

AICTE Mandatory Disclosure

Updated on January,2020

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, Gokul Bagh, E.V.R.Salai
Village:	Nungambakkam
Taluk:	Chennai
District/State:	Tamil Nadu
Pin Code:	600106

3. NAME & ADDRESS OF THE DIRECTOR:

Name:	Dr. U.Amaleshwari		
Address:	No. 833, Gokul Bagh, E.V.R.Salai, Arumbakka, Chennai 106, Tamil Nadu, India		
E-Mail:	DGSOMdirector@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 Harikrishna Jhaver (Demised on 22/9/2019)	Chairperson
2	Shri. Ashok Kumar Mundhra	Secretary
3	Shri. Ashok Kedia	Member
4	Shri. Manoj Kumar Sonthalia	Member
5	Shri. Govind Das Purushotham Das	Member
6	Dr. T.Santhanam	Member
7	Mr. S.Seshadrinathan	Member
8	Dr. LalithaBalakrishnan	Educationist
9	Dr. Jayshree Menon Kurup	UGC - Nominee
10	Dr. R.Ravanan	Tamilnadu State Government Nominee (RJD)
11	Dr. S. Ramanathan	University of Madras Nominee
12	Capt. Dr. S.Santhosh Baboo	Principal & Ex- Officio Member
13	Dr.G.Geetha	CoE, Ex- Officio Member

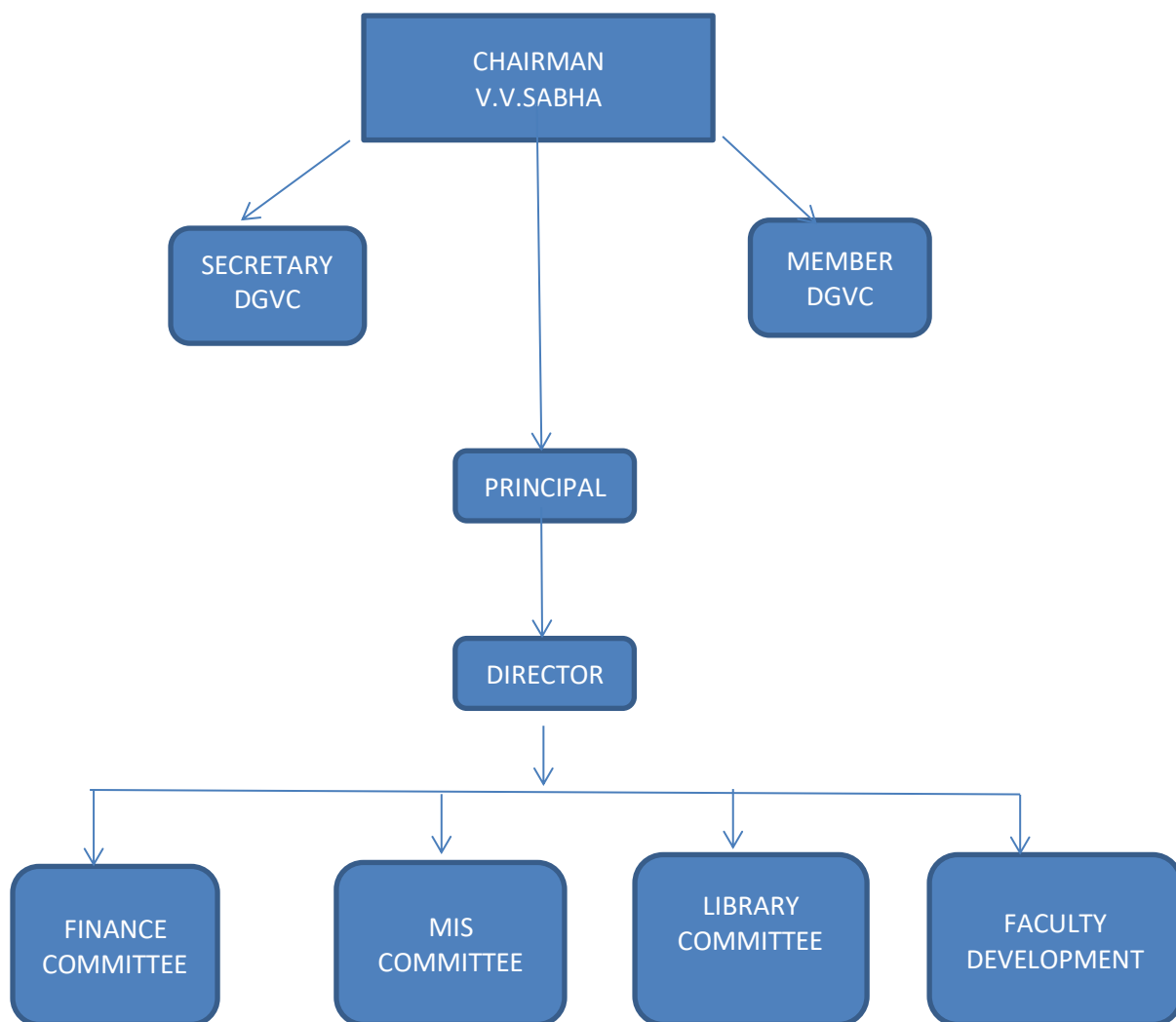
b) ACADEMIC ADVISORY BODY:

