

M.O.P. Vaishnav College for Women (Autonomous)
Chennai – 34

Department of Management Studies
B.B.A. – (Shift I & II)

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**Department of Management Studies
Bachelor of Business Administration (B.B.A.) - Shift I & II**

A Profile

One of the pioneering programmes of our college, the Under-Graduate Department of Business Administration was established in the year 1992 and currently offers one programme in two shifts.

- **Bachelor of Business Administration (B.B.A. Shift I– Estd. 1992, Shift II- Estd. 2015)**

The programme aims to equip students with strong conceptual understanding of the basics of Management coupled with skills required for professional excellence and fosters creativity and innovation among students.

Mission of the Programme

We believe in.....

‘An Unconventional courage to dream,
A never ending thirst for knowledge,
A true passion to excel,
A strong conviction to break free,
A clear vision to build,
A lasting desire to achieve,

The B.B.A Programme has been rated:

- **The ‘Top 10 Best B.B.A Programmes in the Country’ by the India Today – A.C. Nielsen Survey (featured in June 18, 2012 India Today Magazine)**
- **‘Top 75 B.B.A Institutions’ by Times B.B.A Educational ranking survey (2018).**

Eligibility Criteria:

Shift I - Commerce Stream in class XII with Commerce/Business Studies, Accountancy & Mathematics/Business Mathematics

Shift II - Commerce Stream in class XII with Commerce/Business Studies, Accountancy with or without Mathematics/Business Mathematics

PROGRAMME CURRICULUM

Foundation Courses

English I & II

Second Language I & II

Core Courses & Allied Courses

Financial Accounting

with Practical

Business Statistics and

Operations Research with Practical

Data Management & Analysis

using Spreadsheets

Cost and Management

Accounting with Practical

International Trade

Human Capital Management

Entrepreneurship Development and

Small Business Management

Advertising and Brand Management

Business Policy and Strategic

Management

Principles of Management

Business Environment

Managerial Economics

Marketing Management

Quantitative Aptitude

Organisational Behaviour

Research Methods

Production and Operations

Management

Retail Marketing

Business Regulatory

Framework

Project Work

Financial Management

Introduction to E-Commerce

Electives

Consumer Psychology

Change and Innovation

Management

Innovation, Business Models

and Entrepreneurship

Digital Marketing

Tax and Investment Planning

Business Analytics with Python

Managing Services

IDE

Effective Leadership – Thinking and Working smarter

New Business Development

*** For Program Outcomes, Program Specific Outcomes and Course Outcomes refer to the College website**

<https://mopvc.edu.in/wp-content/uploads/2021/07/DOCTORAL-PG-UG-PROGRAMS.pdf>

PEDAGOGY & ACTIVITIES OF THE PROGRAMME

Teaching Methodology

The teaching methodology of the programme ensures that students are exposed to a **holistic educational experience in an active and dynamic learning environment** giving them the opportunity to identify & realise their potential and to achieve excellence.

Some of the pedagogical initiatives of the programme include Case Studies, Management Games & Outbound Training, Management Stories, Book & Article Reviews, Film Appreciation, Movie Making, Scrap Book etc.

The programme has also adopted several ICT enabled tools for teaching and evaluation.



Guest lectures

Experts from industry are invited to interact and share their experience through interactive sessions.



Guest Lectures were organised in various topics, of which the prominent ones are listed below:

