



THE ZENITH

-A Biannual Beacon of Success



December, 2023 Vol. 02/Issue 08

Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous)
Arumbakkam, Chennai - 600106
Re-Accredited with 'A++' by NAAC

DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)

Reaching New Heights in Business Education: The Zenith—A Biannual Beacon of Success

Greetings, esteemed readers!

Embark on a journey of business brilliance with "The Zenith," our revived biannual celebration of BBA excellence. This Edition marks not just a newsletter but a chronicle of triumphs, a symphony of accomplishments, and a testament to the unwavering spirit of our BBA community. In this edition, witness the triumphs, celebrate the milestones, and discover the myriad ways our students are making a mark.

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Markutsav 2023 - A Dynamic Confluence of Marketing Minds

In a dazzling showcase of the dynamic convergence between academia and practical marketing prowess, Markutsav, our college's flagship intercollegiate event, once again took center stage. This annual extravaganza, meticulously orchestrated by a passionate team of students, unfolded as a vibrant platform for budding marketing enthusiasts to unveil their skills, gain insights from industry luminaries, and immerse themselves in spirited competition. The event was graced by Dr. Alfred Jose, Life Coach and Actor for Inaugural Ceremony, Mr. VJ Rajiv, Actor and Mr. Ranjith Govind, Musician for Valedictory.



In its essence, Markutsav is more than an event; it is a transformative experience, fostering not just competition but camaraderie, not just knowledge but wisdom, and not just skills but leadership qualities. It stands as a testament to our commitment to shaping the next generation of marketing leaders who are not only adept in theory but also resilient and innovative in practice. Each participant contributes to the vibrant tapestry of learning, collaboration, and success. Beyond our college walls, the event extended a gracious opportunity to students from our institution and neighboring colleges to challenge their mettle against a diverse spectrum of marketing and business enthusiasts. The event was successfully coordinated by our faculty members Mr. K. S. Felix Aaron and Ms. M. Mahalakshmi Priyadharshini, Assistant Professors, BBA.

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The Grand spectacle unfolded through a series of 10 exhilarating events, each designed to push participants to their limits. From the glitzy stage of Mr. and Ms. Markutsav to the intense battleground of Corporate War, every contest encapsulated the essence of Markutsav – a celebration of talent, resilience, and the boundless possibilities within the world of Marketing.

Deeksharambh'23 - Embarking on Excellence: Highlights from the 2023-2024 Students Induction Programme

In a week-long immersion into college life, the Students Induction Programme 2023-2024 curated a holistic experience for the freshers from 3rd to 11th July, 2023. The involvement of esteemed alumni - Ms. Seerkavi.S from Infosys, Ms. R. Aishwarya from Info Edge, Mr. Sahil Rathore from Rathore Plylam, and Mr. Arvindan from Customer Labs - added a practical dimension, sharing experiences and guiding students on skills, communication, and overcoming challenges. Industry experts, Mr. Joshua David M D (India Campus Lead, Mphasis) and Mr. Daniel Jacob (Senior VP - HR, EC Group International), imparted awareness into Personal Development and Industry Skills.



Each session was meticulously crafted by our faculty members, offering invaluable insights to guide students through the exciting journey of college life. Ms. Rajeswari, Asst.Prof., BBA focused on instilling a foundation of human values, covering health, love, gratitude, kindness, integrity, and happiness. Dr.S.Shankar, Asst.Prof., BBA facilitated a seamless transition from school to college, providing insights into the distinctions between the two environments. Dr.K. Rao Prasanth Jyoty, Asst.Prof., BBA emphasized the importance of mentoring, offering guidance on goal-setting,

Time-Management, and effective study habits are crucial for academic success. Mr. Felix Aaron & Mr.S.Balamurali, Asst.Professors, BBA addressed the significance of cyber safety, equipping students with practical tips for responsible online engagement and ensuring a secure digital presence.