S. No	Name	Designation	Affiliation/Position
1	Capt. Dr. S.Santhosh Baboo	Chairman	Principal, D.G.Vaishnav College
2	Dr. T.S.Prema	Member Secretary	Head Department of Economics, DGVC
3	Dr. S. Kuppusamy	University of Madras Nominee	Department of Bio - Technology
4	Dr. Manivasakan	University of Madras Nominee	Prof & Director, UGC-Center for South & Southeast Asian Studies, University of Madras
5	Dr. N. Rajeswara Rao	University of Madras Nominee	Professor, Department of Applied Geology, University of Madras

c) FREQUENCY OF THE MEETINGS:

S. No.	Body	Frequency
1	Governing Council	Quarterly
2	Academic Council	Twice a month

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 updation required in each subject with the faculties of each domain area, and all subjects are thoroughly reviewed. Addition of the required content or updation 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 application suited to Indian environment - **"Excellence through Education"**

Vision

To emerge as a centre par 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 as in formation but makes our life in harmony with all existence"- Rabindranath Tagore.

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

- Centers of excellence that caters 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 DGSOM'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

DGSOM 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.

DGSOM 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 DGSOM 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 DGSOM.
- 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

DGSOM 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

- **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 Domains 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 aims 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:

DGSOM 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, DGSOM 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.Radha Krishnan Associate Professor
	2	Dr. K.R.Kolammal Associate Professor
	3	Mr. T.K.Prasad Asst. Professor
	4	Ms. V.R.Nanthiga Asst. Professor
	5	Ms. S.Ancy Stepheno Asst. Professor
	6	Ms. R.Jeevitha Asst. Professor
	7	Ms.DE.Vijaya Deepika Asst. Professor
	8	Ms. R.Logeshwari Asst. Professor
	9	Ms. Vasugi (Attendar) Non-Teaching Staff
	10	Mr. Hariharan (2 nd year student)
	11	Ms. RakhiNayak(1st 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 Tamilnadu 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	
Members:	1.	Ms. R.Jeevitha Asst. Professor
	2.	Ms.DE.Vijaya Deepika Asst. Professor

n) INTERNAL QUALITY ASSURANCE CEL

IQAC		
Chairperson:	Dr.U.Amaleshwari Director	
Members:	1	Dr. K.R.Kolammal Associate Professor
	2	Mr. T.K.Prasad Asst. Professor
	3	Ms. V.R.Nanithga Asst. Professor
	4	Ms. R.Jeevitha Asst. Professor

6. PROGRAMMES:

Name of the programme approved:	MBA (FULL TIME)			
Accreditation:	AICTE			
No. of seats:	60			
Duration:	2 years			
Cut off marks:		2018	2019	2020
		MAT		
	General	Base d on Cut- off	Ba se d on Cu t- off	Base d on Cut- off
		TANCET		
	General			
Placement facilities:	Yes			
Campus placement salary:	2018-19	2019-20	2020-21	
Minimum Salary:	3.5 LPA	3.5 LPA	4 LPA	
Maximum Salary:	6.5 LPA	6.5 LPA	6.8 LPA	

Average Salary:	4.5 LPA	4.5 LPA	4.5 LPA
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7. FACULTY:

a) PERMANENT FACULTY:

S. No.	Name	Qualifications	Designation	Course Area
1.	Dr.U.Amaleshwari Director	MBA, M.PHIL, PH.D, NET, SET	Professor & Director	Marketing & Finance
2.	Dr. K.Radha Krishnan		Associate Professor	
3.	Dr. K.R.Kolammal	B.A(C.S.), MBA, M.PHIL, PH.D , NET	Associate Professor	Finance & Human Resource
4.	Mr. T.K.Prasad	M.Sc, MBA, M.Phil, DCIM, (PH.D)	Assistant Professor	Systems
5.	Ms. V.R.Nanthiga	B.E., MBA, NET	Assistant Professor	Finance & Systems
6.	Ms. S.Ancy Stepheno	B.E, MBA, NET, SET	Assistant Professor	Finance & Human Resource
7.	Ms. R.Jeevitha	MBA., CMA(I)., SLET(Management)	Assistant Professor	Finance & Marketing
8.	Ms. DE.Vijaya Deepika	MBA, M.A., NET (Ph.D)	Assistant Professor	Finance & Human Resource
9.	Ms. R.Logeshwari	MBA, M.PHIL, SET	Assistant Professor	Marketing & Human Resource

b) ADJUNCT FACULTY:

S.No.	Name	Qualification	Designation
1	Mr. R.Shyam Prasad	MBA, ACMA(UK), CGMA (UK), ACCA (UK), ICMA(INTER), CFA L1, NET	SUBJECT EXPERT - ISDC

2	Mr. CMA. John. D. Nevin	M.COM, FCMA, CFM	CIMA SUBJECT EXPERT - ISDC
3	Mr. Sudeesh Sharma	CIMA	CIMA SUBJECT EXPERT - ISDC
4	MR. Karthikeyan Dhandapani	B.E. – DATA SCIENTIST	IOA - ISDC
5	MR. Kshitji Upadhyay	B. TECH, MBA	IOA – ISDC
6	Mr. Sudaram	B.SC, MBA	EXECUTIVE DIRECTOR OF M/S SUPER AUTO FORGE
7	MR. N. Swayambu	B.E.	IMMEDIATE PAST CHAIRMAN – II MM , SCM CONSULTANT
8	Mr. V.Ramachandran	MBA	DIRECTOR, MANAGEMENT AND TECHNOLOGY SERVICE, 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 OFFEE:

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 facilitate 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. ADMISSIONPROCEDURE:

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(timegivenshallinnocasebelessthan15days): **October, 2020**
- Last date for closing of admission: **October, 2020**
- Starting of the Academic session: **Nov, 2020**
- Thepolicyofrefundofthefee,incaseofwithdrawal,shallbeclearlynotified:**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	

	Above 12 months (13months - 24 months)	2	
	Above 24 months	5	5

Total

100

MENTION THE MINIMUM LEVEL OF ACCEPTANCE, IF ANY:

TANCET	General
Highest	Based on Cut-off
Lowest	Based on Cut-off

MAT	General
Highest	Based on Cut-off
Lowest	Based on Cut-off

13.RESULTS OF ADMISSION UNDER MANAGEMENT SEATS/VACANT SEATS:

List of candidates withdrawn from the program

SNO	Applicant Name	App.No
1	EP05-0149	S.MALINI PRIYA
2	EP05 - 10169	VIGNESHWARAN. A

3	EP05 - 11930	GUNSEKARAN
4	EP05 -	THENMOZHI

COMPOSITION OF SELECTION TEAM FOR ADMISSION UNDER MANAGEMENT QUOTA:

S. No	Name	Designation
1.	DR. U. AMALESHWARI	DIRECTOR
2.	MS. R.JEEVITHA	ADMISSION INCHARGE
3.	MS. DE. VIJAYA DEEPIKA	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	

Central Examination Facility:	-
Barrier Free Built Environment for disabled and elderly persons:	Yes
Occupancy Certificate:	Yes
Fire and Safety Certificate:	Yes
Hostel Facilities:	Yes

a) LIBRARY:

No. of Titles:	1890
No. of Volumes:	13980
No. of Online National Journals:	38
No. of Online International Journals:	15
E-Library facilities:	4100
	500
	Yes

b) LABORATORY & WORKSHOP:

NA

c) COMPUTING FACILITIES:

Internet Bandwidth:	50 MBPS
No. and configuration of System:	Intel i3, Intel i7 desktops , Windows 10 pro(Lenovo)
Total no. of system connected by LAN:	60
Total no. of system connected by WAN:	-
Major software packages available:	1. SPSS 2. R Studio 3. Office Suite
Special purpose facilities available:	For Live meetings, interviews & discussions: 1. Google Meeting

d) INNOVATION CELL:

DGSOM with a view to promoting entrepreneurship has started an Incubation Centre-IGNITE - which is an open inclusive innovation startup. The Centre provides space and mentorship for startups. The emphasis is on promoting enterprises with participation of innovators, entrepreneurs, students, faculty, and alumni. Participants here shall ideate, iterate and identify viable solutions (products / services), experiment with inclusive business models, find investments and explore scaling up options. As a means of bringing together social responsibility and entrepreneurship in a new-age world. It works towards promoting social entrepreneurship.

- **CLUBS**

The students are split into different clubs with respect to their specialization and conduct various activities accordingly. The clubs are as follows.

DALAL STREET

Finance Club of DGSOM, 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 gets updated with current happenings of financial world, nuances of investment and financial markets and can evaluate or identify current career opportunities in this sector.

KOTLERS CLUB

Kotler's, the marketing club of DGSOM, endeavors to provide an opportunity to strengthen the marketing concept as well as promote innovative marketing thoughts and ideas through discussions 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 DGSOM 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 applications 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.

STUDOPRENEUR DEVELOPMENT CELL

DGSOM encourages students to show case their entrepreneurial skills by hosting Carnival show, where the students invest, market their products, prepares financial structure, utilize Human Resource and Infra structure and generates profit. Through Managers have the ability to survive in

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

e) SOCIAL MEDIA CELL:

“DGDGSOM SNAPSHOTS”

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

The PR committee of DGSOM, 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 DGSOM to explore the opportunities by providing enormous support and motivation. The Activities and Events organized and conducted by DGSOM are promoted through the PR committee of DGSOM.

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 are as follows:

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 a 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 – 10 AM	10 – 11 AM	11 – 12 PM	BREAK 15 MINS	12.15 – 1.15 PM	LUNCH BREAK 30 MINS	1.45 – 2.45 PM	2.45 – 3.45 PM
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.VIJAYA DEEPIKA
MBA – 106	INTERNATIONAL BUSINESS MANAGEMENT (IBM)	MS. S. ANCY STEPHENO
MBA – 107	ENTREPRENEURSHIP (ED)	MR. T.K.PRASAD
MBA-S-101	SOFT SKILLS-I – ADVANCED COMPUTING SKILLS	MS. THENMOZHI

BATCH 2019 – 2021 – III SEM – NOV 2019 – JAN 2019

DAY / HOUR	9 – 10 AM	10 – 11 AM	11 – 12 PM	BREAK 15 MINS	12.15 – 1.15 PM	LUNCH BREAK 30 MINS	1.45 – 2.45PM	2.45 – 3.45 PM
DAY I	STRG. MGMT. UA	TQM SAS	MBFS KRK		HR/ SCM TKP/ DVD		INVT. MGMT RJ	MKTG DVD
DAY II	TQM/ INVEST. MGMT SAS	STRG. MGMT. KRK	HR/ SCM TKP/ DVD		MKTG VRN		HR/ SCM SAS/RJ	MBFS KRK
DAY III	HR/ MKTG VRN	HR/ SCM SAS/RJ	INVT. MGMT RJ		HR/ SCM TKP/ DVD		MBFS KRK	INVT. MGMT RJ
DAY IV	SCM/MKTG SAS/RJ	TQM SAS	MKTG DVD		HR/ SCM SAS/RJ		MBFS KRK	HR/ SCM TKP/ DVD
DAY V	HR TKP	MKTG VRN	INVT. MGMT RJ		STRG. MGMT. KRK		GUEST LECTURE	GUEST LECTURE
DAY VI	MBFS/ SCM KRK	MKTG DVD	TQM SAS		HR/ SCM SAS/RJ		MKTG VRN	MKTG DVD

