

AICTE Mandatory Disclosure

Updated on January, 2022

1. NAME OF THE INSTITUTION:

| | | | |
|--------------------------------|--|------------------|--|
| Name: | Dwaraka Doss Goverdhan Doss Vaishnav College(Autonomous) | | |
| Address:(as approved by AICTE) | No.833,GokulBagh,E.V.R.Salai | | |
| Village: | Arumbakkam | | |
| Taluk: | Chennai | | |
| District/State: | Tamil Nadu | | |
| Pin Code: | 600106 | | |
| Phone Number: | 044-23635101 | Fax Number: | 044-23635103 |
| E-Mail: | principal@dgvaishnavcollege.edu.in | Website Address: | www.dgvaishnavcollege.edu.in |

2. NAME & ADDRESS OF THE TRUST

| | |
|-----------------|---------------------------------|
| Name: | Shri Vallabhacharya Vidya Sabha |
| Address: | No.833,GokulBagh,E.V.R.Salai |
| Village: | Nungambakkam |
| Taluk: | Chennai |
| District/State: | Tamil Nadu |
| Pin Code: | 600106 |

3. NAME & ADDRESS OF THE DIRECTOR:

| | | | |
|-------------------------|--|--------------------|------------|
| Head of the Institution | Capt. Dr. S.Santhosh Baboo | | |
| Director: | Dr.U.Amaleshwari | | |
| Address: | No. 833, Gokul Bagh, E.V.R.Salai,Arumbakka, Chennai106,Tamil Nadu,India | | |
| E-Mail: | principal@dgvaishnavcollege.edu.in somdirector@dgvaishnavcollege.edu.in | Cell/Mobile Phone: | 9952115609 |

4. NAME OF THE AFFILIATING UNIVERSITY: University of Madras

5. GOVERNANCE:

a) GOVERNING COUNCIL MEMBERS:

| S.No. | Name | Designation |
|-------|---|--|
| 1 | Shri HarikrishnaJhaver(Demi sedon22/9/2019) | Chairperson |
| 2 | Shri.AshokKumarMundhra | Secretary |
| 3 | Shri.AshokKedia | Member |
| 4 | Shri.ManojKumarSonthalia | Member |
| 5 | Shri. Govind Das PurushothamDas | Member |
| 6 | Dr.T.Santhanam | Member |
| 7 | Mr.S.Seshadrinathan | Member |
| 8 | Dr.LalithaBalakrishnan | Educationist |
| 9 | Dr.JayshreeMenonKurup | UGC-Nominee |
| 10 | Dr.R.Ravanam | Tamilnadu StateGovernment Nominee(RJD) |
| 11 | Dr.S.Ramanathan | University of MadrasNomin ee |
| 12 | Capt.Dr.S.SanthoshBaboo | Principal & Ex- OfficioMember |
| 13 | Dr.G.Geetha | CoE,Ex-OfficioMember |

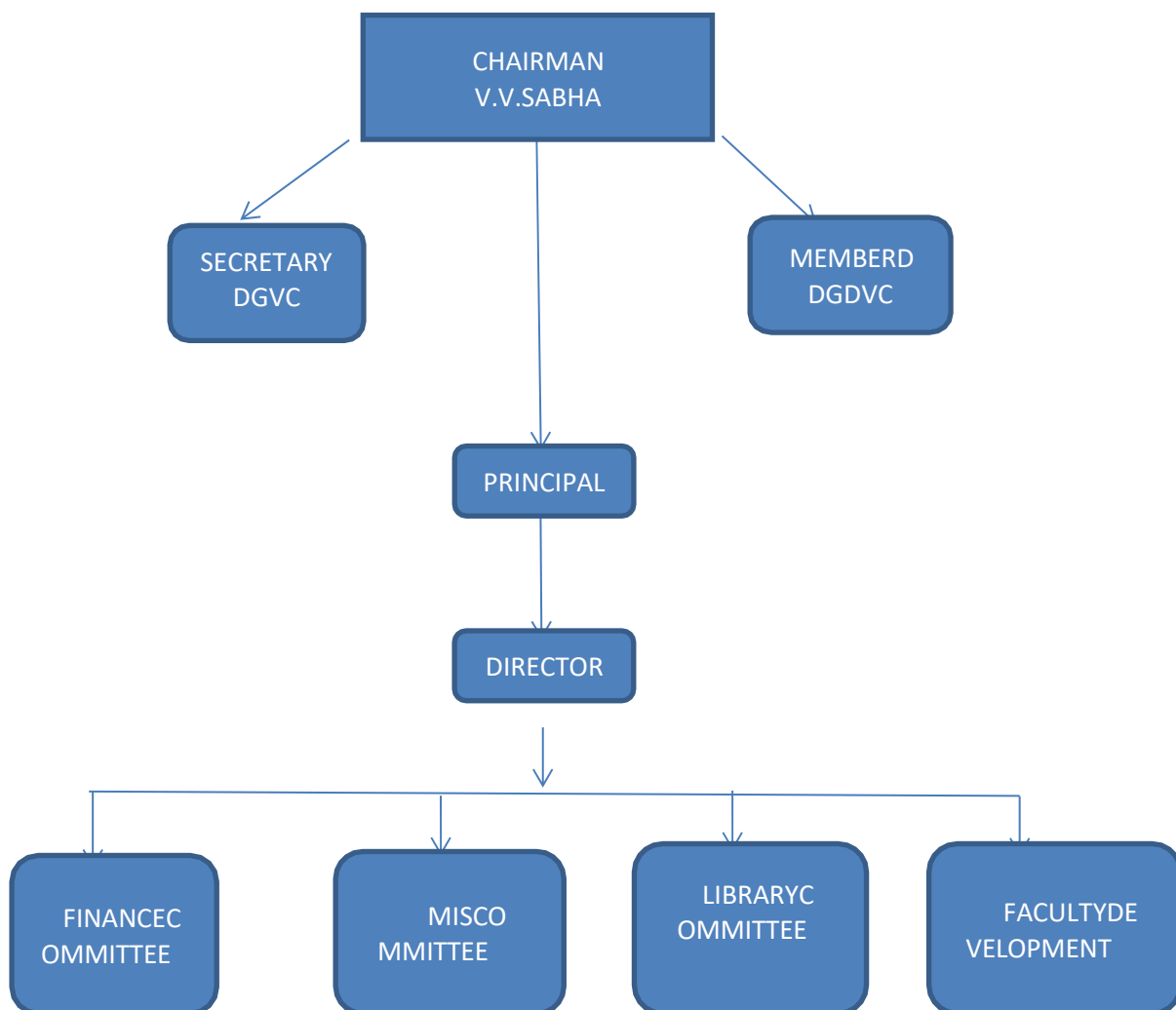
b) ACADEMIC ADVISORY BODY:

| S. No | Name | Designation | Affiliation/Position |
|-------|-------------------------|------------------------------|--|
| 1 | Capt.Dr.S.SanthoshBaboo | Chairman | Principal,D.G.VaishnavCollege |
| 2 | Dr.T.S.Prema | Member Secretary | HeadDepartmentofEconomics,DGVC |
| 3 | Dr.S.Kuppusamy | University ofMadrasNomininee | DepartmentofBio-Technology |
| 4 | Dr.Manivasakan | Universityof MadrasNomininee | Prof&Director,UGC-CenterforSouth & Southeast Asian Studies, UniversityofMadras |
| 5 | Dr. N. RajeswaraRao | University ofMadrasNomininee | Professor, Department of AppliedGeology,UniversityofMadras |

c) FREQUENCYOFTHEMEETINGS:

| S.No. | Body | Frequency |
|-------|------------------|-------------|
| 1 | GoverningCouncil | Quarterly |
| 2 | AcademicCouncil | Twiceamonth |

d) ORGANIZATIONAL CHART & PROCESSES:



e) INVOLVEMENT OF FACULTY & STUDENTS IN ACADEMIC AFFAIRS/IMPROVEMENTS:

School of Management has a process of reviewing and revising the curriculum once in a year. For each such exercise, Board of Studies is constituted comprising representative members from each of the major domain areas/specializations from the Academic, Corporates, Industry and from the Alumni Representative. Each member of Board of Studies, discuss the updating required in each subject with the faculties of each domain area, and all subjects are thoroughly reviewed. Addition of the required content or updating of course content may be added and redundancies may be eliminated through this process.

Apart from the above curriculum revision exercise, faculty are free to develop and/or offer new elective courses for second-year students. All faculty also have the autonomy to constantly work on making improvements or innovations to their course content, material, or pedagogy.

The involvement of students in academic affairs/improvements is primarily through an anonymous, formal feedback system, whereby they may offer constructive suggestions for any improvements they feel are needed in any course. They are also welcome to meet the Director or any of the faculty to suggest any new courses or academic programmes that they believe will be of use to them. If the Director or faculty are convinced, these suggestions will be incorporated, if feasible.

f) MECHANISM/NORMS & PROCEDURE:

About School of Management

The School of Management has its inception from 1995 as an independent professional body and is affiliated to the University of Madras and Approved by AICTE. DG Vaishnav School of Management is a co-education institute and has been established with the objective of imparting training in different disciplines of management with emphasis on practical applications suited to Indian environment- **"Excellence through Education"**

Vision

To emerge as a centre of excellence in Management Science Education. A unique provider of value based training with professionalism.

Mission

The mission of School of Management DG Vaishnav College is to impart value and to contribute to the industry, society and students. The School offers varied content rich programs which give industry specific and has multidisciplinary approach. The objective is to build a better future offering enriched programs to meet requirements of the corporate. As per the saying "The highest education is that which does not merely give information but makes our life in harmony with all existence"- Rabindranath Tagore.

Governance framework: The mission is reflected in the governance in the following ways:

- Centres of excellence that cater to thought leadership and capacity/competency building among corporate and students;
- Student participation in Symphony club activities to foster leadership in their specialized area.

- Holistic world-class leaders are nurtured through adequate emphasis in curricular activities.
- There is also an Advisory Board to foster a spirit of inclusiveness in identifying and empowering communities. These committees and advisory boards have renowned corporate leaders as members and they provide the strategic direction to DDGDVCSOM's programmes and activities.
- The Internal Quality Assurance Committee works on benchmarking, sustaining and improving best practices in teaching, research and consulting.

Governing Council for Academic Excellence

DDGDVC, SOM has a Governing Council, which consists of 8 members. Apart from the Faculty of School

of Management and Industry stalwarts, the members include executives, local authorities and eminent academicians. The members are very much involved in the growth and functioning of the institution.

DDGDVC, SOM is transitioning towards Outcome Based Education System (OBE) to impart value based education to develop transformational leaders with functional expertise and Entrepreneurial perspective.

- Through its framework of Assurance of Learning Goals DDGDVCSOM have an educational culture that is more responsive and responsible to learning styles and dispositions of the student community.
- Greater industry interface in teaching, research and student projects and internships will enhance the employability and relevance of the management education at DDGDVCSOM.
- Industry professionals audit, advice the faculty on the up-gradation of the course, assessment procedures and placement potential.
- The governing council sets the pace and direction of new courses, technology and teaching processes after serious deliberations.

Policies and Governance

DDGDVCSOM has a faculty, Staff policy, Student Policy, Placement Policy, Admission policy. There are also policies on Incubation Centre, Research, Finance, IT, Library, International Immersion and Global Business Programme. These

- The faculty policy adequately informs the faculty on the academic, research and institution building initiatives.
- The continuous Assessment pattern works on with Bloom's Taxonomy category with Remembering, Understanding, Apply, Analyze, Evaluate and Create as the Criteria to make the students Evaluation more effective.
- Policies in all other areas are structured to allow a seamless flow of activities, catering to the philosophy of excellence in operations.
- International immersion seeks to bring in greater diversity in the student population, inter-university collaboration for research and faculty sharing in line with fostering excellence;
- The Global Business Programme creates a market for new program that add value to resources in the corporate world.

Leadership and Governance

Principal:

- **Director:** The Head of the Department and the final deciding authority in matters concerning the welfare of Department.
- **Specialisation Expert-**
For the Marketing, HR, Finance & Analytics Domain to ensure that course curriculum is in synchronization with market and general societal goals;
- **Centres of Excellence:** To ensure that centers contribute to knowledge generation, dissemination and research to enhance best practices which are sustainable.

The overall governance policies therefore aim at fostering a climate of excellence with ethics, through informed judgements, policy decisions and administrative and leadership responsibilities.

g) STUDENT FEEDBACK ON INSTITUTIONAL GOVERNANCE/FACULTY PERFORMANCE:

DDGDVCSOM has a formal feedback mechanism for collecting feedback from the students about each course and the faculty handling the course, at the end of every academic term. This is done through our Academic Information System (AIS) and the feedback thus collected is anonymous. The collated inputs for each course are stored in our records and also shared with the respective faculty.

h) GRIEVANCE REDRESSAL MECHANISM FOR FACULTY, STAFF & STUDENTS:

As per MHRD's requirement for AICTE-approved institutions, we have provided the following url: <https://dgvaishanavcollege.edugrievance.com/> so that faculty, students, and staff can register their grievances online. This link is also displayed on the notice-board along with the names of the Grievance Redressal Committee members.

