

# ADMISSIONS OPEN 2026

for Syllabus



## PROGRAMME HIGHLIGHTS

- Annual Industrial Visits & Institutional Training
- MoUs with Industries
- Ranked Best BBA Program in Tamil Nadu (BBA Times Survey 2021–2024)
- Focus on Entrepreneurship, Leadership and Innovation
- State-of-the-Art Academic Infrastructure
- Active Student Clubs
- Programmes aligned with SDGs

## ABOUT US

Established in 1991, the Department of Business Administration has grown to four sections, with 1,280 students and 18 faculty members. It features a dedicated computer lab and a Learning Outcome-Based Curriculum Framework (LOCF), emphasizing professional learning and career development. Autonomous since 2009, the department continuously updates its industry-relevant syllabus and nurtures entrepreneurship through real-world exposure.

## SPECIALIZATIONS OFFERED



**MARKETING MANAGEMENT**



**HUMAN RESOURCE MANAGEMENT**



**FAMILY BUSINESS MANAGEMENT**



**LOGISTICS AND BUSINESS OPERATIONS**



<http://bbadgvc.com>



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@BBA DGVC



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**DWARAKA DOSS GOVERDAN DOSS VAISHNAV COLLEGE  
(AUTONOMOUS)**



Re-accredited by NAAC with A++ Grade (3rd Cycle)  
College with Potential for Excellence, Linguistic Minority Institution  
Affiliated to University of Madras, Arumbakkam, Chennai - 600 106



**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.

for website



# BBA TEAM

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

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

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

**Ms. Remu Kumari, MBA, SET, M.Com**  
Assistant Professor

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

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

**Dr. S. Bala Murali, B.Com., MBA, NET, DHRM, Ph.D.**  
Assistant Professor

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

**Dr. S. Rajeswari MBA, M.Com., M.Phil., NET, Ph.D.**  
Assistant Professor

**Dr. S. Shankar, MBA, PGDHRM.,NET, Ph.D.**  
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

**Dr. V.S. Bhuvanewari, MBA, Ph.D.**  
Assistant Professor

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

# BEST PRACTICES

Students self Governance (SSG)

NeNe (SSR)

Industry Integrated Curriculum

Global Exposure

Research & Knowledge Building

## 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)

## VALUE ADDED COURSES



Hospital Management



Cyber Security



Wealth Management



Event Management



Public Relations



Supply Chain Management

IN ASSOCIATION WITH



## OUR TOP RECRUITERS

