

—2023-2024—



THE BOTTOM LINE

DEPARTMENT OF ACCOUNTING AND FINANCE



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THE BOTTOM LINE

For more than 50 years, Dwaraka Doss Goverdhan Doss Vaishnav College has served as a haven for several generations of enthusiastic students. The college was built on Vaishnavism principles with the express objective of offering value-based quality education and empowering the youth. The infrastructure of the institution has grown tremendously, and the curriculum is continuously being revised and updated to meet the unique demands of the global marketplace. Furthermore, the college's commitment to fostering a vibrant and inclusive academic environment has resulted in a diverse array of students, contributing to a rich tapestry of ideas and perspectives within its campus. The college has become one of the top universities because of the students' excellent performance in the classroom and extracurricular activities.

ADMINISTRATORS

Shri Ashok Kumar Mundhra is a passion-filled individual, who has been the guide light of our institution in its journey to the successful establishment it is today, by being our Secretary. He is someone who takes immense joy and pride in helping students achieve their dreams and goals. He has enabled the management to do their work effectively, which in turn has enabled the academic aspect of the college prosper. The

hardwork of our Secretary and his determination to redefine the standard of education and excellence, has made our institution one of most sought after colleges in the city.



Captain Dr. S. Santhosh Baboo, is the Principal of Dwaraka Doss Goverdhan Doss Vaishnav College. Equipped with a Masters Degree and a Doctorate in Computer Science, he has around 30 years of teaching experience in the field of Postgraduate Computer Science. He is person who strongly advocates for teamwork, positivity and keeps himself updated on everything happening in the

educational field. His prime objective was to initiate new, modern and years Innovative methods of teaching and imparting knowledge to the students and to bring the institution to a top position among competitors, which he has been working towards with passion, and successfully. "My prime responsibility is to steer the institution ahead in its trajectory of progress and nourish. young minds with knowledge and positivity", were our Principal's words when asked about his main goals. Captain Dr. S. Santhosh Baboo, as Principal, has guided the students and the institution onto the path to achieve their potential and success, and has been the backbone of the college.

ABOUT THE DEPARTMENT

The Department of Accounting & Finance was established in 2015 to provide students with a comprehensive understanding of finance. Given the expansion of the financial industry, there has been a growing demand for specialized knowledge in accounting and finance, both in India and globally. Our department offers Outcome-Based Education (OBE) in various areas, including taxation, corporate finance, banking, financial management, and investment management, in addition to a broad range of accounting specializations, such as financial, corporate, management, and cost accounting. Our curriculum equips students with the knowledge and skills they need to succeed in the global market. We not only emphasize academic pursuits but also encourage students to engage in extracurricular activities within and beyond the institution. We are proud to support the unique student forum "LucAFama," which provides students with a platform to interact with finance professionals and academics. We organize guest lectures, workshops, academic events, and seminars on finance and accounting through LucAFama to expand our students' exposure to and understanding of the financial sector. We are committed to developing our students' skills and talents and encouraging them to take on responsibilities that will prepare them for the constantly evolving global environment.

VISION AND MISSION

VISION OF THE DEPARTMENT

To provide students with an excellent career-oriented and comprehensive academic programme by integrating education with ethical, humanistic and social learning for enabling them to contribute to our country's progress

MISSION OF THE DEPARTMENT

- To provide strong conception knowledge and application skills in the domain of Accounting and Finance.
- To sharpen the student's analytical and decision making skills so as to enable them to comprehend the dynamic socio-economic and technological environment and its associated impact on businesses.
- To prepare the students with necessary functional and behavioural skills so as to enable them to become ethically and socially responsible finance professionals thereby contributing to nation building.

HEAD OF THE DEPARTMENT



DR. D. JAYAPRAKASH

Dr. D. Jayaprakash, M.Com., M.Phil., MBA., Ph.D., is the Head of the Department of B.Com Accounting and Finance at DDGD Vaishnav College, Chennai, with 13 years of teaching experience. He completed his graduation, post-graduation, and doctoral research in Commerce at the University of Madras, focusing on Customer Loyalty in Indian Banking Sectors.

He has published five research papers in reputed UGC Care List journals and received a Best Paper Award for his study on Work-Life Balance among Women Entrepreneurs. Dr. Jayaprakash has served in various academic and examination committees including TNPSC, ONGC, CSIR, and Symbiosis SNAP, and has organized two international conferences. At DDGDVC, he actively contributes as a member of the Examination Committee, E-Governance, Curriculum Design Cell, Board of Studies, and Placement Drive. His areas of specialization are Financial, Corporate, and Cost Accounting, and he is passionate about teaching, research, and guiding first-generation learners.