COURSE CODE	COURSE TITLE	STAFF – IN - CHARGE
MBA - 301	STRATEGIC MANAGEMENT (STRG. MGMT)	DR. U. AMALESHWARI / DR. K. R.KOLAMMAL
MBA – 302	TOTAL QUALITY MANAGEMENT (TQM)	MS. S. ANCY STEPHENO
FIN – 301	INVESTMENT MANAGEMENT (INVT. MGMT)	MS. R. JEEVITHA
FIN – 303	MERCHANT BANKING AND FINANCIAL SERVICES (MBFS)	DR. K. R.KOLAMMAL
MKT – 301	SERVICES MARKETING	DR. U. AMALESHWARI / MS. V.R. NANTHIGA
MKT – 302	SALES AND DISTRIBUTION MANAGEMENT	MS. DE.VIJAYA DEEPIKA
SCM – 301	INTEGRATED SUPPLY CHAIN MANAGEMENT	MS. DE.VIJAYA DEEPIKA
SCM – 302	PURCHASING MANAGEMENT	MS. R. JEEVITHA
HR – 301	STRATEGIC HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT	MR. T.K.PRASAD
HR - 302	LABOUR LEGISLATION	MS. S. ANCY STEPHENO

BATCH 2020 – 2022 – II SEM – FEB 2020 – MAY 2020

DAY / HOUR	9 – 10 AM	10 – 11 AM	11 – 12 PM	BREAK 15 MINS	12.15 – 1.15 PM	LUNCH BREAK 30 MINS	1.45 – 2.45PM	2.45 – 3.45 PM
DAY I	PRES HR-SAS	RM-RJ	OM-DVD		FM-KRK		MIS-TKP	RMT - VRN
DAY II	PRES FM-KRK	MM-RL	RMT - VRN		RM-RJ		OM-DVD	HR-SAS
DAY III	PRES MM-RL	FM-KRK	RMT - VRN		OM-DVD		HR-SAS	MIS-TKP
DAY IV	PRES OM-DVD	RMT - VRN	FM-KRK		MM-RL		MIS-TKP	RM-RJ
DAY V	PRES RM-RJ	MM-RL	HR-SAS		MIS-TKP		GUEST LECTURE	
DAY VI	PRES MIS-TKP	HR-SAS	RM-UA		MM-RL		FM-KRK	OM-DVD

COURSE CODE	COURSE TITLE	STAFF – IN - CHARGE
MBA – 201	HUMAN RESOURCE MANAGEMENT (HRM)	MS. S. ANCY STEPHENO
MBA – 202	RESOURCE MANAGEMENT TECHNIQUES (RMT)	MS. V.R.NANTHIGA
MBA – 203	OPERATIONS MANAGEMENT(OM)	MS. D. VIJAYA DEEPIKA
MBA –204	FINANCIAL MANAGEMENT (FM)	DR.K.R.KOLAMMAL
MBA – 205	RESEARCH METHODOLOGY (RM)	DR. U. AMALESHWARI / MS. R. JEEVITHA
MBA – 206	MANAGEMENT INFORMATION SYSTEM (MIS)	MR.T.K.PRASAD
MBA – 207	MARKETING MANAGEMENT	MS. R.LOGESHWARI
MBA-S-201	SOFT SKILLS II-ADVANCED LANGUAGE & PRESENTATION SKILLS	MR. PRAVIN PRABHU – ENGLISH DEPT
MBA-299	INTERNSHIP	RESPECTIVE MENTORS

