

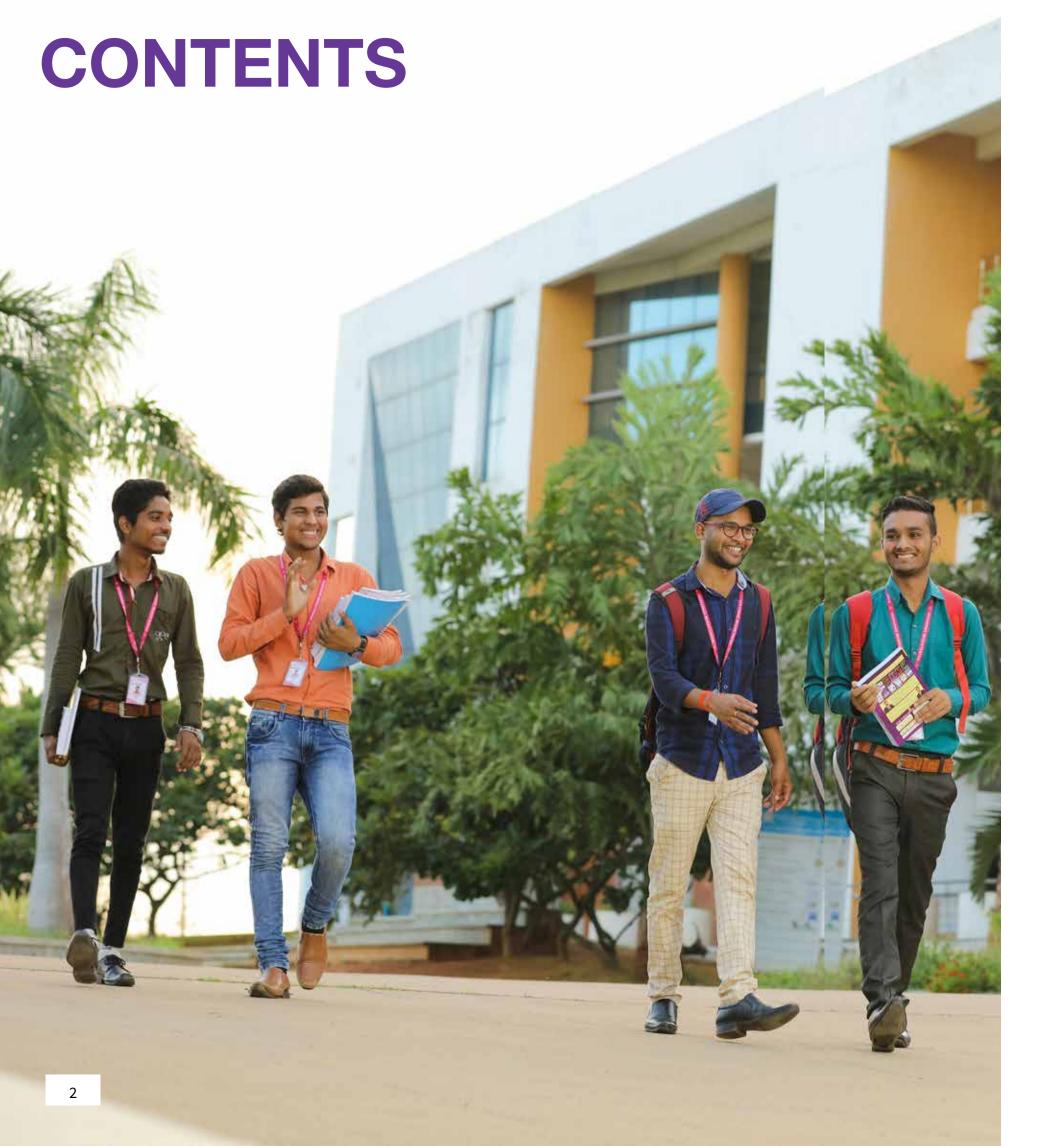
DHANALAKSHMI SRINIVASAN

ARTS & SCIENCE COLLEGE



(AFFILIATED TO UNIVERSITY OF MADRAS)
East Coast Road, Mamallapuram, Chennai - 603 104.





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Dhanalakshmi Educational Empire is the largest multicultural Education hub of South India, offering a wide spectrum of courses entailing holistic learning experience. DSCET Chennai is a distinctive campus with modern facilities and amenities that fosters enthusiasm and passion in Engineering learning. We have experienced faculty who are dedicated to educate the industry ready engineers of the future-Today. We earnestly believe in academic Excellency and do not compromise on teaching standards or discipline. These are the springboards on which we operate.

We welcome you to our college and we are delighted to reward you with world class infrastructure, caring attention, and academic ambience in achieving their scholarly goals.