FACULTIES PROFILE



Dr. Bhuvaneswari, an Assistant Professor with 12 years of teaching experience, holds degrees in MA, M.Phil (Corporate Secretaryship), and a Ph.D. in Behavioral Finance. She has also been a guest speaker at numerous seminars and talks. She received the best paper award at an international conference held in Mumbai.



Dr. N. Alamelu Sathyabama is an Assistant Professor with 18 years of teaching experience, holding degrees in M.Com, M.Phil, and Ph.D. in commerce. She has published research papers and authored various books. She has attended FDPs and conferences. She has organized webinars and has been invited as a resource person to various colleges.



Dr. K. Tamilselvi, an Assistant Professor with 15 years of teaching, holds degrees in M.Com, M.Phil, MBA, and a Ph.D. She has a track record of publishing and presenting research papers. She has participated in FDPs and international conferences. She has also delivered guest lectures in reputed business schools. She is also a knowledge partner setting question papers for professional bodies.



Dr. Sathish Kumar V. an Assistant Professor with an M.Com, MBA Finance, and a Ph.D. in Human Resource, has substantial publication record and actively participates in seminars, conferences, and workshops. He also won the Best Paper award from the SRM Institute of Science and Technology. He is the NSS program coordinator and is also a member of the NDLI and the Citizen Consumer Club.

FACULTIES PROFILE



Ms. Radhalakshmi.V. an Assistant Professor with an M.Com General degree, actively participates in workshops, seminars, FDPs, and conferences. She achieved the Best Paper Award at the "Virtual International Conference on Restructuring of Trade & Industry for the Upliftment of Indian Economy" hosted by St. Joseph's College Arts & Science,



Dr. V. Subhashini, an Assistant Professor with over a decade of teaching experience, holds degrees in M.Com, M.Phil, MBA in Finance, and a Ph.D. She received the BEST PAPER AWARD at a National Conference on Social Inclusion & Gender Justice for her paper titled "A Study on Growth and Problems of Women Entrepreneurs in the Present Scenario," organized by Sri Devi Arts & Science College. She has also authored 3 books.



Dr. M. Kotteeswari, an assistant professor with a background in M. Com, M.Phil, and a Ph.D., NET, has 15 years of teaching experience. Her dedication to professional development is evident in her participation in various webinars, conferences, and workshops, along with her contributions to online journals.



Ms. D. Narmadha, an assistant professor with an M.Com, M.Phil.. MBA, and SET has a teaching experience of 8 years. She is currently pursuing her doctorate. She has attended many seminars, conferences, and FDPs. She was also invited as a guest speaker at St. Joseph College of Arts and Science

FACULTIES PROFILE



Mr. Alistar Dominic Joseph completed his undergraduate degree at Loyola College and holds an M. Com degree from the University of Madras. He has gained valuable work experience with one year at Don Bosco Arts and Science College and another year at DGVC. Additionally, he has participated in conferences during his academic journey. He has participated in more than 3 international dance events.



Ms. Jasmine Suganthy is a commerce professional with a Master's degree in International Business and Finance (M.Com). She has qualified UGC NET for Commerce, demonstrating her expertise in subjects like financial accounting, business economics, business statistics, marketing management, and international business. Apart from her academic and professional pursuits, she enjoys expressing her creativity through art, particularly focusing on nature, flowers, animals, and scenery.



Ms S. Janani, Assistant Professor, holds degrees in MCom, MPhil, and MBA. Has assisted in various books on subjects such as Cost Accounting and Financial Accounting published by esteemed houses like Tata McGraw Hill and Vijay Nicole. She is also a skilled theatre artist.



Ms. N.S. Akshaya Lakshmi holds a B.Com degree with distinction and an M.Com degree with first-class honors. Alongside her academic achievements, she has participated in various Veena programs, reflecting her dedication to classical music. She also conducts Veena classes for students in abroad, sharing her expertise and promoting Indian classical music on a global platform while nurturing cultural appreciation among learners.

STUDENTS' FORUM (LUCAFAMA)



LucAFama, the Student Forum of our Department, offers a platform platf for students to exhibit their additional skills by hosting different activities, including Intra-Departmental and Inter-Collegiate Cultural fests. Moreover, it welcomes professionals

from the industry to Technical Summits and Seminars, enriching students' knowledge and directing them in their corporate and entrepreneurial endeavors. Additionally, LucaFama undertakes. initiatives to contribute to society, promoting awareness through social campaigns and programs, all aimed at fostering a more improved societal environment.