BATCH 2019 – 2021 – IV SEM – FEB 2020 – MAY 2020

DAY / HOUR	9 – 10 AM	10 – 11 AM	11 – 12 PM	BREAK 15 MINS	12.15 – 1.15 PM	LUNCH BREAK 30 MINS	1.45 – 2.45PM	2.45 – 3.45 PM
DAY I	PRES DER-RJ	TKP/DVD	RET-DVD		HR/SCM - KRK /RJ		RMAI- SAS	PROJECT
DAY II	PRES IMC-UA	RET-DVD	RMAI- SAS		DER-RJ		HR/SCM - KRK /RJ	PROJECT
DAY III	PRES TKP/DVD	HR/SCM - KRK /RJ	RET-DVD		RMAI- SAS		DER-RJ	PROJECT
DAY IV	PRES KRK	DER-RJ	IMC-UA		HR/SCM - TKP/DVD		HR/SCM - KRK /RJ	PROJECT
DAY V	PRES RET-DVD	RMAI- SAS	HR/SCM - TKP/DVD		IMC-UA		GUEST LECTURE	
DAY VI	PRES RMAI- SAS	IMC-UA	DER-RJ		RET-DVD		HR/SCM - TKP/DVD	PROJECT
COURSE CODE		COURSE TITLE				STAFF – IN - CHARGE		
FIN – 401		FINANCIAL DERIVATIVES				MS. R. JEEVITHA		
FIN – 402		RISK MANAGEMENT AND INSURANCE				MS. S. ANCY STEPHENO		
MKT – 401		INTEGRATED MARKETING COMMUNICATION				DR. U. AMALESHWARI / MS. V.R.NANTHIGA		
MKT – 402		RETAIL MANAGEMENT				MS. R.LOGESHWARI / MS.D. VIJAYADEEPKIA		
SCM – 401		INTERNATIONAL LOGISTICS& MANAGEMENT OF GLOBAL SUPPLY CHAIN				MS.D. VIJAYADEEPKIA		
SCM – 402		TRANSPORTATION AND WAREHOUSING MANAGEMENT				MS. R.LOGESHWARI		
HR – 401		STRATEGIC HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT				MR.T.K.PRASAD		
HR - 403		LEADERSHIP AND ORGANSATIONAL EFFECTIVENESS				DR.K.R.KOLAMMAL		
MBA - 499		PROJECT				RESPECTIVE GUIDES		

15. ENROLLMENT OF STUDENTS IN THE LAST 3 YEARS:

S. No.	Name of Programme	Year	No. of Seats Sanctioned	No. of Students Admitted	No. of Applications Received
1	Full Time MBA	2019-20	60	60	423
		2018-19	60	60	376
		2017 -18	60	60	224

a) INDUSTRYLINKAGE: IIP (Industry Interaction Program)

- An important strength of DGSOM is its strong interface with the industry. It is a member of various industry associations. DGSOM 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 programme which help to revise/update the curriculum, to suit the needs of the industry.
- The Centre of Excellence also serve 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 DGSOM as visiting faculty.
- Experts from the industry are regularly invited for guest lectures. DGSOM 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 EOA TILL 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, DGDGSOM 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 DGDGSOM is its strong interface with the industry and the brand value of 'DGVC'; it is a member of various industry associations. DGSOM has always worked towards understanding the needs of the industry and the corporates.

DGSOM 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 Initiative 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 – ED cell

➤ *100% Placements:*

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

➤ *Distinguished Alumni:*

DGSOM 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, School of Management, D.G.Vaishnav College.
2. Mr. MADHU CHANDER.S, Associate Manager, Scalene works people solutions.
3. Mr. RAJKUMAR.P, Marketing Manager, DGSOMnia Inc.
4. Mr. CHIRAAG ASHOK BHATT, Marketing Manager , Voltas
5. Mr. BALAJI KRISHNAMURTHY, Manager-Analytics, Emirates NBD Bank, Dubai.
6. Mr. GOPISELVAN, Manager-Business Development, First Tech Solution, New Jersey, USA

DGSOM 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 are actively involved in student selection, course revision, guest lectures and placements. Many return to the campus as visiting faculty. The Alumni take part in the DGSOM Alumni Chapter organized once in a year by the Department.

➤ ***Contribution to the Community:***

DGSOM aims to develop a culture of philanthropy that shifts the way its members invest themselves and engage with the broader community. We have been involved in various activities to give back to the society. DGSOM organizes and also participate in Kiddathon and Marathon for social cause and also conducted several activities for Girl Child by the name "SAKTHI". Educating girl child against Sexual harassment, celebrating Women Equality Week, Plantation with SEED BALL and many more.

➤ ***Faculty Enrichment:***

DGSOM's main strength is its well qualified, richly experienced and technically competent faculty members most of whom have corporate experience. All the full-time faculty have a Ph.D. and almost all of them have a combination of both teaching and industry experience.

➤ ***Library:***

DGSOM's library is known as one of the best of its kind with over 14000 books on Management, hundreds of Journals, Magazines, periodicals, and e-resources.