Apart from the Grievance Redressal Committee, DDGDVCSOM has constituted several special committees to deal with various kinds of issues that could be faced by students. These include the Anti-ragging Committee, the Anti-ragging Squad, the Internal Complaints Committee, Women Empowerment Committee and the Committee for SC/ST (Prevention of Atrocities) Act 1989.

i) ESTABLISHMENT OF ANTI-RAGGING COMMITTEE:

| Anti-Ragging Committee: | | |
|--------------------------------|------------------------------|--|
| Chairperson: | Dr.U.Amaleshwari Director | |
| Members | 1 | Dr. K.R.Kolammal Associate Professor |
| | 2 | Ms. V.R.Nanthiga Asst. .Professor |
| | 3 | Ms.S.Ancy Stepheno Asst.Professor |
| | 4 | Ms. R.Jeevitha Asst. Professor |
| | 5 | Ms.DE.Vijaya Deepika Asst.Professor |
| | 6 | Ms.R.Logeshwari Asst.Professor |
| | 7 | Ms. Rajalakshmi (Attendar) Non- Teaching Staff |
| | 8 | Mr. Barat (2 nd year student) |
| | 9 | Ms. Unnamalai Swetha (2 nd year student) |
| | 10 | Mr. Harish (1 st year student) |
| | 11 | Ms.Sindhu (1 st year student) |
| Anti-Ragging Squad: | | |
| Members: | 1. | Dr.U.Amaleshwari Director |
| | 2. | Dr. K.R.Kolammal Associate Professor |
| | 3. | Ms. R.Jeevitha Asst. Professor |
| | 4. | Ms.DE.Vijaya Deepika Asst.Professor |

j) ESTABLISHMENT OF ONLINE GRIEVANCE REDRESSAL MECHANISM:

Refer link: <https://dgvaishanavcollege.edugrievance.com>

k) ESTABLISHMENT OF GRIEVANCE REDRESSAL COMMITTEE IN THE INSTITUTION & APPOINTMENT OF OMBUDSMAN BY THE UNIVERSITY:

l) ESTABLISHMENT OF INTERNAL COMPLAINT COMMITTEE (ICC):

| Committee for Grievance Redressal | | |
|---|------------------------------|--|
| Chairperson: | Dr.U.Amaleshwari Director | |
| Members: | 1 | Dr.K.Santhakumari, President of Tamil Nadu Federation of Women Lawyers |
| | 2 | Mr. Murugan, Advocate, High Court, Chennai |
| | 3 | Dr. K.R.Kolammal Associate Professor |
| | 4 | Ms. V.R.Nanithga Asst. Professor |
| | 5 | Ms.S.Ancy Stepheno Asst.Professor |
| | 6 | Ms.R.Logeshwari Asst.Professor |
| Committee For Preventing Sexual Harassment of Women at Workplace/ PREVENTION OF SEXUAL HARASSMENT CELL (POSH): | | |
| Chairperson: | Dr.U.Amaleshwari Director | |
| Members: | 1. | Dr. K.R.Kolammal, Associate Professor |
| | 2. | Ms. V.R.Nanithga Asst. Professor |
| | 3. | Ms.S.Ancy Stepheno Asst.Professor |

m) ESTABLISHMENT OF COMMITTEE FOR SC/ST:

| Committee for SC/ST (Preventing of Atrocities) Act 1989 | | |
|---|------------------------------|--------------------------------|
| Convener: | Dr.U.Amaleshwari Director | |
| | 1. | Ms. R.Jeevitha Asst. Professor |

| | | |
|-----------------|----|---------------------------------------|
| Members: | 2. | Ms.DE.VijayaDeepika Asst.Professor |
|-----------------|----|---------------------------------------|

n) INTERNALQUALITYASSURANCECEL

| IQAC | | |
|---------------------|------------------------------|---|
| Chairperson: | Dr.U.Amaleshwari Director | |
| Members: | 1 | Dr. K.R.KolammalAssoc iateProfessor |
| | 2 | Mr. T.K.PrasadAsst .Professor |
| | 3 | Ms. V.R.NanithgaAsst .Professor |
| | 4 | Ms.R.Jeevitha Asst.Professor |

6. PROGRAMMES:

| Name of the programme approved: | MBA (FULLTIME) | | | |
|---------------------------------|-------------------|--------------------------------|--|--------------------------------|
| Accreditation: | AICTE | | | |
| No.ofseats: | 60 | | | |
| Duration: | 2years | | | |
| Cutoff marks: | | 2018 | 2019 | 2020 |
| | | MAT | | |
| | General | Base d onC ut- off | Ba se do nC ut - off | Base d onC ut- off |
| | | TANCET | | |
| | General | | | |
| Placement facilities: | Yes | | | |
| Campusplacement salary: | 2018-19 | 2019-20 | 2020-21 | |
| MinimumSalary: | 3.5LPA | 3.5LPA | 4LPA | |
| MaximumSalary: | 6.5LPA | 6.5LPA | 6.8LPA | |

| | | | |
|--|--------|--------|--------|
| | 4.5LPA | 4.5LPA | 4.5LPA |
|--|--------|--------|--------|

7. FACULTY:

a) PERMANENT FACULTY:

| S.No. | Name | Qualifications | Designation | CourseArea |
|-------|------------------------------|---------------------------------------|------------------------|---------------------------------|
| 1. | Dr.U.Amaleshwari Director | MBA, M.PHIL, PH.D,NET,SET | Professor &Director | Marketing &Finance |
| 2. | Dr.K.R.Kolammal | B.A(C.S.), MBA,M.PHIL,PH.D, NET | AssociateProfessor | Finance &Human Resource |
| 3. | Mr. T.K.Prasad | M.Sc,MBA, M.Phil, DCIM,(PH.D) | Assistant Professor | Systems |
| 4. | Ms.V.R.Nanthiga | B.E.,MBA,NET | AssistantProfessor | Finance &Systems |
| 5. | Ms.S.AncyStepheno | B.E,MBA,NET,SET | AssistantProfessor | Finance & HumanResource |
| 6. | Ms.R.Jeevitha | MBA.,CMA(I)., SLET(Management) | AssistantProfessor | Finance &Marketi ng |
| 7. | Ms.DE.VijayaDeepika | MBA,M.A.,NET (Ph.D) | AssistantProfessor | Finance &Human Resource |
| 8. | Ms.R.Logeshwari | MBA,M.PHIL,SET | AssistantProfessor | Marketing &HumanResourc e |

