



Sree Chaitanya Mahavidyalaya

Habra- Prafullanagar, North 24 Parganas, Pin 743268

NAAC Accredited College

Affiliated under West Bengal State University



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www.wbsu.ac.in
www.wbsubregistration.org
www.ugc.ac.in
www.wbhed.gov.in
www.wbsche.org
www.nss.nic.in
www.nccindia.nic.in

ONLINE ADMISSION

FOR FIRST SEMESTER
B.A./B.COM./B.SC (HONS./GEN.)

Link

www.sreechaitanyamahavidyalaya.ac.in

WELCOME

With the mission of spreading education among the underprivileged and the besieged segment of the society, Sree Chaitanya Mahavidyalaya was established in 1965. The demographic pattern of the disadvantaged strata of North 24 Parganas and its hinterland was also given due credence at the time of the establishment of the college. At present we have Honours courses in 8 subjects with 14 General subjects and 1 Post Graduate course in Commerce (M. Com).

The advent of globalization and its emergent issues require solemn consideration of the policy-makers, academicians and the intellectuals. In order to meet the ever-burgeoning requirements of quality education and recognize global challenges, the college has to maintain high standard of education. I believe that in spite of having limited resources, the college, with help of proficient and committed faculties and other supporting staff, would continue to meet the demands of the students, from different strata of the society. With constant support and guidance, they would finally move towards excellence, from darkness to light.

असतो मा सद्गमय । तमसो मा ज्योतिर्गमय ।

Dr. Subrata Chatterjee

Principal

WORDS OF WISDOM

“When you are doing any work, do it as worship, as the highest worship, and devote your whole life to it for the time being.”
Swami Vivekananda

Disclaimer: All efforts have been made to make the information as accurate as possible; however, Sree Chaitanya Mahavidyalaya will not be responsible for any loss to any person caused by inaccuracy in the information available on this Website. Any discrepancy found may be brought to the notice of Sree Chaitanya Mahavidyalaya.

About the College



Sree Chaitanya Mahavidyalaya, founded / established in 1965 was a dedicated college of Commerce in its former avatar Sree Chaitanya College of Commerce. The college is duly accredited by NAAC (Second Cycle) in 2016.

The college started offering Under Graduate courses in Arts (Humanities) and Science apart from Commerce and Post Graduate degree course (M. Com) under the aegis of West Bengal State University.

Positioned in a semi-urban or a quasi-metropolitan town of Habra, which is culturally vibrant and academically advanced, Sree Chaitanya Mahavidyalaya chiefly caters to the need of the students hailing from the remote hinterlands of the twin towns of Habra-Ashoknagar as well as for the students of this twin towns and far, even from the places nearer to urban metro city.

This co-educational college conscientiously serves the academic odyssey of the economically underprivileged echelon of the society by every available means.

The college boasts of a humongous library located in an exceedingly serene and tranquil portion of the college building, an enclave, with an impressive and huge collection of books covering plentiful subjects. The library has a spacious and airy and well lighted reading room for the seekers of knowledge.

The college campus hosts the office of the Principal, classrooms, most of the academic departments and Office of the College. We are in the process of near completion of construction of a new additional building.

A Governing Body is at the centre stage of the College Administration. The College boasts of having a well-functioning Internal Quality Assurance Cell (IQAC) which is an essential stipulation of NAAC.

The teaching and other support staffs of the college ever venture out to achieve excellence and flourishing of the college. Students are to abide by the rules and regulations of the college and it must be ardently kept in mind that only through mutual endeavours of all of us, we can raise the college to an astral height. The students must passionately remember that their college is the groundwork and the shaping spirit of their destiny as well as their future.

Vision

We envision a vibrant institution that emerge as a centre of excellence in the field of higher education and research, that strive to contribute to the academic and social requirements for a contemporary human-value-based and industry-relevant education, in an innovative learning and teaching environment.

Mission

To disseminate higher education among the disadvantaged rural and semi-urban students who hail chiefly from economically backward echelon of society.

To have a special relationship with, and accountable to the students of Sree Chaitanya Mahavidyalaya.

To address the needs and aspirations of the students in a changing world by way of contemporary human-value-based and industry-relevant education.

To provide an innovative learning and teaching environment through practice in innovative teaching-learning methods for the students to initiate their thinking-learning ability.

To support and facilitate research and development activities of the faculty in their research-learning- teaching initiatives to enhance the quality of their educational services.

To maintain self-integrity through transparent practices of principled action and ethical decision-making.

To link the long-term goals of consistent institutional developments with dynamic management practices.

To participate in community development programmes and social services.

Status

1. The college is affiliated to the West Bengal State University. The University Grants Commission also recognized the college under Section 12(B) and Section 2(F). 2. National Assessment and Accreditation Council (NAAC) visited our college on March 22 – 23, 2007 (Cycle – 1). In its report the visiting Peer Team appreciated the overall performance of the college and graded 'B' in its evaluation scale. The NAAC Peer Team accredited the 2nd Cycle. In the report the visiting Peer Team again acknowledged the overall performance of the college and accredited as 'B-Grade' in its new evaluation scale.
2. We have also obtained another feather in our cap. Now the college is an ISO 9001-2015 certified college.

Location

The college is well connected by train and surface transport, situated on Jessore Road (N.H.35), easily accessible both from Habra Railway Station and Ashoknagar Road Railway Station. The college is situated amid lush green ambience with a garden showcasing multihued flowers and a large green playground.

Sree Chaitanya Mahavidyalaya is excellently connected by road (it is situated on Jessore Road, N.H. 35) effortlessly connected with both the railway stations Habra and Ashoknagar Road.



Administration

The responsibility of management of the college lies with the Governing Body of the institution. The academic matters are monitored and controlled by **West Bengal State University** to which the college is affiliated, while the administrative affairs are guided by the policies framed by the **Education Directorate, Higher Education Department, Government of West Bengal**.

Governing Body

Dr Chintaharan Sengupta, President
Dr Subrata Chatterjee, Principal & Secretary
Sri Prabodh Kumar Dutta, DPI Nominee
Sri Prabir Kumar Dey, DPI Nominee
Sri Manoj Mitra, DPI Nominee
Dr. Gargi Mukhopadhyay, University Nominee
Dr. Aminul Islam, University Nominee
Prof. Shashanka Sekhar Roy, University Nominee
Dr Suvendu Saha, Teachers' Representative
Dr Sanjib Talukdar, Teachers' Representative
Prof. Santanu Mondal, Teachers' Representative
Dr. Sukumar Pal, Teachers' Representative
Sri Manab Samaddar, Non-Teaching Staff Representative
Sri Anup Roy, Non-Teaching Staff Representative

Principal

Dr. Subrata Chatterjee

Bursar

Dr. Sanjib Talukdar

Nodal Officer, All India Survey of Higher Education

Sri Shibananda Mridha

Officer-in-Charge, Women Empowerment Cell

Dr. Piyali De Maitra

Public Information Officer, Right to Information Cell

Dr. Sukumar Pal

Officer-in-Charge, Prevention of Sexual Harassment Cell

Dr. Piyali De Maitra

Nodal Officer & Member Secretary, Anti Ragging Cell

Dr. Prasenjit Chattopadhyay

Office Superintendent

Sri Manab Samaddar

Teachers' Council Secretary

Dr. Suvendu Saha

Non-Teaching Staff Council Secretary

Sri Manab Samaddar



IQAC

The Internal Quality Assurance Cell (IQAC) of this college has been formed with a view to achieve the following agenda, that must ensure a very refined and rewarding teaching-learning environment as well as a community outreach related ambience which will lead to:

- Development and application of quality benchmarks/parameters for various academic and administrative activities of the institution;
- Facilitating the creation of a learner-centric environment conducive to quality education and faculty maturation to adopt the required knowledge and technology for participatory teaching and learning process;
- Documentation of the various programmes/activities leading to quality improvement;
- Development and maintenance of institutional database through MIS for the purpose of maintaining /enhancing the institutional quality;
- Development of Quality Culture in the institution.

Members of IQAC

Dr. Subrata Chatterjee, Chairman
Dr Pulakesh Sen, Co-ordinator
Dr Piyali De Maitra, Member
Dr Prasenjit Chattopadhyay, Member
Dr Suwendu Saha, Member
Dr Sanjib Talukdar, Member
Dr Sukumar Pal, Member
Dr. Chintaharan Sengupta, Management Nominee
Sri Manab Samaddar, Member
Dr. Amit Majumder, Alumni Representative
Sri Probodh Sarkar, Representative of Local Body

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Staff

PRINCIPAL & THE WHOLE TIME FACULTY

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STATE AIDED COLLEGE TEACHERS

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Dr Ankita Bhattacharjee M.Sc, Ph.D	Subject-Environmental Studies	ankitaenvs@gmail.com

LIBRARY STAFF

Sri Manas Saha <i>M.Sc., M.Lib</i>	Librarian	msaha712@gmail.com
Sri Shibananda Mridha <i>M.LISc., M.Phil.</i>	Librarian	shiba.mridha09@gmail.com
Sri Dipak Dey	Library Clerk	
Sri Ashok Acharya	Library Group D Staff	

NON-TEACHING STAFF (SUBSTANTIVE)

Sri Manab Samaddar	Head Clerk
Sri Bapi Das	Cashier
Sri Amal Roy	Group D Staff
Sri Swapan Kumar Banik	Group D Staff
Smt Dipu Guha Saha	Group D Staff
Sri Uttam Kanti Bhattacharjee	Group D Staff
Sri Anup Roy	Group D Staff
Sri Niranjan Sardar	Group D Staff
Sri Partha Das	Group D Staff
Sri Debabrata Ghosh	Group D Staff
Sri Narayan Saha	Group D Staff
Smt. Sandhya Sarbagya	Group D Staff

CASUAL NON-TEACHING STAFF

Sri Nabendu Panigrahi	Casual Staff
Sri Gopal Biswas	Casual Staff
Sri Basana Chakrabarty	Casual Staff
Sri Krishna Kanta Das	Casual Staff
Sri Arabindo Nag	Casual Staff
Sri Bimal Majumder	Casual Staff
Sri Tapas Bose	Casual Staff
Sri Nehal Ali	Casual Staff
Sri Suman Das	Casual Staff
Sri Swapan Kumar Dey	Casual Staff
Sri Mihir Bhuiya	Casual Staff
Smt Gargi Sengupta	Casual Staff
Sri Partha Singha	Casual Staff
Sri Tarun Das	Casual Staff
Sri Goutam Datta	Casual Staff



Facilities

Class Rooms



The college has a sprawling three-storied building with enough number of spacious and airy classrooms with full of sun light. Adequate number of lights and fans are installed in each classroom. Generator connections are there in each classroom for avoiding any unpleasant atmosphere. There is also a smart classroom well equipped with equipments including projectors, computers and sound systems.

