



DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(Autonomous)

College with Potential for Excellence, Linguistic Minority Institution
Affiliated to University of Madras
Arumbakkam, Chennai – 600 106



**PG & RESEARCH DEPARTMENT OF
COMMERCE (SHIFT I)**

PROSPECTUS
2021-2022



CONTENTS

- 1. Welcome Message*
- 2. About the College*
- 3. Overview of the Department*
- 4. Vision*
- 5. Mission*
- 6. Objective*
- 7. Faculty Details*
- 8. Courses Offered*
- 9. Eligibility Criteria*
- 10. Value Added/ Employability Courses offered*
- 11. Course Curriculum*
- 12. Milestone of the Department*
- 13. Department Activities*
- 14. Placement Details*
- 15. Gallery*



SECRETARY'S MESSAGE

“All our dreams can come true, if we have the courage to pursue them”

-Walt Disney



Dreams may seem to be far removed from reality. They may seem impossible and improbable. But little do we realize that all of us have in us the strength, patience and the passion to fulfil our dreams. The vision and dreams of a few kind hearted philanthropists and educationists, led to the founding of this institution. The hard work and perseverance of the successive members of the management and the academicians have enabled the institution in emerging as one of the much sought-after colleges in the city. It is now our duty and responsibility to carry forward this dream and with steadfast faith and determination redefine the standard of excellence, strengthen the spirit of solidarity and celebrate the power of knowledge to transform the society.

Best Wishes,

Shri Ashok Kumar Mundhra

SECRETARY



FROM THE PRINCIPAL'S DESK

Greetings!

The meaning of education has transformed greatly in today's technology driven and digitally connected world that we live in. An educator in the present times has to adopt a multi-dimensional approach having knowledge creation, confidence building and honing leadership skills at its core. While many of our students have been greatly contributing to various renowned and reputed organisations as exemplar leaders, the institution and the department also focuses on developing entrepreneurship skills among students so that they would have the courage and conviction to establish an enterprise and create a legacy. The task ahead is clearly defined- educate, enlighten and empower. As Benjamin Franklin once said "An investment in knowledge pays the best interest."



With Best Wishes,

Dr S. Santhosh Baboo
PRINCIPAL



ABOUT THE COLLEGE

Dwaraka Doss Goverdhan Doss Vaishnav College, a linguistic minority institution, was established in the year 1964 by the Rajasthanis and the Gujaratis who settled in Chennai for the cause of higher education. The college with a sole purpose of imparting knowledge and value based education saw its grand day on 30th June, 1964, with one course in B.Sc Mathematics with Shri. Totadri Iyengar (teacher of Dr. APJ Abdul Kalam) as its first Principal.



Dwaraka Doss Goverdhan Doss Vaishnav College has been a haven for generations of enthusiastic learners through five decades and more. The College was founded on the principles of Vaishnavism, with the sole purpose of imparting value-based quality education and empowering the youth. The College has seen a phenomenal growth in terms of its infrastructure, its constantly restructured and revamped curriculum to cater to the specific needs of the student community. Outstanding performance of the students in academics and extension activities has enabled the college to emerge as one of the premier institutions of higher learning.

The curriculum is reviewed and updated periodically, in keeping with the changes in the diverse disciplines of arts, commerce, science and technology. An interdisciplinary, multi-disciplinary approach in designing the course work is adopted to ensure industry- academia collaboration. The college has entered into collaborations with many reputed institutions/ organizations.

