

V.V.VANNIAPERUMAL COLLEGE FOR WOMEN

(Belonging to Virudhunagar Hindu Nadars)

An Autonomous Institution Affiliated to
Madurai Kamaraj University, Madurai
Re-accredited with 'A++' Grade (4th Cycle) by NAAC
VIRUDHUNAGAR- 626 001. (Tamilnadu)



QUALITY EDUCATION WITH WISDOM AND VALUES

Counselling Code : 440



MBA
Prospectus
2024 - 2025



Department of Business Administration (PG)

LEADERSHIP

LEARNING

VALUES

STEP TOWARDS BUSINESS EXCELLENCE

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Virudhunagar is a centre for trade, commerce and industrial activities and a nodal center in its regional setting. It is popularly known as "Business City". The economic base of the town revolves mainly around the trade and commerce activities

dealing in the agricultural products such as chilli, oil, pulses, coriander, spices etc. Virudhunagar is also acclaimed for its high literacy rate and strong educational base.

V.V.Vanniaperumal College for Women was inaugurated 1962, by the great leader **Bharat Ratna Shri K.Kamaraj**. The Institution stands magnificently in a sprawling area of 29.59 acres. It is affiliated to Madurai Kamaraj University.

The institution has been serving the cause of imparting quality higher education to women students by giving life oriented education and empowering them. The institution reflects a commitment to social welfare focussing all its activities on maximizing the strength and potential of the students so that they become self-confident, responsible and constructive citizens.

Department of **Business Administration** (PG) was started in 2009-2010 with the approval of AICTE, New Delhi. The department is housed in an exclusive building that purposefully includes facilities to provide quality management education.

The department is the proud holder of 3 **Guinness World Records** – Largest Lesson in Marketing, Largest Lesson in Financial Investment & Largest Lesson in Creative Thinking.

Vision

To excel in business education with a focus on the integrated development of values, knowledge, attitude and skills to suit the ever changing business environment.



Mission

- ✦ To foster a conducive learning environment that creates professionally competent, innovative and dynamic business leaders.
- ✦ To nurture entrepreneurial culture in young minds.
- ✦ To encourage holistic development of individuals integrating discipline and ethics.
- ✦ To promote research with focus on areas of management.

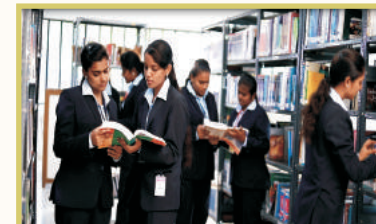
The department has an annual intake of 60 students. An expert committee of industry representatives and academicians participate in framing the curriculum that meets the continuous changing demands of the industry.

FEE CONCESSION

Varying fee concession is given to the applicants with over 55% and 70% marks in the UG courses.

LIBRARY

The department has an exclusive and spacious library and possesses wide and latest collection of books on diverse areas of management studies. Further, international journals, business magazines, periodicals and dailies are also available in the department library.



e-Resources:

Wi-fi facility is also given to the students for their academic development.

COMPUTER LAB:

The computer lab in the department has 50 terminals that are equipped with updated software and complete uninterrupted internet connectivity.

CLASS ROOMS:

Class rooms are spacious and equipped with audio-visual aids to facilitate the ambience for efficient teaching-learning.

SEMINAR HALL:

Fully air – conditioned seminar hall in the MBA block with multimedia audio visual facilities and internet connection facilitates the organization of seminars, guest lectures and presentations efficiently. The seminar hall can accommodate 175 students.



FACULTY & TEACHING METHODOLOGY

The enthusiastic team of faculty members possesses a blend of academic, research and industry experience. The team develops practices to facilitate active engagement of students. Healthy exchange of ideas within the team, collaborative efforts, joint research efforts, mentoring of students by exposing to wider areas of knowledge, etc. are the highlighting features of the faculty them.

A well the placement pedagogy is carried out to enable students to pursue excellence in business education which includes:

- ✦ Seminars, Guest Lectures, Industrial visit enabling industrial exposure and connect with industry.
- ✦ Live projects.
- ✦ Presentations, business quiz, case analysis, etc., related to corporate affairs – all handled by students with the guidance of faculty under ‘Corporate Gateway’ sessions.
- ✦ VYAPAR : Making students participate in real time marketing activities.
- ✦ Experts' Talk where corporate professionals are invited to share their experience and interact with students.
- ✦ Personality development programmes & simulation management games.
- ✦ “Super Grade Awards” are given to students in appreciation of their improvement and excellence in academics, language, leadership, discipline and overall performance.