DATE	TOPIC	RESOURCE PERSON
2018-2019		
24.09.2018	Personal Finance	Mr. Amrithlal H Chartered Accountant The World Bank Group
03.10.2018	Cyber Laws and Cyber Crime	Mr. Karthikeyan N Advocate High Court
03.10.2018	Recent Trends In Financial Reporting	Mr. Sanjay Kadel Chartered Accountant Sanjay Kadel & Co
25.02.2019	Contribution of Tax to the Indian Economy	Mr. Vasudev Joshi K Senior Consultant, GST and Customs Ernst & Young LLP
2019-2020		
06.09.2019	Sharing of Entrepreneurial Experiences.	Ms. Shalini Golecha, Creative Director, 3x Events
		Ms. Mathangi Kumar, Chef
06.12.2019	Brand Management	Ms. Barkha V. Mehta Manager Marketing – Vinshek Marketing, Ahmedabad & CEO, Brand Bridge Advertising, Chennai
09.12.2019	Capital Structures	Ms. Swetha Kumar The Roots Academy - Founder ISSM B-School – Assistant Professor
19.12.2019	Human Resource Management in India	Ms. Vaishali Human Resource Executive, Vishay Precision Group, INC (VPG)

2020-2021		
DATE	TOPIC	RESOURCE PERSON
23.10.2020	Team Building From Organizational Behaviour Perspective	Dr. Seema Gupta, Head Talent Development & Management- Larsen and Toubro Cluster Lead HR-North India-New Delhi
27.10.2020	How to Grow Wealth, Manage Investments, and Save Taxes.	CA. Divya Abhishek, B.Com, FCA, ACS, DIP IFRS (ACCA) , LLB, ADIT(UK). Partner of M/s. DSNR & CO., Chartered Accountants.
02.11.2020	Emerging Trends In Enforcement Of Contract.	Mr. N.L. Rajah, Senior Advocate, Madras High Court
04.11.2020	Investment Planning	Ms. Sundari Jagathesan, Personal Investment Advisor
05.11.2020	Building Brand on the Web	Ms. Barkha Malpani, Entrepreneur
05.11.2020	Entrepreneurship and Small-Scale Business	C. John Paul, Co-Founder Director, BGS INTERNATIONAL
18.11.2020	Intellectual Property Act	Ms. Vinithra Srinivasan
2021-2022		
12.08.2021	From Idea To Start Up – My Journey	Ms. Harini Sivakumar Founder and Cosmetic Chemist Earth Rhythm, Chennai.
18.08.2021	Personal Investment Planning	Ms. Anushi Jain Investment Research Head Asset Plus, Chennai.
19.08.2021	Psychology For	Ms. Anuradha Kumar Researcher, Psychosocial Counsellor

	Change	& Entrepreneur Chennai
26.08.2021	Entrepreneurship in Digital World	Ms.Harshitha Vimalkumar Business Development Manager Brainpan India, Gurugram
01.10.2021	Practical Aspects and Insights on IPR Act	Ms.Koushik Balaji Associate Director Grant Thornton, Bharat LLP
15.11.2021	Tax Regime- Planning ,Avoidance and Evasion	Ms.Kalyanaraman Sridhar Senior Consultant Grant Thornton, Bharat LLP Chennai
23.05.2022	Export Incentives	Ms. Saradha S Deputy Manager, Internal Audit Sundaram Clayton, Chennai.
24.05.2022	Workforce Management	Ms.Sadhana Kannan Human Resource Business Partner, Mphasis Limited, Chennai
2022-2023		
14.07.2022	Legal Perspective on Intellectual Property Rights	Mr. Mohana Sundaram Corporate Legal Expert.
14.07.2022	‘Problem-solving approach to commercializing ideas design thinking for entrepreneurs’	Mr. Perumal Jayakumar Business Consulting Leader, Bengaluru.
22.08.2022	‘To take one step at a time’ and ‘To grab all the opportunity fearlessly’	Ms.Jaanvi Sharma Educator, Teach for India
25.08.2022	Business Analytics Using Python	Ms. Janani Suresh Associate Consultant, WIPRO Ltd.
01.09.2022	‘The basics of stock market’	Ms.Aishwarya Portfolio Analyst Goldman Sachs
02.09.2022	Intellectual property rights	Mr. Thamizhanban Legal advisor and consultant