Seminar Room / Smart Class Room



This institution marvelously maintains a spacious smart class room, which is airy and full of light. This room is well-furnished and well-resourced with the equipments of a finely preserved smart class room with a good sound system, Projector, etc. The sound system is graciously donated by Sri Debabrata Majumder, former Librarian of the college. Power-Point lecturers, Seminars, symposia and Parent-teacher meetings are regularly held here effortlessly.

Auditoriums



Our college is proud of a newly built auditorium (fully air-conditioned) in the second floor behind the main building that is acoustically built, having a sitting arrangement of 400 people. This Auditorium hall is well-furnished and well-resourced with the equipments of a finely preserved Auditorium hall with a good sound monitoring system with a lot of amplifiers, a Projector, a Computer, etc. Organizing of Seminars, Symposia, Workshops or any other cultural programmes are hassle free affair because of the infrastructure of the hall. There is also an older one in the ground floor, with a sitting capacity of 500 people, which is now being used for conducting indoor games. A full-fledged multi-gym will be installed there very shortly.

Computer Laboratory & Cyber Lounge



Keeping in pace with the changing scenario of the higher education, the college has installed a number of computers in the departments, library and in the computer laboratory to enable the students to keep a tab on the modern Information Technology and to make them computer savvy. This infrastructure also meets the curricular need of practical classes of the students. The computer laboratory also has Broadband internet facility and this render access to the domain of limitless knowledge. Local Area Networking (LAN) system has also been introduced to facilitate an easy access of the knowledge pool from different points at a time. Students are allowed to surf the internet to enrich their knowledge and meet their academic demands in a well constituted Cyber Lounge situated in the Central Library.

E-learning

E-learning or web-based learning is a long-trusted forte of Sree Chaitanya Mahavidyalaya. We regularly and systematically upload copious study materials in the E-resource section, embedded in the Library section of our college's official website for the greater common good of our students.

In this trying time of SARS-Cov-2 (COVID-19) global pandemic, we have fully utilized our exercise of web-based teaching-learning method. We have started taking online classes from the inception of the nationwide lockdown and we have continued to teach our students till the end of the current semesters. We have also introduced the unique practice of taking inter-departmental, interdisciplinary classes for the expansion of the horizon of knowledge of our students.

As we are also fully aware of the digital divide and the inconsistent bandwidth / frequencies in the rural areas, we have uploaded each and every study material intended for the students in the e-resources section of our website for the effortless perusal of all the students at their own chosen time and space. Besides, we have also mailed them or have transmitted the study materials via IM platforms.

Our faculty members and librarians also have religiously attended a plethora of international / national / state level webinars organized by different organizations in order to imbibe more and more knowledge. In this context we can mention here that Sree Chaitanya Mahavidyalaya is among the pioneer institutions to organize a number of international / national / state level webinars.

As the menacing shadow of the global pandemic looms large still now and we are in an extremely doubtful stage, we would strive to the best possible extent to lay emphasis upon the online or web-based method of teaching-learning process, which, when normalcy is restored, can even be utilized as the extra-schedule teaching hours to cater to the requirements of our chief stakeholders, the students, in a progressively augmented manner.

Science Laboratories



As the B.Sc. courses in Honours and General subjects have been introduced, the college has constructed perfectly equipped laboratories for the purpose of teaching the students with the practical bearings on the subjects. We now have four fully equipped laboratories, viz. two laboratories for Food & Nutrition and two for Chemistry. The college is ever in the endeavor to enrich the laboratories with modern scientific equipments, refrigerator, and a well equipped food lab for conducting practical classes for the students of food & nutrition. The laboratory for newly introduced subjects Physics, Microbiology has also been installed.

Gymnasium & Yoga Centre



A well-maintained gymnasium with the state of the art facilities and modern equipment provides the facility to work out for the students and the staff alike even beyond the curriculum. Moreover the gymnasium facilitates the practical learning experience of the students of B.Sc. and B.A. courses who have to study Physical Education as a subject in their course curriculum. A Yoga center is constituted beside the Gymnasium and maintained by the Dept. of Physical Education.

Canteen and Common Rooms



The institution provides the students with a well-maintained canteen behind the main building and common rooms (separate for boys and girls) for their refreshments and relaxations. The canteen supplies tiffin/fresh food to the students at a cheaper rate, subsidized by the college.

Hostels

There is a two-storied boys' hostel in the campus, which caters to the need of the male students hailing from remote areas. Another separate two storied girls' hostel has been constructed, utilizing the grants from UGC.

Health Centre

The college management runs a well-maintained health care centre in the college campus. Health checkup for the students is done here. The tests of the students' blood group, blood pressure, measurement of weight and height of the students are meticulously done in the college. The facility of providing first aid to the students and the staff is also maintained in the health care centre. A qualified physician visits the health centre once in a week. The college is a member of West Bengal Health Home and the students can get the benefits given by the West Bengal Health Home effortlessly.

Cycle Stand

Students from remote areas as well as the staff come to college by cycles and motor bikes. The college has a cycle stand beside the main building where the students are to keep their cycles and motor bikes. Students are, however, advised to keep their cycles or bikes under lock and key. The stand is run and maintained by the Students' Union of the college.

Bus Stand

There is a bus stand in front of the college by the side of the main gate. It was constructed by the college under the direct supervision of the Students' Union.

Collaboration of Colleges

At the behest of the Higher Education Department, Government of West Bengal, we are in the process of signing of MoU with a well-known college under WBSU, Rishi Bankim Chandra College for Women, Naihati and with Chandidas Mahavidyalaya, Nannor, Birbhum, under the University of Burdwan. Both the colleges have formed a very progressive strategic plan in the realm of Teaching-learning method. These groups will be called, 'Collaboration of Colleges'. We, would be sharing the human resources and intellectual resources of these colleges amongst the students of these two colleges. These colleges would liberally share the study materials, virtual classroom lectures and any form of teaching done via ICT, among the students of these colleges, thus enriching them more and more. After the eradication of the pandemic we would start seriously considering the physical faculty exchange or student exchange programme, inter college use of library resources etc. We are in the nascent stage now and endeavouring to formulate the SOPs, and we ardently believe that in the near future we would be able to bolster the teaching-learning experience in a state-of-the-art way which would be a matter of sheer inspiration for others.

Alumni Association

Sree Chaitanya Mahavidyalaya is proud to have a registered Alumni Association. Details of this or the process of registration as an alumni can be reached at the website.

Research & Development

The chief part of the Research and Development sector is to help an organization to maintain its keenness and arduousness in any research-oriented venture. Since teaching-learning process is a heavily research oriented process our college lays emphasis upon the Research and Development section of our college. Moreover, it is a Post Graduate college offering P.G. course in Commerce-M. Com under the tutelage of West Bengal State University. This means keeping an eye on developing trends, and on what the competition is doing. R&D is therefore also about analysis and a sound understanding of current conditions within a specific sector or domain.

Our teachers are actively involved in research-oriented events. Currently three of our teachers (including the Principal of this college) have submitted their UGC funded Minor Research Projects. Previously a large number of our full-time faculty members have also submitted successfully their MRPs.

Some of the SACTs-State Aided College Teachers are also pursuing M.Phil. and doctoral researches currently.

As publication is the part and parcel of research activity, we used to publish ***The Impression***, the multidisciplinary peer-reviewed journal from our college. Even now, surrounded by the menace of the global pandemic the Department of Commerce has also published an e-journal '**SCM Commerce Digest**', comprising the scholarly write ups of the faculty members, scholars from outside the college and moots a plan to involve the alumni also in this R&D based e-journal.

Other departments have also this plan of publishing interdisciplinary journals.

During the pandemic period all of us faced a kind of stalemate. Even in this troubled time we have conducted the online classes religiously, executed the examination duties of the University and for the enrichment of the students and the faculty alike we have organized webinars on different issues which are profound, pertinent for this time and of paramount importance.

The college have organized 15 webinars, of which 4 are of International Level, 2 are of National Level and 12 are of State Level. We believe ardently that these strides towards acquiring knowledge have been executed excellently and worthy of this strange time when everyone gets depressed gradually and the knowledge attainment from those exchange of ideas would boost up our sagging morale.

LIBRARY



About the Central Library

Sree Chaitanya Mahavidyalaya has a good library functioning from the beginning of this institution. The library is located on the first floor of south-west side of the college building.

Library Collections

The library has a rich collection of national/international books and journals in the fields of arts, commerce & science on different subjects including reference books. The subjects include Bengali, Chemistry, commerce, computer science, Economics, Education, English, Environmental Science, History, Human Development, Mathematics, Food & Nutrition Science, Physical Education, Sanskrit, Sociology & Statistics as well as reference books. More than 31 thousands of text & reference books are available in the library till the financial year 2019-20.