DHANALAKSHMI SRINIVASAN ARTS AND SCIENCE (CO - EDUCATION) COLLEGE

(Affiliated to University of Madras)
East Coast Road, Mamallapuram, Chennai – 603 104.

ABOUT THE COLLEGE

Dhanalakshmi Srinivasan Arts and Science (Co-Education) College was established in 2018, by Srinivasan Charitable and Educational Trust with the sole aim of spreading quality education and discipline. It is affiliated to the University of Madras. It is located in Mamallapuram near Chennai in a sprawling greenish area of 6 acres.

The dream of the institution is upheld by a group of highly qualified and committed teachers who make no compromise on quality. All our laboratories are well furnished, well equipped which permits the students to use the facilities at any time of the day. The hostel provides Comfortable accommodation facilities and an excellent vegetation and Non- Vegetation mess to out station students. There is an excellent bus facilities offered by the management from different remote places to the college.

Our library has adequate facilities and arrangements with standard reference books and it supplies standard journals, periodicals and newspapers inculcate the reading habits and enrich communication skills. The college has exclusive facilities within a campus for both indoor and outdoor sports.



B Sc COMPUTER SCIENCE



CAREER PATH YOU CAN CHOOSE AFTER THE COURSE

This course opens the door to many possible careers.

- Quality Analyst
- IT Specialist
- Graphic Designer
- Software Developer
- Data Base Designer
- Game Designer

MoU

Ridsys, ICTACT.

ABOUT THE DEPARTMENT

B.Sc Computer Science is a three-year undergraduate programme that focuses on the discipline of computer science. The programme covers important topics related to computer science such as – Coding, Programming languages, Computer Hardware and Software, Networking, Database Management, Information Technology, Mathematics, Statistics and Electronics.

This programme equips students with the skills needed to contribute to this exciting and rapidly evolving field. It is this combination of skills that enable our graduates to keep pace with this fast-moving subject and secure rewarding careers that can be pursued almost anywhere in the world. The students acquire technical knowledge, skills and background for designing and organisation of computer systems.

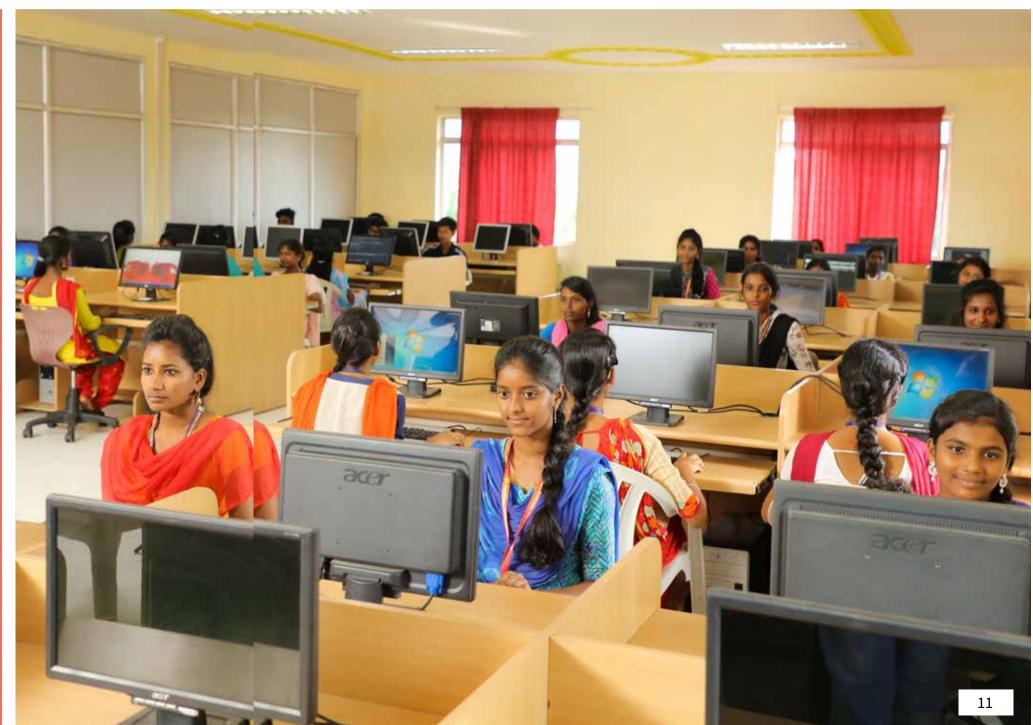
The programme helps the students in their ability to critically evaluate design paradigms, languages, algorithms, and techniques used to develop complex software systems. They also learn to evaluate and respond to opportunities for developing and exploring new technologies.

ELIGIBILITY CRITERIA

+2 Pass (Computer Science or Mathematics or Statistics or Business Mathematics as one of their subjects taken in their higher secondary examination) State Board or equivalent of any other board.