18.10.2022	Women in global leadership and the cross – cultural challenges it presents	Mrs.Priya Ganesh Vice President Head of F & A Solutions, Capgemini
07.11.2022	Leadership in the new age	Mr. Prasanna Narayan Founder-GigZter, USA
19.01.2023 & 21.01.2023	Special Guest Lecture on International Trade	Ms. Kiran Varma HOD – Dept. of Economics, M.O.P. Vaishnav College for Women
Jan 2023 – March 2023	Special Guest Lecture Series on Retail Marketing	Mr. Arun Kumar Davey Corporate Trainer, Management Consultant and Industrial Economist

Club Activities

The Co-Curricular activities and competitions for students are organized under the aegis of the programme clubs. The programme has two student clubs:

- **Drucker's Progeny**-The Student Club of B.B.A. Shift I
- **Mercatus** – The Student Club of BBA Shift II

The programme clubs train the students in leadership by providing the office bearers a chance to conceive and execute various events.

Under the banner of these clubs, several competitions are organized at the **Intra-mural and Inter-collegiate level**. These events are designed to enhance the skill-set of the students and prepare them for corporate careers. Some of the competitions include: Business Quiz, B-Plan Writing, Product Packaging, Elevator Pitch, Stress Interview, Event Management, Web Designing, Code Breaker, Pot Pourri, Jingle Making, App Marketing and Clash of Clans.

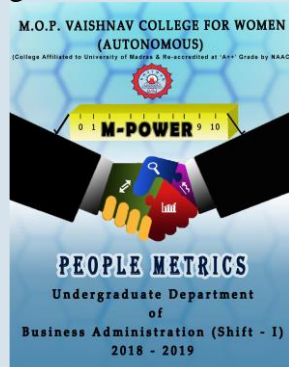


Journal

The programme publishes two student journals annually-‘**M-Power**’- **B.B.A. (Shift I)** and ‘**Business Insights**’ –**B.B.A (Shift II)**. These journals act as a medium to develop the journalistic and research skills of the students. The journals are **thematic** and some of the themes in the past have been as follows:

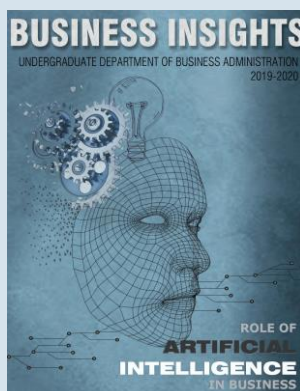
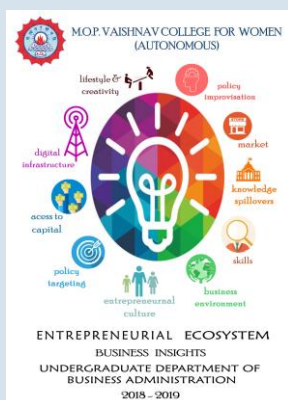
M-Power

- 2018-2019 – ‘People Metrics’
- 2019-2020 – ‘Harnessing the Power of Social Media in Business’
- 2020-2021 - ‘The New Business Dynamics: Waves of Change amid COVID-19’
- 2021-2022 – ‘The Game Changer - Building Business through Innovation’
- 2022-2023 – ‘Digital Business 101’



Business Insights

- 2018-2019 – ‘Business Insights’
- 2019-2020 – ‘Role of Artificial Intelligence in Business’
- 2020-2021 – ‘Industry 4.0 – What’s Next?’
- 2021-2022 – ‘Redefining the Workplace : Work from Home’
- 2022-2023 – Green Gets Real: The Future of Sustainable Business



Student Paper Presentation

In order to inculcate a culture of research and to develop the presentation skills of students, the department organises **Annual National Level Paper Presentation Competition**. This is the **flagship event of the department** and witnesses a participation of a large number of teams from top- notch colleges. The winners are selected by an eminent panel of judges comprising academicians, researchers, entrepreneurs, industry representatives and trainers. Some of the themes of the paper presentation competition have been:

Date	Theme
31.01.2019	Green Practices in Business
04.09.2019	The Future of Work in a Changing Natural Environment
24.02.2021	The Great Economic Reset – Business Lessons Learnt from COVID-19
28.02.2022	The Decade of the Startup: Entrepreneurship in a Time of Crisis
09.03.2023	Booming technology: How Technology is Transforming the Future of Business



Monographs

The selected papers in the paper presentation competitions are compiled into a monograph. The monographs published over the last five years include:

Date	Theme
2018-2019	Green Practices in Business
2019-2020	The Future of Work in a Changing Natural Environment
2020-2021	The Great Economic Reset – Business Lessons Learnt from COVID-19
2021-2022	The Decade of the Startup: Entrepreneurship in a Time of Crisis
2022-2023	Booming technology: How Technology is Transforming the Future of Business

Ignite

Ignite is an event of the programme that is held biennially to promote entrepreneurship among the youth.

Ignite 2017 (8th and 9th December, 2017) aimed at inculcating passion for entrepreneurship and to create a forum for exchange of ideas to transform them into budding entrepreneurs.

Ignite 2019 (One Week Faculty Development Programme, from December 6th to 12th, 2019) the programme this year was focused on the theme – ‘Creating & Sustaining Entrepreneurship Culture in Institutions of Higher Education’. The event was aimed to empower teachers to act as entrepreneurship catalysts and mentors who will identify and train students with entrepreneurship potential.

Ignite 2023 - Two- day National level Biennial Entrepreneurship Summit & SWABHIMAAN AWARDS FOR 30 UNDER 30 - Celebrating ‘Under 30 ’ Startup Entrepreneurs in 30 years of M.O.P was held on 10th and 11th January 2023. 350 delegates, 30 awardees, 25 colleges, 8 speakers in 7 sessions were organised.



Workshops

In order to enhance the skill quotient of students and make them more employable the programme organises workshops under the guidance of expert practitioners.

Date	Topic	Resource Person
2018-2019		
11.02.2019	SPSS	Dr. Kavin Mary Assistant Professor- PG Department of Management Studies (MA HRM)

2019-2020		
06.09.2019	B-Plan Workshop	Mr.Rangarajan Sriraman , Serial Entrepreneur, Start-up Investor, Mentor
2020-2021		
11.11.2020	Analysis using Corporate Financial Statements	Mr.B.Ramkrishnan Managing Director and CEO Corporate Clinic.
09.03.21	Basic Statistical Tools for Research	Dr.Jeyalakshmi R Assistant.Professor Sri Sai Ram Engineering college Chengalpattu, Tamil Nadu, India
2021-2022		
02.11.2021	Business Plan Workshop	Dr Padmaja Priyadarshini Entrepreneur and Statistician Managing Director
07.12.2021	Basic Statistical Tools For Research	M/s Home Plan Guru Civil Consultants Pvt Ltd
2022-2023		
18.10.2022	SPSS (Statistical package for the social science)	Dr. Kavin Mary Assistant Professor- PG Department of Management Studies (MA HRM)



Practice School

An ounce of practice is worth more than tons of teaching. The students of the programme get a **hands-on experience** through practice school in the following areas:

Space Marketing: for the programme Journal- SPACE Marketing project is aimed at offering an opportunity to sell the space for advertising in the programme journal. This practice school aims at developing the negotiation and communication skills of the students

Business on Campus: The Business on Campus (BOC) initiative provides the students an opportunity to experience running a business stall for a day on Campus. DISCOVER INDIA, MAGIC WITHOUT PLASTIC, BE-LEAF, SDG in Business were some of the themes over the years.