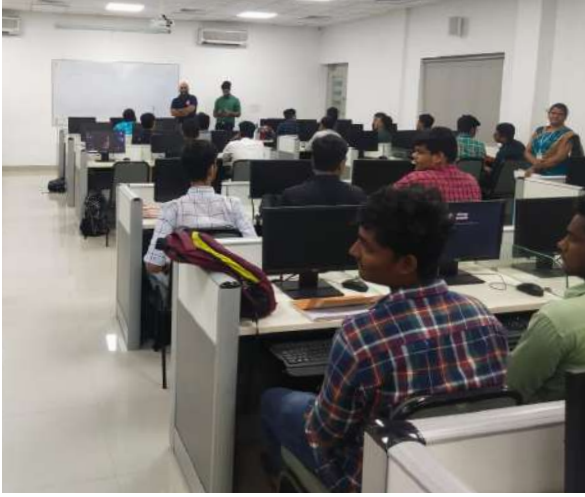
Our Head In Charge Dr.N.Sarulatha's session centered around setting and achieving goals, emphasizing the impact of small, incremental changes on the path to success. The session by Ms. K. Lakshmi & Ms. M. Mahalakshmi, Asst. Professors, BBA provided a comprehensive orientation to the curriculum. Mr. Venkatesh, Asst.Prof., BBA delved into various career prospects for BBA graduates, providing an in-depth look at industries hiring BBA professionals and post-graduation opportunities. Dr.P.S. Ravithej, Asst.Prof., BBA led a session on embracing a positive way of life, covering the personal



Deeksharambh'23 helped students acclimate to campus life, understand academic expectations, and build a sense of belonging. It provides essential information about resources, support services, and campus policies, fostering a smoother transition into their academic journey.

development, grooming, and adherence to departmental code of conduct. Dr. S.P.Deepeka, Asst.Prof., BBA offered an insightful orientation to the department, providing students with a holistic understanding of courses, resources, and the supportive services available. Overall, the entire week's event Commenced with sessions on punctuality and self-introduction, seamlessly blended with practical advice and motivational talks which served as a guiding compass for students ensuring seamless experience.

These sessions stood as a pivotal bridge between apprehension and assimilation on students' education process with confidence. The event was successfully coordinated by our Faculty Ms.Renu Kumari along with the organizing secretaries Ms.K.Lakshmi, Mr.K.S.Felix Aaron, Ms.S.Rajeswari and Ms.M.Kavitha.



CAT Orientation Program- Nurturing Future Managers

In a dedicated effort to empower students, a comprehensive CAT orientation program was conducted on July 13, 2023. The focal point of the orientation was the elucidation of the CAT examination blueprint, syllabus intricacies, and the overall pattern. Renowned speaker Mr. S. Bhaskar, delivered an enlightening discourse to the eager audience. Participation was exclusive to second-year Business Administration students, making the session tailored to their academic pursuits.

Navigating the Entrepreneurial Frontiers: Insights from the Start-Up Program

insightful learning. The overarching goal of the program was to impart knowledge about the essential qualities—vision, passion, resilience, and adaptability—required for venturing into the dynamic realm of start-ups. The distinguished chief guest for the occasion was Mr. Jayan Narayanan, Founder of Toss the Coin, CMO, Mikro Grafeio, and Co-founder of Jokes Apart focused on the intricacies of marketing in the context of start-ups, shedding light on the key components needed for success in this competitive landscape. The event was co-ordinated by Mr. R.Venkatesh and Mr.S.Balamurali, Asst.Professors, BBA.

On the 18th of July 2023, from 3:00 pm to 4:30 pm, an interactive session on Start-Ups offered the second-year students of Business Administration a unique opportunity for an



Charting Educational Horizons: An Insightful Session on Higher Education in India & Abroad

On the 20th of July 2023, a comprehensive program on "Higher Education in India & Abroad" unfolded in a classroom setting between 12:30 pm to 4:30 pm. The orientation aimed to shed light on the myriad opportunities available to students post-BBA, both

within India and on the international stage. The program delved into the blueprint of various entrance examinations for MBA, offering detailed insights into their syllabus and patterns. Mr. Kushal Bohra, an esteemed speaker, took the stage to guide the second-year students. Mr. Bohra's wealth of experience was effectively harnessed by the students, who actively engaged in a meaningful exchange during the Q&A session. Through this interaction, students not only deepened their comprehension of higher education examinations but also gained valuable insights into potential career paths and opportunities available in various fields. The event was coordinated by our faculty Mr.S.Balamurali and Ms.M.Kavitha.

