



THE ZENITH

A BUSINESS ADMINISTRATION QUADRIVIUM



Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous)

Arumbakkam, Chennai - 600106

DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)

Volume 1

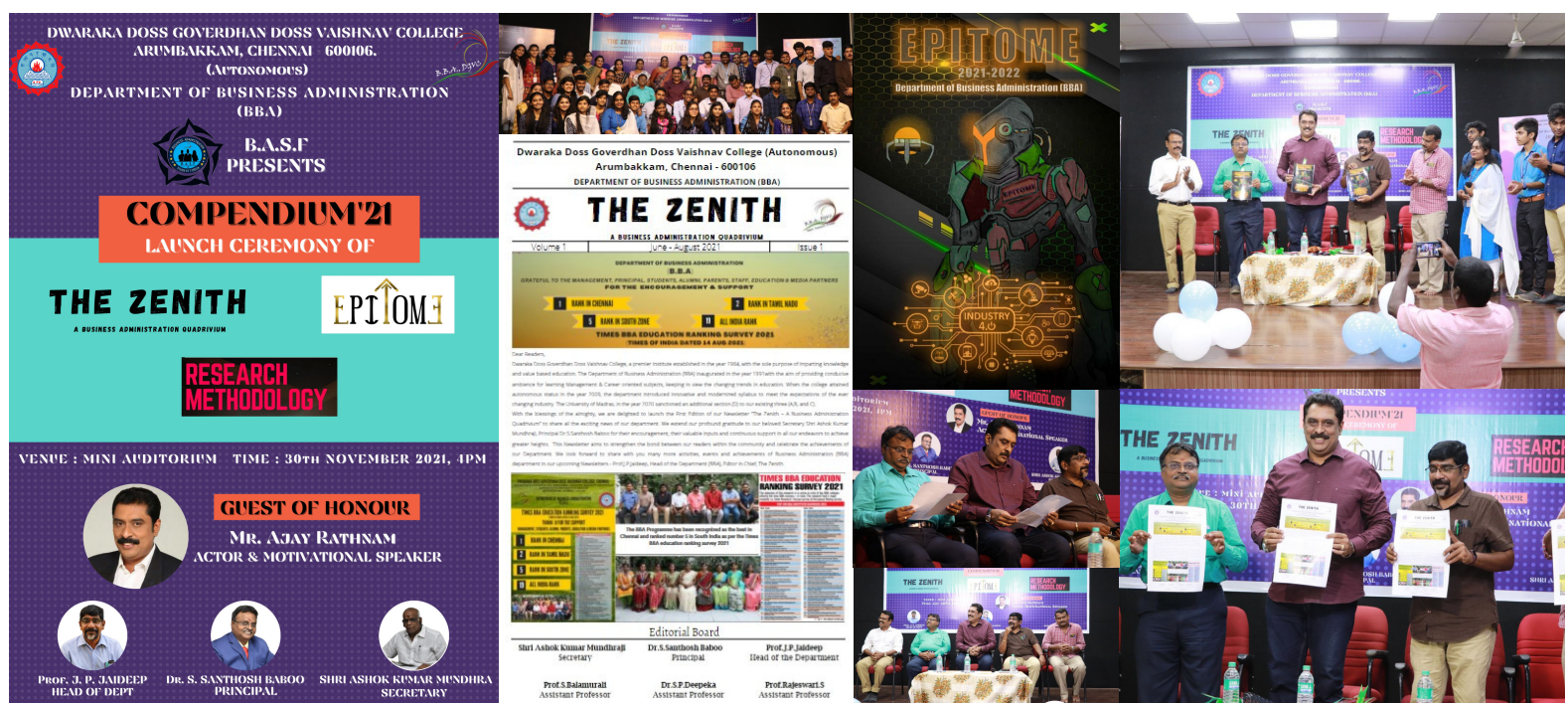
September - December 2021

Issue 2

Dear Readers,

We are thrilled to release the Second Issue (September 2021 - December 2021) of our Newsletter "The Zenith - A Business Administration Quadrivium" with the blessings of the almighty to share all of our department's exciting news. We are grateful to our beloved **Secretary Shri Ashok Kumar Mundhra** and our **Principal Dr.S.Santhosh Baboo** for their encouragement, valuable inputs, and unwavering support in all of our efforts to reach new heights. The Newsletter, a Quarterly endeavour of our department which is inspired with the lofty ideas of a well-rounded education, commemorates the accomplishment of our faculties and students. This reflects and encompasses the diversity inherent to the academic and extra-curricular spaces provided at BBA, DGVC. In our next Newsletters, we hope to share with you many more activities, events, and accomplishments of the Business Administration (BBA) department.