Field Visit

As a part of the curriculum in the course on ‘Production Management’, the students are taken on a field trip to a **production unit** to enable them to **witness the real time production systems and material handling procedures**. Some of the factories visited are:

Nerolac Paints
Coco- Cola
Modern Breads
TI Diamond Chains
Indian Institute of Technology Madras
Kaleeswari Refinery Limited

Cookie Man
Alliance Minerals Pvt. Ltd.
Aavin
Integral Coach Factory
Modern Bakers Pvt. Ltd

Besides students participated in other field visits like **Heritage Walk of Madras High Court, Museums, visit to large malls and retail outlets, Green building etc** to supplement the learning inside the classroom.



Research

The research skills of students are developed in the following ways:

- **Core Course on Research Methods for Business** offered for all students.
- Students are encouraged to undertake **survey based internships** in corporate organizations.
- Students of B.B.A. have to take up **research based industry projects** in the final semester in any of the functional areas of management-HR, Marketing, Production, Systems etc.
- Thrust areas of student research include:
 - Marketing Research and Consumer Behaviour
 - Human Resource Management
 - Retailing
 - Advertising and Branding
 - Socio-Economic Issues

Memorandum of Understanding

A Memorandum of Understanding (MoU) has been entered into between M.O.P Vaishnav College for Women (Autonomous) and Integrated Enterprises (India) Pvt Ltd. on 19th January 2023 to facilitate partnering for conduct of short term courses, project work, internships, skill development and practical training, Collaborative Research Projects, organising seminars and conferences to name a few.

Community Service

The programme is committed to the cause of creating a sense of social responsibility among its students. The students are encouraged to undertake several outreach and community development programmes. Between the years 2018-2023, the students undertook several community service projects as below:

- 2018-2019 - '**Pagir**' (to share) environment sensitisation among the college students and society by sale and distribution of environmental friendly alternatives to plastic like cloth shopping bags, canvas tote bags, steel and copper bottles and tumblers.
- 2019-2020 - '**Thozhil Seiyallam Thozhi**', an initiative aimed to impart entrepreneurship skills to rural women.
- 2020-2021 - '**Thozhi Pongal**' Care packages of Pongal essentials were distributed to the participants from the Thirverkadu community.
- 2021-2022 - '**Khoj**' (Search for Knowledge) A workshop was organised for 90 students of Lady Willingdon High School from grades 6, 7, 8, and 9 on jewellery making, manufacturing paper bags and bookmarks, fabric painting, quilling, and so on.
- 2022- 2023 - '**Vikas**' (Development) in association with **MOBIS** India Foundation, a daylong Entrepreneurial Development Workshops for Community upliftment at Valarpuram, Mannur & Nemili Villages, Sriperumbudur Taluk, Kanchipuram District on 25th February 2023.



Overall Trophies Won in Intercollegiate Co-Curricular Competitions (2018-2023):

During the last 5 years, the programme has won **several overall trophies in Inter-Collegiate competitions**:

- **Aakriti'18** – Held at Chennai Business School.
- **Synergy 2019** - D.G. Vaishnav College
- **Catalyst 2019** - Guru Nanak College

- **Adroit 2019** - Bhaktavatsalam Memorial College for Women

Prominent Alumni

B.B.A

BATCH	NAME	CURRENT DESIGNATION
2003-2006	Vinitra Srinivasan	Director-operations,NVS MACS Pvt. Ltd
2004-2007	Mohammed Sujeetha	Deputy commissioner of Police,City Armed Reserve,Headquarters-Benguluru city
2014-2017	Riddhi.R.Kalra	Branch Relationship Manager IDFC First Bank
2016-2019	Krithika R	Deputy Manager (II), Business Loans Group, ICICI Bank Ltd.
2016-2019	Gunjan Chabbria	Senior Analyst, Operations Division, Goldman Sachs
2016-2019	Mehak Mahipal	Staff Accountant, Corporate Taxation, KPMG India
2018-2021	Varsha Sathyamoorthi	Senior Analyst, Operations Division, Goldman Sachs
2018-2021	Ms. Saagarika Sivakumar	Co-Founder & Chief Operating Officer at Zengrub Pvt Ltd