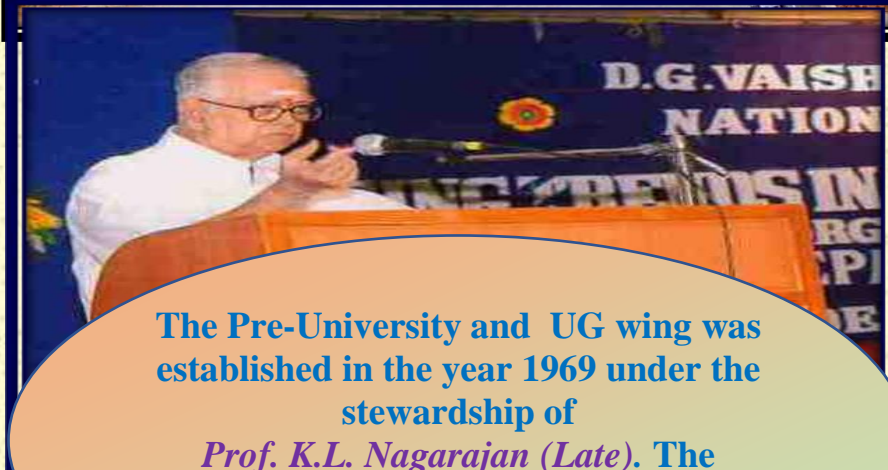


OVERVIEW OF THE DEPARTMENT

The Department of Commerce was established in the year 1968. The Department is now more than 50 years old and it celebrated its Golden Jubilee in February 2019. The Governor of Tamil Nadu, Shri. Banwarilal Purohit, presided over the inaugural function. The B.Com General Programme offered by the Department is the most popular and sought after course. There are three sections in B.Com that

accommodate both boys and girls. The Department offers PG Programme in Commerce (M.Com) and conducts M.Phil and Ph.D. programmes as well. The Alumni of the Department include many Chartered Accountants and Company Secretaries. Further, many have pursued M.Com, M.Phil and Ph.D. programmes in the Department and are employed as faculties in the College itself and also in other colleges. Many of our students are rank holders.

The Department encourages students to actively participate in co-curricular activities such as sports, NCC, NSS, Rotaract and Consumer Club.



The Pre-University and UG wing was established in the year 1969 under the stewardship of Prof. K.L. Nagarajan (Late). The Department salutes the God Father who retired as Principal in 1990.



***PG & RESEARCH DEPARTMENT OF COMMERCE
(SHIFT I) TEAM***





VISION

To impart value based quality academia in commerce and to empower students to align with the current business scenario.

MISSION

- ❖ *Smart Learning in digital environment*
- ❖ *Conduct Skill based training to students*
- ❖ *Pioneering the students to align their thoughts to reach out to the global business practices*
- ❖ *Channelizing e-content and Modules for the commerce curriculum.*



OBJECTIVE

The main objective of the Department is to provide quality education in the discipline of Commerce. Its other objectives may be stated as follows:

- *To motivate students to have a professional career in Commerce by taking up such courses as CA, ICWA and ACS.*
- *To encourage students who don't aspire for a professional career in Commerce to take up M.Com Degree Programme that would help them to have an academic career.*
- *To provide all kinds of assistance to those who aspire for research in Commerce by admitting them into the M.Phil/ Ph.D Programmes. There are Guides to assist them in their research work.*
- *To offer certificate courses by collaborating with the Institutions that conduct these courses. These courses enhance the employment prospects of the students.*
- *To organize guest lectures, workshops, debates, quiz programmes etc. that would help in the personality development of the students.*
- *To provide placement opportunities for the students.*