INSTITUTIONS INNOVATION COUNCIL (IIC)

- ☆ Our institution is a proud member of IIC and we promote innovation, entrepreneurship and start-ups among students through the cell.

PROGRAMME PARTICULARS

Major	Minimum Qualification	Minimum Marks
M.B.A (2 Years)	A Bachelor's degree in any discipline	50% mark for candidates belonging to General Category or 45% marks for candidates belonging to Reserved Category in the qualifying examination

1. Through TANCET conducted by Anna University.
2. Through Management Aptitude Test (MAT) exam conducted by All India Management Association.
3. Through any Common Entrance Test conducted by an approved Agency.

The Candidate shall apply online through the college website www.vvvcollege.org. The application fee is Rs.150/-. The duly filled in application form should be sent along with the Xerox copies of Mark Statements of the qualifying examination (candidates who have appeared for the VI semester examination can submit marks up to semester V), Score Card of any of the Common Entrance Test, Community Certificate, Original Transfer Certificate and Aadhaar Card with personal identification marks.

ENTREPRENEURSHIP & TALENT DEVELOPMENT CELL

The Entrepreneurship & Talent Development Cell was started in the Department of Management Studies to redefine the role of youth and the women and make them more independent. The Cell aims to promote self employment and empower the youth with entrepreneurial skills. The students are groomed as job providers rather than job seekers. Though the cell, various workshops and activities are organized to impart skills, train and mentor aspiring entrepreneurs.



The MBA students run “YOUNG MINDS' a campus company that provides an opportunity to undertake various corporate functions as in real time company including purchase, production, stock-keeping, account-keeping sales & marketing, finance, etc.

PLACEMENT CELL

The Placement Cell operates efficiently under the leadership of a Placement Director. Placement Cell, the bridge between the job seeking students and job providers, succeeds in getting placement for a good number of students in leading and reputed organizations.

OUR RECRUITERS



- ✦ Homely accommodation in seven hostels.
- ✦ Hygienic nutritious meals at low cost to the inmates.
- ✦ Insistence on strict discipline.
- ✦ Water heater, RO treated drinking water, Internet Browsing facility, Smart Card facility and uninterrupted power supply.
- ✦ Provision to learn courses on Hindi, Tailoring, Shorthand, Yoga, Spoken Hindi, Typewriting, Driving, Spoken English, Beautician, Zumba dance and Silambam.
- ✦ Celebration of New Year, Navarathiri, Deepawali, Thirukarthigai and Hostel Day.
- ✦ College Library and Canteen kept open for the hostel in - mates from 10.00 a.m. to 1.00 p.m on Sundays.
- ✦ Leisure time physical activities – cycling, pebble walking in 8 shaped path and playing in swings.
- ✦ Provision of in – bus facility during weekend holidays.
- ✦ Newspapers and News Programmes on Television made accessible.
- ✦ Immediate medical care provided for the sick students in the nearby Hospital, for which 24x7 conveyance facility is also available.
- ✦ Screening of films and songs on all Saturdays.

For admission in the hostel, the students should submit a separate application form to the Deputy Warden. Application forms can be received from the office after getting admitted into the college.. The caution deposit of Rs.3,000/- hostel fees Rs.18,000/- and the mess advance of Rs.25,000/- should be paid. The average monthly mess fees (dividing system) about Rs.2,500/- will be adjusted in the mess advance. Vegetarian and Non Vegetarian meals are provided in the hostels.

Hostel Fees can be paid in Two Installments:
I Installment – Rs.24,500/- (during admission)
II Installment - Rs.21,500/- (before October 31)

BUS FACILITY

College Bus facility is available from Madurai, Sulakkarai, Sattur, Watrap, Kariapatti, Thirumangalam, Aruppukottai, Srivilliputhur, T.Kallupatti, Peraiyur and places in & around Virudhunagar.

Dr.S.M.MEENA RANI, M.Sc.,M.Phil.,PGDCA.,Ph.D.

PRINCIPAL

Thiru.PC.S.GOVINDARAJAPERUMAL,B.A.,

SECRETARY