FACILITIES

- Computer Laboratory with high level configuration.
- Specialized Kits available for Digital and Microprocessor Lab.
- High speed internet connectivity.
- Practical session conducts with ICT facility.
- Spacious Seminar hall





ABOUT THE DEPARTMENT

Bachelor of Computer Application is a three-year undergraduate program aimed to shape students in contemporary knowledge of fundamentals to comprehend applicative technology towards efficient solutions for industrial and real-life problems.

The course curriculum inculcates social awareness, communication skills & professionalism to work as a team in maintaining diverse environments towards the betterment of society.

To foster creativity and innovative thinking by addressing design and developmental trade-offs in the IT industry for providing a real-time solution as life long learning is the primary objective of this programme.

It comprises of subjects like Database, Networking, Datastructure and Core Programming language like 'C' and 'JAVA'.

CAREER PATH YOU CAN CHOOSE AFTER THE COURSE

- Web Designer
- App developer
- Software developer
- Data Base Administrator
- Software Tester etc.

FACILITIES

- Computer Laboratory with high level configuration.
- High speed internet connectivity.
- Practical session conducts with ICT facility.
- Spacious Seminar hall

ELIGIBILITY CRITERIA

+2 Pass (Computer Science or Mathematics or Statistics or Business Mathematics as one of their subjects taken in their higher secondary examination) State Board or equivalent of any other board.

MoU

Ridsvs. ICTACT.



B Sc VISUAL COMMUNICATION

FACILITIES

- Drawing studio equipped with specially designed easels
- Multimedia lab with latest animation software
- High definition cameras
- Photography and Videography studio with advanced lights
- Shooting floor with track
- Digital edit and Dubbing studio
- Preview theatre

ENRICHMENT STRATEGIES

- Guest Lectures by Industrial Export
- Workshops
- Field Visits & Industry Visits
- Internships
- Annual Photography Exhibition

ELIGIBILITY CRITERIA

+2 Pass in higher secondary examination in State Board or equivalent of any other board.

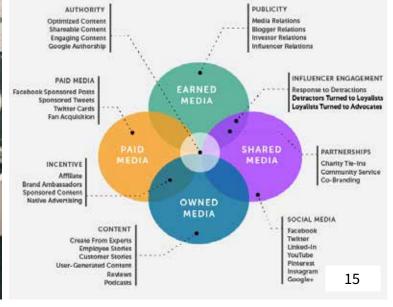
MoU

- Star one Tamil
- Tharu
- News Agencies
- Nithra Sana
- Narbavi
- Ad Company (Primy flims)

CAREER PATH YOU CAN CHOOSE AFTER THE

- Editor
- Production Coordinator
- Photographer
- Visual Effects Producer
- Cinematographer
- Production Coordinator
- Storyboard Editor
- Professional Practicing Artist
- Animation
- 3D Modeler
- Illustrator
- Visual Effect Artist
- Digital Artist
- Game Designer
- Brand Strategy Developer
- Art Director in Advertising Agencies/ Film/ TV/ Video Productions
- Social Media Communication
- Graphic Designer
- Multimedia/ Web Designer
- Copywriting
- Art Gallery/ Museum Display/ Exhibition Designer
- Design Education, Editorial and Book Illustration
- Teacher and Professor in Educational Institutions





B Sc CLINICAL NUTRITION & DIETETICS









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ABOUT THE DEPARTMENT

B Sc Home Science Clinical Nutrition & Dietetics is a three years undergraduate programme which offers various oppurtunities in the field of medical, sports and health care. The department is a subdiscipline of Medicine that focuses on all the aspects of food and its effects on human bodies. The programme is focused on the study of food management and promotion of health through healthy food. This essentially involves an advanced learning in ways to enhance the quality of life and overall well-being through dietary modifications.

MISSION OF THE DEPARTMENT

- To generate energetic and dynamic students to persuade and build up the food industries and their desires.
- To motivate the students to carry out basic & advanced research studies to develop Nutritive food products and also encourages the students for higher studies.

ELIGIBILITY CRITERIA

+2 Pass (Chemistry and Biology as compulsory subjects taken in their higher secondary examination) State Board or equivalent of any other board.

FACILITIES

- Well equipped Nutrition and Dietetics Laboratory
- Human Physiology Laboratory
- Food preparation Laboratory
- Chemistry Laboratory
- Microbiology and Physiology Laboratory

CAREER PATH YOU CAN CHOOSE AFTER THE COURSE

- Nutritionist
- Dietician
- Community education officer
- Food Technologist
- Health Promotion Specialist
- International Aid/Development Worker
- Nutritional Therapist
- Researcher
- Food Processing Consultant

MoU

- With leading multi speciality hospitals and research institutes
- Collaborate with food industries

B Sc PHYSICS

ABOUT THE DEPARTMENT

B.Sc Physics is a three-year undergraduate program comprising of theory and experimental courses mainly from Physics and few interdisciplinary courses from Mathematics, Chemistry and Computer Science.

