

- * Special Communication and Personality Development Classes by in-house professionals.
- * MOU with Leading Corporates. * Periodic Industrial Visits.
- * Regular classes on Aptitude Skills and English Communication.
- * Off Campus Training Program. * Intercollegiate Management Meet - "MOTO"
- * Sales Event - "Mercuralia" to develop marketing skills of students.

INSPIRE MOTIVATE TRANSFORM

ELIGIBILITY

Applicants should be a Graduate or a Post-Graduate degree holder in Arts, Science, Commerce, Engineering or Social Science, Candidates appearing for the final semester examination are also eligible to apply. The admission will, however, be provisional till they produce proof of having eligibility as per the above criteria.

HOW TO APPLY ?

The application and prospectus can be obtained from the college office on payment of ₹. 400/- (inclusive Registration Fee). Outstation candidates may obtain the application forms by sending a request letter and an amount of ₹. 425/- by demand draft drawn in favour of the

" TREASURER, Self-financing Courses, V.H.N.S.N. College, Virudhunagar".

The application may also be downloaded from the college website. The downloaded application form should be filled in correctly and submitted along with the registration fee ₹. 400/-.

The Application form should be filled in correctly by the candidate in his / her own handwriting and submitted to the Principal along with the photo copies of the following certificate and one Self-addressed envelope (24 x 12 cm, size) affixing stamp for ₹. 5/-

COPIES OF THE CERTIFICATES TO BE ENCLOSED

- Mark statement of Basic Qualification (Upto V/VI semester for those who are waiting for final semester results).
- Community Certificate.
- Conduct Certificate.
- Transfer Certificate
- Attendance Certificate

SELECTION PROCEDURE

Admission will be based on the scores of AICTE-CET/TANCET/MAT/CET followed by Group Discussion and Personal Interview.

FEE

NO CAPITATION FEE. Scholarships are available for meritorious students.

The candidates who have passed their qualifying examination in other University / Body within India should remit an additional amount of ₹. 315/- (₹. 250/- for recognition fee, ₹. 50/- for University entrance fee and ₹. 15/- for cost of application).

HOSTEL / COLLEGE BUS FACILITY

Separate Hostel facility for Boys and Girls is available. Admitted students have to apply separately for Hostel accommodation and admission in the Hostel, will be as per the Hostel Rules and Regulations **College Bus facility is available for women students.**

Purified drinking water is provided inside the college campus.

CANTEEN

A canteen run by the Management of our college is providing hygienic food items for the welfare of the students at cheaper rate. Photocopies can be taken and Record Note Books, Stationery Materials are also available.



WISH YOU ALL GOOD EDUCATION - WITH DISCIPLINE AND CULTURE

Dr. N. ASHOK KUMAR, M.Com., Ph.D.,
Director (S.F. Courses)

T.J. JEYAKUMAR, M.B.A.,
Secretary & Correspondent

Dr. P. SUNDARA PANDIAN, M.Com., M.A.,
M.B.A., M.A., M.Sc., M.Phil., Ph.D., PGDPMIR., PGDCA.,
Principal

VIRUDHUNAGAR HINDU NADARS' SENTHIKUMARA NADAR COLLEGE

VIRUDHUNAGAR - 626 001

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re - accredited with 'A' Grade by NAAC

LOW COST ACCESS TO HIGH QUALITY EDUCATION

★ EDUCATION ★ DISCIPLINE ★ CULTURE ★



MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAM
(Approved by AICTE, New Delhi)

Courses Offered **MBA M.Phil Ph.D**

Prospectus
2020 - 2021

No DONATION
CAPITATION

Phone : (04562) 280154

Mobile : 90959 24116

94435 45338

E-mail : mba@vhnsnc.edu.in

Web : www.vhnsnc.edu.in

We Facilitate Learning

Virudhunagar Hindu Nadars' Senthikumara Nadar College was founded in the glorious year of our Independence, 1947. The aim of this college is to provide value-based quality education to the backward and deserving students of Virudhunagar and its vicinity. This College is an Autonomous Institution affiliated to Madurai Kamaraj University and has been producing eminent scholars, able administrators and outstanding sports persons for the past Seventy Three years.



DEPARTMENT OF MANAGEMENT STUDIES

MBA Programme was started in 1995 with the approval of AICTE, New Delhi and is affiliated to the Madurai Kamaraj University. The faculty of Management studies strives to promote envisages management studies course to a "Centre for Excellence with a Difference". The Department aims to become a premier school of management of national standards with emphasis on Indian Philosophy and Ethos, striving towards human excellence. Motivation for achieving excellence is the watchword of M.B.A. Programme at the faculty of Management Studies.

It is a well structured rigorous quality programme following the semester pattern and conducted under the active guidance of faculty consisting of experienced academicians and management professionals. Inputs are provided to enable the students to gain an indepth knowledge and understanding in the chosen area of specialization so as to develop core competence.



PROGRAMME OBJECTIVES

To educate students in theory and practice of Management, demanding active students' participation.

To bridge the gap between University Education and Industry.

To train students to participate in various activities as individuals and groups in order to enable them to develop courage, integrity and creativity, self esteem and to develop leadership skills.

To establish skills and attitude which are useful to the students in their future career.

PROGRAMME CONTENTS

The Full Time MBA Programme is divided into 4 semesters in two years.

FIRST YEAR : There are five Core Courses in each of the I and II semesters along with one Workshop Course in each semester covering Life Skills and Managerial skills.

SECOND YEAR : III Semester :- There are 3 Core Courses, 2 Major electives and one Minor elective. In addition there is one Workshop Course on Employability Skills.



IV Semester : There are 2 Core Courses, 2 Major electives and one Minor elective.

Electives are offered in all the Five Functional streams Finance, Human Resources, Marketing, Production and Systems with a choice of 6 electives under each Functional stream.

Final Project for a duration of 6 weeks during the IV Semester. Students also have to take Viva - Voce Examination for the Final Project at the time of Completion.



LEARNING RESOURCES CENTRE

Spacious and well - stocked Library has an impressive collection of more than 5000 volumes of Management Books, 17 National Journals, 6 International Journals and many e-journals accessed through DELNET.



COMPUTER FACILITIES

The department has an exclusive Computer Lab with 50 mbps leased line connectivity through Wi-Fi throughout the day. Faculty and Students Class rooms through Wi-Fi link, MOODLE platform is used in the Department for network based learning environment.

PLACEMENT CELL

Headed by a full time Placement cum Training Officer, this cell is actively functioning to train and place the students. Campus interviews are organized exclusively for MBA students and placed all students in students in reputed company. Some of the well known recruiters are.

- * IDBI Federal Insurance, Coimbatore.
- * Theme English Academy, Chennai.
- * Just Dial Limited.
- * TIMESPRO, Chennai (HDFC Bank)
- * Institute of Language Management (ILM).
- * SBI Life Insurance.
- * Bull Academy & IT Services, Sattur.
- * Innovators Group, Chennai.
- * DDM I C E R T, Chennai.



LANGUAGE LAB

The College has a well-equipped Language Lab for enhancing communication skills of the students and the students are trained from I semester onwards.

H - TEL

A separate Hub functioning for technology enhanced learning.

UNIQUE FEATURES

- * Gallery Type state of the art Air-conditioned class rooms with LCD Projector and Audio visual support.
- * Air-conditioned Multimedia Conference Hall.
- * Hygienic Drinking Water.
- * Uninterrupted power supply through auto power restoration. Separate Hostel facility for Boys and Girls within the Campus.
- * Well-experienced and Qualified Faculty Team.