- Prof.J.P.Jaideep, Head of the Department (BBA), Editor in Chief, The Zenith



Compendium'21 commemorates our Department's triplite event coordinated by our faculties **Dr.N.Sarulatha, Mr.S. Bala Murali, Ms. Pavithra, Dr. S. P. Deepeka, and Ms. S. Rajeswari**. Epitome 2021 - 3rd edition of Department magazine, The Zenith - 1st edition of Department Newsletter, and a handbook for Research Methodology were launched during the event. **Mr.Ajay Rathnam**, Actor and Motivational Speaker also an alumnus of the institution was the Chief guest. The event commenced with lamp lighting by the chief guest, **Dr. S. Santhosh Baboo - Principal, Prof. J. P. Jaideep - Head of the Department** and our faculties - **Mr. L. Arumugam and Mr. P.S. Ravitheyj**, The students were enlightened on the 5 Ps (Project, Praise, Prizes, Prestige and Power) of motivation and importance of parents & teachers in shaping their future. He appreciated our beloved Principal and the Head of the Department for their unwavering support in identifying the creativity and skills of the students.

STUDENT COORDINATORS

M Harish Dhoka
II 'A'
BBA

Jinesh K Jain
I 'A'
BBA

Yash R Melwani
I 'C'
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Prof.S.Balamurali
Assistant Professor
BBA

Prof.J.P.Jaideep
Head of the Department
BBA

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PATRONS

Dr.S.Santhosh Baboo
Principal

Shri Ashok Kumar Mundhra
Secretary

Exemplarium

Research Methodology Handbook

The Handbook on Research Methodology - is an initiative by our final Year students **Mr.Naman Babani and Mr.Yash Babani**, guided by our faculty **Dr. K. Rao Prashanth Jyoty**. The book was released by **Mr.Ajay Ratnam**, Actor and Motivational Speaker along with our **Principal Dr. S. Santhosh Baboo**. This handbook is a potential reference copy, which covers the foundation required for undergraduates in this subject. It focuses on strengthening the knowledge of the students as a beginners in the field of Research. The chapters highlighted in this book are Fundamentals of Research, Research types, Research Design, Sampling, and the usage of SPSS.



Magnifico

"Magnifico" - A handbook of young entrepreneurs, is a business directory listing of our BBA alumnus batch 2013 - 2021. The data for the book was compiled by Team BBA. **Prof. J. P. Jaideep, Dr. S. P. Deepeka, and Ms. S. Rajeswari** were the editorial board members. **Dr. T. S. Vembu**, Chief guest for the programme, appreciated the efforts taken by Department for documentation and unveiling "Magnifico" which will also serve as a networking database. **Dr. S. Santhosh Baboo, Principal** highlighted the students - faculty relationship and their role in developing budding entrepreneurs. Few budding entrepreneurs also shared their experience and the support they received from the Department in fostering entrepreneurship.



BASF

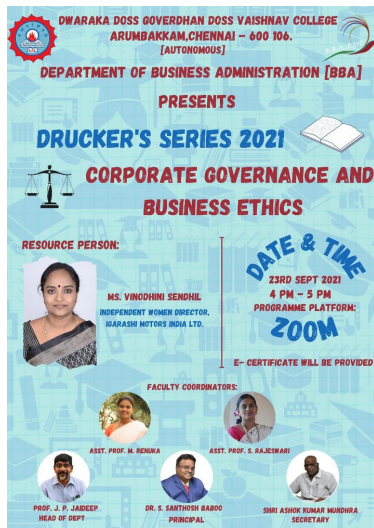
The Investiture ceremony of BASF for the academic year 2020 - 2021 was held on October 27, 2021. **Ms. K. Lakshmi and Ms. Renukumari** were the faculty coordinators. our **Principal Dr. S. Santhosh Baboo** was the Chief Guest for the programme. The team selection was done after nomination and personal interview in the light of the discipline and commitment towards the department activities.