Reference Books: The library has good collection of reference books such as General Dictionary (Bengali & English Version), Subject Dictionary, Dictionary of Anatomy & Synonyms, Dictionary of Quotations, Thesaurus, Glossary, General & subject Encyclopaedia, Directory, Year Book, Biography, etc.

Special Collection: Library has well special collection of various "Rachanabali" such as – "Rachanabali" of Rabindranath Tagore, Bankim Chandra Chattopadhyay, Sarat Chandra Chattopadhyay, Ishwar Chandra Vidyasagar, Michael Madhusudan Dutta, William Shakespeare, Ashapura Devi, Manik Bandopadhyay, Tarasankar Bandopadhyay, Samaresh Basu, Saradindu Bandopadhyay, Bibhutibhushan Bandopadhyay, Jyotirmoyee Devi, Radharani Devi, Sibram Chakraborty, Swarnakumari Devi, Subhas Rachanabali, Bijon Bhattacharaya, Annada Shankar Ray, Mahasweta Devi, Subodh Ghosh etc. Some detective stories are also available in library like "Sherlock Holmes samagra", "Jim Corbett Omnibus", "Feluda Samagra", "Cornel Samagra" etc. and collection of ghost stories (Bhuter Golpo) can be read by the users.

Rare Collections: Library has some valuable collections like collected works of Mahatma Gandhi, Netaji Subhas Chandra Bose, Iswar Chandra Vidyasagar, Jibananda Das, Abul Kalam Azad, Radhakrishan, Dadabhai Naoroji, Leo Tolstoy, Martin Luther King, Napoléon Bonaparte, Maxim Gorky, Karl Marks, Lelin, Lord Mount Batten, Jawaharlal Nehru, Indira Gandhi, Motilal Nehru, Acharjya Profulla Chandra Roy, Bidhan Chandra Roy etc.

Religious Collections: Library has also religious collections like Sree Krishna, Sree Chaitanya, the Mahabharat, Upanishad, Sree Sree Ramakrishna, Baishnava Padabali, Shakta padabali, Mangal-kavya, Vishnu Purana etc

Library services

Lending Services (Issue/Return): Lending facility for borrowing of books is available for all categories of library members. The circulation process of library is computerized through barcode system. The library issues one Library Lending Card to the students for lending purpose.

Reading Room Services: The library provides a spacious well lighted noise-free reading room on the same floor for the users.

Reference & Information Services: Reference & Information services are provided to the library users impersonally and sympathetically as far as possible according to their requirements. **Internet Services:** Internet services are available for all the users of library. Users can access internet for their academic purpose only. All the users should put their signature on register for using this facility in the library.

Wi-Fi facilities: Free Wi-Fi Facilities available for the users in the library.

Email services: We are providing information and previous year university question papers through email as per user's requirement. Email id: centrallibrary.scm@gmail.com

Current Awareness Services: Library provides Current Awareness Service (CAS) in the form of display of list of newly arrival books in different subjects and book jackets of books, subscribed by the library time to time.

Books for competitive Examinations: Books relating to different career guidance and competitive examinations like year books (Bengali & English Version), India: a reference annual, UGC-NET, books on entrance test of MCA, BBA, CAT, MAT, General Intelligence, General Knowledge and journals on current information, general knowledge are available for consultation only as reference in the library.

Journals & Magazines: Library subscribes a good number of printed journals, magazines and newspapers which include Yojana (Bengali & English Version), Current Science, Resonance, Economic & Political Weekly, India Today, Jara Jajabar, Kurukshetra, Peshaprobesh, Sportstar, Desh, Karmakshetra, Employment News, Anandabazar Patrika, The Telegraph, etc. Bound volumes of aforesaid journals are also accessible since 2008.

Syllabus & Question Paper: Syllabus of different subjects of WBSU and Question papers of previous year examination of university examination & college examination are accessible in the library in print version as well as e-version.

E-RESOURCES

Open Sources Resources

- Digital Repositories
- e-Books
- e-Journals

Open Source Resources - DIGITAL REPOSITORIES

SI No.	Name	Description	Coverage
1.	Indian Electronic Theses & Dissertations (Shodhganga) https://shodhganga.inflibnet.ac.in/	Shodhganga: a reservoir of Indian theses is a digital repository of Indian Electronic Theses and Dissertations submitted by Indian Universities. It is hosted and maintained by the INFLIBNET Centre.	The repository has collection of 2, 74, 654 full text theses and 7,650 synopses contributed by 451 universities. University of Calcutta is the top theses contributed university.
2.	OATD (Open Access Theses and Dissertations) https://oatd.org/	OATD.org aims to be the best possible resource for finding open access graduate theses and dissertations published around the world	Metadata (information about the theses) comes from over 1100 colleges, universities, and research institutions. OATD currently indexes 5,153,410 theses and dissertations.
3.	NDLTD (Network Digital Library of Theses & Dissertations) http://www.ndltd.org/	The NDLTD is an international organization dedicated to promoting the adoption, creation, use, dissemination, and preservation of electronic theses and dissertations (ETDs). NDLTD support electronic publishing and open access to scholarship in order to enhance the sharing of knowledge worldwide.	As on July 2929, NDLTD collects 59, 86,981 metadata records for ETDs from institutions around the world and arranges them into a single collection.
4.	OpenDOAR: Directory of Open Access Repositories http://v2.sherpa.ac.uk/opensoar/	OpenDOAR: Directory of Open Access Repositories is a UK based global directory of free open access repositories	OpenDOAR is a open access repositories provides search and browse thousands registered of repositories.
5.	FreeFullPDF (Download free Scientific publications) http://www.freefullpdf.com	FreeFullPDF.com was developed to increase the visibility and ease of use of open access scientific resources. All scientific subjects are covered and all content are freely available in PDF format. FreeFullPDF.com was developed by KnowMade SARL	It contents scientific journals, theses, posters and patents in the fields of Life sciences, Health sciences, Physics sciences, Mathematics, Social sciences & Humanities

Open Source Resources - E-BOOKS			
SI No.	Name	Description	Coverage
1.	Directory of open access books (doab) https://www.doabooks.org/	The primary aim of DOAB is to increase discoverability of Open Access books. The directory is open to all publishers who publish academic, peer reviewed books in Open Access.	29622 Academic peer-reviewed books from 389 publishers.
2.	HathiTrust Digital Library https://www.hathitrust.org/#	HathiTrust is a partnership of academic and research institutions, offering a collection of millions of titles digitized from libraries around the world. It is a not-for-profit collaborative of academic and research libraries founded in 2008.	HathiTrust offers 17+ million digitized items for reading access to the fullest extent allowable by U.S. copyright law.
3.	The National Academies Press https://www.nap.edu/	The National Academies Press (NAP) publishes the reports of the National Academies of Sciences, Engineering, and Medicine. The NAP publishes more than 200 books a year on a wide range of topics.	NAP offers more than 8,500 titles in PDF format. Almost all of these PDFs can be downloaded for free by the chapter or the entire book.
4.	FreeBookCentre.net (Collection of free books on the web) http://www.freebookcentre.net/	Freebookcentre.net contains links to thousands of free online technical books. The books collection are either downloadable or can be viewed online.	Collections include core Computer Science, networking, programming languages, Systems Programming books, Linux books, Electronics, Science, Medical and many more.
5.	Project Gutenberg https://www.gutenberg.org/	Project Gutenberg is an online library of free eBooks.	Project Gutenberg is a library of over 60,000 free eBooks

Open Source Resources - E-JOURNALS			
SI No.	Name	Description	Coverage
1.	DOAJ (Directory of Open Access Journals) https://doaj.org/	The DOAJ (Directory of Open Access Journals) was launched in 2003 at Lund University, Sweden, with 300 open access journals. DOAJ is a community-curated online directory that indexes and provides access to high quality, open access, peer-reviewed journals. It is free to use or reuse for everyone.	It contains 5,155,081 Articles, 15,022 open access Journals from 133 Countries all areas of science, technology, medicine, social science and humanities as on July, 2020.
2.	CORE https://core.ac.uk/	CORE is the world's largest collection of open access research papers. Its aggregate all open access research outputs from repositories and journals worldwide and make them free unrestricted access to research for all.	CORE currently contains 199, 548, 255 open access articles, from thousands and over tens of thousands of journals, collected from 10,210 data providers around the world.
3.	ERIC (Education Resources Information Center) https://eric.ed.gov/	The Education Resources Information Center (ERIC) is an online digital library of education research and information. ERIC is sponsored by the Institute of Education Sciences of the United States Department of Education.	ERIC provides access to 1.5 million bibliographic records (citations, abstracts, and other pertinent data) of journal articles and other education-related materials. Approximately one quarter of the complete ERIC Collection is available in full text.
4.	SCIRP (Scientific Research Publishing) https://www.scirp.org	SCIRP is one of the largest academic publishers of open access journals. It also publishes academic books and conference proceedings.	It is currently publishing more than 200 open accesses, online, peer-reviewed journals in the areas of science, technology and medicine.
5.	BUSINESS QUEST: a journals of applied topics in business and economics https://www.westga.edu/~bquest/	The Richards College of Business, the University of West Georgia began publishing B>Quest (Business Quest) in 1996. It makes available, at no charge, throughout the world highly readable articles in the various schools of business disciplines.	It provides online free access to full text articles of business and economics since 1996.