The program stands as a pivotal milestone in the academic journey of these second-year students, equipping them with a nuanced understanding of the diverse prospects awaiting them after BBA. This successful initiative underscored the significance of informed decision-making in shaping one's educational and professional trajectory.

Empowering Tomorrow's Leaders: Internship Orientation Unleashes Potential at the Department of Business Administration



In a bid to bridge the skill gap and guide final-year students of the Department of Business Administration, an Internship Orientation program took place on July 26th and 27th, 2023 was held from 2:30 pm to 6:00 pm at the Lion Edifice. The event aimed to

enrich participants with valuable insights into internship guidance, research methodology, data analysis, and interpretation, specifically tailored for Business Administration students. The program's focal point was the Internship Orientation, featuring esteemed guests Dr. Hemalatha DoDurai, Principal Consultant at Impacteers.club and Mr. Manohar Javaji, Chief Product Owner & Co-CEO of Impacteers.club. The final-year students from Business Administration Sections A, B, C, and D were engaged in this interactive session to enhance their understanding of various specializations.

The event proved highly successful, offering students a unique and substantial knowledge base. Dr. DoDurai and Mr. Javaji's expertise was effectively leveraged through Q&A sessions, providing students with practical insights to shape their internship plans.

On the 3rd of August 2023, the department witnessed a grand celebration of leadership at the Mini auditorium. The BASF - (Business Administration Student Forum) Investiture Celebration –an occasion brimming with zeal, enthusiasm, and profound significance. This ceremonial event marked a momentous transition as the department bestowed hope, faith, and the mantle of responsibility upon the newly appointed BASF Team (Business Administration Student Forum). The ceremony welcomed a distinguished guest, Mr. Kalyan Raj B, MD & Founder of Glint Creatives PVT Ltd & Glint Digital Academy, who delivered a motivational and encouraging speech that resonated deeply with the students.

Embarking on Leadership Journey: The Majestic Investiture Ceremony



A Glimpse into Manufacturing Excellence: Kamachi Industries Ltd. Hosts Educational Visit

The journey commenced from the college campus at 9:30 am, and the group arrived at Kamachi Industries at 11:30 am via bus. Upon arrival, the team was graciously welcomed by the Senior HR Manager, who commenced the visit with a comprehensive PowerPoint presentation. The engineers provided invaluable insights, offering a detailed understanding of the intricate operations within Kamachi Industries. The firsthand exposure to the manufacturing environment allowed students to witness real-world challenges and solutions, contributing to their practical stimulation. The educational visit to Kamachi Industries stands as a testament to the college's commitment to providing students with a holistic learning experience, bridging the gap between theory and practice. his presentation delved into the company's history, product, manufacturing processes, and the multifaceted functions

In a concerted effort to enrich students' practical exposure and provide firsthand insight into manufacturing operations, a group of students and faculty embarked on an educational visit to Kamachi Industries Ltd.

managed by the Human Resources Department. The students were then organized into three groups, each led by faculty coordinator Dr.K.Rao Prashanth Jyoty and Ms.M.Mahalakshmi Priyadarshini accompanied by an engineer. These teams were guided through the various manufacturing processes, starting from raw material processing to the final stage of Finished Goods.



Mastering the Art of Public Speaking: A Transformative Session at DDGD Vaishnav College

19th August, 2023. The distinguished speaker, Ms. Lakshmi Prathyusha Oruganti, captivated a room of 50 participants, comprising enthusiastic third-year students specializing in Media Management, along with the faculty coordinator, Dr. K. Rao Prashanth Jyoty. The session was held in the smart classroom of the Goverdhan block, between 3:30 to 4:30 pm. Ms. Oruganti delved into the core elements of public speaking, shedding light on the motives behind addressing an audience and the imperative need to articulate one's thoughts. With a keen focus on the nuances of presentation, she meticulously explored the essential skills required to leave a lasting impact. Furthermore, the speaker navigated through the auditory dimensions of public speaking, discussing the essential elements of tone and decibel levels.