b) ADJUNCT FACULTY:

| S.No. | Name | Qualification | Designation |
|-------|-------------------|---|--------------------|
| 1 | Mr.R.Shyam Prasad | MBA,ACMA(UK),CGMA (UK), ACCA(UK),ICMA(INTER),CFAL1,N ET | SUBJECTEXPERT-ISDC |

| | | | |
|---|----------------------------|--------------------|---|
| 2 | Mr.CMA.John.D. Nevin | M.COM,FCMA,CFM | CIMASUBJECTEXPERT-ISDC |
| 3 | Mr.Sudeesh Sharma | CIMA | CIMASUBJECTEXPERT-ISDC |
| 4 | MR. Karthikeyan Dhandapani | B.E.–DATASCIENTIST | IOA-ISDC |
| 5 | MR.Kshitji Upadhyay | B.TECH,MBA | IOA–ISDC |
| 6 | Mr.Sudaram | B.SC,MBA | EXECUTIVEDIRECTOROFM/SS UPERAUTOFORGE |
| 7 | MR.N.Swayambu | B.E. | IMMEDIATEPASTCHAIRMAN –II MM, SCMCONSULTANT |
| 8 | Mr.V.Ramachandran | MBA | DIRECTOR, MANAGEMENTANDTECHN OLOGYSERVCE,CHAIRMAN –EDP PROGRAMME,IIMM |

c) PERMANENT FACULTY STUDENT RATIO:

| | 2019-2020 |
|-------------------------------|-----------|
| Total No. of Students: | 117 |
| No. of Faculty: | 9 |
| Student Faculty Ratio: | 1:13 |

d) FACULTY EMPLOYED AND LEFT:

| | 2016-2019 |
|------------------|-----------|
| Employed: | 8 |
| Left: | 1 |

8. PROFILE OF THE DIRECTOR/DEAN/FACULTY:

Refer Annexure:1

9. FEE:

a) DETAILS OF FEE:

MBA(FULL-TIME)–2020-21

Will be updated soon

b) TIME SCHEDULE FOR PAYMENT:

Yearly payment mode.

c) SCHOLARSHIP OFFERED BY THE INSTITUTE:**d) CRITERIA FOR SCHOLARSHIPS:**

- Scholarships are awarded by the Institute to SC/ST Students on merit-cum-means basis.
- The Department also facilitates the process of obtaining educational loans from banks.

e) ESTIMATED COST OF BOARDING AND LODGING IN HOSTELS:

Men's Hostel Fee: Rs.1,00,000/-PA

10. ADMISSION:**SEATS SANCTIONED & YEAR OF APPROVAL:**

| S.No. | Name of Programme | Year of Approval | No. of Seats Sanctioned |
|-------|-------------------|------------------|-------------------------|
| 1 | Full Time MBA | 1995 | 60 |

STUDENTS ADMITTED UNDER VARIOUS CATEGORIES: 2020-2022**WORK EXPERIENCE**

| 2020-22 | WORK |
|---------|------|
| YES | 10 |
| NO | 50 |
| TOTAL | 60 |

UG COURSE

| 2020-22 | UG |
|------------|----|
| ARTS | 53 |
| NON - ARTS | 7 |
| TOTAL | 60 |

ENTRANCE EXAM

| 2020-22 | EXAM |
|---------|------|
| TANCET | 18 |
| MAT | 42 |
| TOTAL | 60 |

11. ADMISSION PROCEDURE:

| | |
|--|--|
| Name of the Admission Test: | MAT (Management Aptitude Test), TANCET (Tamil Nadu Common Entrance Test) CMAT (Common Management Admission Test), CAT (COMMON APTITUDE TEST) |
| No. of Seats Allotted for both tests together: | 60 |

- Calendar for admission against Management/vacant seats: **Nov, 2020**
- Last date of request for applications: **March, 2019**
- Last date of submission of applications: **March, 2019**
- Dates for announcing final results: **October, 2020**
- Release of admission list (main list and waiting list shall be announced on the same day): **October, 2020**
- Date for acceptance by the candidate (time given shall in no case be less than 15 days): **October, 2020**
- Last date for closing of admission: **October, 2020**
- Starting of the Academic session: **Nov, 2020**
- The policy of refund of the fee, in case of withdrawal, shall be clearly notified: **Admissions Policy 2019**

12. ADMISSION CRITERIA & WEIGHTAGES:

Marks assigned for Various components

| Components | Weights & Marks | | % |
|---|---------------------|-------|----|
| MAT/TANCET SCORE | 35% of actual score | | 35 |
| Group Discussion | 20 | | 20 |
| Personal Interview | 25 | | 20 |
| Academics (10 Marks) | | | |
| | | >75 | |
| Std X | | 5 | |
| Std XII | | 5 | |
| Engineering graduates with no arrears | | 10 | |
| Engineering graduates with arrears (Max of 2 arrears) | | 0 | |
| Graduate-arts & science without arrears | | 10 | 20 |
| | | | |
| Work Exp (10 Marks) | Duration | Marks | |

| | | | |
|--|--|---|---|
| | Above12months (13months-24 months) | 2 | |
| | Above24months | 5 | 5 |

Total

100

MENTIONTHEMINIMUM LEVELOFACCEPTANCE,IFANY:

| TANCET | General |
|---------------|----------------|
| Highest | BasedonCut-off |
| Lowest | BasedonCut-off |

| MAT | General |
|------------|----------------|
| Highest | BasedonCut-off |
| Lowest | BasedonCut-off |

13. RESULTSOFADMISSIONUNDER MANAGEMENTSEATS/VACANTSEATS:

Listofcandidateswithdrawnfromtheprogram

| SNO | ApplicantName | App.No |
|------------|----------------------|----------------|
| 1 | EP05-0149 | S.MALINIPRIYA |
| 2 | EP05-10169 | VIGNESHWARAN.A |

| | | |
|---|------------|------------|
| 3 | EP05-11930 | GUNSEKARAN |
| 4 | EP05- | THENMOZHI |

COMPOSITION OF SELECTION TEAM FOR ADMISSION UNDER MANAGEMENT QUOTA:

| | | |
|----|----------------------|---------------------|
| 1. | DR.U.AMALESHWARI | DIRECTOR |
| 2. | MS.R.JEEVITHA | ADMISSION IN CHARGE |
| 3. | MS.DE.VIJAYADEEPIKA | ADMISSION IN CHARGE |
| 4. | ALL DEPARTMENT STAFF | SUBJECT EXPERTS |

