



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE**  
**(Autonomous)**  
**College with Potential for Excellence**  
**Linguistic Minority Institution**  
**Affiliated to University of Madras**  
**Arumbakkam, Chennai – 600 106**



**POST GRADUATE DEPARTMENT OF COMMERCE**  
**(SHIFT II)**  
**PROSPECTUS**  
**2021-2022**

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# ABOUT THE COLLEGE



*His Holiness 108 Goswami Shri Maharaj Shri Mathureshwarji laid the foundation stone for the college building on 13th November 1963 at Gokul Bagh. The college made its humble beginning in the year 1964, founded by the Vallabhacharya VidyaSabha with Shri Totadri Iyengar as the first Principal. The institution was established with the Noble vision of benefitting youngsters desirous of pursuing higher learning with quality education and wisdom*

## OVERVIEW ABOUT THE DEPARTMENT

- ❖ *The Department of Commerce (Shift II) was started in the year 1978 with an aim of providing conducive ambience for learning commerce & Career oriented subjects, keeping in view the changing trends in education.*
- ❖ *Under Graduate course (B. Com) and Post Graduate course (M.Com) both were started in the year 1978.*
- ❖ *The Commerce department of Dwaraka Doss Goverdhan Doss Vaishnav College is one of the largest Departments in Tamilnadu having 4 sections in B.Com (Shift - II) and M.Com being offered both in shifts II.*
- ❖ *The department also encourages students to take part in co-curricular activities, in order to help students to develop problem-solving, reasoning, critical thinking, creative thinking, communication and collaborative abilities. The Department has been revising the syllabus regularly under the choice-based system.*
- ❖ *The Department of Commerce celebrated its Golden Jubilee in the year 2019. Thiru. Banwarilal Purohit, The Hon'ble Governor of Tamil Nadu made his valuable presence as the Chief Guest on this grand occasion.*

## SECRETARY'S MESSAGE



*Secretary*  
**Shri Ashok Kumar Mundhra**

*The philanthropic zeal coupled with the single-minded dedication evinced by the management for advancing knowledge and disseminating it has helped the college emerge as one of the outstanding institutions of higher learning in Chennai. With visionary and illustrious individuals adorning the chair of the Principal over the last six decades, leading an army of academically strong and functionally committed faculty, the college has grown from strength to strength.*

## PRINCIPAL'S MESSAGE



*Principal*  
**Dr S. Santhosh Baboo**

*The benefaction of the management combined with the dedication of the principals and their armies have been inherited by the students joining the institution. With this inherited fortune combined with their individual prowess, the students have risen to great heights leaving behind a legacy of turning the college to be one of the premier institutions of higher learning in the state today.*

## 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, CMA and ACS.*
- ❖ *To offer certificate courses by collaborating with the Institutions that conducts 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.*







## 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*
- ❖ *Encouraging students to take up MOOC Courses*
- ❖ *Channelizing e-content and Modules for the commerce curriculum*

## VISION

*To provide for a high-quality education in commerce and empower students to shine with the current business scenario and enlighten up with higher education*

## FACULTY DETAILS

	<p><b>Prof. S. SESHADRINATHAN</b>  <b>M. Com., M.Phil.</b>  <b>Associate Professor,</b>  <b>Advisor &amp; Head (Alumni)</b></p>		
	<p><b>A. VENKATESH</b>  <b>M. Com, M.Phil.,</b>  <b>(Alumni)</b></p>		<p><b>C.V. BHUVANESWARI</b>  <b>M.Com, M. Phil.,</b>  <b>(Alumni)</b></p>
	<p><b>G. RAMKUMAR</b>  <b>M.A., M.Com, M.B.A.,</b>  <b>ACMA, M. Phil., NET, SET</b></p>		<p><b>R. SUNDARAVADIVEL</b>  <b>M.Com, M. Phil., M.B.A.,</b>  <b>M.Sc., B.Ed., NET, TRP</b></p>
	<p><b>Dr. P. SATHAYANARAYANAN</b>  <b>M.Com, M. Phil., PGDBA,</b>  <b>M.L, SLST, Ph. D</b>  <b>(Alumni)</b></p>		<p><b>G. RAMYA</b>  <b>M. Com, M. Phil., NET,</b>  <b>SET</b>  <b>(Alumni)</b></p>
	<p><b>Dr. T. KAMALA</b>  <b>M. Com, M. Phil., B.Ed.,</b>  <b>Ph.D., NET</b></p>		<p><b>K. SASIREKHA</b>  <b>M. Com, M. Phil., B.Ed.,</b>  <b>PGDBA</b></p>
	<p><b>N. VIKRAM</b>  <b>M.Com, M. Phil., M.B.A,</b>  <b>SET, NET</b>  <b>(Alumni)</b></p>		<p><b>N. JAYASHREE</b>  <b>M. Com, M. Phil, SET, NET</b></p>
	<p><b>N. SUBHASHREE</b>  <b>M. Com, M. Phil., NET</b></p>		<p><b>G. GNANASEKARAN</b>  <b>M. Com, MBA, M. Phil (Mgt),</b>  <b>NET (Commerce,</b>  <b>Management), CA (Inter),</b>  <b>CMA (Inter), PMP</b></p>
	<p><b>Dr. L. N. JAYANTHI</b>  <b>M. Com, M. Phil., M.B.A,</b>  <b>Ph.D., SET, NET</b></p>		<p><b>P. R. VISHALAKSHI</b>  <b>M. Com., NET, CA (Inter)</b>  <b>(Alumni)</b></p>
	<p><b>NAVEEN PRADEEP. N</b>  <b>M. Com, CMA, NET, SET</b>  <b>(Tamil Nadu, Telangana)</b>  <b>(Alumni)</b></p>		<p><b>Dr. P. JAYAKUMAR</b>  <b>M.Com., M.Phil., NET</b>  <b>Ph.D. MBA</b>  <b>(PART TIME)</b></p>
<p><b>Faculty Members with Ph.D Qualification: 3</b>  <b>Faculty with NET/ SLET Qualification: 12</b></p>			