The program emphasises on the fundamentals of Physics while introducing modern concepts such as Quantum Mechanics and Relativity proceeding over to Classical Mechanics Electrodynamics taking forward the courses like Electricity and Magnetism Optics and Waves similarly Statistical Mechanics and Thermodynamics.

The mission of the programme is to lay a strong foundation in classical and modern physics. Through the course curriculum and opportunities to conduct individual research field trips for the students to get holistic development. They will also gain expertise in lab work through ample practical sessions training them at conception design and fabrication of laboratory equipment.

The undergraduate degree programme paves a solid ground for students to further acquire mastery in physics concentration areas. The programme trains graduate to establish entry and also higher level careers in the government and private sectors.

ELIGIBILITY CRITERIA

+2 Pass (Mathematics and physics as compulsory subjects taken in their higher secondary examination) State Board or equivalent of any other board.

FACILITIES

- Well equipped Physics laboratory
- Electricity & Magnetism Laboratory
- Fluids Laboratory



B Sc MATHEMATICS

ABOUT THE DEPARTMENT

B.Sc. Mathematics is a three-year undergraduate programme that helps the students to develop interpretive analytical and logical skills required to endeavour in the field of Mathematics. The programme trains students to handle concrete & abstract problems and solve them using their critical observations. The course work of the programme includes algebra, Trignometry, calculas Vector, Calculus Graph Theory, differential geometry complex analysis, Real analysis and differential equations. Students are also given Hands on Training in practical sessions which enables them mathematical principles in depth.

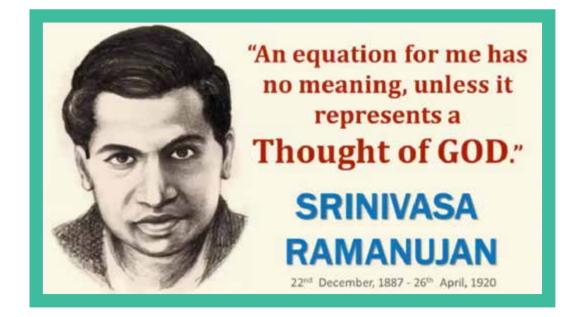
Apart from mathematics students will also become accustomed to Physics, Chemistry, Computer Science and English which will prepare them to excel in every field and industry.

MISSION OF THE DEPARTMENT

The mission of the Mathematic department is to provide an environment where students can learn and become competent users of mathematics and mathematical application. Moreover, the department will contribute to the development of students as mathematical thinkers, enabling them to become life long learners, to continue to grow in their chosen professions, and to function as productive citizens.

ELIGIBILITY CRITERIA

+2 Pass (Physics or Mathematics or chemistry or Statistics or Computer Science) as one of their subjects taken in their higher secondary examination) State Board or equivalent of any other board.



CAREER PATH YOU CAN CHOOSE AFTER THE COURSE

- Postgraduate Study
- Personal Banker
- Computer Programmer
- Data Science
- Teacher
- Economist
- Technical Writer
- Accountant
- ISRO
- DRDO

MoU

with Leading institutions
Internships



B.A. ENGLISH

ABOUT THE DEPARTMENT

Bachelor of Arts in English is a three-year undergraduate programme designed to prepare the students to understand the use of English language effectively by building vocabulary and introduce them to current ideas and issues. The programme offers deep insight into the world of literature and enables the students to critically appreciate major literary works.

It strengthens the linguistic capabilities of the student through theoretical and practical sessions. The students are introduced to the political, social, cultural, economic and intellectual backgrounds of various periods in literary history. This opens up student vision and capability to acquire an understanding of life.

It is one of the specialisations of Bachelor of Arts that deals in analysis, prose and poetry, written and oral communication skills and related disciplines.

MISSION OF THE DEPARTMENT

To develop the students to build knowledge of the content and methods of literary studies, English education, academic, professional and creative writing. To commit the students to an interdisciplinary approach to knowledge, evident in their involvement in programs such as Ethnic Studies, Film Studies, International Studies, Environmental Studies and Women's Education. To promote the students for lifelong learning.

ELIGIBILITY CRITERIA

+2 Pass in higher secondary examination in State Board or equivalent of any other board.

FACILITIES

- Well equipped Language Laboratory
- Department Library with high speed internet

- E-learning
- Bridge Course
- Research based learning
- Critical thinking

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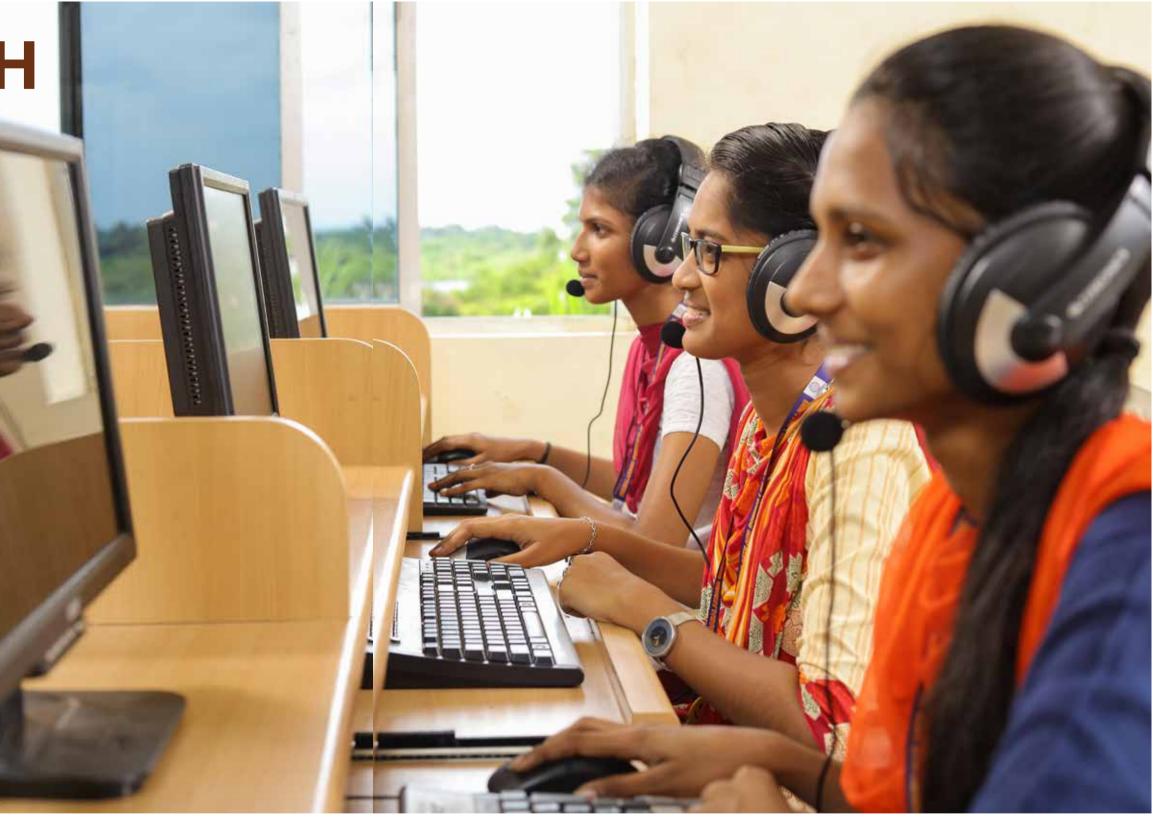
With Media and Institutes

TEACHING METHODOLOGY

- English Translator
- Junior Parliamentary Reporter
- English Content Writer
- Teacher and Professor
- IELTS Faculty & English Trainer
- Call Centre Executive

- Researcher
- Communicator
- Blogger or Reviewer

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Publisher

CAREER PATH YOU CAN CHOOSE AFTER THE COURSE

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B.Com (GENERAL)

ABOUT THE DEPARTMENT

B. Com is a three-year undergraduate programme designed to increase business understanding in students. The programme's curriculum includes theoretical and practical components of the study.

One of the primary and most important objectives of the programme is to introduce students in successfully operating and contributing to the modern global world of business by pursuing advanced research in the discipline.

This programme offers an opportunity to opt for doing an advanced study on various topics related to accountancy business and management. This programme enables the students to build a strong foundation to pursue courses like CA, ICWA, CMA along with preparing them for pursuing a masters degree.

To develop into a world class centre of excellence in the fields of Business and Economics through value based education, training & research.



ELIGIBILITY CRITERIA

+2 Pass (Accountancy and Commerce as Compulsory subjects taken in their higher secondary examination) State Board or equivalent of any other board.

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CAREER PATH YOU CAN CHOOSE AFTER THE COURSE

- Business Analyst
- Finance Officer
- Sales Analyst
- Analyst
- Tax Accountant
- Stock Broker
- Economist
- Business Development Trainee
- Accountant
- Securities Analyst
- Risk Analyst
- Operations Manager
- Market Analyst
- Investment banker
- Investment Analyst

MoU

- With leading industries
- With banks

B. Com CORPORATE SECRETRYSHIP

ABOUT THE DEPARTMENT

B. Com Corporate Secretaryship is a 3-year undergraduate course that involves advanced study of the concepts and processes of corporate governance, with particular focus on the areas of secretarial practices and company laws. The course curriculum consists of components of study such as corporate management practices, investment management, and economic legislations. The course is offered in various specializations in India, namely Computer Applications, E-Commerce, and Corporate Secretaryship.