Waiting list of the candidate in order of merit to be operative from the last date of joining of the first list candidate: 2020-21

LIST OF THE CANDIDATE WHO JOINED WITHIN THE DATE, VACANCY POSITION IN EACH CATEGORY BEFORE OPERATION OF WAITING LIST:

Consolidated information of candidates joined from the Selection & Waiting list in the merit order (Open Quota).

| Selection List | | No of candidates joined | Score (Merit wise list) | | Admit Letter date - Mail |
|----------------|----------|-------------------------|-------------------------|-------------|--------------------------|
| | | | Highest Score | Least Score | |
| MAT | 1 to 42 | 42 | | | 1-10-2019 |
| TANCET | 43 TO 60 | 18 | | | |

14. INFORMATION OF INFRASTRUCTURE & OTHER RESOURCES AVAILABLE:

| Rooms | No. | Size |
|--------------------------|--|---------------------------|
| Class Rooms: | 2 | Seating capacity: 40-60 |
| Tutorial Rooms: | 1 | Seating capacity: 40-60 |
| Laboratories: | 2 | Seating capacity: 120-140 |
| Drawing Halls: | 1. Computer Lab 2. Language Lab 3. Library | |
| Computer Centres: | N | |
| | A | |

| | |
|---|-----|
| CentralExaminationFacility: | - |
| BarrierFree BuiltEnvironmentfordisabledandelderly persons: | Yes |
| OccupancyCertificate: | Yes |
| FireandSafetyCertificate: | Yes |
| HostelFacilities: | Yes |

a) LIBRARY:

| | |
|--|-------|
| No.ofTitles: | 1890 |
| No.ofVolumes: | 13980 |
| No.ofOnlineNationalJournals: | 38 |
| No.ofOnlineInternationalJournals: | 15 |
| E-Libraryfacilities: | 4100 |
| | 500 |
| | Yes |

b) LABORATORY&WORKSHOP:

NA

c) COMPUTINGFACILITIES:

| | |
|---|--|
| InternetBandwidth: | 50MBPS |
| No.andconfigurationofSystem: | Inteli3,Intel i7desktops,Windows10 pro(Lenovo) |
| Totalno.of systemconnectedbyLAN: | 60 |
| Totalno.of systemconnectedbyWAN: | - |
| Majorsoftwarepackagesavailable: | 1. SPSS 2. RStudio 3. OfficeSuite |
| Specialpurposefacilitiesavailable: | ForLivemeetings,interviews&discussions: 1.GoogleMeeting |

d) INNOVATIONCELL:

DDGDVCSOMwithaviewtopromotingentrepreneurshiphasstartedan IncubationCentre-IGNITE - which is an open inclusive innovation startup. The Centre provides space and mentorshipfor startups. The emphasis is on promoting enterprises with participation of innovators,entrepreneurs, students, faculty, andalumni.Participantshereshallideate,iterateandidentify viable solutions (products / services), experiment with inclusive business models,find investments and explore scaling up options.As a means of bringing together socialresponsibility and entrepreneurship in a new-age world. It works towards promoting socialentrepreneurship.

• CLUBS

Thestudentsaresplitintodifferentclubswithrespecttotheirspecializationandconductvariousactivities accordingly. Theclubsareas follows.

DALAL STREET

Finance Club of DDGDVCSOM, popularly known as Dalal Street, is a student driven initiative that provides a perfect platform for students to hone the skills required to make their mark in the Financial Sector. The mission of the club is to provide value addition to each and every member of the club by continuously providing an environment where learning and its practical application flourishes. The activities of club are molded in such a way that participants get updated with current happenings of financial world, nuances of investment and financial markets and can evaluate or identify current career opportunities in this sector.

KOTLER CLUB

Kotler's, the marketing club of DDGDVCSOM, endeavors to provide an opportunity to strengthen the marketing concept as well as promote innovative marketing thoughts and ideas through discussion of concepts and cases, quizzes, etc. Through a variety of events such as case discussions, role-play, ad contests, brand equity quizzes, brand crosswords and talks by marketing gurus, it promotes student's interest in the field of marketing. The idea of Kotler's Club is to look beyond the books and to extend this by organizing field trips and workshops on untouched areas by top industry professionals to get insights into the exciting and dynamic world of marketing.

VOYAGERS CLUB

The Voyagers Club in the DDGDVCSOM is a student initiative to promote Operations, Supply Chain, Operations Research and Manufacturing Studies and activities allied to these areas. The club was formed with intent to promote operational studies and cherish its application of the various theoretical aspects that are taught in classroom lectures.

360 DEGREE CLUB

The 360 Degree Club intriguing aspect is the interaction it provides between the students, Faculty and the research members of the department. The Club aspires to provide avenues of interaction for students, faculty, alumni and professionals through activities designed to increase and develop the understanding of the profession of Information technology and Management Consulting. A student-led initiative with a mission to provide exposure to emerging trends of technology, gain acquaintance with contemporary issues in strategic management and fostering discussions on the same and update students with the latest thoughts and ideas in the industry.

STUDENT ENTREPRENEUR DEVELOPMENT CELL

DDGDVCSOM encourages students to show case their entrepreneurial skills by hosting Carnival show, where the students invest, market their products, prepare financial structure, utilize Human Resource and Infrastructure and generate profit. Through Managers have the ability to survive in

this Competitive Environment; DDGDVCSOM encourages each individual to stand by on their own, which is the need of this hour for Indian Economy.

e) SOCIAL MEDIA CELL:

“DDGDVCSOM SNAPSHOT”

DDGDVCSOM Committee manages the official Social media sites of the institution, like YouTube, Facebook, and LinkedIn. Twitter, etc., which play a crucial role in representing DDGDVCSOM and its Events. The committee faces the queries from outside with transparency and accuracy.

The PR committee of DDGDVCSOM, connects the eager young minds of tomorrow from various

B schools and multiple business environments to join hands for the future realm. It encourages budding managers of DDGDVCSOM to explore the opportunities by providing enormous support and motivation. The Activities and Events organized and conducted by DDGDVCSOM are promoted through the PR committee of DDGDVCSOM.

By helping people to achieve their dreams, the Admissions and PR committee of LIBA accomplishes its primary purpose.

f) LIST OF FACILITIES AVAILABLE:

| | |
|---|-----|
| Games and Sports Facilities: | Yes |
| Extra-Curricular Activities: | Yes |
| Soft Skill Development Facilities: | Yes |

g) TEACHING LEARNING PROCESS:

- It aims to develop a number of qualities in students. These areas follow:

Group & Self-Learning.

