



M. O. P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)

Chennai - 600 034, India.

(Affiliated to University of Madras and Re-accredited at "A++" grade by NAAC)



PROGRAM BROCHURE

MBA

ABOUT THE INSTITUTION

M.O.P. Vaishnav College for Women (Autonomous) is committed to the goals of attracting and supporting top calibre women students in the areas of higher education.

The organizations have eminent industrialists, administrators and people committed to the cause of women's education.

The college has the distinction of being one of the youngest colleges in the country to have been granted Autonomy by the University Grants Commission and University of Madras.



MBA AT M.O.P



The Postgraduate Program in Business Administration was established in the year 1995. This two-year full time program has a clearly defined approach to equip students to take on managerial and leadership roles in an increasingly complex and dynamic global scenario.

The program is approved by the AICTE and has seen multiple batches of students graduate with successful placement history.

COLLABORATION WITH PROFESSIONAL BODIES:

The department has links and collaborations with the following organizations,

- Association of Indian Management Schools
- All India Management Association
- Madras Management Association
- Indian Society of Training and Development
- National Human Resource Development Chennai Chapter.

SPECIALIZATIONS OFFERED

- Human Resource Development
- Hospitality Management
- Marketing
- Finance
- Business analytics.

MBA AT M.O.P

The college offers students opportunities through dual specialization in areas of marketing, finance, human resource development, business analytics, and hospitality management.

- Featured in TOP 50 B Schools (Outside of IIMs) by Business India
- Rated amongst the TOP 10 Business Schools in Tamil Nadu
- Integrated courseware through online resources, MOOC and Coursera
- Excellent infrastructure with well-equipped air conditioned auditorium & seminar halls
- Effective industry-institute interface
- Associations with professional bodies like Madras Management Association, NHRD, CII
- Competent core faculty with proven industry experience
- Vast resource pool of practicing managers as visiting faculty
- State of the art hardware and software, Wi-Fi enabled classrooms
- Exclusive bar coded library and access to EBSCO research database



INFRASTRUCTURE



LIBRARY

The college has a well equipped library containing vast material including a collection of online resources and EBSCO. The college is also a member of N-LIST consortium of INFLIBNET through which access is provided to e-book resources.

CONFERENCE & SEMINAR HALLS

Conference halls and seminar halls are utilized to conduct meetings, programmes, Interface Collaborative seminars and conferences with other organizations/Institutions and Activities of all Departments and Cultural activities of the students.



DIGITAL RESOURCES

Digital resource centre with 30 terminals loaded with latest software, internet facility & statistical packages provides for the benefit of the students. Wi-Fi enabled classrooms, for both teachers and students.

INFRASTRUCTURE



SMART CLASSROOMS

Campus Connect through interactive guest lectures by practicing managers, Management Education Programs, working projects and intense 12 week internships bring in the contemporary application oriented perspective through classroom learning.

DIGITAL LAB

A well equipped state-of-art language laboratory that has licensed hardware & software that facilitate classroom engagement & interaction via computer-based exercises & activities to maximize language immersion.



ANTI RAGGING CELL

There is an independent forum for grievance redressal through Anti-Ragging committees, grievance councils along with engagement with institutions to conduct workshops on "Prevention of sexual harassment at workplace" that familiarizes students with legal provisions that are available.

OUR FACULTY



Dr. Ramya Raman
M.B.A, Ph.D Director – MBA Program

With over a decade of experience in industry and academics, Ramya handles courses on Strategic management, Management Information Systems and Merchant Banking.



Ms. Ramya Venkat
M.M.S (Honors)

A postgraduate degree in management from BITS, Pilani, she has 10 + years of experience in the corporate sector across various banks & software companies. She handles courses on Marketing, Entrepreneurship and Family Business Development. She coordinates the internship and placements of the MBA department.



Dr.K.R.Kolammal
MBA, NET, M.Phil, Ph.d

With more than 10 years of experience in the teaching line, Dr.Kolammal handles courses on human resources development and training and development.

OUR FACULTY



Dr. Nirupama E

M.Com., M.Phil, MBA, Ph.D, PGDCA

Specialized in Finance and with 15 years of experience in academics, she handles courses on Advanced Financial Accounting, Accounting for Business Decision Making, Accounting for Managers, Financial Management, Investment Analysis & Portfolio Management, Marketing Research & Consumer Behaviour. She has presented papers in conferences and published articles in various journals.