In a bid to nurture the communication skills of its aspiring Media Management students, the BBA department at DDGD Vaishnav College orchestrated a session on the "Art of Public Speaking" on the



August 23, 2023, marked a remarkable day at DDGD Vaishnav College as the BBA department celebrated its Freshers' Day with zest and

Rocket to Fame: A Celebration of Talent and Unity of BBA Freshers

camaraderie. Organized by the dynamic BASF team, the event aimed to foster interactions between seniors and juniors while showcasing the talents of newcomers. The Programme commenced at 11 am and was orchestrated by the Head in Charge Dr. N. Sarulatha and Dr. S. Shankar and Mr. K.S. Felix Aaron, Assistant Professors, BBA. The day featured seven competitions curated for the freshers that includes 90 Seconds to



Fame, Debate, Shipwreck, Corporate Photography, Biz Plan, Creative Writing, and Poster Making. With over 55 participants, the vibrant competitions unfolded across college venues, creating an energetic atmosphere from 11 am to 5:30 pm.

Our Esteemed alumni served as judges, adding a touch of nostalgia and mentorship to the event. The Day not only facilitated bonding between juniors and seniors but also provided a platform for newcomers to showcase their talents. The impact of the event resonated with both participants and organizers, creating lasting memories for years to come.



This lively celebration, featuring competitions from "90 Second to Fame" to "Debate," was more than an academic kickoff; it was a joyous chapter promising lasting memories for both participants and organizers. As the echoes of the day fade, the impact of BBA Freshers' Day 2023-2024 at DG Vaishnav College promises to endure, shaping the journey of every junior entering the dynamic world of the institution. In essence, the BBA Freshers' Day 2023-2024 at DG Vaishnav College stands as a testament to the vibrant spirit and sense of community that defines the academic journey within its walls.



The carefully curated event not only showcased the immense talent within the student body but also fostered invaluable connections between seniors and juniors. As the echoes of spirited competitions and joyous interactions linger, the memories forged during this celebration are poised to become an enduring legacy, enriching the college's narrative for years to come. It is a day that encapsulates the essence of unity, talent, and the boundless possibilities that unfold within the dynamic ecosystem of Department of BBA, Dwaraka Doss Goverdhan Doss Vaishnav College.

Crescendo Group Discussion- Unveiling Insights, Igniting Ideas

also inspired to approach group discussions with newfound confidence. Attendees were bestowed with invaluable insights into the intricacies of effective communication within a group setting, gaining practical skills in expressing thoughts articulately, active listening, and fostering collaborative efforts. The Crescendo Series Seminar on Group Discussion themed "From Alpha to Omega," proved to be a resounding success, providing participants with the essential skills and knowledge necessary to excel in the art of group discussion. The Event was coordinated by the faculty, Mr. S. BalaMurali and Mr. K. Pakkirisamy on 01.09.2023.

The "Group Discussion: From Alpha to Omega" seminar emerged as an unequivocal success, leaving participants not only empowered but



Securing Tomorrow: A Comprehensive Exploration of Cybersecurity

Mr. Aravindhan Poyyamozy and Mr. Poovaraga Mukesh Kumar, Founder and Co-founder, Cyber Hub illuminated the audience on the escalating threats in the digital sphere. He covered a spectrum of topics, ranging from cybercrime and cyber laws to hacking, spamming, android hacking, its advantages and disadvantages of social media, providing students with a nuanced understanding. The Event was coordinated by Ms. Renukumari, Ms. S.Rajeswari, and Ms. M,Kavitha, Assistant Professors, BBA on 01.09.2023.

Compendium '23: Celebration of Literary Milestones



Compendium'23, a yearly ritual of the department of BBA to unveil their publications: "Epitome" magazine (Volume 5), "The Zenith" newsletter (Issue 7), and "The Media Management Handbook". The Event was held on 14.09.2023, in the Dwaraka auditorium, approximately 320 participants bore witness to the revelation of these literary gems. The Head In-charge of the BBA department, Dr. N. Sarulatha, and the faculty members, Dr. K. Rao Prashanth Jyoty, Dr. S. P. Deepeka, and Ms. S. Rajeswari were the event Coordinators.