Corporate Secretaryship is an act of running the administration of a company especially with regards to ensuring compliance with statutory and regulatory requirements and for ensuring that decisions of the board of directors are implemented.

The programme is under the progress of attaining collaboration with the Institute of Companies Secretaries of India in order to make the students to qualify the chartered degrees in the area of Secretarial Practice, Accounting, and Auditing.

MISSION OF THE DEPARTMENT

To impart quality education to the students by inculcating ethical standards towards the future, Students are taught with practical exposures in the area of Secretarial Practice through the collaborative technique with industries and professional bodies like ICWAI, ICSAI & ICAI.

ELIGIBILITY CRITERIA

+2 Pass (Accountancy and Commerce as Compulsory subjects taken in their higher secondary examination) State Board or equivalent of any other board.

MoU

- With leading institutes
- With Private Bank Sectors (HDFC, ICICI)
- With leading industry, Equitas bank, IDBI Federal

TEACHING METHODOLOGY

- E learning
- Critical thinking
- Case study
- Guest lecturers
- Internship

CAREER PATH YOU CAN CHOOSE AFTER THE **COURSE**

Company Secretary

- Banking
- Accounting
- Office Management
- Auditing
- Business Development officer
- Educational Institutes
- Manufacturing Corporations
- Export Import Companies
- Logistics Departments
- Hotels/ Restaurants





ABOUT THE DEPARTMENT

Bachelor of Business Administration (BBA) is a threeyear undergraduate management programme specialised in various field. This field of management is quite diverse. This programme acquaints the students to different marketing theories and principles along with covering traditional as well as new approaches to prepare them for real-life problems in the industry.

The degree is designed to give a broad knowledge of the functional aspects of a company and their interconnection, while also allowing for specialization in a particular area. The degree also develops the students's practical, managerial and communication skills, and business decision-making capability. The program aims to produce graduates who will manage issue related to the organizational environment and have the ability to apply conceptual principle methods and tools to solve business related problems.

MISSION OF THE DEPARTMENT

- To Cultivate the principles of Social Responsibility, Ethics and Spiritual Values among budding managers.
- To Develop capable Business and Community leaders.
- To promote self employment through Entrepreneurship.

ELIGIBILITY CRITERIA

+2 Pass (Accountancy and Commerce as Compulsory subjects taken in their higher secondary examination) State Board or equivalent of any other board.

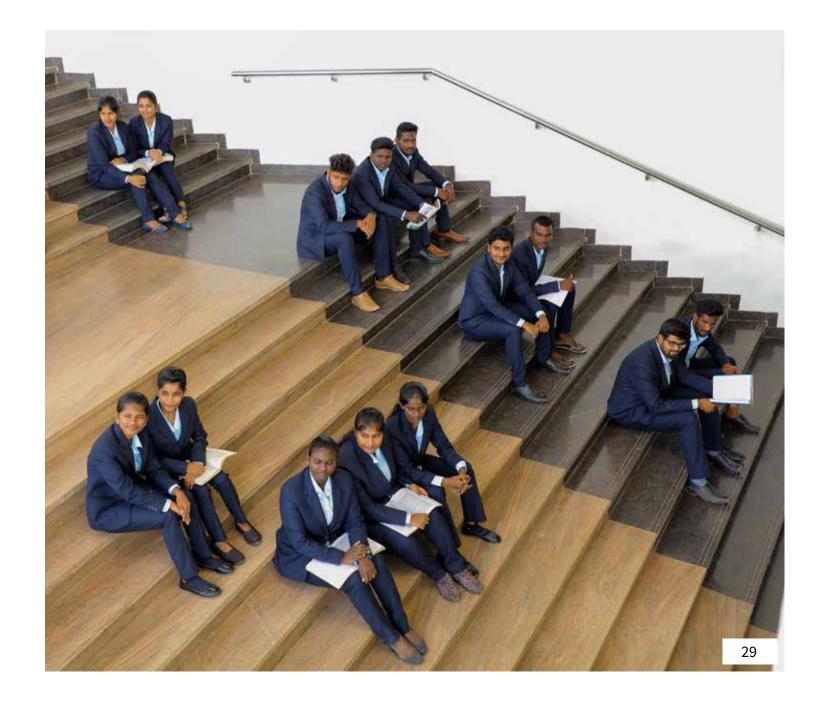
CAREER PATH YOU CAN CHOOSE AFTER THE COURSE