Open Access - BENGALI E-BOOKS & E-JOURNALS

SI No.	Name	Description	Coverage
1.	The Society for Natural Language Technology Research https://www.nltr.org	The Society for Natural Language Technology Research has been formed under the Govt. of West Bengal (Dept. of Inf. Technology). Language Technology research has to focus on two components, written text as well as spoken language. Besides text processing, speech generation and recognition are two very important areas in which research and development have to be focused.	Online Literary works and Linguistic Resources: Works of Rabindranath Tagore with Swaralipi, Works of Saratchandar Chattopadhyay, Works of Bankim Chandra Chattopadhyay, Works of Kazi Nazrul Islam, Sukanta Rachana Samagro, Sri Sri Ramakrishnan Kathamrita, Vivekananda Rachanabali, Cinema-script of Satyajit Rays Goopy Gyne Bagha Byne.
2.	BDeBooks https://bdebooks.com/	BDeBooks is online Bengali books reading library. It is a large Bengali ebook collection for all. All can read in online & download all Bangla books in pdf.	It contents books written by Indian writers, Bangladesh writers in different categories such as Novels, Fiction, Story, Poem, autobiography, etc.
3.	Rabindra Rachanabali https://bdebooks.com/books/rabindra-rachanabali/	It is a collection of Rabindra Rachanabali. All can download all Bangla books in pdf.	It contents 27 volumes of Rachanabali of Rabindranath Tegore in PDF.
4.	Bangla Literature Research Centre (বাংলা সাহিত্য গবেষণা কেন্দ্র) https://blrcbd.com/	Bangla Literature Research Centre is situated in Bangladesh. It has good collection of Bengali resources. All can read online & download the resources.	It contents e-books, audio, video, research articles, biography, book review, travel literature, etc.
5.	Tagoreweb https://www.tagoreweb.in/	The Complete works of Rabindranath Tagore	It's a Bengali collections of Songs, Novels, Stories, Plays, Essays, list of artists who sung the Rabindra Song

Open Access - DIGITAL LIBRARY

SI No.	Name	Description	Coverage
1.	Digital South Asia Library https://dsal.uchicago.edu/	The Digital South Asia Library provides digital materials for reference and research on South Asia to scholars, public officials, business leaders, and other users.	Its contents scholarly referencebooks, pedagogical books, general scholarly titles, journals and news papers, Statistical inf. from the colonial period through the present, Catalogs of maps, periodical indexes etc.
2.	Internet Archive https://archive.org/	Internet Archive is a non-profit digital library of millions of free books, movies, software, music, websites, and more. The archive was began in 1996 in internet site and it's provide free access to researchers, historians, scholars, theprint disabled, and the general public.	Today the archive contains 330 billion web pages, 20 million books and texts, 4.5 million audio recordings (including 180,000 live concerts), 4 million videos (including 1.6 million Television News programs), 3 million images, 200,000 software programs
3.	DPLA (Digital Public Library of America) https://dp.la/	DPLA is a digital library that aggregates metadata from libraries, museums and institutions around the country & provide an easy to use search interface for searching millions of records at once.	Discover more than 40,130,032 images, texts, videos, and sounds from across the United States, as on July, 2020
4.	OER Commons (Open Educational Resources) https://www.oercommons.org/	Open educational resources (OER) are teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license that permits their free use and re-purposing by others.	OER include full courses, course materials, modules, textbooks, streaming videos, tests, software, and any other tools, materials, or techniques used to support access to knowledge.
5.	Open Library https://openlibrary.org/	Open Library is an open, editable library catalog, building towards a web page for every book ever published. Open Library has been funded in part by a grant from the California State Library and the Kahle/Austin Foundation	It contains million of e-book in different categories and gathered over 20 million records from a variety of large catalogs



RULES & REGULATIONS FOR STUDENTS

- **The working hours of the library:**
Monday to Friday : 8.30 a.m. to 1.30 p.m.

Saturday : 8.30 a.m. to 12.30 p.m. But circulation is suspended 30 minutes before closing.
- Each student has to be a member for using the Library.
- The library is an open access system. So students have to keep their bags (excluding purse & mobile) in the baggage counter.
- Every student must put his/her signature in the students attendance register for every access to the library.
- The Students may borrow 2 books at a time for 15 days and may renew the same for additional 15 days if no other student applies/demand for it.
- For not returning the books on due date, fine to be charged @ 50 paise for 1st 15 days and @ 1/- after 15 days per book per day.
- No student is allowed to take any additional copy of same title at a time.
- Physical defects of any books in any form must be brought into the notice of the Librarian at the time of its issue, otherwise the respective student will be held responsible for that defect.
- The student should be responsible for any damage of books issued to him/her and compensation will be paid as charged by the college authority.
- If any book is lost by the student, he/she has to replace the book of the same edition.
- The Librarian shall have the power to refuse issuing any book or call back any book already issued to a student.
- Library cards must be surrendered before the end of every semester examination to get library clearance certificate or to get college transfer certificate or to get new cards for the next session.
- Disregard of library rules, indiscipline and misbehavior will render students liable to be denied access to the library.
- Total silence should be observed in the Library.
- Use of mobile phone is strictly prohibited in the library.

SUGGESTIONS / COMPLAINS

E-Mail your complain / suggestion to the Librarian.

SUGGESTIONS / COMPLAINS

E-Mail your complain / suggestion to the Librarian.

msaha712@gmail.com / shiba.mridha09@gmail.com





Regular Courses (PG & UG)

Post Graduate Course

The College currently offers **Post Graduate Course in Commerce** following the course and syllabus pattern of West Bengal State University under which the College is affiliated.

POST GRADUATE COURSE

Course	Course Structure	Eligibility Criteria	No. of seats	Fee Structure
Master in Commerce (M.COM.)	2 years' course with 4 semesters. (West Bengal State University 's M.Com Syllabus followed) (24 papers of 50 marks each)	Pass in B.Com (Hons.)	25	Rs. 5700 per semester

Course Structure of M.Com

DRAFT SYLLABUS

WEST BENGAL STATE UNIVERSITY

**BERUNANPUKURIA, P.O. MALIKAPUR, BARASAT, 24
PARGANAS(N), KOLKATA - 700 126.**

Office Fax : (033) 2524 1977

Telephone : 25241975, 25241976, 25241978, 25241979



DEPARTMENT OF COMMERCE AND MANAGEMENT

The Department of Commerce & Management offers M.Com Degree with Two Specializations – Accounting & Finance and Marketing

Duration

The duration of the Programme: 4 semesters

Objectives of the M.Com. Programme

1. To impart knowledge in the principles, practices and functions of managing a business unit.
2. To impart knowledge in the macro and micro environment in which a business unit is run.
3. To impart knowledge about the tools and techniques necessary for analyzing the data for making decisions
4. To impart knowledge in the use of information technology in business.
5. To impart knowledge in the functional areas of management.
6. To impart knowledge in the core areas of investment and marketing.
7. To provide hands-on experience on computerized accounting and compliance procedures under the Goods and Services Tax Act and Income-Tax Act to increase the employability of the students.

Outcomes of the M.Com. (Accounting and Finance) Programme

1. To impart knowledge in the principles, practices and functions of managing a business unit.
2. To impart knowledge in the macro and micro environment in which a business unit is run.
3. To impart knowledge about the tools and techniques necessary for analyzing the data for making decisions
4. To impart knowledge in the use of information technology in business.
5. To impart knowledge in the functional areas of management.
6. To impart knowledge in the core areas of investment process, including financial system, financial services, understanding and analyzing financial reports and risk & return management.
7. To enhance the skills of the students by providing them the opportunity to get hands-on experience by undertaking projects in finance involving collection and analysis of empirical data and preparing reports.
8. To inculcate the research aptitude among the students.
9. To provide hands-on experience on computerized accounting and compliance procedures under the Goods and Services Tax Act and Income-Tax Act to increase the employability of the students.

Outcomes of the M.Com. (Marketing) Programme

1. To impart knowledge in the principles, practices and functions of managing a business unit.
2. To impart knowledge in the macro and micro environment in which a business unit is run.
3. To impart knowledge about the tools and techniques necessary for analyzing the data for making decisions
4. To impart knowledge in the use of information technology in business.
5. To impart knowledge in the functional areas of management.
6. To impart knowledge in the core areas of marketing process including sales management, consumer and industrial buying behaviour, integrated marketing communications, brand management, marketing research, service marketing, international marketing, rural marketing, retail management, distribution management and customer relationship management.
7. To enhance the skills of the students by providing them the opportunity to get hands-on experience by undertaking projects in marketing and other inter-disciplinary topics involving collection and analysis of empirical data and preparing reports
8. To inculcate inter-disciplinary research aptitude in general and marketing research aptitude in particular among the students.
9. To provide hands-on experience on computerized accounting and compliance procedures under the Goods and Services Tax Act and Income-Tax Act to increase the employability of the students.