FACULTY DETAILS



Dr. J. JAYASANKAR
M.Com., M.Phil., Ph.D.
Associate Professor & Head- Shift I



Prof. S. SESHADRINATHAN,
M.Com., M.Phil.
Associate Professor & Head- Shift II



Dr. J. SATISH
M.Com., M.Phil., Ph.D.
Assistant Professor



Dr. B. VIJAYAKUMAR
M.Com, M.Phil, MBA,
BGL, Ph.D, SLET
Assistant Professor



Dr. HARIDAYAL SHARMA
M.Com, M.Phil, MFM,
MBA, Ph.D, SET.
Assistant Professor



Dr. K. B. MANIKANDAN
M.Com, M.Phil, MBA,
ACS, NET Ph.D.
Assistant Professor



Prof. R. RAKESH SHANKAR
M.Com, MBA, NET,
FCMA, CPFA
Assistant Professor



Dr. M. R. GEETHA
M.Com, M.Phil, MBA,
SLET, Ph.D.
Assistant Professor



Dr. PRADEEPA GEORGE
M.Com, M.Phil, MBA,
SET, Ph.D.
Assistant Professor



Dr R. SUNDARI
M.Com, MBA, M.Phil.,
SLET, NET, Ph.D.
Assistant Professor



Dr.K.VEEARAGHAVAN,
*M.Com,M.Phil,MBA,
NET,Ph.D.
Assistant Professor*



**Dr. A.G.
VIJAYANARAYANAN,**
*M.Com,MBA, PGDSBSA
Ph.D, NET,SET
Assistant Professor*



Dr. JAYARAM. A,
*M.Com,M.B.A.,NET
PGDHRM, PGDEAS,Ph.D.
Assistant Professor*



Dr.M.RAJESH,
*M.Com., M.Phil.,
MBA,Ph.D.
Assistant Professor*



Dr. M. R. HEMAMALINI,
*M.Com.,M.Phil.,B.Ed.,
Ph.D
Assistant Professor*



Dr.M.AKHILA,
*M.Com,M.Phil,
SET,Ph.D.
Assistant Professor*



Dr.G.YAMUNA,
*M.Com,M.Phil,
NET,Ph.D.,
Assistant Professor*



**Dr. K. MONEESH
KUMAR,**
*M.Com.,M.Phil.,SET,
NET,Ph.D
Assistant Professor*



Mr. N. MUNIRATHINAM
Non- teaching staff

Qualified Ph.D Guides: 3
Faculty Members with Ph.D Qualification: 16
Faculty with NET/SLET Qualification: 13



**PROGRAMMES OFFERED BY THE
DEPARTMENT**

**Under Graduate:
B.Com (General)**



**Post Graduate:
M.Com**



**M.Phil Programme
Commerce (Full Time)**



**Ph.D. Programmes
Commerce (Full Time &
Part Time)**



ELIGIBILITY CRITERIA

Bachelor of Commerce

Candidates for admission to the first year of Bachelor of Commerce (B.Com.) programme shall be required to have passed Higher Secondary examinations conducted by the Government of Tamil Nadu, or any examination accepted as equivalent thereto by the syndicate of the University of Madras. The students should have studied Mathematics as a paper in their Higher Secondary.

Master of Commerce

Candidates for admission to the first year of Master of Commerce (M.Com.) must have a B.Com Degree (any branch) from any recognized university.

M.Phil in Commerce

The Department offers full time M.Phil Programme of 1 year duration. The minimum requirement for admission is M.Com (Commerce) with a minimum of 55% of marks in aggregate or its equivalent grade. Candidates with MBA and other PG degrees are not eligible to apply. The date of admission will be notified by the University of Madras.

Ph.D in Commerce

Candidates must have a Master's degree in Commerce. Candidates with ACA, FCA, ACSI and AICWAI qualifications from the Institute of Chartered Accountants of India (ICAI) are also eligible to apply. The Candidate must possess atleast 55% marks in aggregate or its equivalent grade.



VALUE ADDED COURSES OFFERED BY THE DEPARTMENT

'CERTIFIED FINANCIAL MARKET PROFESSIONALS' BY FIN ACADEMY

The objective of this Certified Programme by Fin Academy is to create awareness on Financial Markets, Investment analysis, Portfolio Management and Wealth Management. More than 500 students have enrolled for the course so far. The classes are held for 15 hours with intensive classroom training for Certified Financial Market Professional courses, 30 hours of intensive classroom training for Investment analysis and 50 hours of intensive classroom training for Wealth Management Courses. The Programme is assured to provide a good career in Capital Market which is expanding its scope in length and breadth.

CERTIFIED COURSE IN TALLY

The Department is offering 'Tally' Certified course to all the students with practical knowledge and for enriching the students' knowledge with various accounting software. This will be helpful in providing more job opportunities. A formal MOU was signed with Tally Education and the training is conducted in the college campus by the Authorized center – Vettri Education Center located at Chennai.



