

## BUSINESS ADMINISTRATION STUDENT FORUM (B.A.S.F)



The Business Administration Student Forum (B.A.S.F) is the representative structure through which students of the department involves and organises various activities in collaboration with the management, staff & students.

The B.A.S.F ensures smooth conduct of various co-curricular activities throughout the year and encourage students to participate in various cultural organisational activities. &

The B.A.S.F enhances communication between the students and the management and assists in all activities in order to achieve the vision of the Department

## BBA TEAM

Dr.K. Rao Prashanth Jyoty, PGD-PPT, PGD-HE, M.A., M. Sc (Psychology), M.Com, MBA, M.Phil., Ph.D.  
Head In-charge & Assistant Professor

Ms. K. Lakshmi, M.Com., M.Phil, PGD-HE  
Assistant Professor

Dr.P.S.Ravithaj, M.Com, MBA, M.Phil., Ph.D.  
Assistant Professor

Mr. K.S. Felix Aaron, MBA, NET  
Assistant Professor

Ms. Renu Kumari, MBA, SET in Management, M.Com  
Assistant Professor

Mr. S. Gunalan, B. Pharm, MBA  
Assistant Professor

Mr. S. Bala Murali, B.Com., MBA., UGC-NET., DHRM  
Assistant Professor

Dr. S.P.Deepeka, DTTF, MBA, Ph.D.  
Assistant Professor

Ms. S. Rajeswari MBA, M.Com., M.Phil., NET  
Assistant Professor

Dr. S. Shankar, MBA, PGDHRM.,NET, PhD.  
Assistant Professor

Ms. M. Kavitha, MBA, NET  
Assistant Professor

Mr. K.Pakkirisamy, BE, MBA, SET  
Assistant Professor

Dr. Esther Rani B, BBA ,MBA, Ph.D.  
Assistant Professor

Ms. Aswini, B.Com, MBA  
Assistant Professor

Ms. J. Amala, MBA, NET.,  
Assistant Professor

Dr. M. Suganya, MBA, Ph.D.  
Assistant Professor

Ms. V.S. Bhuvanewari, MBA  
Assistant Professor

Dr. H.Divyaa, MBA, M.Phil., Ph.D  
Assistant Professor

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE  
(Autonomous)  
College with Potential for Excellence, Linguistic Minority Institution  
Affiliated to University of Madras  
Arumbakkam, Chennai – 600 106  
REACCREDITED GRADED NAAC A++ (Cycle 3)



## DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)



### VISION:

To evolve as an institution providing wholesome quality education in the field of management for building and developing entrepreneurship.

### MISSION:

- To provide sustained comprehensive quality management education inculcating social and ethical values.
- To spearhead new teaching practices for course delivery of management education.
- To stay abreast and constantly strive to provide students with the latest developments in the field of education and integrating with ICT.

## ABOUT THE DEPARTMENT:

The Department of Business Administration, (BBA) D.G. Vaishnav College had a modest beginning in the year 1991 with 1 section. Presently, the Department has 3 sections with around 650 students and 16 faculty members. One additional section is to be introduced in the academic year 2021-22. The Department provides conducive ambience for learning Management & Career oriented subjects, keeping in view the changing trends in education.

The Department has been revising the syllabus regularly under the choice-based system.

The Department offers specialization in Marketing, Human Resource, Family Business Management, Media Management.

The Department hosts Markutsav & Synergy two inter college events every year and publishes EPITOME Annual Magazine. The Department takes pride in its Student Social Responsibility (SSR) activities. The recent ones include Ne Ne Programmes, CareNimals. The Department was listed as Top BBA Institutes by Times Ranking from 2021-2023.

## SPECIALISATION OFFERED

1. MARKETING MANAGEMENT
2. HUMAN RESOURCE MANAGEMENT
3. FAMILY BUSINESS MANAGEMENT
4. MEDIA MANAGEMENT



## BEST PRACTICES

1. SPECIALIZATION AT UG LEVEL
2. FAMILY BUSINESS CONSULTING
3. START-UP TO SCALE-UP
4. YOUNG RESEARCHERS
5. STUDENT SOCIAL RESPONSIBILITY (SSR)
6. VALUE ADDED COURSES FOR ALL 3 YEARS
7. ALUMNI ENTREPRENEURS NETWORKING
8. ALUMNI ENGAGEMENT
9. INTERNSHIPS
10. PLACEMENT AND CAREER GUIDANCE

## DEPARTMENT CLUBS

Young Researchers' Club (YRC)

Women's Cell (WC)

Students' Start-up Cell (SSC)

Students Social Responsibility Committee

Students Quality Council (SQC)

Media & Communication Cell

Higher Education Cell

Placement Cell

International Relations Council

Language Club

Sports Club

Life Skills Cell

Special Need Equal opportunity Cell (SNEO)



### CONTACT US:

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