Structure of the Syllabus Effective from 2019-20

M.COM

Semester-based Curriculum Structure under CBCS (w.e.f. Session 2019-2020)

SEMESTER 1: JULY-DECEMBER

Paper code	Paper	Credit	Marks
COMPCOR01T	Organisation Behaviour & Principles of Management	4	50
COMPCOR02T	Business Environment	4	50
COMPCOR03T	Business Ethics & Strategic Management	4	50
COMPCOR04T	Managerial Economics	4	50
COMPCOR05T	Business Statistics	4	50
COMPAEC01M	Information Technology in Business	2	50
	SEMESTER I : Total	22	300

SEMESTER 2: JANUARY – JUNE

Paper code	Paper	Credit	Marks
COMPCOR06T	Marketing Management	4	50
COMPCOR07T	Human Resource Management	4	50
COMPCOR08T	Financial Management	4	50
COMPCOR09T	Quantitative Techniques	4	50
COMPCOR10T	Research Methodology	4	50
COMPSEC01M	Tax Practice and Procedure	2	50
	SEMESTER II : Total	22	300

SEMESTER 3: JULY-DECEMBER

Paper code	Paper	Credit	Marks
COMPDSE01T (F 1 / M 1)	Corporate Financial Accounting & Reporting / Sales Management	4	50
COMPDSE02T (F 2 / M 2)	Financial Statement Analysis / Consumer Behaviour & Industrial Buying Behaviour	4	50
COMPDSE03T (F 3 / M 3)	Advanced Cost & Management Accounting / Marketing Research	4	50
COMPDSE04T(F 4 / M 4)	Corporate Tax Planning & Management / Integrated Marketing Communication and Customer Relationship Management	4	50
COMPDSE05T (F 5 / M 5)	Financial Systems / Strategic Product & Brand Management	4	50
COMPGEC01T	Business Analytics	4	50
	SEMESTER III : Total	24	300

SEMESTER 4: JANUARY – JUNE

Paper code	Paper	Credit	Marks
COMPDSE06T (F 6A OR F 6B /M 6A OR M 6B)	(International Finance & International Accounting / Auditing & Assurance) / (Rural and International Marketing / Marketing Decision Models)	4	50
COMPDSE07T (F 7 / M 7)	Security Analysis & Portfolio Management / Social Marketing and Digital Marketing	4	50
COMPDSE08T (F 8 / M 8)	Corporate Restructuring & Business Valuation / Retail Management and Services Marketing	4	50
COMPDSE09T (F 9 / M 9)	Risk Management & Derivatives / Supply Chain Management & Logistics Management	4	50
COMPCOR11P	Project Work	8	100
	SEMESTER IV : Total	24	300

DETAILED SYLLABUS (FIRST SEMESTER)

COMPCOR01T **Organisation Behaviour & Principles of Management**

Course Outcome: This course aims at helping students to develop an understanding of the determinants of human behaviour in business organisations and how those factors affect human behaviour in organisation. It also aims at orienting the students regarding the principles of management and to apply those principles in actual settings in organisations so that they can cope up/accept any change which is inevitable in organisations.

Module 1: Organisation Behaviour

UNIT 1: Organisation and its impact on human behaviour : The concepts of organisation; concepts and understanding of human behaviour in organisation; model of human behaviour in organisation; factors affecting the designs of the systems, structure and processes of organisation, organisation culture. 8

UNIT 2: Individual-level determinants of human behaviour : Personality, attitudes, learning, motivation (Maslow's need hierarchy theory, Herzberg's two factor theory, Equity theory, Vroom's Expectancy theory). 12

UNIT 3 : Group-level determinants of human behaviour : Types of group, group properties, group development model, group decision making, team building, team effectiveness and efficacy, power and politics, communication, conflict and its resolution, leadership (Trait theories, Behavioural theories, Contingency theories). 10

Module 2: Principles of Management

UNIT 1: Introduction: Concept, nature and importance of management; Managerial skills and levels of management; Management process and overview of functional areas of management; Development of management thought; Classical and neo-classical and modern approaches. (6)

UNIT 2: Organizing & controlling: process of organizing, principles, span of management, patterns of departmentalization, delegation and decentralization of authority, line, staff and functional authority, coordination- types and techniques, Control process; planning-control link, types of control, Effective control system; Techniques of control. (10)

UNIT 3 : Direction and Supervision : Requirements of effective direction, supervision, motivation, job satisfaction, morale, communication process, forms, barriers formal and informal communication, functions and characteristics of a leader, approaches to leadership, styles in Indian context. (14)

Suggested Readings:

1. Robbins, S.P., Organizational Behaviour, Prentice Hall.
2. Luthans, F., Organizational Behaviour, McGraw Hill.
3. Ivanicevich and Matteson, Organizational Behaviour and Management, McGraw Hill.
4. Newstrom and Davies, Organizational Behaviour-Human Behaviour at work, Tata McGraw Hill.
5. Furnham, A., The psychology of behaviour at work, Psychology Press.
6. Weihrich and Koontz, et al : Essentials of Management; Tata McGraw Hill
7. Tripathy,P.C, Reddy P. N, Principles of Management, Tata McGraw Hill
8. Robbins, SP: Management, Prentice Hall.

COMPCOR02T

Business Environment

Course Outcome: This course aims at providing the students an overview of the internal and external environment of business and how these environmental factors affect the decisions of a business unit.

Unit 1 : Business Environment : Concept, Nature and Significance of business environment

– Types and elements of business environment – Competitive Environment – Micro Environment – concept, features and importance of environmental analysis – Process of environmental analysis – Factors producing changes in business environment. (10)

Unit 2 : Socio-cultural Environment of Business : Concept and importance of socio-cultural environment of business – Elements of culture in India – Cultural Resources – Societal Culture and Organizational Culture – Business and Society, Changing Objectives of Business.

(06)

Unit 3 : Economic Environment of Business : Social Responsibility of Business – Concept, importance and factors of economic environment of business – Economic Role of the Government of India – Economic Reforms – meaning, objectives and types of economic reforms in India. (06)

Unit 4 : Political and Legal Environment : Concept and scope of political and legal environment of business in India – Intellectual Property Rights – Concept and importance of Intellectual Property Rights, types of intellectual properties – The Patents Act : Objects, Definitions, Procedure for granting sealing of patents, office and authority of controller, surrender and revocation of patents – Consumer Protection Act : Definitions, rights of consumers, consumer disputes redressal agencies (12)

Unit 5 : Natural Environment : The Environmental Protection Act, 1986 : objects, definitions, important provisions of the Act, various pollution prevention laws in India. Government Policy on Environment: Water Pollution Act, Air Pollution Act, (10)

Unit 6 : International and Technological Environment : Importance of International Environment – Concept of Globalisation – Reasons for globalization of business – Multinational Corporations : Concept and Characteristics, benefits and dangers of multinational companies – Origin and functions of WTO – Difference GATT and WTO – WTO Agreements, Trading Blocks and India. Government Policy on Foreign Investment, Foreign Collaboration & Indian Experience. (16)

Suggested Readings

1. Adhikary, M., Economic Environment of Business, Sultan Chand & Sons.
2. Agarwal, R., & Parag, Diwan, Business Environment, Excel Books.
3. Ahluwalia, I.J., Industrial Growth in India : Stagnation Since the Mid-sixties, Oxford University Press.
4. Alagh, Y.K., Indian Development Planning and Policy : A Re-evaluation, Vikas Publishing.
5. Aswathappa K., Essentials of Business Environment, Himalaya Publishing.
6. Chakravarty, S., Development Planning : The Indian Experience, Oxford University Press.
7. Ghosh, B., Economic Environment of Business, Vikas Publishing.
8. Velasghez, Manuel G, Business Ethics, Prentice-Hall of India.
9. Bhatia. S.K., Business Ethics and Managerial Values, Deep & Deep Publications Pvt. Ltd.
10. Avtar Singh, Mercantile Law, Bharat Book.
11. Satish C. Sharma, Environmental Law, Eastern Law Book House.
12. Reddy, Intellectual Property Laws.

Course Outcome: To provide an understanding about the meaning of ethics, its importance to business and also to have an idea about its different components including morale, values, ethical traditions and conventions and ethical culture and their impact on Business Decisions. In this context, different related legislations including corporate governance and its related measures and their applications are also to be trained. Strategic Management- This course aims to make the students familiar with the concept of strategic management and to help them understand the corporate and business level strategies applicable for successful running of business organisations.

Module 1: Business Ethics and Corporate Governance

Unit 1: INTRODUCTION: Meaning of ethics and business ethics, sources of ethics, importance of ethics to business, characteristics of business ethics, relationship between business and ethics, nature of ethics in business, arguments against business ethics, evolution of business ethics as a field of study.

[5]

Unit 2: CULTURE, LAW, ETHICS AND CORPORATE EXCELLENCE: Indian ethos

for the work life, Indian values for the workplace, Concept of attitudes and beliefs, attitudes governing ethical behaviour, Social Culture and individual ethics, Relationship between Law and Ethics, Indian Business Laws and Their Impact on Ethical Behaviour, Different ways of achieving Corporate Excellence, Social Responsibilities of Business – meaning, reasons, interaction between business and society, major social responsibilities, technology and ethics, case studies.

[10]

Unit 3: CORPORATE GOVERNANCE: Evolution, concept, principles and development; management structure for corporate governance- various committees of board, corporate social responsibilities, corporate misgovernance- doctrine of ultra vires, corporate veil, indoor management, insider trading. Sarbanes & Oxley act, USA; CG Models in different other countries, Clause 49 of SEBI listing agreement; relevant provisions of Indian Companies Act, Different Committee Recommendations on Corporate Governance, Relevant Provisions of Companies Act on Corporate Governance, Social Responsibility of Business- Models, Business Ethics- Ethical dilemmas and Managing ethics, Corporate Governance., Contemporary issues in CSR and governance, Case Studies.

[15]

Suggested Readings

1. Fernando, A.C., Business Ethics: An Indian Perspective, Pearson education.
2. Chakraborty, S.K., Values and ethics for organisations, OUP.
3. Raj, Rituparna, A Study in Business Ethics, Himalaya publishing house.
4. Badi & Badi, Business Ethics, Vrinda Publications.
5. Fernando, A.C., Corporate Governance, Pearson Education.
6. Tricker, B., Corporate Governance, OUP
7. Gopalsamy, N., A Guide to Corporate Governance, New Age International Publishing.
8. Das, S.C., Corporate Governance in India, PHI.

Module 2: Strategic Management

UNIT-1 Introduction to Strategic Management: Evolution of Strategic Management, Definition of Strategic Management, Elements in Strategic Management Process, Model of Strategic Management Process [6]

UNIT-2 Corporate and Business level strategies : Environmental and organizational appraisal and strategy formulation: Growth, Stability, Retrenchment and Restructuring strategies, Generic business strategies- Cost Leadership, Differentiation, Focus business strategy. [12]

UNIT-3 Strategic Analysis and Choice: Tools and Techniques for Strategic Analysis- SWOT Analysis, Industry and competitor analysis, portfolio analysis: BCG matrix, GE Nine Cell Matrix, Subjective factors in strategic choice. [12]

Suggested Readings

1. Kazmi, ; Strategic Management and Business Policy; TMH
2. Wheelen : Strategic Management and Business Policy; Pearson Education
3. Appa Rao, Parvathiswara Rao, Sivaramakrishna: Strategic Management and Business Policy; Excel Books
4. Hitt, Hokinson and Ireland, Management of Strategy, South-Western Cengage learning

COMPCOR04T

Managerial Economics

Course Outcome: This course aims to acquaint the students with concepts and techniques used in Economic theory and to enable them to apply this knowledge in business decision-making.