CRASH COURSE IN GOODS & SERVICES TAX

The Post Graduate & Research Department of Commerce of Commerce, D G Vaishnav College has entered into an Memorandum of Understanding [MOU] with the Institute of Cost Accountants of India, Kolkata for offering certificate course on Goods and Service Tax for the students. The College is in the process of training about 500 students from various streams of commerce in GST Act under the aegis of this MOU. The course is very practical whereby the theoretical classes is coupled with practical session by the Cost Accountants and Tax Professionals. The Students would be certified by the Institute and the College, after successful completion of the Classes and clearance of the examinations.

EMPLOYABILITY COURSE (MSME)

The Department has collaborated with Govt. of India, Ministry of MSME, MSME-Technology Development Center, CFTI Chennai on the 7th of January, 2020 to conduct collaborative programmes for students to participate in the training program on SIYB (Start & Improve Your Business), organized by Govt. of India, Ministry of MSME, MSME- Technology Development Center, CFTI Chennai. The Certificate is also issued by MSME, Government of India.



Course Curriculum

B.Com(General)

Semester	Course Component	Name of the Course
I	Part – I	Language Courses
	Part – II	English
	Part – III	Core I: Financial Accounting I Core II Business Economics
	Part – III	Allied I : Business Mathematics-I
	Part – IV	Non Major Elective / *Basic Tamil / Advanced Tamil
	Part – IV	Skill Based Subject : Soft Skills – I
II	Part – I	Language Courses
	Part – II	English
	Part – III	Core III : Financial Accounting II Core IV :Business Law
	Part – III	Allied II : Business Maths –II
	Part – IV	Non Major Elective / *Basic Tamil / Advanced Tamil
	Part – IV	Skill Based Subject :Soft Skills – II
III	Part – III	Core V: Corporate Accounting-I Core VI: Banking & Financial Services Core VII: Principles of Management Core VIII: Business Communication
	Part – III	Allied III : Business Statistics & Operations Research-I
	Part – IV	Skill Based Subject :Soft Skills – III
	Part – IV	Environmental Studies



IV	Part – III	Core IX: Corporate Accounting-II Core X: Company Law Core XI: Principles of Marketing Core XII : Practical Auditing
	Part – III	Allied IV Business Statistics Operations Research –II
	Part – IV	Skill Based Subject : Soft Skills – IV
	Part – IV	Environmental Studies
V	Part – III	Core XIII: Cost Accounting Core XIV: Principles of Financial Management Core XV: Entrepreneurial Development Core XVI: Income Tax Law & Practice-I
	Part – III	Open Elective: Elective I 1. Economic & Corporate Laws (Shift I & II) 2. Office Management (Shift I & II) 3. E-Commerce (Shift II) 4. Marketing of Services (Shift II)
	Part – IV	Value Education
VI	Part – III	Core XVII: Management Accounting Core XVIII: Industrial Law Core XIX: Income Tax Law & Practice-II
	Part – III	Elective II 1. Human Resource Management 2. Fundamentals of Insurance
	Part – III	Elective III: Indirect Taxes
	Part – V	Extension Activity



M.Com (General)

Semester	Course Component	Name of the Course
I	Core Paper I Core Paper II Core Paper III Core Paper IV	Advanced Corporate Accounting-I Financial Management Consumer Behaviour Logistics & Supply Chain Management
	Elective-I	Advanced Statistics
	Soft Skill	Soft Skill-I
II	Core Paper V Core Paper VI Core Paper VII	Advanced Corporate Accounting-II Services Marketing Corporate Laws
	Specialised Course-I	Corporate Governance, Ethics and Responsibility
	Elective-II	Resource Management Techniques
	Soft Skill	Soft Skill-II
	Internship (4 Weeks) Summer Vacation Based (Students Undergo 4 Weeks Of Training During Summer Holidays)	
III	Core Paper VIII Core Paper IX Core Paper X	Accounting for Managers-I Research Methodology Fundamentals of Information
	Specialised Course-III	India's Foreign Trade and Investment
	Elective Paper III	Tax Management- Direct Taxes
	Elective Paper IV	Managerial Economics
	Soft Skill	Soft Skill III
IV	Core Paper XI Core Paper XII Core Paper XIII Core Paper XIV & XV	Accounting for Managers-II Advertising and Salesmanship Organizational Behaviour Project Report and Viva Voce
	Elective-V	Indirect Taxes
	Soft Skill	Soft Skill IV