## **COURSES OFFERED BY THE DEPARTMENT**



*The following courses are offered by the Post Graduate  
Department of Commerce*



## **ELIGIBILITY CRITERIA**



**B.COM  
(General)**

*Candidates for admission to the first years of Bachelor of Commerce (B.Com.) course shall be required to have passed Higher Secondary examinations conducted by the Government of Tamil Nadu, or an examination accepted as equivalent thereto by the syndicate of the University of Madras.*

## B. Com (General) SHIFT

### COURSE CURRICULUM

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
<i>Language</i>	<i>Language</i>	<i>Corporate Accounting-I</i>	<i>Corporate Accounting-II</i>	<i>Cost Accounting</i>	<i>Management Accounting</i>
<i>English</i>	<i>English</i>	<i>Banking &amp; Financial Services</i>	<i>Company Law</i>	<i>Principles of Financial Management</i>	<i>Industrial Law</i>
<i>Financial Accounting I</i>	<i>Financial Accounting II</i>	<i>Principles of Management</i>	<i>Principles of Marketing</i>	<i>Entrepreneurial Development</i>	<i>Income Tax Law &amp; Practice-II</i>
<i>Business Economics</i>	<i>Business Law</i>	<i>Business Communication</i>	<i>Practical Auditing</i>	<i>Income Tax Law &amp; Practice-I</i>	<i>Elective II- 1. Human Resource Management 2. Fundamentals of Insurance</i>
<i>Business Mathematics-I</i>	<i>Business Mathematics-II</i>	<i>Business Statistics &amp; Operations Research-I</i>	<i>Business Statistics Operations Research -II</i>	<i>Open Elective: Elective I - 1. Economic &amp; Corporate Laws 2. Office Management 3. E-Commerce 4. Marketing of Services</i>	<i>Elective III: Indirect Taxes</i>
<i>NME -Basic Tamil / Advanced Tamil</i>	<i>NME - Basic Tamil / Advanced Tamil</i>	<i>Soft Skills – III</i>	<i>Soft Skills – IV</i>	<i>Value Education</i>	<i>Extension Activity</i>
<i>Soft Skills – I</i>	<i>Soft Skills – II</i>	<i>Environmental Studies</i>	<i>Environmental Studies</i>		



## M.COM

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

## M.Com

### **COURSE CURRICULUM**

<b>Semester 1</b>	<b>Semester 2</b>	<b>Semester 3</b>	<b>Semester 4</b>
<i>Advanced Corporate Accounting-I</i>	<i>Advanced Corporate Accounting-II</i>	<i>Accounting for Managers- I</i>	<i>Accounting for Managers-II</i>
<i>Financial Management</i>	<i>Services Marketing</i>	<i>Research Methodology</i>	<i>Advertising and Salesmanship</i>
<i>Consumer Behaviour</i>	<i>Corporate Laws</i>	<i>Fundamentals of Information Technology</i>	<i>Organizational Behaviour</i>
<i>Logistics &amp; Supply Chain Management</i>	<i>Corporate Governance, Ethics and Responsibility</i>	<i>India's Foreign Trade and Investment</i>	<i>Project Report and Viva Voce</i>
<i>Advanced Statistics</i>	<i>Resource Management Techniques</i>	<i>Tax Management- Direct Taxes</i>	<i>Indirect Taxes</i>
<i>Soft Skill-I</i>	<i>Soft Skill-II</i>	<i>Managerial Economics</i>	<i>Soft Skill- IV</i>
		<i>Soft Skill- III</i>	