The event unfolded with a warm welcome address, wherein speakers underscored the pivotal role of literature and creativity within our college community. Following this, a concise overview of the "Epitome" magazine and the Newsletter "The Zenith" and "The Media Management Handbook" was presented.

The handbook was edited by Mr. Madhav Krishna, final year student under the guidance of Dr. K. Rao Prashanth Jyoty and Dr. S. P. Deepeka, Assistant Professors, BBA.

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The publications were unveiled by the distinguished chief guests: Mr. K. N. Karthikeyan, Director - Kay Media & Special Advisor - Epitome, and Mr. P. H. Damodaran, Retired Editor - Doordarshan. The event also featured inspiring talks by the special guests, who not only shared their insights on the transformative power of literature but also encouraged students to persist in their creative pursuits. The excitement and joy of the students were palpable, as they reveled in their

participation in Compendium '23. The publications were unveiled by the distinguished chief guests: Mr. K. N. Karthikeyan, Director - Kay Media & Special Advisor - Epitome, and Mr. P. H. Damodaran, Retired Editor - Doordarshan.



The BBA Department's annual extravaganza - Compendium'23, unfolded at the Dwaraka auditorium, revealing three stellar publications: "Epitome" magazine (Volume 5), "The Zenith" newsletter (Issue 7), and "The Media Management Handbook."



Empowering Voices: BBA Department Hosts Seminar on Combating Harassment

On the 19th of September 2023, the pressing issues of harassment while advocating for the empowerment of marginalized voices. S.M.I.L.E.Y

India representatives led an informative discussion, providing attendees with a comprehensive understanding of the Strategies, initiatives, and best practices crucial in the fight against harassment. The session focused on the importance of amplifying the voices of those historically underrepresented in various societal and professional spheres. The seminar commenced with an introductory discourse, emphasizing the significance of addressing harassment and fostering empowerment.

The speakers, drawing from personal experiences, shared poignant narratives related to sexual harassment, underscoring the importance of empathy and understanding this critical discourse. Furthermore, the speakers brought forth their expertise and experiences in the realms of harassment prevention and empowerment. Through an engaging dialogue, attendees were exposed to practical insights and strategies to combat harassment, creating an environment conducive to fostering inclusivity and equality. By providing a platform for open dialogue and sharing of experiences, the seminar underscored the collective responsibility to combat harassment and empower voices that have historically been suppressed.

In a testament to their academic prowess, Dr. Rao Prashanth Jyoty, Assistant Professor in BBA, along with a cohort of bright departmental students, showcased their research acumen at the International Conference on Paradigm Shift of Research in the New Normal Era.

Young Researchers' of BBA department shine at International Conference

The event, meticulously organized by CM College of Arts and Science, Nadavayal-Wayanad, unfolded on the 12th and 13th of September 2023. Participating final year students included Mr. Jai Surya, Mr. Danushnithin, Ms. V. Keerthana, Mr. Sibin S, Ms. M. Avanthika, Mr. R. Ritish Kumar, Mr. Akshay V Harihara, and B. Sri Krishna Mohith. Their engagement extended beyond attendance, as each student presented a research paper, delving into the changing paradigms of research in the contemporary "New Normal Era".



The International Conference served as a platform for insightful discussions, fostering a collaborative environment for scholars and students alike. The BBA contingent's active participation and presentations underscored their commitment to staying at the forefront of evolving research landscapes. This accomplishment stands as a proud moment for the department, emphasizing its dedication to nurturing a culture of research and academic curiosity.

Students' Sports Accolades - National Level

Akash P, Third year, BBA has secured the Silver Medal in the 37th National Games, 2023. The Department congratulates Akash P. for his continuous achievements.





Joel Benjamin J, Third year, BBA has secured First place at nationals in Khelo India Youth Games Volleyball organised by the Government of India Youth affairs and sports. He also participated and won second place in Volleyball organised by Indian Olympic Association - Gujarat.

Akash P, Third year, BBA has secured second place in the national championship in Triathlete held at pune which was a testament of his unyielding determination.

Manoj , First Year, BBA has participated in badminton CM trophy State level tournament and has won Silver Medal.