This is a very effective means towards preparing professionals who are proactive in seeking and acquiring knowledge rather than having it imparted only in the classroom. Free exchange of ideas among the group members through discussions and presentations not only leverages on time and effort but also enhances teaching and communication skills. Aptitude is developed for self-study and use of web resources and data banks to foster life-long learning. Problem Solving Exercises, Problem solving is an integral part of the teaching-learning process. Lectures emphasize this aspect through carefully set, open-ended design problems. Students are organized in small groups where an opportunity is provided to do problem solving, engage in design exercises, and perform information search and processing.

Sustained Disciplined Work.

The ability to put in sustained and disciplined hard work over a sufficient length of time is one of the key factors to success in professional life. A typical semester is designed in an intensive and a modular fashion with an emphasis on regular and continuous work.

Flexibility in Pace of Learning.

The evaluation system makes special provision for different paces of learning for different students.

Yet, it attempts to inculcate respect for deadlines. Thus, while specifying a time limit within which tutorial/practical work must be completed, there is scope to submit such work beyond the deadline.

However, there will be a small penalty for late submission. The faculty will notify of the penalty for late submission for each tutorial/practical session and also the time up to which late submissions will be accepted.

Design Orientation.

The curriculum is structured so that basic implementation skills and design skills are interwoven together. Thus, for example, a student of Programming Systems learns not only how to program but also how to design programs (The teaching-learning process structures a course in the two levels of implementation and design).

Quality Consciousness.

Students should be aware of the importance of continuous improvement, building zero-defect product and doing quality work. All courses will emphasize on quality as an integral part of teaching. Students will be taught how to test and certify their laboratory work and how to evaluate the worth of theoretical results.

Co-operative Working.

Given the complexity of technological problems of today, large teams work together to provide solutions. Thus, it is very important to learn group dynamics and to work in teams. Through cooperative work wherever possible, the Institute will encourage students to learn to select good teams, resolve leadership and group issues and in general, to make effective groups.

i. CURRICULA AND SYLLABUS:

ii. ACADEMIC CALENDAR:

BATCH 2020–2022–I SEM–NOV 2019–JAN 2020

| DAY/HOUR | 9–10AM | 10–11AM | 11–12PM | BREAK 15 MINS | 12.15–1.15PM | LUNCH BREAK 30 MINS | 1.45–2.45PM | 2.45–3.45PM |
|----------|-------------------|---------|-----------|---------------|--------------|---------------------|---------------|---------------|
| DAY I | PRES A/C–RJ | OB–KRK | STATS–RL | | LEGAL–DVD | | IBM–SAS | ECO–VRN |
| DAY II | PRES LEGAL–DVD | A/C–RJ | OB–UA | | STATS–RL | | ED–TKP | IBM–SAS |
| DAY III | PRES IBM–SAS | OB–KRK | A/C–RJ | | ECO–VRN | | STATS–RL | ED–TKP |
| DAY IV | PRES STATS–RL | OB–KRK | LEGAL–DVD | | ED–TKP | | IBM–SAS | LEGAL–DVD |
| DAY V | PRES OB–UA | A/C–RJ | LEGAL–DVD | | ED–TKP | | GUEST LECTURE | GUEST LECTURE |
| DAY VI | PRES ED–TKP | IBM–SAS | A/C–RJ | | ECO–VRN | | ECO–VRN | STATS–RL |

| COURSE CODE | COURSE TITLE | STAFF-IN-CHARGE |
|-------------|--|----------------------------------|
| MBA –101 | MANAGEMENT PROCESS AND ORGANISATIONAL BEHAVIOUR (OB) | DR.U.AMALESHWARI/DR.K.R.KOLAMMAL |
| MBA –102 | STATISTICS FOR MANAGEMENT (STATS) | MS.R.LOGESHWARI |
| MBA –103 | ECONOMICS FOR MANAGERS (ECONOMICS) | MS.V.R.NANTHIGA |
| MBA –104 | ACCOUNTING FOR MANAGERS (A/C) | MS.R.JEEVITHA |
| MBA –105 | LEGAL SYSTEMS IN BUSINESS (LEGAL) | MS.DE.VIJAYADEEPIKA |
| MBA –106 | INTERNATIONAL BUSINESS MANAGEMENT (IBM) | MS.S.ANCYSTEPHENO |
| MBA –107 | ENTREPRENEURSHIP (ED) | MR.T.K.PRASAD |
| MBA-S-101 | SOFT SKILLS-I–ADVANCED COMPUTING SKILLS | MS.THENMOZHI |

BATCH2019–2021–IIISEM–NOV2019–JAN2019

| DAY/HOUR | 9–10AM | 10–11 AM | 11–12PM | BREAK15MINS | 12.15–1.15PM | LUNCHBREAK30MINS | 1.45–2.45PM | 2.45–3.45 PM |
|----------|--------------------------------|-----------------------|-----------------------|-------------|-----------------------|------------------|----------------------|---------------------|
| DAYI | STRG. MGMT.U A | TQM SAS | MBFS KRK | | HR/ SCMTKP/ DVD | | INVT. MGMT RJ | MKTG DVD |
| DAYII | TQM/I NVEST. MGMT SAS | STRG.M GMT.KR K | HR/ SCMTKP/ DVD | | MKTGVR N | | HR/ SCMSAS /RJ | MBFS KRK |
| DAYIII | HR/ MKTGV RN | HR/ SCMSA S/RJ | INVT. MGMT RJ | | HR/ SCMTKP/ DVD | | MBFSKR K | INVT. MGMT RJ |
| DAYIV | SCM/MKTG SAS/RJ | TQM SAS | MKTG DVD | | HR/SCM SAS/RJ | | MBFS KRK | HR/SCM TKP/DVD |
| DAYV | HR TKP | MKTG VRN | INVT. MGMT RJ | | STRG. MGMT.K RK | | GUESTLECTURE | GUESTL ECTURE |
| DAYVI | MBFS/ SCMKR K | MKTG DVD | TQM SAS | | HR/ SCMSA S/RJ | | MKTGVR N | MKTG DVD |

| COURSECODE | COURSE TITLE | STAFF–IN-CHARGE |
|------------|--|--------------------------------------|
| MBA- 301 | STRATEGICMANAGEMENT(STRG.MGMT) | DR.U.AMALESHWARI/DR.K. R.KOLAMMAL |
| MBA –302 | TOTALQUALITYMANAGEMENT(TQM) | MS.S.ANCYSTEPHENO |
| FIN–301 | INVESTMENTMANAGEMENT(INVT.MGMT) | MS.R.JEEVITHA |
| FIN–303 | MERCHANTBANKINGANDFINANCIALSERVICES(MBFS) | DR.K.R.KOLAMMAL |
| MKT–301 | SERVICEMARKETING | DR.U.AMALESHWARI/MS.V.R. NANTHIGA |
| MKT–302 | SALESANDDISTRIBUTIONMANAGEMENT | MS.DE.VIJAYADEEPIKA |
| SCM –301 | INTEGRATEDSUPPLYCHAINMANAGEMENT | MS.DE.VIJAYADEEPIKA |
| SCM –302 | PURCHASINGMANAGEMENT | MS.R.JEEVITHA |
| HR– 301 | STRATEGICHUMANRESOURCEMANAGEMENTANDD EVELOPMENT | MR.T.K.PRASAD |
| HR-302 | LABOURLEGISLATION | MS.S.ANCYSTEPHENO |

