

Department Profile

The Department of Business Administration was set-up in 1994 with the objective of grooming young and aspiring women committed to mould the future of the country. The Bachelor's and Master's Programme in Business Administration is a brilliant option for aspiring managers and entrepreneurs. The programmes prepare young minds for leadership positions across various domains. The IT oriented programmes provides scope for fusion of management and IT skills to meet the challenges that drives global economy. Result oriented approach, leadership development with strategic foresightedness, innovative thinking and crucial link between knowledge, application and organisation dynamics provides a launch pad for successful NextGen and IGen leaders. A mix of pedagogy such as case studies, group discussions, Hands-on sessions, internships, panel discussions, seminars and assignments drive the zeal of the aspirants towards their set goals and purpose. The curriculum includes domain-specific knowledge, relevant technological know-how, contemporary management tools and techniques, diverse specializations, ethos and values to practice sustainable businesses models.

Vision



"Creating value based Corporate Leaders"

Mission



Creating entrepreneurs, Executives and Consultants who will accelerate the growth, assure success and place India at the Zenith of the global economy with the Prime focus is laid on the process of bringing out the management aspirant's versatility, reinforcing team spirit, imparting a code of ethics and standards of practice

Objectives

- Inculcating business acumen to face National and Global challenges.
- Providing IT Oriented management excellence and create high performers in the technology-driven industrial development.
- Develop entrepreneurial mindset, innovation and creativity which would add women power towards national development.
- Effective learner engagement to explore, innovate and redesign knowledge.
- Fostering ethically and socially responsible Corporates to build meaningful society

Genesis

The Department of Business Administration was set-up in 1994 with the objective of grooming young and aspiring women committed to mould the future of the Country. The department offers two year Postgraduate programme in Master of Business Administration (MBA), MBA – IT, M.Phil. And Ph.D. The department has proved its excellence with the student friendly functional infrastructure, effective industrial network (mentoring programmes) and State-of-the-Art educational technology. The Department has been consistently growing and was ranked 'A' in the annual survey of MBA programme by *AIMA* in *INDIAN MANAGEMENT*, 2005. It has been awarded the Best Students Chapter by *Coimbatore Management Association* in 2017.



Vision :

“Creating value based Corporate leaders”

Mission :

“Creating Entrepreneurs, Executives and Consultants who will accelerate the growth, assure success and place India at the zenith of the global economy with the prime focus on bringing out the management aspirant’s versatility, reinforcing team spirit, imparting a code of ethics and standards of practices”.

Objectives

- Inculcating business acumen to face National and International challenges.
- Providing IT Oriented management excellence and setting benchmark in the technology-driven industrial development.
- Empowering entrepreneurial spirit, innovation and creativity which would facilitate self-sustenance and continuous growth
- Fostering good Citizenship with ethics and corporate values.

430 Invited Lectures

10 Alumni Talks

35 Workshop

20 Industrial Visits

**LOOK BACK
2015-2020**

Distinctive Highlights

- Visiting Professor Under AICTE Funds (Mar 1999)
- Onetime UGC Assistance for Management Software (Mar 2000, **Rs.5,00,000**)
- UGC Development Assistance to strengthen Existing Management Department (Mar 2004, **Rs. 6,00,000**)
- MODROBS(AICTE) (2007-08, **Rs. 1,00,000**)
- UGC Funding for BSDP (2016, **Rs. 1,50,000**)
- MRP, UGC Microfinance, SHG's Linkage Models (Oct 2010, **Rs. 5,17,000**)
- MOOC Co-ordinator (2018, **Rs. 13,00,000**)
- FDP on "Advanced Business Analytics" - **Rs. 2,50,000**
- ICSSR Project (2019 - 2021) - **Rs. 8,00,000**
- Entrepreneurship Awareness Camp - **Rs. 40,000**
- Legal Awareness Program sponsored by National Commission for Women - **Rs. 90,000**
- FDP "On Entrepreneurship- Initiate and Ignite" under DST-NIMAT Project (2018, **Rs. 2,50,000**, 2019 **Rs. 2,50,000**)
- UGC Block Grant - In-House Projects -6 Nos- **Rs. 1,70,000**

UGC Sponsored Business Skills Development Program for Women

6 Inter Collegiate Management Meet - AVANTGARDE

AIMA - Chanakya Business Simulation Training

10 Faculty Development Program

4 DST NIMAT Projects

6 Good Governance Day

20 Industry MOU's

9 Visits abroad by faculty

Meeting of Minds - CMA

6 International Conference in collaboration with Institute of Finance Management - Tanzania

92 Faculty as Resource Persons

28 Faculty Achievements

6 Outbound Training Sessions

Students Achievements - Overall Trophy GVG Visalakshi College Feb 2016 - Best Student Outgoing Award by CMA and Best Student Chapter Award 2016-2017