Dr. Anuradha Prashant

B.Com, MBA , Ph.D

She brings over 6 years of industry experience in sales and marketing and handles courses on Consumer Behavior, She has been publishing numerous articles and papers on the topic consumer behaviour in national and international journals.



Ms. Mithra Priyadarshini

B.E., MBA

She has over 3 years of experience in publishing and healthcare industries, and delivers sessions on the in-demand skills for keeping up with dynamic market landscapes.

OUR FACULTY



Mr.V. Rajesh

B.Com,MBA, Retail SME

V Rajesh is a well known and widely acknowledged Retail and Shopper Behavior expert who has been an integral part of the transformation of Indian Retail. His expertise stems from having handled varied functional roles, in marketing and customer service function at a CXO level. Rajesh handles the retail marketing course and also mentors the students on entrepreneurship.



Mr. Arun Kumar Davay

M.Com, M.B.A, Diploma in labour laws

Mr S Arun Davay Kumar is an experienced and versatile organizational development consultant and industrial economist. With an illustrious career spanning over 20 years He handles papers on Advertising and sales promotions He is a senior management consultant for various industries.



Mr. D. Mohanasundaram

ML, ICWA, ACS, CPA

A corporate legal consultant, Mr. Mohanasundaram brings to the class, experience in the legal aspects of business. He handles Legal systems, Industrial and Labor relations. He also handles certification courses in Cyber law.

360° EDUCATION

IN-CLASSROOM TEACHING TO PRE READS

The faculty supplements, conventional lecture method with innovative pedagogical tools like management games, book reviews and workshops to facilitate active student participation in the learning process.



INDUSTRY-INSTITUTE INTERFACE

The institute offers further opportunity for the students to interact with the corporate by organizing industrial visits, and guest lectures.



LIVE PROJECTS TO MANAGEMENT

Students take up live projects and internships, which gives them a chance to put theory to practice in a corporate environment. This theoretical knowledge is put into practice through events organised by the students.



EVALUATION

In addition to exams, students are also assessed based on participation in group discussions, in-depth case study analysis and quizzes.



SEMESTER PATTERN



SEMESTER - I

Management
principles & Business
ethics

Accounts for Business

Decision making

Organizational
Behavior

Legal Framework
of Business

Entrepreneurship and
Family Business
Management

Management
information Systems
and Introduction to
Business Analytics

Managerial Economics

SEMESTER II

Strategic Management

Financial Management

Production &
Operations
Management

Human Resource
Management

Marketing
Management

Quantitative
Techniques for
management
Business Analytics

SEMESTER III

Choice based
elective

Finance Electives

Marketing Electives

Human Resource
Electives

Hospitality Electives

Business Analytics
Electives

Research Methodology

SEMESTER IV

Research Project

COURSES OFFERED

HUMAN RESOURCE

Training and Development

Human Resource
Development

Industrial and Labour
Relations

MARKETING

Market Research and
Consumer Behaviour

Retail Marketing

Advertisement and Sales
Promotion

Choice Based Electives

- Strategic storytelling
- Leadership
- Work Psychology

FINANCE

Merchant Banking and
Financial Services

Security Analysis and
Portfolio Management

Insurance and
Actuarial Sciences

BUSINESS ANALYTICS

Data Visualisation using
Tableau

Data analytics using
R programming

Data science using Python

DEPARTMENT HIGHLIGHTS

ZEST

The Zest'23 was an annual Intercollegiate event organised by the Post Graduate MBA department. The Zest'23 conducted various events based on MBA specialization.

Students of MBA has been divided into teams such as Finance, Marketing, Human Resource, Operations and conducted various events under each specialisation. There were around 326 Registration from 26 Colleges who participated for Zest'23 intercollegiate event.



BUSTLE

The Bustle 2022 was an annual flagship event organized by the Postgraduate department of Management Studies.

The Quiz Master R. Aravind from “X quiz it”, our knowledge partner, organized the business quiz. There were a total of 80 teams, 2 members per team, and a total of 160 participants from various colleges and universities.



DEPARTMENT HIGHLIGHTS

THE UNION BUDGET

The Post Graduate Department of Business Administration jointly with the undergraduate department of economics organised a panel discussion to showcase the highlights of Union Budget 2022. Eminent speakers from the industry were invited to share a brief overview of the budget.

