



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



*Prospectus*

2022 - 2023



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# 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 then 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 the most sought after Degree Programme in the College. 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, Cost 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.*

*With Best Wishes,  
Dr. S. Seshadrinathan  
Head of the Department*



# 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.*



# PG & Research. Department of Commerce

## Shift 1



**Dr. S.SESHADRINATHAN,**  
M.Com., M.Phil., Ph.D.,  
Associate Professor & Head- Shift II



**Dr. J.SATISH**  
M.Com., M.Phil., Ph.D.,  
Associate Professor



**Dr. B.VIJAYAKUMAR**  
M.Com, M.Phil, MBA,  
BGL, Ph.D, SLET  
Associate 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.VEERARAGHAVAN,**  
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, PGDHE.,  
Ph.D.,  
Assistant Professor



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





# Programmes Offered & Eligibility Criteria

Under  
Graduate  
Programme

B.Com  
( General )

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.

Post  
Graduate  
Programme

M.Com

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  
programme

Commerce  
( Full Time )

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  
Programme

Full Time  
& Part Time

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.

**\*\*M.Phil Admission Subject to university guidelines**



# Course Curriculum

OF THE DEPARTMENT

## 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

### **INTERNAL ASSESSMENT**

**Total Marks = 50 marks**

**CIA – I – 15 marks**

**CIA – II – 15 marks**

**Generic Skill – 15 marks**

**Attendance – 5 marks**

### **END SEMESTER EXAMINATION**

**50 marks**



# Course Curriculum

OF THE DEPARTMENT

## M.Com

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

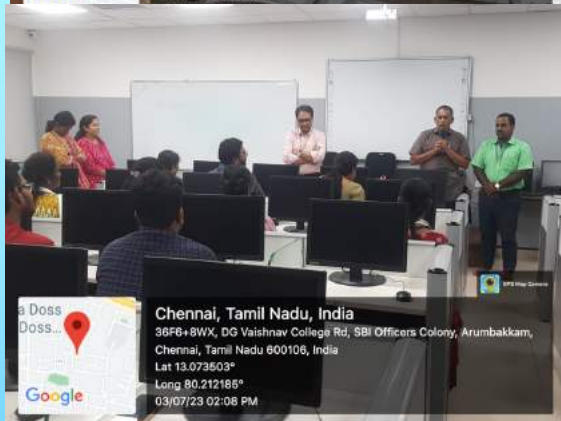


# Value Added Courses

OFFERED BY THE DEPARTMENT



*The Department is offering a Certificate course in 'Goods and Service Tax Filing' and 'Accounts and Financial Communication' in association with Aquilae Pvt limited to all the students of B.Com. This will enhance the employment prospects of students. A formal MOU has been signed with Aquilae Pvt Ltd to conduct the course in our campus.*



*In the last five years, the Department of Commerce has conducted certificate courses in GST, TALLY, Entrepreneurial Development and Fundamental & Technical Analysis.*

*The course in GST was offered in association with The Institute of Cost Accountants of India. The Course in Entrepreneurial Development was conducted in association with the Ministry of MSME, Govt of India.*



# Milestone of the Department GOLDEN JUBILEE



*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.*



# Alumni Meet



*The Commerce Department has a vibrant Alumni Association. It conducted Alumni Meet thrice in the last five years. The ALUMNI MEET of the 1978 batch of students was held in 2019 and 2022. Around 60 Alumni participated and shared their nostalgia.*



# Pratibha Sangam DEPARTMENT CLUB



*Pratibha Sangam, the Student Forum, 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. Pratibha Sangam, in Sanskrit, means “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 by eminent speakers. The Sangam gained its momentum from 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.*





# JOSH

## *Joy of Serving Humanity*

The PG & Research Department of Commerce (Shift I) embarked on a new journey to serve the society and help to fulfil the needs of the society through Social Responsibility activities of Commerce Students under the broader name “JOSH” -JOY OF SERVING HUMANITY. JOSH was inaugurated in the academic year 2022-2023 to build students with strong motives and responsibility towards society. It is to enhance the quality of life of people from marginalised and vulnerable communities, by empowering them and catalysing change through innovative and sustainable solutions.



- The first phase of JOSH was organised on account of Children’s Day Celebrations at Seva Chakkara Boys Home in Redhills, Chennai



- The Phase II of JOSH was initiated on account of World Braille Day, 4th January 2023 at Gnanadharshan Seva Foundation – For Visually Challenged Women, Aminjikarai, Chennai



- The Phase III of JOSH was organised to care for the uncared Senior Citizens on 25th February 2023 at Anandham Home for Senior Citizens, Anna Street, Gangai Nagar, Kallikuppam, Ambattur, Chennai



# 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 industrial visit is “Education – Exposure – Experience.”*

*Industrial visits 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.



## Placement Details

Placement record of the department has been remarkable and most of the students are placed in reputed companies as shown below.

- 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.



*Good Luck*

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