M.Phil (Commerce)

Part	Course Component	Name of the Course
I	Core Paper I	Research Methodology
	Core Paper II	Advanced Financial Management
	Core Paper III (Internal)	Advanced Marketing
II	Project- Report and Viva Voce	



MILESTONE OF THE DEPARTMENT
GOLDEN JUBILEE CELEBRATIONS

The Commerce Department, celebrated it's Golden Jubilee on the 25th & 26th February, 2019. Shri. Banwarilal Purohit, the Hon'ble Governor of Tamil Nadu made his valuable presence as the Chief Guest on this grand occasion. The Golden Jubilee Souvenir was released by the Hon'ble Governor.





DEPARTMENT ACTIVITIES **PRATIBHA SANGAM**

Pratibha Sangam, the Student Association, is an initiative exclusively for the commerce students to explore their untapped talent, organising skills and to promote student leadership. This association is formed with an objective to bring to the fore the developments in Commerce, Economics and Business for discussion among students. The Sangam periodically organises student development activities such as Guest Lecture, Inter Departmental Quiz, Inter Collegiate Business Games, Debate etc. As the name suggests in Sanskrit, “Meeting of Intelligent Minds”, Ever since the forum was formed, the Department has been very active in conducting academic programmes at frequent intervals. The Sangam conducts both academic as well as creative events besides many motivational and inspirational talks from eminent speakers. The Sangam gained its momentum in the year 2018-2019 with the range of activities motivating and inspiring the students towards exploring themselves. The Sangam plans to spread its wings tall and wide in future by conducting both National and International Seminars and Conferences and events, inviting internationally acclaimed eminent personalities to provide wide exposure to our students.





ALUMNI MEET OF 1978 BATCH

The Commerce Department has a vibrant Alumni Association. The ALUMNI MEET of 1978 commerce batch was also recently conducted in the Dwaraka Auditorium. Around 60 Alumni participated and shared their nostalgia. The Alumni as a token of goodwill gesture forwarded a sum of Rs.80, 000 by cheque to the college.





PRAGATI

PRAGATI, an Inter-Collegiate Business Fest was conducted in 2019. Participants from various colleges showed their active interest and participation for the business fest. More than 70 colleges were invited from in and around Chennai. Over 700 students participated in the events. The events such as 'Corporate Roadies', 'Minute to sell it', 'AdVenture', 'InQuisitive', 'Dalal Street' and 'Bidding Bridge' cultivated the business interests in participants and there were further other cultural events like 'Please Don't Save Me', 'Off The Clock', 'Gallimaufry', 'AdSnap' and 'Fool's Gold'.





INDUSTRIAL VISIT

The Department emphasizes on holistic learning. We believe learning should not be restricted to four walls. To bring the immersive learning within our students, we incorporate industrial visit as part of the curriculum. The aim of these industrial visit is “Education – Exposure – Experience.”

The objective of an industrial visit is to provide students with an insight into the corporate world. It provides students with a practical real-world perspective on different functions in organizations such as Marketing, HR, Finance, Operations, Customer Service, Logistics, etc.





COMtalk- Newsletter of the Department

COMtalk, the Newsletter of the Department, was launched in February, 2021. It is brought out once in three months. It features articles, writeups, etc both by the faculty and the students of the Department. The achievements of the faculty and the students also figure in the newsletter.