The students also actively interacted to the session through inquisitive questioning to understand and analyse on the impact of budget to business houses and economy.



RENDEZVOUS WITH WRITER

Mrs. Sangeeta Sumesh briefed the story behind “What the finance” and how her friend’s unfamiliarity with the subject of finance pushed her to write a book that caters to all individuals (especially those from non-finance background) who are looking to enhance their business performance.

Her thoughts on Angel Investors, Passive income generation, dealing with criticism in her journey.



DEPARTMENT HIGHLIGHTS

INTERNATIONAL CONFERENCE

The International conference on business analytics and intelligence held by the college provided a platform for the students, researchers, data scientists, business managers, and industry practitioners to disseminate knowledge in the field of analytics.

It provides a premier interdisciplinary forum for sharing knowledge and discussing the most recent innovations, trends, and practical challenges encountered and solutions in the wide fields of big data and data analytics emerging in all business and industrial sectors.



MANAGEMENT EDUCATION PROGRAM

The one day Management Education Program on Past, Present & Future of Management Education is designed to set the stage for a discussion on how management studies will evolve over the next decade.

The MEP is intended to provide an insight to the undergraduate students, about the scope of the management studies.



DEPARTMENT HIGHLIGHTS

INDUSTRIAL VISIT

Industrial visits are an essential part of the academic curriculum in most of the Graduate and Post-graduate courses.

Intending to go beyond classroom learning, the industrial tours contribute a lot in student's career development by letting students learn about the current trends in the market, the future scenario of the industry and various skills sets like leadership qualities & management skills.



MMA

The department of management studies - MBA has Collaborations with many professional bodies.

Madras Management Association (MMA) is a premier institution that connects businessmen, industrialists, students and academicians, and policy makers and innovators to propagate Management Movement in this part of the country.



TESTIMONIALS



"M.O.P. Vaishnav not only helps the students to excel academically, but also acquiring various other life skills. The students gain a broad knowledge in several fields of study, which make them solid citizens too. The support & cooperation extended by the management is quite commendable. I feel it's a privilege and honor to be associated with a great institution."

- Arun Davay Kumar
Organisational Development
Consultant



"I had a great experience studying at M.O.P which gave me immense growth in both my professional and personal life. The professors were so resourceful & helpful in all aspects, especially in academics. My studies at M.O.P groomed me overall as a good professional and as a great team player. It provided numerous networking opportunities where I could interact with professionals from top management companies and learn about their working culture."

- Mathangji B
(MBA Batch 2011-13)



"My hearty wishes to M.O.P Vaishnav College for its constant perseverance in the field of education leading to celebrating its Silver Jubilee year! M.O.P has been one of the most premier institutes to offer excellent education along with imparting values, encouraging extracurricular activities, providing a platform to exhibit every student's talent, motivating every student to take part in various sports/competitions, etc., thus helping in the overall grooming of an individual student."

- Deepika Chandrasekhar
(MBA Batch 2013-15)

RECRUITERS

RR DONNELLEY

8K Miles
Cloud | Identity | Big Data | Mobile

HCL

DECATHLON

Standard
Chartered

MobiKwik

HSBC

YES BANK

FROST & SULLIVAN

ZOHO

TATA
TATA COMMUNICATIONS

COVENANT

RENAULT NISSAN

EY

sf

LT

IndusInd Bank

virtusa | POLARIS™

KPMG

Cognizant



BNY MELLON



IDFC FIRST
Bank

pwc

ACHIEVEMENTS

DATE	NAME	YEAR	COMPETITION	HOST	PLACE
08/11/2022	Chandra Lekha M	I	Debate	Ethiraj college for Women	II
08/11/2022	Soundarya Balaji	I	Debate	Ethiraj college for Women	II
15/11/2022	Chandra Lekha M	I	Panel Disscussion	University of Madras	I
15/11/2022	Soundarya Balaji	I	CEO in the House	University of Madras	I
15/11/2022	Ramya KKS	I	Adzap	University of Madras	II
15/11/2022	Hari Priya M	I	Adzap	University of Madras	II
15/11/2022	Keerthiga K	I	Adzap	University of Madras	II
15/11/2022	Chandra Lekha M	I	Adzap	University of Madras	II
15/11/2022	Janani S	I	Adzap	University of Madras	II