**After Semester 2 - Internship - Students Undergo 4 weeks- Summer Vacation Based Internship Programme**

## College Central Library



- *The Central Library was named as Shri Subadini Library Block.*
- *The total area of the library building is about 16,150 sq.ft.*
- *Library is fully automated with Autolib software in 2017.*
- *Open E- Journals includes SAKSHAT, NPTEL, DOAJ, OPEN COURSE WARE, EBSCO, etc.*
- *The Central library has an exhaustive collection of textbooks along with reference books, theses, journals, magazines, newspapers, question paper banks, etc,*

### **VALUE ADDED COURSES OFFERED BY THE DEPARTMENT**

- **'CERTIFIED FINANCIAL MARKET PROFESSIONALS' BY FIN ACADEMY**
- **CERTIFIED COURSE IN TALLY**
- **CRASH COURSE IN GOODS & SERVICES TAX**
- **LOGISTICS AND SHIPPING MANAGEMENT WITH TATTI**

## Alumni Speaks

### 1. **Viren Rajani, B.com, ACA, CFA**

CA Viren Rajani is a private equity investment professional at the Mumbai office of Kedaara Capital Advisors LLP. Before this, he worked at Boston Consulting Group for three years in the India, US & Europe offices where he has advised several blue chip & Fortune 500 companies. During his tenure at BCG, he worked with clients in India, US & Europe. He was also a Global Ambassador at the CEO's office.



### 2. **Desikan Balaji**

**B.com., LL.B., ACS, CMA, AciArb, PGDIPR, AIA (Belgium)**

Advocate, Author, Advisor, Faculty and also a reputed Corporate Legal Consultant and company secretary. He is also author of the book "Industrial Labour and General Laws and Economic and Commercial Laws" with Taxmann Publications. Also, he is renowned faculty for commercial and corporate laws subject for all professional courses. Currently, he is acting as Managing Partner at DB Law Chambers.



### 3. **Deepak Rao, M. Com., FICWA**

Group CFO of Mohan Mutha Group. CMA Deepak is an Post Graduate of Commerce from D. G. Vaishnav College 2004 Batch. He is a Fellow Member of ICWAI and secured AIR 11<sup>th</sup> Rank in his final examination. Also he possess more than 15 years of experience in various conglomerates including Murugappa, Sanmar and Standard Chartered. He has also been in the field of Private Equity and Venture Capital making deals across India and Asia.



# INDUSTRIAL VISIT



### ***3 days Industrial Visit to Mymul (Mysore Milk Union Limited) – Milk Factory, Mysore***

During September 2019, around 200 students of B.Com final year, accompanied by 4 Professors, were taken for an Industrial Visit to Mymul – Mysore District Co-op Milk Producers' Societies' Union Limited. (Similar to Aavin Milk distributors in Tamil Nadu).

The objective of the visit was to provide the insight regarding the working of Mymul and to learn about their operations, financial management, Supply chain and logistics management, marketing techniques and financial management.

## NCC



*The two units of NCC (Infantry and Armoured) strive to groom the students to be leaders in all walks of life and render their services to the welfare and betterment of the society. As a step towards women empowerment, the Infantry wing introduced enrolment for girl students in the year 2004-2005. Our students represent the college both at the National and State levels have participated in the Republic Day Parade thus bringing glory to the college.*

## CITIZEN CONSUMER CLUB

*The club was formed in association with the Department of Civil Supplies and Consumer Protection, Government of Tamil Nadu. It intends to create awareness on consumer rights and organizes events that truly reflect its motto, "Aware, Alert and Act".*

## ROTARACT CLUB

*The club was formed in the year 2007 and ever since its been a great platform for students to showcase their talents and leadership qualities. Our motto is "Fun, Friendship and Fellowship". Rotaract club members reaped the benefits of the Rotary Youth Leadership Awards (RYLA), a training program conducted by the District Rotaract Council for the Rotaract's.*

## PLACEMENT DETAILS

*A separate placement cell is there in the college to provide placement assistance to the students. 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*
- *N Trust Infotech Private Ltd*
- *Ford Motors*
- *National West Minister Bank, etc.*
- *RBS*
- *City Union Bank*
- *E & Y*
- *Deloitte*

*The Department is proud to place on record that our students are proving themselves successfully in all their endeavour's.*

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