Unit 1: introduction: Managerial Economics-Nature & scope of managerial Economics- Managerial Economics & other Discipline-The basic process of decision making-Objectives of the firm & constraints-Fundamental concept affecting business decisions-Incremental principle, Discounting principle, Opportunity cost principle, Equi-marginal principle, role and responsibilities of managerial economists (10)

Unit 2: Theory of Consumer Choice & Demand Analysis: Basic Concepts-Cardinal utility approach, Indifference curve approach-Derivation of demand curve from each approach-elasticity of Demand.- Different revenue concepts and their relationship with elasticity of demand-demand forecasting and technique of demand forecasting. Related numerical problems. (10)

Unit 3: Theory of production : Production Function-Law of variable proportion-Stages of Production-Laws of return to scale-Isoquants and their properties-return to scale and homogeneous production function-Choice of best input combination-Expansion path. Related numerical problems.(10)

Unit 4: Theory of cost : Deduction of the cost function of the firm-Short run cost function of the firm-shape of the short run cost curve like TC,TFC,TVC,SAC.SAVC,SMC,AFC-long run cost function and shape of the long run cost curve-cost estimation. Related numerical problems. (10)

Unit 5 : Pricing principles& method: characteristics and Equilibrium in different market structure: Perfect Competition, Monopoly and Oligopoly. Price discrimination-Average cost Pricing method. Related numerical problems. (12)

Unit 6 : Organisational goals: Profit maximization hypothesis and its limitation-Managerial theories of Baumol - Morris and Williamson model-Behavioral theory of Cyert and March.

(8)

Suggested Readings

1. Ackley, G., *Macroeconomic Theory and Policy*, Macmillan.
2. Adhikary, M., *Business Economics*, Excel Books.
3. Baumol, W.J., *Economic Theory and Operations Analysis*, Prentice Hall.
4. Branson, W.H., *Macroeconomic Theory and Policy*, UBS.
5. Chopra, O.P., *Managerial Economics*, Tata McGraw Hill.
6. Dean, J. *Managerial Economics*, Prentice Hall of India.
7. Dholakia, R.H. and A.L. Oza, *Microeconomics for Management Studies*, OUP.
8. Dwivedi, D.N., *Managerial Economics*, Vikas Publishing.
9. Eaton, B.Curtis and Diane, Eaton, *Microeconomics*, Prentice Hall.
10. Haynes, W.W., Mote, V.L. and Paul, S., *Managerial Economic Analysis and Cases*, Prentice Hall.
11. Koutsoyannis, M., *Modern Microeconomics*, Macmillan.
12. Salvatore Dominick, *Managerial Economics in a Global Economy*, Harcourt Series in Economics, Harcourt Collins Pub.
13. Henderson, *Micro economics*,

Course Outcome: This course aims to make the students familiar with some basic statistical techniques which will enhance their decision making skills in business and make them prepared to study and understand other subjects which requires knowledge in statistics.

Unit 1 : Recapitulation of Basics : Data Collection, Compilation and Dissemination, Frequency Distribution and their analysis, Charts and Diagrams, Measures of Central Tendency, Measures of Dispersion, Interpolation, Time Series Data, Index Numbers. (10)

Unit 2 : Theory of Attributes : Notations – Classes and Class Frequencies, Relation between Class Frequencies of Various Orders, Independence and Association of Attributes – Methods of Studying Association of Attributes – Comparison of Observed and Expected Frequencies method, Proportion method, Yule’s coefficient of association and Yule’s coefficient of colligation. (10)

Unit 3 : Correlation and Regression Analysis : Types of correlation, Coefficient of correlation, Its Interpretation, Scatter diagram, Simple Regression lines and their interpretation, Properties of regression coefficients, Standard error of estimate, Rank correlation. Multiple Linear Regression, Multiple and Partial correlation, Stepwise Regression.

(10)

Unit 4 : Set Theory and Probability Theory and Distributions : Concept of Set Theory, Concept of Probability, classical definition and different axioms of Probability, An Overview of Conditional and Unconditional Probability; An overview of Binomial, Poisson, Normal and Exponential Distributions; Fitting of Different Distributions; Joint Distributions of two variables. (10)

Unit 5 : Sampling Theory and Applications : Basic concept of sampling; Probabilistic and Non-probabilistic Sampling Schemes; Sampling and Non-sampling errors; Sampling Distribution of Sample Mean, Variance and Proportion; Chi-square, t and F Distributions; Law of Large Number and Central Limits Theorem. (10)

Unit 6 : Statistical Estimation and Testing : Time Series Analysis, Basic Components of Time Series Analysis, Point and Interval Estimation of Population Mean, Proportion and Variance; Small Sample and Large Sample Tests based on Z, Chi-square, t and F Statistic; Determination of Sample Size, Analysis of Variance. (10)

Suggested Readings

1. Hooda, R.P., Statistics for Business and Economics, Macmillan.
2. Levin, R.I., and Rubin, D.S., Statistics for Management, Prentice Hall.
3. Mathai, A.M. and Rathie, P.N., Probability and Statistics, Macmillan.
4. Spiegel, M.R. and Stephones, L.J., Statistics, McGraw Hill.
5. Makridakis, S., Wheelwright, S.C. and McGee, V.E., Forecasting Methods and Applications, John Wiley.
7. Goon, A.M. Gupta, M.K. and Dasgupta, B., Fundamentals of Statistics, The World Press.

Course Outcome: This course aims to make the students familiar with the fundamentals of information technology and make them aware of the various important uses of information technology in modern business and also getting skilled through their practical application especially in business organizations.

Module – I : Theoretical : 24 hrs.

Unit 1: Fundamentals of Information Technology & Computer Arithmetic : Deployment of IT in Business; Basic features of IT; Impact of IT on business environment and social fabric; Fundamentals of Computers – Data, Information and EDP, Levels of Information from Data, Data Processing, Hardware/software Concepts; Generation of Computers, Elements of Digital Computer and its Functions, I/O Devices, Storage Devices. Number Systems and Codes, Different Number Systems – Binary, Octal, Decimal and Hexadecimal Codes, Conversions from one to another, Codes used in Computers : BCD, EBCDIC, ASCII, Gray; Binary Arithmetic, Complements, Addition and Subtraction, Multiplication and Division, Boolean Algebra, Logic Gates, Karnaugh Map. (12)

Unit 2 : Networking, Internet and E-Commerce : Data Transmission, Goal of Network, Network Architecture, LAN, WAN, Various Topologies, Communication Media, Basic Network Concepts, Client-server Concept, Internet – concept, history, Development in India, Technological Foundation of Internet, Distributed Computing Application, Internet Protocol Suite, Domain Name System (DNS, IP Addresses. Electronic commerce vs. traditional commerce, E-Commerce and e-business, Types, Channels and needs of e-commerce, E-commerce as an electronic trading system: Special features, Business applications of e-commerce, Limitations of e-commerce. (12)

Module – II : Practical : 32 hrs.

Unit 3 : Office - Concept & Application : Office – concept, area, advantages, minimum system requirements, File Management i– Starting a new file, opening existing file, saving files, renaming and deleting files, file formats, MS WORD – concept, writer interface, changing document views, creating new document, working with text, formatting text, formatting pages, headers and footers, numbering pages, changing page margins, creating a table of contents, creating indexes and bibliographies, printing from writer. (16)

Unit 6 : Spreadsheet and Presentation : MS EXCEL – concept, Spreadsheets, sheets and cells, Parts of the main Excel window, Starting new spreadsheets, Navigating within spreadsheets, selecting items in a sheet or spreadsheet, working with columns and rows, working with sheets, viewing Calc., Impress-concept, creating a new presentation, formatting a presentation, running the presentation, working with graphics and the gallery, using font work. Accounting package: Tally. (16)

Suggested Readings

1. Turban, Rainer and Potter, Introduction to Information Technology, Wiley.
2. ITLESL, Introduction to Information Technology, Pearson.
3. Sinha & Sinha, Fundamentals of Computers, BPB Publication.
4. Dhar, Pranam, Information Technology in Business, Lawpoint Publications.
5. Ramesh Behl, Information Technology for Management, TMH.
6. Turban, Rainer and Potter (2003). Introduction to information technology. John Wiley and sons.
7. Sinha, P.K., Priti Sinha (2002). Foundation of computing. BPB Publications.
8. James, A. O'Brien (2005). Introduction to Information Systems. TMH
9. Norton, P. (2001). Introduction to computers. TMH
10. Rajaraman, V. (2004). Introduction to Information Technology. PHI.
11. Cyganski - Information Technology: Inside and outside (Pearson, 1st Edition).
12. Basandra SK - Computers Today (Galgotia, 1st Edition).
13. Leon A and Leon M - Introduction to Computers (Leon Vikas, 1st Edition).
14. Leon - Fundamentals of Information Technology, (Vikas)
15. Kakkar DN, Goyal R – Computer Applications in Management (New Age, 1st Edition).

DETAILED SYLLABUS (SECOND SEMESTER)

COMPCOR06T

Marketing Management

Course Outcome: This course aims to make the students understand the fundamentals of marketing and the nuances of marketing decision making so that they realize it as one of the important business function which helps to generate revenue for the business organisation.

