge for the Faculty Members & Research scholars.

WORKSHOPS



SYMPHONY MANAGEMENT CLUB

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

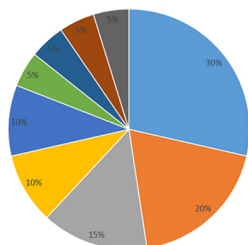
PLACEMENT

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. 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.

PLACEMENT RECORD OF 2021-2023 BATCH

School of Management consistently has a track record of 95% in placing the students in reputed organizations.

- BANKING & FINANCIAL SERVICES
- IT & ITES
- MANUFACTURING
- ED-TECH
- FMCG
- TELECOM
- LOGISTICS
- STARTUPS
- OTHERS

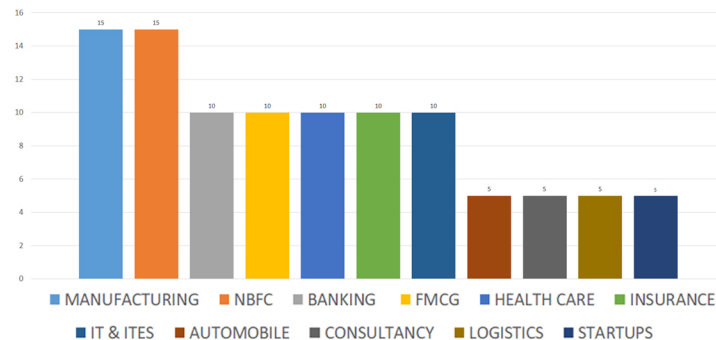


PROMINENT RECRUITERS



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.



INTERNSHIP COMPANIES



CORPORATE CONNECT

The Institution partners with the professional corporate bodies to work on the opportunity to network.



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 2022 or February 2023 or May 2023 MAT/ TANCET 2023/CAT 2022/ CMAT 2022 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.

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 2022/CMAT 2022/Dec 2022/ Feb 2023/ May 2023 MAT /TANCET 2023 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.

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>