EMINENT ERUDITIES

Luca Pacioli (c.1447 1517) was the pioneer of the double-entry accounting system, on Italian mathematician and Franciscan friar who also collaborated with Leonardo da Vinci. He documented accounting procedures used by Venetian merchants during the Italian Renaissance, many of which are still in use today, such as journals, ledgers, and trial balances, His famous quote, "Don't sleep until the debits equal the credits," reflects the enduring nature of accounting principles that date back to the medieval period and beyond.

Eugene F. Fama. the 2013 Nobel laureate in economics, is the "father of modern finance." His. groundbreaking work the efficient markets hypothesis and risk-return relationships transformed finance. With over 100 on athletic hall of fame. articles and prestigious awards, including the Nobel Prize, Fama's influence is profound. Beyond academia, he enjoys golf, opera, and was a skilled surfer and tennis player, even earning a place in Malden Catholic High School's athletic hall of Fame

ACADEMIC EVENTS



The Department of Accounting & Finance hosted the Official Induction of LucAFama Students Forum on 21st July 2023 to induct the office bearers for the Academic Year 2023-2024. The Chief Guest, Mr. Mahesh Buxani presented the office bearers with their badges and were vested with their powers by taking an oath.

On the 24th of July 2023, the Department of Accounting and Finance conducted a guest lecture exclusively for the third-year students of the department. The primary focus of the guest lecture was to enlighten the students about the practical concepts and real-world applications of Goods and Services Tax (GST).



The Department of Accounting and Finance organised its Student Induction Programme (SIP) for its first year Under Graduate Students (2023-2026) from 3rd to 10th July. The session provided youngsters with insightful information regarding the ideas that help people prosper. The students were motivated to strive for their goals with determination and resilience.

ACADEMIC EVENTS

On August 3rd, 2023, the Department of Accounting and Finance arranged for an industrial visit to Renault Nissan Automotive India Pvt. Ltd. for its third-year students. The primary objective of this visit was to acquaint the students with Renault Nissans advancements in automobile manufacturing and technology. During the visit, students had the opportunity to observe the intricacies of the operations, the integration of robotics, and human intervention that collaboratively transformed raw materials into the finished vehicles.



On August 23, 2023, the Department of Accounting and Finance organized an intra-department event called Connexions for all the students. The event encouraged students to showcase their talents and provided a platform to network with their peers and foster valuable relationships.

On the 11th of September 2023, the Department of Accounting and Finance conducted a guest lecture exclusively for the third-year students of the department. The primary focus of the guest lecture was to enlighten the students about the civil service examination. Mr. S. R. Jangid initiated the session by delivering an insightful presentation on the civil service examinations, shedding light on crucial aspects such as the syllabus, duration, number of questions, negative marking procedure, language, maximum marks, and cut-off marks in the preliminary examination.



ACADEMIC EVENTS



The Department of Accounting & Finance Conducted “SEVA DAAN” through Socio Warriors students on 5th October 2023 with an intention to donate. The team approached Hope Public Charitable Trust, Aminjikarai to render the service. It instilled a sense of responsibility and encouraged them to help people who are in need.

On the 20th of October 2023, the Department of Accounting and Finance conducted a guest lecture on “Career Catalyst: Mastering the Art of Professional Success”. The speaker Mr. Anirudh, Valuation and Analytics Senior Assistant, Deloitte emphasised on building a strong resume, gaining practical experience through internships, choosing educational qualifications wisely, and nurturing professional networks



Keeping in mind the adversities faced by the people of Chennai due to Michaung cyclone, the Students of SOCIO WARRIORS wanted to help by providing food and water to the people residing in Pallikaranai region.

ACADEMIC EVENTS

On December 20th, 2023, the Department of Accounting and Finance organized an inter-collegiate event called Negotium. The event firmly encouraged and motivated students to actively develop and enhance their presentation and problem-solving skills.



On 24th December 2023, an Alumni meet was organized by the Department of Accounting and Finance. Alumni's from 2015-2020 batch joined and graced the occasion.

On the 11th of January 2024, the Department of Accounting and Finance conducted a guest lecture to create awareness among students about entrepreneurship. Shri. N. Elangovan initiated the session by delivering an insightful presentation on the various possibilities and ways for the public to get financial aids from the government on their businesses.