UNIT 1: Introduction:; Definitions of marketing; Fundamentals of Marketing – need, want, demand, offering, value, exchange, transaction, market, competition Evolution of marketing concepts(orientations); Marketing Mix – 4Ps and 4 Cs.

Marketing Environment: Major components of the microenvironment and macro-environment.

[8]

UNIT 2: Market Segmentation, Targeting and Positioning: Concepts of market segmentation, Targeting and Positioning; Various bases for segmentation (consumer and industrial); Differentiation and Positioning strategies.

[8]

UNIT 3: Consumer Behaviour: Overview of major factors influencing consumer behavior.A framework of consumer decision making process, Types of Buying Behaviour. [10]

UNIT 4 : Product: Definition, Product level, Product Classification, Product Mix, Product Line, New Product Development Product Life Cycle and marketing strategies at different stages of PLC; Service – characteristics and service mix elements.

[10]

UNIT 5: Pricing: Concept of Price and Pricing, Pricing objectives; Procedure for pricesetting, Pricing methods; Pricing Strategies.

Marketing Channels: Importance of Marketing intermediaries; Types of intermediaries and their functions; Levels of marketing channels; Channel flows and functions; Channel design decisions; Network Marketing.

[12]

UNIT - 6: Promotion: Elements of Promotion Mix (advertising, sales promotion, personal selling, direct marketing, PR and publicity) – characteristics and their relative strengths and weaknesses; Concept of Integrated Marketing. [12]

Suggested Readings:

1. Etzel, M.J., Walker, B.W. & W.J. Stanton - Marketing; TMH
2. Grewal, D. & Levy, M. - Marketing ; TMH
3. Kotler, P., Keller, K., Koshy, A. & Jha, M. - Marketing Management; Pearson
4. Lamb - Marketing 7th ed; Thomson Learning
5. Palmer - Principles of Marketing; OUP
6. Panda, Marketing Management, Excel
7. Ramaswamy & Namakumari - Marketing Management; McMillan
8. Saxena, R. - Marketing Management; TMH

COMPCOR07T

Human Resource Management

Course Outcome: This course aims at helping students to develop an understanding of the various functions of human resource managers of business organizations and to enable them to apply this knowledge for achieving the organization goals.

UNIT 1: Human Resource Management-Meaning, Scope, Importance of HRM, Functions of HR Department, Role of HR Manager

Job Analysis and Job design: Concept and process of job analysis. Concept Concept and methods of job design. (10)

UNIT 2: Human Resource Planning: Process of Human Resource Planning-Supply and Demand forecasting, Man Power Inventory, Career Planning, Succession Planning, Human Resource Information System (HRIS) (8)

UNIT 3: Recruitment and Selection: Concept, Sources of Recruitment-Techniques of Recruitment, Selection Process, Evaluation of Selection Programme, Placement and Induction.

Human Resource Development:-Concept of HRD, Significance of HRD, and Assessment of HRD Needs, HRD Methods-Training Method & Methods of Management Development Programme. (12)

UNIT 4: Performance Appraisal System: Meaning, Purpose, Methods, Problems of Performance Appraisal, Potential Appraisal.

Job Evaluation and Compensation Management: Job Evaluation: Concept, objectives, and method of job evaluation, Compensation Management :Concepts, Objectives and method of Wage Payments, (10)

UNIT 5: Industrial Relation: Meaning, Objectives, Parties of Industrial Relation, Industrial Disputes - Settlement Mechanism, Disciplinary Procedure and Grievance Handling. (10)

UNIT 6: Workers Participation in Management : Concept, -Objectives-Forms of Workers Participation in Management, Empowerment and Quality Circle

Strategic HRM-Meaning, Strategic HRM Process, Nature of e-HRM, (10)

Suggested readings-

1. Rao P.Subba Personal and Human Resource Management, Text and Cases, Himalaya Publishing House.
 2. Rao V.S.P -Human Resource Management, Excel.
 3. Agarwala-Strategic Human Resource Management, OUP.
 4. Aswathapa.K- Human Resource Management, Tata Mcgraw Hill.
 5. Pattanayek.B- Human Resource Management, PHI.
 6. Jyothi P Venkatesh D.N-Human Resource Management, OUP.
 7. Ramaswamy.E.A, Managing Human Resource, OUP.
 8. Saiyadain.M.S Human resource Management, Tata Mcgraw Hill.
-

Course Outcome: This course aims at helping students to develop an in depth knowledge in the objective of a business firm, financial evaluation of projects, capital structure and dividend decisions, determination of cost of capital and management of working capital.

UNIT 1-Introduction: Meaning and Scope of Financial management; Objectives of a firm — Profit or Wealth Maximization; Functions: Financing, Investing and Dividend Decision; Time value of Money.

Financial planning: Meaning of financial plan and financial planning; Objectives of financial planning; Estimating long terms and short term financial needs; Patterns of financing.(10)

Unit 2: Capital Structure Theories: NI Approach, NOI approach, Traditional approach, MM Approach-without taxes. (10)

UNIT 3: Cost of capital: Meaning and significance of cost of Capital: Calculation of costs of specific sources, weighted average of cost of capital and marginal cost of capital

Leverage: Concept of leverage, Operating and Financial leverage, Measurement of Leverage, Combined leverage, Impact of leverage, EBIT-EPS analysis (10)

Unit 4: Dividend policy: Issues in dividend decision, Walter's Model, Gordon's Model, M-M Hypothesis. (10)

Unit 5: Working Capital Management: Meaning, significance and types of working capital, profitability-liquidity tangle, calculation of operating cycle, estimation of working capital requirements, financing of working capital, sources of working capital, management of cash, receivables and inventory. (10)

Unit 6: Capital Budgeting Decisions: Nature of investment decisions; Investment evaluation methods, Capital Rationing, Risk analysis in Capital Budgeting. (10)

References:

1. Archer, Stephen, H., Choate G. Marc, Racette, George: Financial Management; John Wiley, New York.
2. Banerjee, B: Financial Management & Policy,
3. Brealey, Richard A and Steward C. Myers: Principles of Corporate Finance, Tata McGraw Hill, Delhi.
4. Chandra, Prasanna: Financial Management, Tata McGraw Hill, Delhi.
5. Khan, M.Y & Jain, P.K: Financial Management, Tata McGraw Hill, Delhi.
6. Pandey, I.M: Financial Management, Vikas Publishing House, Delhi.
7. Van Horne, James C: Financial Management and Policy, Prentice Hall, Delhi.
8. Van Horne, J.C. and J.M. Wachowicz Jr.: Fundamentals of Financial Management, Prentice-Hall, Delhi.

Course Outcome: This course is designed to make the students familiar with the concept of mathematical optimization and to help them to develop an understanding of basic operation research techniques and their role in business decision making.

Unit 1 : Linear Programming Techniques : Problems formulation, Nature of Solution Types, Graphical Method, Simplex Method, Duality. (10)

Unit 2 : Special Applications of Linear Programming Techniques : Transportation Problems, Assignment Problems including Trans-shipment and Routing Problems.

(10)

Unit 3 : Decision Theory and Theory of Games : Decision under Uncertainty and Risk, Bayesian Approach, Decision Tree, Utility Theory, Zero Sum Game, Pure and Mixed Strategies, Criterion of Sharing strategies(10)

Unit 4 : Inventory Control and Management : Deterministic and Probabilistic inventory models, Discrete and Continuous inventory models, Price-Discount Inventory Control Models(10)

Unit 5 : Network Analysis : Network Diagram, Time Estimate for Activity, Program Evaluation and Review Technique (PERT), Network Crashing, Critical Path Method (CPM), Shortest Route Algorithm.

(10)

Unit 6 : Markov Analysis : Markov Process, Transition Probabilities, Transition Matrix, Brand Switching Analysis, Prediction of market share in future periods, Market share at equilibrium. (10)

Suggested Readings :

1. Budnik, Frank S. Dennis Meleavey, Richard Mojena, Principles of Operations Research, 2nd ed., Richard Irwin, Illinois, All India Traveller Bookseller, New Delhi, 1995.
2. Wagner, Harvey M. Principles of Operations Research, Prentice Hall of India, New Delhi, 2005.
3. Taha, H. A., Operations Research – An Introduction, New York, McMillan, 1989.
4. Swarup, K., Gupta, P.K., Mohan, M., Operations Research, Sultan Chand & Sons, New Delhi.
5. Sharma, J.K., Operations Research : Theory and Applications, , McMillian India Ltd., New Delhi, 1997.
6. Vohra, N.D., Quantitative Techniques in Management, Tata McGraw-Hill Ltd., New Delhi.
7. Kapoor, V.K., Quantitative Tools & Techniques, Tata McGraw Hills Pvt. Ltd.

Course Outcome: To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques, especially, various statistical tools and techniques, for the purpose of decision making in solving problems related to business research.