BASF team consists of 44 members, who organize and coordinate the events in the Department, they also encourage and motivate the students to participate in intercollegiate and acts as student volunteers for the Department. The following are the BASF Members of the Department, President - **A. S. Srinivas**, Vice President - **S. Abhishek**, Secretary - **J. R. Roshitha**, Treasurer - **M. P. Pooja**, Organising Secretary - **Siddharth**, Cultural Secretary - **Mithran**, Sports Secretary - **K. Keerthana**, Print & Media Secretary - **Ezhilian Wilson**, Public Relation Secretary - **P. Aakash**, Media Secretary - **D. Lakshith**, Discipline Secretary - **Hitin. M. Chatrani**. I. V. Secretary - **Jaya Surya**, SSR Secretary - **Bhavya Jain** Placement Liason - **Vinay Krishna**, Hospitality Secretary - **Mohinee. M. Dave**.

Academia

Corporate Governance and Business Ethics



The Department of Business Administration, BBA organized a Webinar on 23rd of September 2021. The topic of the webinar was "Corporate Governance and Business Ethics" - Drucker's Series 2021. Around 263 second and third-year BBA Students participated

in the webinar. The resource person for the program was **Ms. Vinodhini Sendhil**, Independent Women Director - Igarashi Motors India Ltd. It was coordinated by our faculties **Ms. M. Renuka and Ms. S. Rajeswari**. The Webinar covered topics on fundamentals of regulation, ramifications, and the necessity of corporate governance in recent times. She also shared on the evolution of Corporate Governance in India and the role of independent director in an organization. Around 263 second and third-year BBA students participated in the webinar and gained insights on the rules and regulations of corporate governance in India.

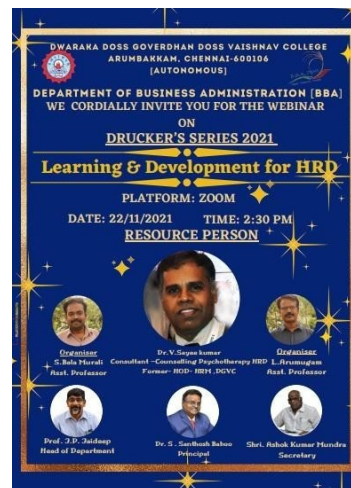
Stepping Stones



A Webinar on "Stepping Stones for Career Path and Career Ladder - Drucker Series 2021" was conducted by Department of Business Administration on November 23, 2021. The session was handled by **Mr. M. Rumesh Kumar** a Young Entrepreneur

and Management consultant. The session was coordinated by our faculty members **Ms. D. Suba, Ms. Renukumari, and Dr. P.S Ravithej**. The session focused on grooming, importance of resume writing, Interviewing Skills, Career development, employment life cycle, career path, career ladder, and Corporate Behaviour. Around 127 Students participated in the webinar. It was an interactive session where all the students were actively engaged.

Learning and Development for HRD



An Enriching and informative session on the topic "Learning & Development for HRD" was conducted by Department of BBA, organized by **Mr.S.Balamurali and Mr.L.Arumugam** on

November 22, 2021. The Resource Person for the session was **Dr. V. Sayee Kumar**, Consultant - Counselling Psychotherapy HRD & Former - HOD - HRM, DGVC. Being an expert in Human Resource Development, he provided guidance and insights on Learning, training, and development. He also emphasized the importance of career stages and the development of employees in an organization. Around 137 second and third-year BBA students participated in the session and gained knowledge on Learning and development.

Crescendo

"Crescendo" - a programme on Career Guidance was organized by the Department of Business Administration (BBA) on December 13, 2021. The program was coordinated by our faculty **Ms. M. Renuka and Ms. S. Rajeswari**. **Ms. SivaPriya Sivakumar**, Founder - Zeal Wings Academy was the resource person. Basic interview questions, Attitude, Confidence, Dress code. were the topics covered during the seminar. The session benefitted the participants to develop their interview skills.