ACADEMIC EVENTS



The Department of Accounting and Finance arranged an industrial visit to Hatsun AgrPoroduct Ltd, Kanchipuram on 7th February 2024. It provided an insightful glimpse into the operations of one of India's leading dairy companies. The visit provided the students with an opportunity to engage with industry professionals

On 8/02/2024 The Department of Accounting and Finance conducted a program on awareness talk on mobility and flexibility. The program highlighted the importance of taking care of one's own body and mind. Dr. Priyanka and her team made the students realise the importance of regular exercise in their life.



On the 13th February 2024, the Department of Accounting and Finance conducted a guest lecture on Unlocking Working Capital Management Dynamics. Ms. Gowthami Mallareddy, Manager, Accounting Compliance and Reporting, Ernst & Young, explored the various tools and methodologies for assessing working capital needs, emphasizing the importance of aligning these with the overall business strategy.

ACADEMIC EVENTS

On 14th of February 2024, the Department of Accounting and Finance conducted a guest lecture on 'Budget Analysis -2024'. The primary focus of the guest lecture was to enlighten the students about the implications of interim Budget for the financial year 2024.



On 16th February 2024, the Department of Accounting and Finance department took the 2nd year students on an EVS trip to the Seashell museum and Seashore temple in Mahabalipuram.

The Department of Accounting And Finance conducted a guest lecture on income tax. The seminar was organized for better understanding of taxation and tax system in India. Dr. Hariprasad Reddy provided students with the knowledge on the different tax regimes. He also explained the addition and deletion in taxation made under the financial budget 2024.



ACADEMIC EVENTS



The Department of Accounting and Finance arranged an Industrial visit to Mitsuba India Private Limited on 22nd February 2024. The visit provided students with practical exposure to real world work environments, fostering a deeper understanding of theoretical concepts.

STUDENTS' ACHIEVEMENT (CULTURALS)

Mr. K. Darshan (23E1837) secured 1st place in “Take Dabait” at Financia’23, conducted by Ethiraj College for Women, Department of Accounting and Finance, Chennai.



Mr. Suhail Vazeem (22E1813) achieved 3rd place in “Bet the Stakes” at the Inter-College Competition conducted by M.O.P. Vaishnav College, Nungambakkam, Chennai.

Mr. K. Darshan (23E1837) participated in Creative Writing at the Inter-College Competition organized by Government Stanley Medical College, Chennai.

Mr. K. Darshan (23E1837) secured 3rd place in the Colloquium (Paper Presentation) at the Inter-College Competition conducted by SRM Institute of Science and Technology, Ramapuram



Mr. Suhas S. Rao (23E1921) won Third Prize in the Colloquium (Paper Presentation) at the National-Level Inter-Collegiate Symposium, Technicon’23, organized by the Department of Commerce Information System and Management, SRM College of Science and Technology.

Mr. K. Darshan (23E1837) secured 1st place in “Best Manager” at the Inter-College Competition conducted by SRM Institute of Science and Technology, Ramapuram.

Mr. Suhail Vazeem (22E1813) achieved 3rd place in “Best Manager” in the event Technicon’23, organized by the Department of Commerce, SRM Institute of Science and Technology, and contributed to the overall championship.



STUDENTS' ACHIEVEMENT (CULTURALS)

Mr. Sai Sriram (21E1826) achieved 10th place in the U-25 category at the State-Level CAPA Awards.

Mr. Bhavik Doshi (23E2061) secured 1st place in “Taglines” at the Marketing Mania 2K23 Inter-College Competition, organized by the Department of Commerce, SRM Institute of Science and Technology, Kattankulathur.

Mr. Bhavik Doshi (23E2061) won 2nd place in “Adzap” at the Marketing Mania 2K23 Inter-College Competition, organized by the Department of Commerce, SRM Institute of Science and Technology, Kattankulathur.

Mr. Bhavik Doshi (23E2061) achieved 1st place in “Take Debit” at Financia’23, conducted by Ethiraj College for Women, Department of Accounting and Finance, Chennai.

Ms. Mahema S (23E2069) participated in the Inter-College Competition conducted by Ethiraj College for Women, Department of Accounting and Finance, Chennai.

Mr. Suhail Vazeem (22E1813) secured 1st place in “Taglines” at the Marketing Mania 2K23 Inter-College Competition, organized by the Department of Commerce, SRM Institute of Science and Technology, Kattankulathur.

Mr. Aman Bhatnagar (21E2018) achieved 3rd place in “Bet the Stakes” at the Inter-College Competition conducted by M.O.P. Vaishnav College, Nungambakkam, Chennai.