ACHIEVEMENTS

DATE	NAME	YEAR	COMPETITION	HOST	PLACE
25/11/2022	Chandra Lekha M	I	On your toes	Madras School of Social Work	III
25/11/2022	Soundarya Balaji	I	Debate	Madras School of Social Work	III
16/12/2022	Chandra Lekha M	I	Speakathon	SSN School of Management	II
23/02/2023	Chandra Lekha M	I	Best Manager	SRM Institute of Science and Technology	II
17/03/2023	Nivedha S	II	Paper Presentation International Conference	M.O.P Vaishnav College for Women	Best Paper
17/03/2023	Shruthi TR	II	Paper Presentation International Conference	M.O.P Vaishnav College for Women	Best Paper
08/07/2023	Ramya KKS	II	B-Plan	SRM Easwari Engineering College	II
08/07/2023	Janani S	II	B-Plan	SRM Easwari Engineering College	II
08/07/2023	Sanjana S	II	B-Plan	SRM Easwari Engineering College	II

ACHIEVEMENTS

DATE	NAME	YEAR	COMPETITION	HOST	PLACE
08/07/2023	Afrose	II	Connections	SRM Easwari Engineering College	I
08/07/2023	Chandra Lekha M	II	Best Manager	SRM Easwari Engineering College	I
08/07/2023	Krishna Priya D	II	Connections	SRM Easwari Engineering College	I
04/08/2023	Ramya KKS	II	Paper Presentation	Bhaktavatsalam Memorial College for Women	I
04/08/2023	Janani S	II	Paper Presentation	Bhaktavatsalam Memorial College for Women	I
16/09/2023	Nivedha S	II	Paper Presentation	Bharathiar University	Best Presenter
16/09/2023	Shruthi TR	II	Paper Presentation	Bharathiar University	Best Presenter
16/09/2023	Afrose A	II	Paper Presentation	Bharathiar University	Best Presenter
16/09/2023	Ramya KKS	II	Paper Presentation	Bharathiar University	Best Presenter

ACHIEVEMENTS

DATE	NAME	YEAR	COMPETITION	HOST	PLACE
16/09/2023	Karpagam B	II	Paper Presentation	Bharathiar University	Best Presenter
16/09/2023	Janani S	II	Paper Presentation	Bharathiar University	Best Presenter
16/09/2023	Nivedha S	II	Paper Presentation	Bharathiar University	Best Paper
16/09/2023	Shruthi TR	II	Paper Presentation	Bharathiar University	Best Paper
16/09/2023	Afroze A	II	Paper Presentation	Bharathiar University	Best Paper
26/09/2023	Gayathri V	II	Paper Presentation	Madras Christian College	Best Paper
26/09/2023	Mary Arishma A	II	Paper Presentation	Madras Christian College	Best Paper
26/09/2023	Pavithra N	II	Paper Presentation	Madras Christian College	Best Paper
28/09/2023	Shruthi TR	II	Business Plan	Madras Management Association	III
28/09/2023	Nivethitha B	II	Business Plan	Madras Management Association	III

ACHIEVEMENTS

DATE	NAME	YEAR	COMPETITION	HOST	PLACE
03/10/2023	Afrose A	II	CHANAKYA Best Manager	Madras Management Association	Top 40
03/10/2023	Chandra Lekha M	II	CHANAKYA Best Manager	Madras Management Association	Top 40
03/10/2023	Divyashree D	II	CHANAKYA Best Manager	Madras Management Association	Top 40
04/10/2023	Soundarya Balaji	II	CHANAKYA Best Manager	Madras Management Association	Top 3
29/09/2023	Janani S	II	Paper Presentation	Sri Kanyaka Parameswari College	I
29/09/2023	Ramya KKS	II	Paper Presentation	Sri Kanyaka Parameswari College	I
29/09/2023	Janani S	II	Budget Presentation	Sri Kanyaka Parameswari College	I
29/09/2023	Ramya KKS	II	Budget Presentation	Sri Kanyaka Parameswari College	I
29/09/2023	Janani S, Ramya KKS	II	Paper Presentation	Sri Kanyaka Parameswari College	Overall Trophy



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**20, IV Lane, Nungambakkam High Road,
Chennai, Tamil Nadu – 600034**

**Ph: (044) 2833 0262, (044) 2833 0507
Fax: (044) 2833 0385**

**E-mail: placement.mopmba@gmail.com
Website: www.mop-vaishnav.ac.in**