- Marketing Executive
- Product Manager
- Marketing Manager
- Brand manager
- Marketing Communications Manager
- Advertising Manager
- Sales Manager
- Marketing Research Analyst
- Sales Executive
- Digital Marketing Manager

- Business Development Manager
- Public Relations Manager

MoU

- Travel and tourism management
- International business
- Finance
- Human resource management
- Man power consultancy
- Man power consultancyMarketing Management
- Retaining business, Etc.,



B Sc CHEMISTRY

ABOUT THE DEPARTMENT

B.Sc Chemistry is a three-year undergraduate programme designed for students to acquire theoretical knowledge and practical skills in different disciplines of chemistry. The motto of the course is to generate young chemists for the Educational, Research organizations and Chemical manufacturing industries.

MISSION OF THE DEPARTMENT

- To produce enthusiastic and self-motivated students to induce and build up the needs of chemical industries.
- To inspire students to carry out basic, applied & advanced research studies towards the numerous areas of chemical sciences and also encourage the students for higher studies.

ELIGIBILITY CRITERIA

+2 Pass (Mathematics or Chemistry or Physics or Biology or Zoology as one of their subjects taken in their higher secondary examination) State Board or equivalent of any other board.

FACILITIES

- Hi-Tech Chemistry Laboratory
- Smart Classrooms
- Department Library

TEACHING METHODOLOGY

- E-learning
- Research based learning
- Critical thinking
- Case study
- POGIL

MoU

- With leading chemical industries
- With leading paramedical industries

CAREER PATH YOU CAN CHOOSE **AFTER THE COURSE**

- Drug design industries
- **Ouality Assurance industries**
- Professor
- Research officer
- Analytical chemist
- Chemical engineer
- Clinical scientist, Bio chemistry
- Forensic scientist
- Nanotechnologist
- Pharmacologist
- Research scientist
- Scientific laboratory technician
- Toxicologist
- Material chemist



B.Com ACCOUNTING AND FINANCE

ABOUT THE DEPARTMENT

BCom Accounting & Finance is a three-year undergraduate programme designed for those who seek to build a rewarding career in the field of accountancy, finance and management. The programme offers a comprehensive and global view of the accounting principles of various countries and provides a wide MoU range of career opportunities due to its global nature.

Some of the topics covered in the curriculum are General Finance, Tax management, Corporate Finance and Financial Reporting & Analysis, Inflation and consolidation accounting, performance evaluation etc.

The programme also encourages its students to organize and take part in various extra-curricular activities within and outside college. To nurture the talents and skills of our students and motivate and encourage them to take up roles to develop their capabilities and prepare for the rapidly changing world.

After completion of the programme, students can opt to pursue a masters degree to get more skilled in specialisations like Basic Principles of Accountancy, Cost Accounting and Management Accounting.

ELIGIBILITY CRITERIA

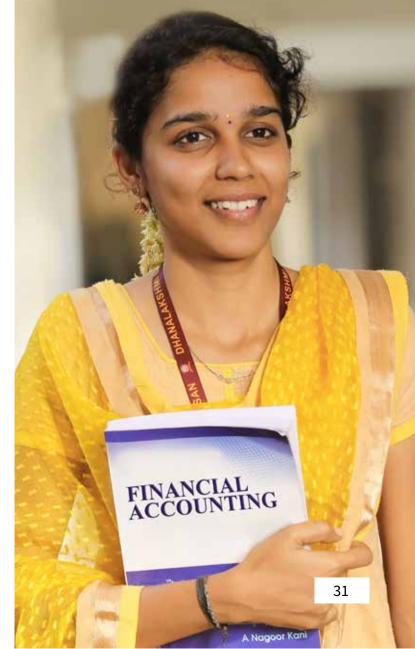
+2 Pass (Accountancy and Commerce as Compulsory subjects taken in their higher secondary examination) State Board or equivalent of any other board.

CAREER PATH YOU CAN CHOOSE AFTER THE **COURSE**

- Private Equity Fund Controller
- Junior Management Accountant
- **Group Reporting Accountant**
- Financial Controller
- Compliance Manager
- Costing Advisor
- Capital Accountant
- Assurance Manager
- IFRS Compliance Manager
- Tax Consultant
- **Financial Director**
- Financial Manager

- **Business Analyst**
- Auditor
- Management Accountant
- Finance Controller
- Finance Executive

- With companies and institutes
- With banks



B Sc PSYCHOLOGY

ABOUT THE DEPARTMENT

Bachelor of Science in Psychology is a three-year undergraduate programme exploring social, experimental, clinical and organisational branches of psychology. The core elements of the subject matter involve the exploration of mental health, childhood and development as well as scientific fundamentals. This programme enables students to develop skills in the areas of communication, information gathering, problem-solving and quantitative and qualitative methods of inquiry analysis and interpretation. Psychology as a subject is grounded in natural and life sciences and offers ample scope to explore social sciences and humanities such as criminology and philosophy.