P. Sanjay, Third year, BBA had secured first place in state level Karate championship held at Namakal, Coimbatore and New Delhi.

V.V.sanjay, First year, BBA had secured first place in State level Karate championship held at Coimbatore and New Delhi.

Purushothaman.K, First year, BBA Participated in State level Football Tournament held at Thanjavur and secured first place

Vimalan A B, First Year, BBA has participated in the Madras Columbo International Rowing Competition and had won first prize - Rowing & also participated in the 4th TamilNadu state rowing championship on 30th August 2023 conducted by Madras Boat Club, Adyar, Chennai and secured won first prize.

Idhikash and Vimalan, First Year, BBA participated in Madras Columbo International Rowing Competition and secured first prize - Rowing Batch IC. He has also participated in TAMILNADU ROWING CHAMPIONSHIP'23 and secured 1st Prize.

Students' Sports Accolades - State Level



Students' Sports Accolades - District and Zonal Level

Sambav. P, First year, BBA has won First Prize for football tournament organised by Rotary Club of Chennai Akshaya at Chennai.





Mohan Raj , First year, BBA secured first place in district level deadlifting tournament held at Chennai.

G. R. Hari Haran, First year, BBA secured Third place in District level 53rd Chennai District Junior Athletic Championships organised by Chennai District Athletic Association, Chennai.

Adhikesh. A, Second year, BBA has won second prize for football tournament organised by orange paws at dribble sports arena Thoraipakkam.

Students' Cultural Accolades – State Level

Pranat Dhing, final year student secured first place in the Jyoti Kalash State Level Poetry Conference organized by Jain Kavi Sangam of Tamilnadu held at Kola Saraswathi Vaishnav Senior Secondary School, Chennai on 19th November, 2023. Media partnered by the Rajasthan Patrika.



Students' Cultural Accolades – Intercollegiate and Inter Department

Mugunth, First Year, BBA secured first place at Madras Christian College for creative writing on the World Tourism Day and also received Second place at Stanley Medical College for Creative Writing at Chennai.

Pavan Prasad. V, Third Year, BBA secured first place at DDGVC for IPL Auction Conducted by Department of Finance & Taxation on the 15th September 2023 and won Third place at Madras Christian College for IPL Auction competition held on 26th & 27th September 2023.

S. Swathi, First year, BBA secured first place - a cash award for poster making at Stella Maris women's college.

Adduri Jagruthi, First year, BBA has won Second Place for Creative Writing conducted at Madras Christian College.

Priyanka Choudhary, First year, BBA has won Second Place for Bridal Makeup conducted at Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women.

Rishab & Yash, First year, BBA has won Second Place for Debate conducted at Loyola College, Chennai.

International Conference

The Final year students and the members of the Young Researchers' Club of the BBA department, **Mr. Jai Surya**,

Mr. Danushnithin, Ms. V. Keerthana, Mr. Sibin S, Ms. M. Avanthika, Mr. R. Ritish Kumar, Mr. Akshay V Harihara and B. Sri Krishna Mohith presented paper at the International Conference on Paradigm Shift of Research in the New Normal Era organized by CM college of Arts & Science, Wayanad.

Faculty Accolades Our Head in Charge, **Dr. N. Sarulatha and Mr. S. Bala Murali, Asst.Professor, BBA** actively participated in the Conclave on Academic Innovations in Project Management organized by L&T.

Awards & Recognitions **Dr.N.Sarulatha, Ms. Renu Kumari, Dr.S.P.Deepika and Mr.K.Pakkirisamy, Asst.Professors, BBA** has received a well-deserved recognition for their contribution towards Project Puthri - UDYOG UTSAV 2023 in collaboration with the PG Department of Human Resource Management, DDGD Vaishnav College on 07.10.2023.



In a significant milestone, our faculty members, **Dr.S.Shankar** and **Dr. Esther Rani B**, have received "Degree of Doctor of Philosophy" from Thiruvalluvar University and University of Madras respectively.



Mr. S. Gunalan, recently served as an editor for the esteemed Web of Science (WOS) journal, The International Journal of Health Care Management.

