



**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**  
(Affiliated to University of Madras & Re-accredited at A++ grade by NAAC)  
**CHENNAI, TAMILNADU, INDIA**

## ABOUT BACHELOR OF BUSINESS ADMINISTRATION

### 3 YEAR UNDERGRADUATE PROGRAMME

The B.B.A. programme was established in the year 1992 and currently operates in two shifts.

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

## ELIGIBILITY CRITERIA

### SHIFT-I

Good academic credentials in XII grade with subjects

- Commerce / Business Studies
- Accountancy with or without Mathematics

### SHIFT-II

Good academic credentials in XII grade with subjects

- Commerce / Business Studies
- Accountancy is preferable

## INDUSTRY EXPOSURE

Guest lectures and workshop to enhance the learning experience by providing students with practical insights, career advice, and valuable insights beyond the classroom.



Indian Institutional  
Ranking Framework 2025  
National Rank - 43  
45<sup>th</sup> Rank  
Times Top B.B.A.  
Institute Survey 2024

### PEDAGOGY

- New Product Development
- Gamification
- Model Making
- Book Review
- Film Appreciation
- Case Study Analysis

### INNOVATIVE EVALUATION METHODS

- Concept Paper
- Thought Paper
- Open Book Exam
- Online Quizzing

### OPPORTUNITY FOR EXTRA CURRICULAR EXCELLENCE

- Student Journal
- Monograph
- Research Publications
- Intra Mural Competitions
- Marketing Project Presentation
- Business Plan Presentation.

### VALUE ADDED CERTIFICATION

- Innovation, Business Models & Entrepreneurship
- Body Language
- Leadership
- Personal Investment Planning and Stock Trading



## PROMINENT ALUMNAE



Ms. Riddhi .R. Kalra,  
MBA(IIM(B))  
Program Manager,  
Freshworks



Ms. Vinithra Srinivasan  
Partner, NVS & Associates,  
Advocates and Legal  
Consultants



Ms. Mohammad Sujeetha  
M.S, IPS  
Deputy Commissioner of Police,  
City Armed Reserve, Bengaluru  
City



Ms. Gunjan Chabboria  
Senior Associate  
Goldman Sachs

“CREATING  
AN  
ECOSYSTEM  
FOR  
CREATIVITY  
AND





## INTERNATIONAL SEMINAR

Experts, academicians and professionals from different countries gather together to discuss and provide global perspective to our students on specific topics every year.

## BUSINESS ON CAMPUS

This initiative provides the students an opportunity to experience running a business stall for a day in our campus.

## PAPER PRESENTATION

To inculcate the practice of research and the habit of inquiry among students, an annual paper presentation competition inviting participation from colleges all over the country is conducted.

## EXTENSION AND OUTREACH ACTIVITIES

To commit the students to the cause of creating a sense of social responsibility, they are encouraged to undertake several outreach and community development programmes.

## STUDENT MINISTRY OF ENTREPRENEURSHIP - B.B.A.

### M.O.P. BAZAAR

An annual event which aims at nurturing the spirit of entrepreneurship amongst students and alumna by giving them a platform to operate stalls for two days which records a footfall of more than 10,000 visitors.

### IGNITE

A biennial event organised on dynamic themes in different formats, like student workshops, panel discussion, Faculty Development Program which aims at fostering an entrepreneurial culture.

### ENTREPRENEURSHIP IN FOCUS



Manisha C  
The Diha Store  
Batch 2017-2020



Vandini Revindran  
Janvi Adornments  
Batch : 2004-2021



Sagarika Sivakumar  
Zengrub Private Limited  
Batch : 2018-2021



Ria Khicha  
Cake Basket  
Batch 2020-2023



## CORPORATE CONNECT

### PLACEMENT

### FACTORY & FIELD VISIT

### INTERNSHIPS



## CAREER PROGRESSION