Fiesta

Freshers' Day Celebration

The Freshers Day program for the year 2021 was organized by our faculties **Mr. L. Arumugam and Dr. K. Rao Prashanth Jyoty**, along with the team BASF on November 24th to bring out the hidden talents of the first-year students. The programme began with a lamp lighting ceremony followed by the events organized by the seniors for their juniors. The various event includes poster making, photography, Biz Plan, followed by Debate, Channel Surfing, Stress Interviewing, and Dance competition. The winners of the event were honored during the valedictory ceremony.



Student Social Responsibility Cell (SSR)

Save Food Save Life

Most of us do not recognize how much we throw away each day from uneaten leftovers to spoiled produce. UNEP Food waste Index Report 2021 has estimated a suggest that 8 - 10% of global greenhouse gas emissions are associated with food that is not consumed. Up to 811 million people are going hungry, more than 2 billion suffer from malnutrition. In this context, the BBA department collaborated with an NGO - "**The Neighbourhood Foundation**" to carry out this campaign. It was inaugurated by the Project Director, **Prof.J.P.Jaideep** - HOD, BBA, along with the Project head **Dr. K. Rao Prashanth Jyoty**. There was an 8x8 kiosk set up close to the temple wherein everyone positioned their handprints at the canvas close to the kiosk. The faculty members and students actively participated in the campaign. A vision of a hunger-free India was acknowledged by all the participants with equitable distribution of food.



Necessities for the Needy (NeNe) - Sweet Project

Sweet project was yet another initiative by the Department of BBA organized by the Project Director, **Prof.J.P.Jaideep** - HOD, BBA, along with the Project head **Dr. K. Rao Prashanth Jyoty**. on 03.11.2021. The 'Festival of Lights' was celebrated by distributing sweets among the construction workers, janitors, and the non-teaching staff. The faculty and the students raised funds for procuring the sweets. The Department is thankful for the contributions, a total of 125kgs were distributed among 250 people. The department is thankful to the contributors. This small gesture is a reminder to us to invariably share a piece of our fortune with people who are around us.



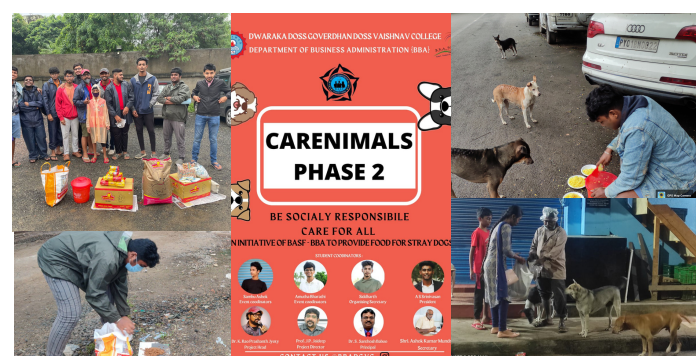
Health in Hands

Health in Hands is an initiative by the Department of BBA on creating awareness and building healthy life among the students. The programme was organized by **Dr. K. Rao Prashanth Jyoty and Ms. M. Mahalakshmi Priyadharshini** on 13.12.2021. **Dr. N. Kiruthika** led the first session and addressed the importance of personal hygiene. She stressed on the significance of personal hygiene for personality, health, social and psychological reasons. With an ecstatic handwashing dance, the second session was handled by Mr. Surendar on the topics safe driving, accidents, golden time, and Cardiopulmonary resuscitation (CPR).



Carenimals Phase II

Carenimals Phase II, an initiative by BBA Department was organized by Project Director, **Prof. J. P. Jaideep**, Project Head - **Dr. K. Rao Prashanth Jyoty** and by students volunteers on November 9, 2021, to care for and protect animals during the rainy season in and around Koyembedu. Many animals were forced to seek shelter behind parked automobiles and abandoned garbage bins due to the torrential rains. The faculty and the student volunteers of the Department donated money and which was used to offer food for neighborhood street dogs.