BATCH2020–2022–IISEM–FEB2020–MAY2020

| | | | | | | | | |
|------------|--------------|---|----------|-------------|---------------|---------------------------------|---------------|--------------|
| DAY/HOUR | 9–10AM | 10–11AM | 11–12PM | BREAK15MINS | 12.15–1.15 PM | LUNCHBREAK30MINS | 1.45 – 2.45PM | 2.45–3.45 PM |
| DAYI | PRES HR-SAS | RM-RJ | OM-DVD | | FM-KRK | | MIS-TKP | RMT- VRN |
| DAYII | PRES FM-KRK | MM-RL | RMT- VRN | | RM-RJ | | OM-DVD | HR-SAS |
| DAYIII | PRES MM-RL | FM-KRK | RMT- VRN | | OM-DVD | | HR-SAS | MIS-TKP |
| DAYIV | PRES OM-DVD | RMT- VRN | FM-KRK | | MM-RL | | MIS-TKP | RM-RJ |
| DAYV | PRES RM-RJ | MM-RL | HR-SAS | | MIS-TKP | | GUESTLECTURE | |
| DAYVI | PRES MIS-TKP | HR-SAS | RM-UA | | MM-RL | | FM-KRK | OM-DVD |
| COURSECODE | | COURSEITITLE | | | | STAFF–IN-CHARGE | | |
| MBA– 201 | | HUMANRESOURCEMANAGEMENT(HRM) | | | | MS.S.ANCYSTEPHENO | | |
| MBA– 202 | | RESOURCEMANAGEMENTTECHNIQUES(RMT) | | | | MS.V.R.NANTHIGA | | |
| MBA– 203 | | OPERATIONSMANAGEMENT(OM) | | | | MS.D.VIJAYADEEPIKA | | |
| MBA–204 | | FINANCIALMANAGEMENT(FM) | | | | DR.K.R.KOLAMMAL | | |
| MBA– 205 | | RESEARCHMETHODOLOGY(RM) | | | | DR.U.AMALESHWARI/MS.R.JE EVITHA | | |
| MBA– 206 | | MANAGEMENTINFORMATIONSYSTEM(MIS) | | | | MR.T.K.PRASAD | | |
| MBA– 207 | | MARKETINGMANAGEMENT | | | | MS.R.LOGESHWARI | | |
| MBA-S-201 | | SOFTSKILLSII-ADVANCEDLANGUAGE&PRESENTATION SKILLS | | | | MR.PRAVINPRABHU–ENGLISH DEPT | | |
| MBA-299 | | INTERNSHIP | | | | RESPECTIVEMENTORS | | |

BATCH2019–2021–IVSEM–FEB2020 –MAY2020

| | | | | | | | | |
|--------------|------------------|--|--------------------|-------------|---------------------|--|--------------------|-------------|
| DAY/ HOUR | 9–10AM | 10–11AM | 11–12PM | BREAK15MINS | 12.15– 1.15PM | LUNCHBREAK30MINS | 1.45–2.45PM | 2.45–3.45PM |
| DAYI | PRES DER-RJ | TKP/DVD | RET-DVD | | HR/SCM- KRK/RJ | | RMAI-SAS | PROJECT |
| DAYII | PRES IMC-UA | RET-DVD | RMAI-SAS | | DER-RJ | | HR/SCM-KRK /RJ | PROJECT |
| DAYIII | PRES TKP/DVD | HR/SCM-KRK /RJ | RET-DVD | | RMAI- SAS | | DER-RJ | PROJECT |
| DAYIV | PRES KRK | DER-RJ | IMC-UA | | HR/SCM - TKP/DVD | | HR/SCM-KRK /RJ | PROJECT |
| DAYV | PRES RET-DVD | RMAI-SAS | HR/SCM- TKP/DVD | | IMC-UA | | GUESTLECTURE | |
| DAYVI | PRES RMAI-SAS | IMC-UA | DER-RJ | | RET-DVD | | HR/SCM- TKP/DVD | PROJECT |
| COURSECODE | | COURSETITLE | | | | STAFF–IN-CHARGE | | |
| FIN–401 | | FINANCIALDERIVATIVES | | | | MS.R.JEEVITHA | | |
| FIN–402 | | RISKMANAGEMENTANDINSURANCE | | | | MS.S.ANCYSTEPHENO | | |
| MKT–401 | | INTEGRATEDMARKETINGCOMMUNICATION | | | | DR.U.AMALESHWARI /MS. V.R.NANTHIGA | | |
| MKT–402 | | RETAILMANAGEMENT | | | | MS.R.LOGESHWARI/MS.D.V IJAYADEEPKIA | | |
| SCM–401 | | INTERNATIONALLOGISTICS&MANAGEMENTOFGLOBAL SUPPLYCHAIN | | | | MS.D.VIJAYADEEPKIA | | |
| SCM–402 | | TRANSPORTATIONANDWAREHOUSINGMANAGEMENT | | | | MS.R.LOGESHWARI | | |
| HR–401 | | STRATEGICHUMANRESOURCEMANAGEMENTANDD EVELOPMENT | | | | MR.T.K.PRASAD | | |
| HR-403 | | LEADERSHIPANDORGANSATIONALEFFECTIVENESS | | | | DR.K.R.KOLAMMAL | | |
| MBA-499 | | PROJECT | | | | RESPECTIVEGUIDES | | |

15. ENROLLMENTOFSTUDENTSINTHELAST3YEARS:

| S.No. | NameofProgramme | Year | No.ofSeats Sanctioned | No.of Students Admitted | No.of Applications Received |
|-------|-----------------|---------|--------------------------|-------------------------------|-----------------------------------|
| 1 | FullTimeMBA | 2019-20 | 60 | 60 | 423 |
| | | 2018-19 | 60 | 60 | 376 |
| | | 2017-18 | 60 | 60 | 224 |

a) INDUSTRY LINKAGE: IIP (Industry Interaction Program)