Resource Person **Mr. S. Bala Murali** became a Life Time Member of the Inspira Research Association (IRA), Jaipur, India, solidifying his presence in the Academic Research community. He enriched his expertise by serving as a Resource Person for a Workshop on "Hands-on Training in the Art of Writing Research Paper" hosted by DDGD Vaishnav College, exemplifying his commitment to fostering research culture. His engagement extended to resourceful contributions in a 7-day Faculty Development Program (FDP) on "Tips and Tricks to Crack NTA NET/JRF/SET" hosted by AM Jain College, and an Orientation Program on "One Day UGC NET Paper One" at Arcot Sri Mahalakshmi Women's College of Education.

Dr. S. Shankar has contributed as a Resource Person for a seminar on "Project Management & Operational Excellence - Learn & Acquire the Skills" at St. Thomas Arts and Science College. He also served as an evaluator for the "Star Submit 2023" symposium hosted by Saveetha School of Management.

International Conference

Dr. N. Sarulatha, Ms. K. Lakshmi, Mr. S. Bala Murali, Ms. M. Mahalakshmi Priyadharshini, and Dr. S. P. Deepeka, Asst.

Professors, BBA participated and presented Research article along with the final year students Ms. Avanthika and Mr. Heet Dagli at an International Conference on "Reinventing Business Practices: Start-ups & sustainability" conducted by SRM University between November 2nd to 3rd, 2023.

Publications

Ms. K. Lakshmi has showcased her expertise by contributing an insightful article titled "Are Leaders Made or Born - An Overview" to the National Journal titled "Research in Multidisciplinary Subjects (Volume-4)."

Ms. Renu Kumari has contributed an insightful article titled "Study on Effectiveness of Performance Appraisal from the HR Dept" to the prestigious International Journal of Business Intelligence and Innovations. Published on page 628, Volume 1.

Courses

Mr. S. Bala Murali and Dr. S. P. Deepeka enhanced their professional skills by completing the "Leadership Skills" course from the Indian Institute of Management-Ahmedabad.

Advertorial Published about BBA DDGDVC in the Times B School BBA Edition

Saturday, 29 July 2023

Times School BBA Edition 3

Times BBA Education Ranking Survey, 2023

Optimal Media Solutions - A division of Times Internet Limited carried out the "Times-All India Annual BBA Institutes Ranking Survey 2023" to identify and rank the Top BBA institutes in India. The results of the survey were announced in a special supplement on 29th July, 2023 and in a dedicated website by the Times of India. BBA DDGDVC was ranked as No. 4 in Tamil Nadu, No. 3 in Chennai, and No. 1 among Arts and Science colleges in Chennai.

Entrepreneurs of the next generation

BBA DDGDVC - Where leadership is a way of life



Discipline, determination and dedication are the foundational values of the Institute of Business Administration, Dwaraka Doss Goverdhan Doss Vaishnav College. Since 1991, these guiding principles have shaped the destinies of the multifarious students who have chosen the institute for their higher education and professional development. Accredited with A++ by the NAAC, the Institute provides specialisation in Family Business Management & Media Management as

part of the undergraduate programme, apart from Marketing and HR. The Institute is committed to be on par with the changing times by providing a wholesome curriculum which is updated regularly with inputs from experts from the academia and industry and feedback from the students and alumni. All courses are effectively designed to stimulate learning, help students gain mastery and enable them to be career ready. Promoting entrepreneurship among students is one of the objectives of the institute and it offers a range of value-added courses in association with NCVTE Council for Vocational and Technical Education in Collaboration with a Scheme of MHRD, Govt. of India. The

other initiatives include Young Entrepreneurship, Start up to Scale up Edition, Family Business Consulting, Entrepreneurial Networking, and Alumni collaboration.

Student Social Responsibility activities are regularly carried out by the students, inculcating in them compassion and human values. The Institute was honoured with the Best Volunteer Engagement Award for the project NENE (Necessity for Needy) Student Social Responsibility Project for Bhumi Campus Awards, 2022 (Tamil Nadu Edition).

The Institute is renowned for its quality education, inclusive characteristics and nurturing the leader-managers of the next generation.



BBA Lab

We Thank our Markutsav Sponsors

