

**BUSINESS ADMINISTRATION STUDENT FORUM
(B.A.S.F):**




The Business Administration Student Forum is the representative structure through which students of the department can get involved in organising 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



 studentforumbbadgvc@gmail.com

BBA TEAM:



Prof. J.P JAIDEEP, M.A., M.PHIL, PGHRD, PGDBA,
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Ms.Selvi, Department Assistant

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

ARUMBAKKAM, CHENNAI-600106



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 .


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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 Resources, 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 2017 & 2018.

Specialisation Offered

1. Marketing
2. Human Resource
3. Family Business
4. Media Management

12 COMMANDMENTS:

SALIENT FEATURES



- 1 MENTORING
- 2 ACTIVITY BASED LEARNING
- 3 SPECILIZATION
- 4 CERTIFICATE COURSE
- 5 WORKSHOP AND TRAINING
- 6 EXCLUSIVE DEPARTMENT LAB, LIBRARY AND ICT FACILITIES
- 7 INDUSTRIAL VISIT AND OUT BOUND TRAINING
- 8 STUDENT SOCIAL RESPONSIBILITY
AGRIPRENEURSHIP, NE-NE, CARENIMALS
- 9 YOUNG RESEARCHER CLUB
- 10 INTERNSHIP
- 11 PLACEMENT AND CAREER GUIDANCE
- 12 SPORTS AND CULTURALS

DEPARTMENT FESTS:



- 1 DHRONA
- 2 MARKUTSAV
- 3 SYNERGY

CERTIFICATE COURSES:



- 1 E-ENTREPRENEURSHIP
- 2 INNOVATION AND CREATIVITY FOR BUSINESS
- 3 SUPPLY CHAIN AND LOGISTICS MANAGEMENT
- 4 GST FILING

DEPARTMENT ACTIVITIES:

