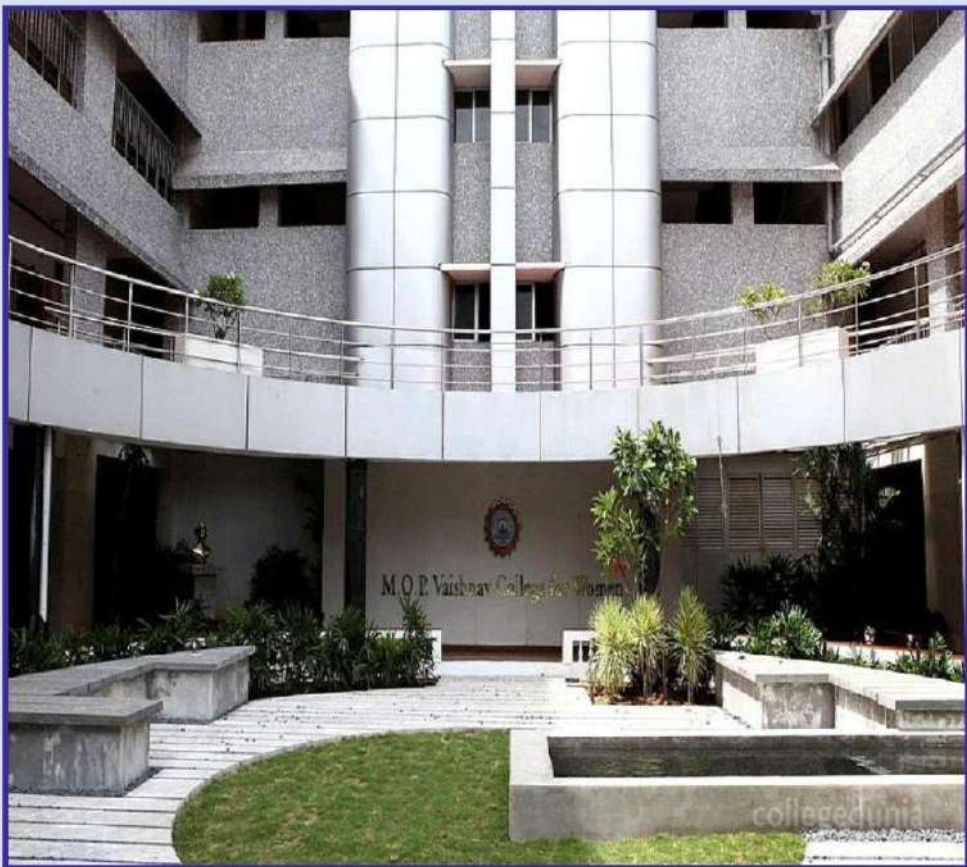




M.O.P. Vaishnav College for Women (Autonomous)
(College Affiliated to University of Madras and Re- accredited at 'A++ Grade by NAAC)
Chennai – 600034.



Bachelor of Business Administration (B.B.A.)
3 Year Undergraduate Programme in Management.

ABOUT THE PROGRAMME

One of the pioneering programme 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,

USP OF THE PROGRAMME: Creating an ecosystem for creativity and innovation

The B.B.A Programme has been rated:

B.B.A. Programme has been ranked 43rd Nationally in the Indian Institutional Ranking Framework 2025.

Times B.B.A. Education Ranking Survey 2023 - Among the top 70 B.B.A institute ranking 2023, M.O.P. Vaishnav College for Women (Autonomous) was Ranked 48th in terms of 3 key dimensions i.e., Resources, Effort and Outcomes. While in 2018, among the top 75 B.B.A institutes ranking, M.O.P. Vaishnav College for Women (Autonomous) was ranked 56th.

‘Top 75 B.B.A Institutions’ by Times **B.B.A. Educational Ranking Survey 2018**.

ELIGIBILITY CRITERIA:

Shift I– Candidates must have completed class 10 +2 in Commerce Stream with Commerce/Business Studies, Accountancy with or without Mathematics.

Shift II - Candidates must have completed class 10 +2 in Commerce Stream with Commerce/Business Studies and Accountancy is preferred.

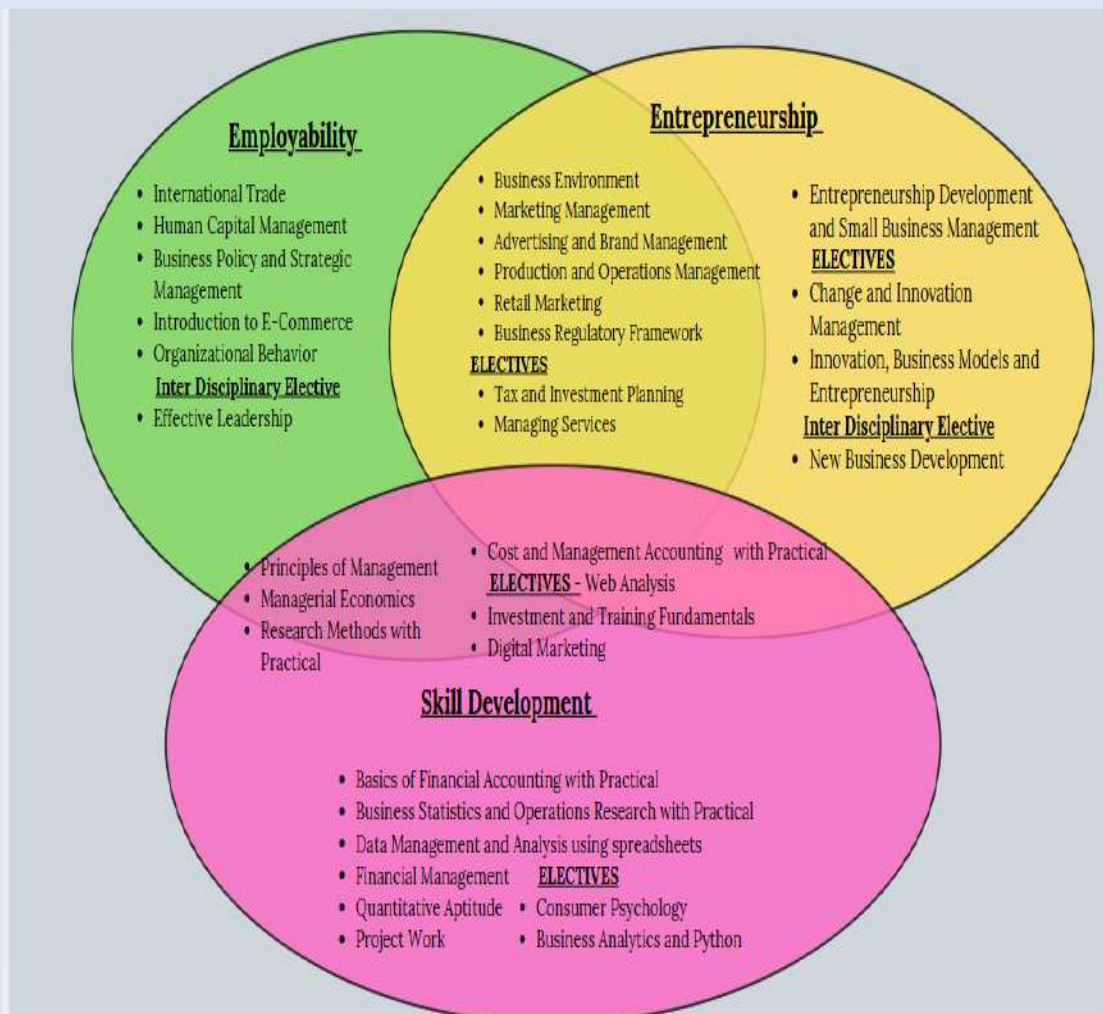
PROGRAM CURRICULUM

Foundation Courses

English I & II

Second Language I & II

The courses of the programme focuses on either Employability, Entrepreneurship or Skill development. Some courses have blend of these features in them.



ACTIVITIES - BEYOND THE CLASSROOM

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 BBA 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, Clash of Clans.



International Seminar and Student Paper Presentation

In order to inculcate a culture of research and to develop the presentation skills of students, the department organizes **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.

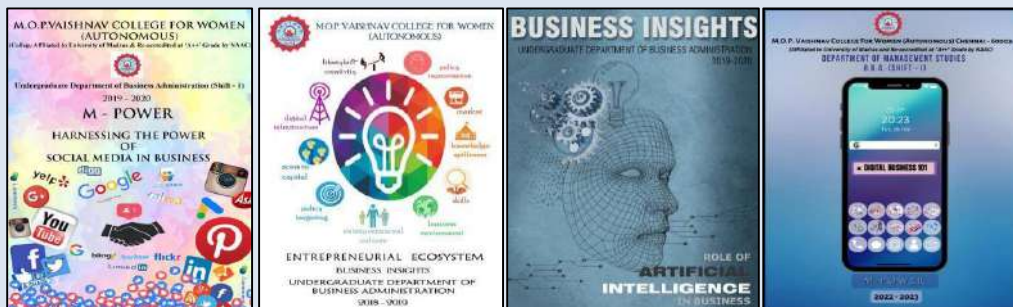


The selected papers in the paper presentation competitions are compiled into a monograph. The Future of Work in a Changing Natural Environment, The Decade of the Start-up: Entrepreneurship in

a Time of Crisis, Augmented Reality- The Biggest Technological Revolution, Augmented Reality- The Biggest Technological Revolution were the themes in the past.

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 were Role of Artificial Intelligence in Business, Harnessing the Power of Social Media in Business, The Game Changer - Building Business through Innovation, Green Gets Real: The Future of Sustainable Business, Cashless Economy – Setting the new field forward, Customer Centricity in Business



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: This project is aimed at offering an opportunity to sell the space for advertising in the programme journal and retail space at college premises. 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. To cultivate essential entrepreneurial abilities, empowering them to become confident and successful female entrepreneurs of tomorrow.



PEDAGOGICAL APPROACH

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 and Workshops

Experts from industry are invited to interact and share their experience through interactive sessions. In order to enhance the skill quotient of students and make them more employable the programme organises workshops under the guidance of expert practitioners



Factory 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 include Nerolac Paints, Coco- Cola, Aavin - Tamilnadu Co-operative Milk Producers' Federation Limited, Kaleesuwari Refinery Limited to name a few.

Field visit

To bridge the gap between theoretical knowledge and practical application, field visits are organised to provide **real-world exposure**. This enhances **experiential learning, critical thinking, and problem-solving skills**, fostering a deeper understanding of concepts. Additionally, they promote **networking opportunities, career exploration, and interdisciplinary learning**, preparing students for future professional challenges. Places of visit include Vivekananda Cultural Centre, Heritage Walk at Madras High Court, American Consulate Library and Anna Centenary Library.

Exhibition

An exhibition activity in class serves as a dynamic learning tool and a platform for experiential learning, encouraging students to showcase their creativity, research, and teamwork. Through exhibitions, students develop critical thinking, communication, and presentation skills, while reinforcing theoretical knowledge through practical application. Additionally, such activities foster collaboration, peer learning, and confidence-building, preparing students for real-world challenges.

Research

The research skills of students are developed by offering Core Course on **Research Methods with SPSS practical, survey based internships and research based industry projects** in the final semester in any of the functional areas of management-HR, Marketing, Production, Systems etc.

M.O.P. SANSAD – STUDENT MINISTRY OF ENTREPRENEURSHIP

The B.B.A programme is the custodian of the Ministry of Entrepreneurship. Under its aegis the following events are conducted:

IGNITE

IGNITE is a biennial event held every two years to promote entrepreneurship among youth. IGNITE 2017 fostered entrepreneurial passion among students, while IGNITE 2019 equipped faculty to mentor and nurture aspiring entrepreneurs. IGNITE 2023 celebrated 'Under 30' alumni entrepreneurs with awards and also insightful panel discussions. IGNITE 2025 expanded with the Swabhimaan Impact Awards, Expert talks, Fire side chat, Workshops, and competitions aligned with UN Sustainable Development Goals."



M.O.P. Bazaar

M.O.P. Bazaar, flagship event of the programme provides a platform for young entrepreneurs to get a flavor of experiential learning and hands on experience. These efforts help in transforming students into job providers. Organized by M.O.P. Sansad and the Institution's Innovation Council, it features 70-75 stalls with diverse products, attracting over 10,000 visitors every year. Renowned entrepreneurs and celebrities inaugurate the event, which include live performances and interactive entertainment. Extensive promotion through media and social media platforms enhances its reach and impact.



Community Service

The institution's extension activities foster social responsibility through community outreach programs. Each year the activities are conducted under a common theme such as 'Thozhil Seiyallam Thozhi', 'Khoj', 'Vikas', 'Gyaan' to name a few. The activities centre around livelihood skill training for underprivileged and marginalised sections of the society namely village women,

students of government schools, providing relief materials to support cyclone-affected communities etc. The aim is to reinforcing the commitment to social consciousness and community welfare.



INFRASTRUCTURE

Three super smart classrooms with interactive boards facilitating, broadcast connectivity, and modular furniture to enhance students learning experience. State-of-the-art Computer Lab designed for students, providing one-on-one access to advanced technology and software for Research, Accounting Practicals, and Skill Development.

CAREER PROSPECTS

Placement :

Students from our institution have been successfully placed in renowned organizations, reflecting their expertise and industry readiness.



Students Progression

Our students have achieved remarkable academic progression by securing admissions in various institutions worldwide. Their pursuit of higher education reflects their dedication, excellence, and our institution's commitment to fostering lifelong learning.



FACULTY TEAM

NAME	QUALIFICATION	YEARS OF EXPERIENCE	SUBJECT SPECIALIZATION
Ms. Sangeetha Manoj	B.Com, MBA, SLET(Management)	25	Finance, Law, Entrepreneurship
Ms. Alamelu C	BE (CS) , MBA, M. Phil, M. Sc (IT),SET (Management)	15	Systems
Ms. Krupa N	M.Com , M.B.A UGC NET (Management)	15	Finance, Marketing
Ms. Shobhana G	B. Tech (IT), MBA, UGC NET (Management)	7	Human Resource Management
Ms. Ruqaiya K R	M.Com, M. Phil, ,UGC NET (commerce)	6	Finance, Marketing
Ms. Nandhini B	BBA,MBA,UGC NET (Management)	2	Human Resource Management
Ms. Dhivya T	BCA, MBA, UGC NET (Management)	3	Human Resource, Finance
Dr. Durgabhavani K	MBA, Ph. D	5	Marketing

PROMINENT ALUMNI



M.S., Mohammad Sujeetha IPS
B.B.A batch 2004-2007
Deputy Commissioner of Police
City Armed Reserve, Bengaluru
City



Riddhi R Kalra, MBA(IIM(B))
B.B.A batch -2014-2017
Program Manager , Freshworks



Vineethra Srinivasan
B.B.A batch 2003-2006
Director -Operations,
NVS Management
and Corporate Services
Pvt. Ltd



Krithika R,
B.B.A batch 2016-2019
Associate Vice President (Business
Banking),
HSBC India



Saagarika Sivakumar
B.B.A Batch. 2018-2021
Co-Founder & Chief Operating
officer
Zengrub Private Limited



Payal Jain, B.B.A batch
2015-2018,
City Head – Dining,
Zomato

Alumna's Testimonials



Vineethra Srinivasan, BBA- 2003-2006, Director-Operations, NVS MACS Pvt. Ltd

M.O.P. shaped me into a leader through academics, sports, and entrepreneurship. With immense support from mentors, industry exposure, and global interactions, I gained confidence and skills that eased my MBA journey in Canada."



**Anandhi Venkataraman (2005-2008), The World Bank, Chennai,
IT Business Management Officer**

M.O.P offers a safe, inclusive environment that helps students discover their potential and become confident, industry-ready individuals. The progressive, enthusiastic teachers provide a strong foundation. While the unique project and research based grading system makes learning enjoyable, the M.O.P Bazar and the in-house FM station are multiple avenues to showcase creativity and explore individual capabilities.



M. Asha ,BBA (1992-95),Managing Partner Kaimanam Home foods

I owe my alma matter a debt of gratitude for instilling in me the values of leadership, excellence and social responsibility. These values have guided me on my entrepreneurial journey and motivated me to use my skills and resources to make a positive impact on my community. I would also like to acknowledge my faculty for the guidance and mentorship .



Anisha J Nichani B.B.A 2006 – 2009, Founder, Svaach

My Business Administration degree and learning at M.O.P Vaishnav College, helped me immensely, when I started Svaach a social impact business addressing the hygienic disposal of house hold waste. Our hours of social work during the summer holidays instilled my interest in giving back to the society and internship at various organisations shaped my journey as an entrepreneur.

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