STUDENTS' ACHIEVEMENT (CULTURALS)

Mr. Suhail Vazeem (22E1813) achieved 3rd place in “Best Manager” in the event Technicon’23, organized by the Department of Commerce, SRM Institute of Science and Technology, and contributed to the overall championship.



Mr. Suhail Vazeem (22E1813) secured 3rd place in “IPL Auction” at the Inter-College Competition conducted by the Department of Commerce, SRM Institute of Science and Technology.

Mr. K.M.S. Anwar (22E1817) achieved 3rd place in “IPL Auction” at the Inter-College Competition conducted by the Department of Commerce, SRM Institute of Science and Technology.



Mr. Suhail Vazeem (22E1813) secured 3rd place in “Quizzle” at the event Ecolades, conducted by Ethiraj College for Women.

Mr. Vignesh M (21E1744) secured 1st place in “IPL Auction” at the Inter-College Competition conducted by Natesan Institute of Cooperative Management, Chennai.



Ms. Nithyashri A (21E1751) secured 1st place in “IPL Auction” at the Inter-College Competition conducted by Natesan Institute of Cooperative Management, Chennai.

STUDENTS' ACHIEVEMENT (CULTURALS)

Ms. Nithyashri A (21E1751) secured 2nd place in “Bid Fest” at the National-Level Technical Symposium COGNEGULA ‘24, conducted by Velammal Engineering College.

Mr. Kishore V (21E1747) secured 2nd place in “Bid Fest” at the National-Level Technical Symposium COGNEGULA ‘24, conducted by Velammal Engineering College.

Mr. Vignesh M (21E1744) secured 2nd place in “Bid Fest” at the National-Level Technical Symposium COGNEGULA ‘24, conducted by Velammal Engineering College.

Ms. Nithyashri A (21E1751) won 1st place in “Bid War” at the Inter-College Competition organized by SRM Institute of Science and Technology, Ramapuram.

Mr. Kishore V (21E1747) won 1st place in “Bid War” at the Inter-College Competition organized by SRM Institute of Science and Technology, Ramapuram.

Mr. Vignesh M (21E1744) won 1st place in “Bid War” at the Inter-College Competition organized by SRM Institute of Science and Technology, Ramapuram.

Ms. M. Varsheini (21E1736) won 1st place in “Bid War” at the Inter-College Competition organized by SRM Institute of Science and Technology, Ramapuram.



STUDENTS' ACHIEVEMENT (SPORTS)

Mr. Sanjay Kathiravan S (23E1962) secured 7th place in Swimming at the National Swimming Federation of India Championship, held from 16th August 2023 to 20th August 2023.

Mr. Sai Sriram (21E1826) achieved 10th place in the U-25 category at the State-Level CAPA Awards.

Mr. Sai Sriram (21E1826) won 2nd place and a cash prize in the International Rapid Rating Chess Tournament conducted by CAPA.

Mr. Jayachandiran J (23E1777) participated in the Sub Junior Deadlift Championship conducted by the Chennai District Powerlifting Association at the district level.

Mr. Sriram J (23E1950) secured 2nd place in 100M Backstroke and 100M Freestyle at the 17th Short Course Swimming Championship – 2023, organized by the Tamil Nadu State Aquatic Association. He also achieved 3rd place in 100M Butterfly, 4x100M Freestyle Relay, 4x100M Medley Relay, and 200M Individual Medley at the state level, held on 9th–10th December 2023.

Mr. Sanjay Kathiravan S (23E1962) secured 1st place in 100M Butterfly at the 17th Short Course Swimming Championship – 2023, organized by the Tamil Nadu State Aquatic Association. He also achieved 2nd place in 4x100M Freestyle Relay, 50M Butterfly, and 4x200M Freestyle Relay, and 3rd place in 4x100M Medley Relay at the state level, held on 9th–10th December 2023.

Mr. Y.D. Naresh (22E1743) won the Silver Medal in Men's Quadruple Scull (M4X) at the All India Inter-University Rowing Championship.



TALENT CORNER (STUDENTS)



Photography captured by
Aneesh I-‘C’
23EW1928

TALENT CORNER (STUDENTS)



Photograph captured by
Sai Gayathri I-‘C’
23E1974



Tanjore Paintings by
Keerthana S I-‘C’
23E1952

SCULPTORS

Dr. D. Jayaprakash- Head of the Department (I/C)
Ms. Radhalakshmi. V- Faculty Coordinator

Editorial Team

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Divesh (Batch of 2023-2026)