JAI SHREE KRISHNA

D
DHARMA
D

G
GOVERNMENT
D

V
VARDHINI
C

C
COLLEGE

COMtalk

A NEWS LETTER OF P.G. & RESEARCH DEPARTMENT OF COMMERCE

Volume - 1 October - December 2020 Issue - 1

Shri. ASHOK KUMAR MUNDHRA
Secretary
&
Chief Patron

Dr. S. SANTHOSH BABOO
Principal
&
Patron

Dr. J. JAYASANKAR
Head, P.G. & Research Department
of Commerce (Aided)
&
Editor in Chief

Prof. S. SESHADRINATHAN
Head, Department of Commerce
(Shift - II)

Dr. HARIDAYAL SHARMA
Assistant Professor (Commerce)
&
Associate Editor

DEPARTMENT OF COMMERCE

The Department of Commerce was started in the year 1968. Under Graduate course in commerce was introduced in the year 1971 and Post Graduate course (M.Com) was started both in shift - I and Shift - II in the year 1978. The Commerce department is one of the largest Departments in Tamilnadu having 7 sections in B.Com (Shift - I & II) and M.Com being offered both in shifts - I & II. The Department has been recognised as a centre for conducting research leading to the award of M.Phil and Ph.D degrees since the year 1980. More than 400 M.Phil Scholars and about 85 Ph.D Scholars have completed their research in the department so far. The department has a consistent record of achieving more than 90% results with several University Ranks. The students also excel in sports and extension activities. Recently the department celebrated its Golden Jubilee to mark the 50 years of its inception with a series of functions and events. His excellency Shri. Banwarilal Parohit, Hon'ble Governor of Tamilnadu inaugurated the Golden Jubilee Celebrations.

Messages

Shri. ASHOK KUMAR MUNDHRA
Secretary

I am happy to note that P.G. & Research Department of Commerce has come out with the Newsletter "COMTALK". The department is very popular having an illustrious history of distinguished faculties, celebrated alumni and a value oriented teaching - learning culture. I am sure the department will reach new heights in the days to come and add further to the glory of the college. My best wishes to the entire team of "COMTALK".

Dr. S. SANTHOSH BABOO
Principal

It is a matter of pride and satisfaction that Post Graduate & Research Department of Commerce has come out with the newsletter "COMTALK". The newsletter is expected to enrich the academic domain and will be useful to both teaching fraternity as well as the student community. I congratulate the editorial team of the newsletter. My best wishes to the department for their future endeavors.



डीजी वैष्णव के वाणिज्य विभाग ने जारी किया संवाद पत्र

चेन्नई/दक्षिण भारत

यहां अरुम्बाक्कम में स्थित डीजी वैष्णव कॉलेज के स्नातकोत्तर एवं शोध विभाग कॉमर्स ने अपना संवाद पत्र एक समारोह में जारी किया। संवाद पत्र की प्रथम प्रति संपादक एवं विभाग के अध्यक्ष डॉ जयशंकर ने कॉलेज के प्राचार्य डॉ संतोष बाबू को भेंट की। इस अवसर पर संवाद पत्र के सह संपादक एवं सांयकालीन सत्र के अध्यक्ष प्रो शेषाद्रीनाथन तथा डॉ

हरिदयाल शर्मा भी उपस्थित थे। विभागाध्यक्ष ने कॉलेज के कॉमर्स विभाग के महत्व को निरूपित करते हुए कॉमर्स विभाग की उपलब्धियों को गिनाया। इस अवसर पर बोलते हुए कॉलेज के प्राचार्य संतोष बाबू ने विभाग के सभी शिक्षकों तथा विद्यार्थियों को कॉमर्स के क्षेत्र में हो रहे नित नए बदलावों और देश की अर्थव्यवस्था प्रत्येक व्यक्ति से किस प्रकार जुड़ी हुई है इस पर छात्रों को भी जागरूक करने पर बल दिया।



PLACEMENT DETAILS

Placement record of the department has been remarkable and most of the students who have registered for placement are placed in the following companies:

- *Cognizant Solutions*
- *Kotak Life Insurance*
- *State Street HCL Services*
- *NTrust Infotech Private Ltd*
- *Ford Motors*
- *National West minister Bank, etc.*

The Department is proud to place on record that our students are proving themselves successfully in all their endeavors.





GALLERY



CONTACT DETAILS:

 +91-44-23635101/ 102

 www.dgvaishnavcollege.edu.in