

V.V. VANNIAPERUMAL COLLEGE FOR WOMEN

(Belonging to Virudhunagar Hindu Nadars)
Virudhunagar.



AN AUTONOMOUS INSTITUTION

Affiliated to Madurai Kamaraj University, Madurai.
Re-accredited with "A" Grade (3rd Cycle by NAAC).
85th Position in National Level NIRF Rankings 2018.



MBA PROSPECTUS

2019 -20

Department of Management Studies



Learning

Leadership

Values

STEP TOWARDS BUSINESS EXCELLENCE

Counselling Code: 440

V.V.Vanniaperumal College for Women

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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**" -a center for trade and commerce. 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 started in 1962, by the great leader **Bharat Ratna Shri K. Kamraj**. The Institution stands magnificently in a sprawling area of 29.59 acres. The institution is affiliated to Madurai Kamaraj University.

This 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 Management Studies, was commenced in 2009-10 and is approved by 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.