Accolades

Awards & Recognition

Our Head of the Department **Prof.J.P.Jaideep** has been conferred as "Best Head of the Department" during the year 2021 and our faculty **Dr.K.Rao Prashanth Jyoty** has been awarded as "Best Student Counsellor" during the year 2021 by CIBAF Trustee and Mana Muna Foundation.

Our Head of the Department **Prof.J.P.Jaideep** and our faculty members **Dr.N.Sarulatha**, **Mr.S.Balamurali** and **Dr.S.P.Deepeka** have been conferred "Pillars of India" award by ESN Publications for their committed contribution to society, professionally and individually.



Our faculty **Dr.N.Sarulatha**, has received the Best paper Award for the paper titled "Investigating Differences In Social Commerce Apps With Special Reference To Fashion E-tailing" at the International Virtual Conference on Business and Technology by EUROMID Academy of Business and Technology, Turkey during the month of November 2021.

Journal Reviewer - Our faculty **Mr.S.Gunalan** has been selected as reviewer and reviewed articles for peer reviewed Journals namely International Journal of Management Reviews and The Economic Journal, London.

Courses - Our Faculty **Ms.K.Lakshmi**, **Ms.Renu Kumari**, **Ms.P.Pavithra**, and **Dr.S.P.Deepeka** has successfully completed Swayam NPTEL online Management certification course during the month of October.

Research, Conference and Publications

Our Faculty **Ms.K.Lakshmi** has presented a paper titled "Factors determining the job satisfaction of employees working in a fertilizer company - A study" in the 4th International conference - ICRBP 2021, "Reconciliation in Business Practices: Causes, Conflicts, and Control". The Paper was published in Shodhsamhita UGC Care Group 1 Journal with Impact Factor 4.95.



Our faculty **Dr.N.Sarulatha** presented a paper titled "Investigating Differences In Social Commerce Apps With Special Reference To Fashion E-tailing" at the International Conference on Business and Technology by EUROMID Academy of Business and Technology, Turkey held during the month of November 2021.

Dr.N.Sarulatha also participated in an one day online Conference on "Modern Techniques and Practices in Commerce and Management" organized by Tapti Education Society's Bhusawal Arts, science and P.O. Nahata Commerce College, Bhusawal during the month of September.

Our faculties **Ms.K.Lakshmi** and **Dr.S.P.Deepeka** attended ICSI Teacher's Conference on the Theme "Empowering Educators" organized by The Institute of Company Secretaries of India during the month of September.

Dr.S.P.Deepeka attended "World Doctorates Day" conference 2021 on virtual mode under the aegis of "Global Network of Doctorates" organized by the Amity University Haryana, Gurugram.

Accolades

Invited Talks

Our Faculty **Dr.N.Sarulatha** has been invited as a Resource Person for a National Level Online Seminar on "Developing of Intrapreneurial Mindset" organized by the Department of Materials and Metallurgical Engineering, IITE, Indus University, Ahmedabad between 29th September - 1st October 2021 on the topics "E-Commerce for Business" and "Developing Winning Habits".

Dr.N.Sarulatha also served as a Guest Speaker on "Digital Marketing" for Mar Gregorios college of arts & science during the month of October.

Our faculties **Mr.S.Balamurali** and **Ms. Mahalakshmi Priyadarshini** served as Resource Persons for UGC sponsored NTA NET coaching classes organized by USAB - University of Madras during the month of September.

Mr.S.Balamurali has been invited as a Resource Person for PG Induction Programme on "Self Motivation" organized by SNMV college of Arts and Science Institute of Management during the month of October.

Mr.S.Balamurali served as a resource person for NTA NET Induction programme conducted by Vivekanandha College for Women, Tiruchengode in the month of November.

Mr.S.Balamurali was also invited as a guest speaker for PG Induction Programme on "Motivation" organized by Shanmuga Industries Arts and Science College, Thiruvannamalai during the month of December.

Students' Achievement



Ms.Keerthana K, Final Year student Won a Gold medal from SMART Takewondo club in a senior female under 62KG weight category in the championships held in November.