The precisely designed programme curriculum offers students a glimpse of specialities available to study such as abnormal psychology or psychiatry a degree that also includes a medical component. This popular college major subject helps the students in developing insights into communication interpersonal and human knowledge.

ELIGIBILITY CRITERIA

+2 Pass in higher secondary examination in State Board or equivalent of any other board.

CAREER PATH YOU CAN CHOOSE AFTER THE COURSE

- Human Resource Specialist
- Counselling Aide
- Psychiatric Technician
- Rehabilitation Specialist
- Teacher
- Career Counsellor
- Social worker
- Case Manager
- Research Assistant

FACILITIES

- Psychological Laboratory
- Smart Classroom
- Department Library
- Counselling Hall



B.A. CRIMINOLOGY AND POLICE ADMINISTRATION

ABOUT THE DEPARTMENT

B.A. Criminology and Police Administration is a 3-year undergraduate program aiming to provide candidates the knowledge and understanding pertaining to every nuance of criminology. Candidates are polished with their interpersonal skills, investigative abilities to work under tight schedules. The course provides an intrusive study of criminology and advances their analytical skills enabling them to evaluate through a wide range of policies, strategies and plans.

B.A. Criminology and Police Administration is an intrinsic study of aspects related to crime and its investigation. The program is designed to aid students of criminology and police administration the trait to develop theories which can help in explaining the happenings and crimes by treating it as a social phenomenon. Students are imbibed with skills which allow them to analyze data, determine the cause of crime and predict ways of preventing criminal behavior and crimes.

The program enables candidates to work in close assistance with the experts of the field. They are exposed to cases, conduct case studies and learn the operational techniques. Candidates are guided in developing their professional skills which equip them to draw a successful career in crime investigation and related fields in future.

The coursework implemented for the study of the programinvolvestheory as well as projects. Students are introduced to topics surrounding crime and workings of police administration. Candidates are also made aware of general rights mentioned in the constitution, human rights, rights of victims, criminology and much more. B.A. Criminology and Police Administration program strengthen the knowledge of candidates to take up further courses and Research in the field.



ELIGIBILITY CRITERIA

+2 Pass in higher secondary examination in State Board or equivalent of any other board.

MoU

With Police stations ,Courts and Fire and Rescue Stations.

CAREER PATH YOU CAN CHOOSE

AFTER THE COURSE

- Private Detectives
- F.B.I Agents
- Police Officers
- Drug Policy Advisor
- Law Reform Engineer
- Crime Intelligence Analyst
- Forensic Engineer
- Crime investigators
- Fire and Rescue Officers
- Investigative reporter
- Legal Advocacy



OUR OTHER INSTITUTIONS

Dhanalakshmi Srinivasan Medical College & Hospital, Siruvachur, Perambalur Dhanalakshmi Srinivasan Engineering College, Perambalur Srinivasan Engineering College, Perambalur Dhanalakshmi Srinivasan College of Engineering, Perambalur Dhanalakshmi Srinivasan Institute of Research and Technology, Siruvachur, Perambalur Dhanalakshmi Srinivasan Institute of Technology, Samayapuram, Trichy Dhanalakshmi Srinivasan College of Arts & Science for Women (Autonomous), Perambalur Srinivasan College of Arts & Science, Perambalur Dhanalakshmi Srinivasan Polytechnic College, Perambalur Srinivasan Polytechnic College, Perambalur Dhanalakshmi Srinivasan Agriculture College, Perambalur Dhanalakshmi Srinivasan College of Pharmacy, Perambalur Srinivasan College of Pharmaceutical Sciences, Samayapuram, Trichy Dhanalakshmi Srinivasan College of Nursing, Perambalur Srinivasan College of Nursing, Siruvachur, Perambalur Srinivasan Nursing College, Samayapuram, Trichy Srinivasan Institute of Medical Sciences, Samayapuram, Trichy Dhanalakshmi Srinivasan College of Education for Women, Perambalur Dhanalakshmi Srinivasan College of Education, Perambalur Dhanalakshmi Srinivasan College of Physical Education, Perambalur Dhanalakshmi Srinivasan Teacher Training Institute, Perambalur Dhanalakshmi Srinivasan Matriculation Higher Secondary School, Perambalur Dhanalakshmi Srinivasan Higher Secondary School (Tamil Medium), Perambalur

DHANALAKSHMI SRINIVASAN GROUP OF INSTITUTIONS

Dhanalakshmi Srinivasan Matriculation Higher Secondary School, Trichy

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