- An important strength of DDGDVCSOM is its strong interface with the industry. It is a member of various industry associations. DDGDVCSOM has always worked towards understanding the needs of the industry and the corporates.
- The MBA full-time programme follows the Semester pattern; the curriculum is updated regularly with input from the alumni and the corporates to make it relevant to the rapidly changing needs of the industry. The programme includes industry visits to experience the real world besides the mandatory 2 internships lasting 4 weeks and Project for 6 to 8 weeks. Their outstanding qualifications, long exposure to industry and rich experience in executive functions substantially contribute to shape competent managers.
- Companies coming in for placements provide feedback on the quality of the students and programmes which help to revise/update the curriculum, to suit the needs of the industry.
- The Centre of Excellence also serves as bridges to connect industry with academia by involving students in projects and internships.
- Most of our Alumni are in top senior leadership positions. They are part of our panels during student Admissions and regularly return for Placement. They also contribute to DDGDVCSOM as visiting faculty.
- Experts from the industry are regularly invited for guest lectures. DDGDVCSOM organizes various conferences in order to get the students involved in serious discussions and issues of current relevance in the corporate world.
- In 2019-20, as part of the Symphony Management Club Initiative seminars and other annual conferences like Confluence, TARANG-HR Congress, E-Week, Symposium, Business Summit and Budget Analysis, about 57 eminent personalities - business leaders, entrepreneurs and academicians addressed the students.

b) MOU'S WITH INDUSTRY:

Refer Annexure:3

16. LOA & SUBSEQUENT EO ATILL THE CURRENT ACADEMIC YEAR:

Refer link:

<https://drive.google.com/file/d/1JIYqIWhmOCLosb5iVweQVtHuwNpitcqT/view?usp=sharing>

17. ACCOUNTED & AUDITED STATEMENT FOR THE LAST THREE YEARS:

Refer link:

<https://drive.google.com/file/d/1qxxmJbtc4tZ9z7Ee-Ba2uBP24Aya3arb/view?usp=sharing>

18. BEST PRACTICES:

➤ **International Immersion:**

The overseas Summer School under International Immersion Programme gave a wide range of exposure on overseas education. Students also gained an immense experience of diversified culture and got a scope to meet students worldwide to share their Knowledge, Potential

&

Caliber. In order to give an international perspective to students, DDGDVCSOM has collaborative arrangements with reputed universities of Russia – **Synergy University** and Malaysia – **University of Nottingham** for student exchange, faculty exchange and research collaboration.

➤ **Industry Interface:**

An important strength of DDGDVCSOM is its strong interface with the industry and the brand value of 'DGVC'; it is a member of various industry associations. DDGDVCSOM has always worked towards understanding the needs of the industry and the corporates.

DDGDVCSOM is indeed fortunate to have a close collaboration with various business organizations. It takes full advantage of the corporate connections for employment and career support. It has constant interaction with industry and commerce associations such as

Memberships:

1. Madras Management Association (MMA)
2. Indian Society for Training and Development (ISTD)
3. International Skill Development Corporation (ISDC)
4. Chartered Institute of Management Accountants (CIMA)
5. Indian Institute of Materials Management (IIMM)
6. National HRD (NHRD)

In 2020-21, as part of Symphony Management Club Initiatives seminars about 26 eminent personalities- business leaders, entrepreneurs and academicians addressed the students. The other annual conferences where industry leaders were invited to share their thoughts and experiences include – Confluence (Conference), Symposium, HR Congress – TARANG, Ignite – Incubation Centre – EDcell

➤ **100% Placements:**

Placements play a key role in improving student satisfaction in general, and in aiding healthy retention. DDGDVCSOM has an enviable record of securing 100% placements since the inception of full-time MBA program.

➤ **Distinguished Alumni:**

DDGDVCSOM is proud of its students who have done very well in all spheres of business and have grown to become prominent citizens of the society. Few of our distinguished alumni are:

1. Dr.U.AMALESHWARI,Director,SchoolofManagement,DDGD VaishnavCollege.
2. Mr.MADHUCHANDER.S,AssociateManager,Scalenetworkspeoplesolutions.
3. Mr.RAJKUMAR.P,MarketingManager,nialnc
4. Mr.CHIRAAGASHOKBHATT,MarketingManager,Voltas
5. Mr.BALAJIKRISHNAMURTHY,Manager-Analytics,EmiratesNBDBank,Dubai.
6. Mr.GOPISELVAN,Manager-BusinessDevelopment,FirstTechSolution, NewJersey,USA
7. Jsohua Madhan

DDGDVCSOM alumni are spread all over the world. They are heading multinational companies,Banks in various domains. Most of the Alumni are in top senior leadership positions. They areactively involved in student selection, course revision, guest lectures and placements. Manyreturn to the campus as visiting faculty. The Alumni take part in the DDGDVCSOM Alumni ChapterorganizedonceinayearbytheDepartment.

➤ **ContributiontotheCommunity:**

DDGDVCSOMaimstodevelopacultureofphilanthropythatshiftsthewayitsmembersinvestthemselves and engage with the broader community. We have been involved in various activitiesto give back to the society. DDGDVCSOM organizes and also participate in Kiddathon and Marathon forsocial cause and also conducted several activities for Girl Child by the name “SAKTHI”.Educatinggirl child against Sexual harassment, celebrating Women Equality Week, Plantation with SEED BALLandmany more.

➤ **FacultyEnrichment:**

DDGDVCSOM’s main strength is its well qualified, richly experienced and technically competent facultymembers most of whom have corporate experience.All the full-time faculty have a Ph.D. andalmostallofthemhaveacombofbothteachingandindustryexperience.

➤ **Library:**

DDGDVCSOM’s library is known as one of the best of its kind with over 14000 books on Management,hundredsofJournals,Magazines, periodicals,ande-resources.

NBA ACCREDITATION STATUS

1. NAME OF THE PROGRAMME – MASTER IN BUSINESS ADMINISTRATION

- LIST OF PROGRAMMES – ONE
- COURSES ACCREDITED - NIL

2. APPLIED FOR ACCREDITATION

- APPLIED BUT VISIT NOT HAPPENED

3. LIST OF PROGRAMMES – ONE

NAAC ACCREDITATION STATUS

1. A - Grade
2. APPLIED FOR RE – ACCREDITATION – VISIT NOT HAPPENED