Mr.Pranat Dhing, First Year student has been awarded second place in a poetry recitation competition organized by the department of Hindi held during the month of November.



Ms.S.Harini, 1st Year student has achieved the global world record for single stick silambam rotation for 6 hours and 16 minutes continuously in the mass record of 238 participants worldwide, which was held during the month of October.

Mr.Tarang C Bansali, 1st Year student, has received runner-up in the event named cash king in COMBAT 2021 organized by our college.

Mr.Param Shiv Mishra, 1st Year student won the first prize in the debate competition in V-Fest conducted by our college.

Mr.Madhav Krishna, 1st Year student painted a picture of Mahakavi Bharathiyar and presented it to the Department of Tamil of our college.

Our 1st year students **Mr.Sriyan Harijee, Gowtham P,** and **Mr.Param Shiv Mishra** attended a seminar on "Army as An Organisation" by Lieutenant Colonel B. Ganesh (Artillery Regiment) Organised by the PG Department of Social Work of our college during the month of December.

The Freshers Day program for the year 2021 was organized by our department for our first years. The following are the list of events along with the winners.

1. Biz Plan (Business Plan) - **Mr. Sri Krishna Mohith and Mr.T. Elanthiraiyan**
2. Shutter Up (Photography) - **Mr.Pranit and Mr.Hemanathan**
3. War of Words - **Mr.Param Shiv Mishra and Mr.Sriyan Harijer**
4. Channel Surfing - **Mr.Yas Raj and Mr.Gowtham. P**
5. Dance - **Mr.Mukesh and Mr.Mayank**
6. Poster Making - **Ms.S. Harini and Mr.Aayush**
7. Quiz - **Mr.Ram and Mr.Manav**

We congratulate the students for their achievements.

Campus Bonne Bouche - A campus Round up

New BBA Block ! Fresh Beginning !



The Team BBA congratulates our beloved **Principal Dr.S.Santhosh Babu** on his victory in the syndicate election.



Covid Vaccination camp was organized by the college for the welfare of the students.



Dwaraka Doss Goverdhan Doss Vaishnav College Institution Innovation Council launched



S.Naveen of first-year M.A. Economics won 3 gold and 1 bronze medal (93kg Category, lifting 817.5kg) in the 2021 open Sub Junior, Junior, and Master Asian classic & equipped weight lifting and Bench Press championship held at Istanbul, Turkey.

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE (AUTONOMOUS)
ARUMBAKKAM, CHENNAI-600106
DEPARTMENT OF PHYSICAL EDUCATION

G. NISHANTHRAJA
of
(Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai)
Represented
University of Madras
Athletic Team won Silver Medal in
110 Mts Hurdles in
All India Inter-University Athletic Championship 2021-22
Held at Alva's Institution, Moodbidri, Mangalore University.

Congratulations!!!

Shri. Ashok Kumar Mundhra Secretary Shri. Ashok Kediya Treasurer Dr. S. Santhosh Baboo Principal
Shri. Hitesh Kanodia Sports Secretary Dr. M. Karthikeyan Director of Physical Education

Staffs, Coaches and Students.

NAME	STATE	TIME
YASHWANT ACHARYA NA		14.32
NISHANTHRAJ UNIVERSITY O		14.41
MUHAMMED UNIVERSITY-		14.49
ALDEN NORO UNIVERSITY O		14.58
KHODAKE VIK SHIVAJI- UNIV		14.69
DHANUSH ADI BHARATHIAR		14.73
KRISHIK M. VISVESVARAY		14.77
NARESH YAD V.R.S.PILLAI UNIV		14.77

ER - UNIVERSITY ATHLETICS CHAMPIONSHIP FOR MEN 202

G.Nishanthraja of our college represented the University of Madras athletic team, won silver medal in 110mts hurdles in All India Inter-University Athletic Championship 2021-2022 held at Mangalore University.



NCC rising day was celebrated on 02.12.2021 at our college.



All the staff members paid floral tribute to the chief of defense staff Bipin Rawat.

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Other Publications

EPTIOME
The Department Magazine

Magnifico
A Handbook of Young Entrepreneurs of BBA