Unit 1 : Fundamentals of Research & Research Design : Research – definition, objectives and motivation behind research, Importance of Research, Types of Research, Social Research – Objectives, Scope, Functions and Limitations, Research Process, Criteria for a Good Research, Problems encountered by Researchers in India; Research Problem – definition, selection of the Problem, Defining the Problem – techniques involved; research Design – meaning, need, features, different types, Basic Principles of Experimental Design, Developing a Research Plan. (8)

Unit 2 : Collection & Processing of Data : Measurement and Scaling Techniques, Collection of Primary Data, Observation Method, Interview Method, Questionnaires, Schedules, Some other methods, collection of Secondary Data – Nature, Advantages & Disadvantages of Secondary Data, Types of Secondary Data, Additional Sources of Secondary Data – Government & Non-Government Sources; Processing Operations – Problems in Processing, Application of Elementary Statistics in Research (10)

Unit 3 : Sampling Fundamentals & Sampling Design : Need for Sampling, Some Fundamental Definitions, Important Sampling Distributions, Central Limit Theorem, Sampling Theory, Sandler's A-test, Standard Error, Estimation, Sample Size & It's Determination, Census vs. Sample Survey, Steps in Sampling Design, Criteria for selecting a Sampling Procedure, Characteristics of a Good Sample Design, Different Types of Sample Designs, Selection of a Random Sample – from a finite and infinite universe, Complex Random Sampling Designs. (10)

Unit 4 : Testing of Hypotheses : Hypothesis – definition & concept, Procedure & Flow Diagram for Hypothesis Testing, Important Parametric Tests – for means, difference between means, for proportions, difference between proportions, Test for Variance, Equality of variances, Test for Correlation Coefficients, F-test and Anova, Important Non-parametric or Distribution-free Test, Relationship between Spearman's r_s and Kendall's w , Characteristics of Distribution-free Tests, (12)

Unit 5 : Multivariate Analytical Techniques : Concept & Characteristics of Multivariate Techniques, Classification, Important Multivariate Techniques - Factor Analysis, Cluster Analysis, Multivariate Analysis, Discriminant Analysis, etc. (12)

Unit 6 : Interpretation and Report Writing : Interpretation – meaning, causes, Techniques, precaution, Significance of Report Writing, Steps in Writing Report, Layout of the Research Report, Types of Reports, Oral Presentation, Mechanics of Writing a Research Report, Precautions, Procedure of writing Bibliography, Use of Computer & Computer Technology, Computer & Researcher. (8)

Suggested Readings :

1. Kulkarni, M.V., Research Methodology, Everest Publishing House.
2. Kothari, C.R., Research Methodology – Methods & Techniques, New Age Intl.
3. Ahuja, Ram., Research Methods, Rawat Publications.
4. Russell, Ackoff, L., The Design of Social Research, University of Chicago Press.
5. Wilkinson, T.S. and Bhandarkar, P.L., Methodology and Techniques of Social Research, Himalaya Publishing House.
7. Goon, A.M. Gupta, M.K. and Dasgupta, B., Fundamentals of Statistics, The World Press.
8. Krishnaswamy, K.N., Sivkumar, K.I., Mathirajan, M., Management Research Methodology, Pearson Education.
9. Cooper, Donald R., Schindler Pomde S., Business Research Methods, Tata McGraw Hill.
10. Johnson, Richard A., Wichers, Dean W., Applied Multivariate Statistical Analysis, Pearson Education.

COMPSEC01M

Tax Practice and Procedure

Course outcome: To give students exposure to real-life situations where they learn how to compute tax liabilities under the Goods and Services Tax and Income-tax Act, fill various forms and file returns. This course aims at enhancing the employability of the students.

Module 1: Goods and Services Tax

Unit 1: GST – Concept and Status; Overview of GST- Salient features, Legal provisions; Types of GST : IGST, CGST, SGST & UTGST; Taxable event in GST – Meaning & Scope of Supply; Classification of Supply- Goods or Service or both; Composite Supply.

Unit 2: Valuation in GST; Input Tax Credit; Registration in GST; Registration – Business Process; Online Ledgers in GST Portal: Liability/Cash/Credit Ledgers; Payment in GST and creation of Challans;

Unit 3: Returns in GST – Types and Forms; Filing of Monthly/Quarterly Returns – GSTR-1/GSTR2A/GSTR-2 & GSTR-3; Filing of Annual Return & Reconciliation Certificate

Module 2: Income Tax

Unit 1: Basic idea of Computation and Assessment of Individual Assessee, Advance Tax, Interest, Refund, Due dates of filing returns, PAN/TAN, Different Forms of IT Returns,

Different TDS Returns, Tax Audit and Maintenance of Books of Accounts, Taxation on presumptive basis.

Unit 2: Filing of IT Returns: PAN application, e-filing of returns, generate the XML file, e-verification, e-Pay Tax, e-TDS Return filing, View Tax Credit (Form 26AS), Use of e-tax calculator (including interest calculation).

Suggested readings:

1. Vinod Kumar Singhania, e-filing of Income Tax Returns and Computation of Tax, Taxmann Publication Pvt. Ltd, New Delhi. Latest version
2. 'Excel Utility' available at incometaxindiaefiling.gov.in
3. Publication on GST by the Central Board of Excise and Customs (www.cbec.org).
4. Aditya Singhania, GST Practice Manual with GST Audit, Taxmann Publication Pvt. Ltd, New Delhi. Latest version

THIRD SEMESTER (SPECIALISATION PAPERS)

A. ACCOUNTING & FINANCE SPECIALISATION

COMPDSE01T (F 1)

Corporate Financial Accounting and Reporting

Course Outcome: This course aims at helping students to develop an understanding of the accounting and reporting systems, recent developments in the area of financial reporting and to enable them to apply this knowledge for proper disclosure of financial statements. It also helps them in analyzing the financial statements and making proper decisions in business.

Unit 1: Introduction: Financial Reporting-Its Importance, Issues and problems with special reference to published financial statement. Accounting standard and Indian Accounting Standard. Indian Accounting standards and the Companies Act. **(8)**

Unit 2: Accounting and Reporting of Assets: Goodwill and other intangible assets, Inventory, PPE. Impairment of assets **(10)**

Unit 3: Accounting of financial instruments, Share based payments and Fair value measurements: definition, recognition, measurement and disclosure of financial instruments. **(12)**

Unit 4: Accounting for Business Combinations: Definition of terms, recognition and measurement of consideration, net assets acquisitions, goodwill, gains on bargain purchase, acquisition method of accounting and pooling of interest method of accounting for business combinations under common control, special cases like reverse merger etc. (12)

Unit 5: Accounting for group of companies: Definition of group, parent and subsidiary, associate and joint venture, consolidation accounting, equity method of accounting, consolidation financial statement and separate financial statements. (10)

Unit 6: Conceptual framework for financial reporting and new developments in accounting: Value Added Accounting, Triple Bottom Line and XBRL (8)

Suggested Reading:-

1. Das Gupta, Human Resource Accounting, Wheeler publishing, New Delhi..
2. Dutta,U.K, “ Environmental Accounting and Disclosure: An overview “ in Pramanik A.K(ed) Environmental Accounting and Reporting, Deep and Deep Publication Pvt. Ltd,New Delhi.
3. Gupta R “Inflation Accounting” Tata McGraw Hill.
4. Ghosh T P, IFRS, Taxman Publication.
5. Baxter W. T .Accounting Values and Inflation, Tata McGraw Hill,
6. Hendrikson E .S,Accounting Theory,Khosla Publishing House, Delhi.
7. Jawhar Lal,Corporate Reporting Practices, Taxman Publication

COMPDSE02T (F 2)

Financial Statement Analysis

Course Outcome: Analysis is the preceding step in Decision Making. Therefore, this course aims at providing an in-depth overview of different types of analysis of various financial statements needed for managerial decision making regarding liquidity, profitability, growth, debt recovery, solvency and bankruptcy which are parts of crucial business decisions.

Unit 1 : Introduction : Concept of Financial Statements, Nature of Financial Statements, Objectives of Financial Statements, Different types of Financial Statements, Limitations of financial statements.(6)

Unit 2 : Contents of Financial Statements (based on Indian As and the Companies Act) (6)

Unit 3 : Analysis and Interpretation of Financial Statements : Traditional Approaches vs Modern approaches to financial statement analysis, classification of Financial Statement Analysis : based on modus operandi and based on materials used, Techniques of financial statement analysis: comparative statements, common-size statements, trend ratios and ratio analysis, problems encountered in financial statement analysis. (14)

Unit 4 : Ratio Analysis and other Technical Analysis : Objectives of ratio analysis, classification of ratios, ratio formation, ratio interpretation, practical methods of ratio analysis, Time series (intra-firm) analysis, cross-sectional (inter-firm) analysis, residual analysis, univariate analysis vs. multivariate ratio analysis, application of statistical tools in financial statement analysis. (12)

Unit 5 : Cash flow analysis : Concept of Cash Flow Statement, Components and Formats of Cash Flow Statement, analysis of cash flow statement, linkages of the cash flow statement with the Income Statement and Balance Sheet, practical problems. (10)

Unit 6: Financial Distress Prediction (FDP): FDP – concept, importance, problems in defining financial distress, prediction of corporate earnings and growth rates, prediction of corporate distress with different models. (12)

Suggested Readings :

1. Foster, G., Financial Statement Analysis, Englewood Cliffs, NJ, Prentice Hall.
2. Foulke, R.A., Practical Financial Statement Analysis, New York, McGraw-Hill.
3. Kaveri, V.S., Financial Ratios as Predictors of Borrowers' Health, New Delhi, Sultan Chand.
4. Lev, Baruch, Financial Statement Analysis – A New, Approach, Englewood Cliffs, NJ, Prentice Hall.
5. Sur, Debasish, Financial Statement Analysis, Excel Books.
6. Myer, J.N., Financial Statement Analysis, NJ, Prentice Hall.
7. Chandra, Prasanna, Financial Management, Tata McGraw Hills Publishing Company.

COMPDSE03T (F 3) **Advanced Cost and Management Accounting**

Course Outcome: This course aims at helping students in developing an in-depth knowledge in making short-term decisions, including decisions with respect to transfer pricing, by the managers of a business organisation, analyzing outcomes and evaluating the performance of the managers.

Unit 1: Introduction : Concept of Cost, Methods and Techniques of Costing, Objective, nature and scope of Management Accounting. 5

Unit 2 : Responsibility Accounting : Centralization and Decentralization; need for decentralization; problems of decentralization; Responsibility Centres: Standard cost centre, revenue centre, profit centre, discretionary expense centre, investment centre; Features and areas of responsibility of responsibility centres. 8

Unit 3 : Standard Costing and Budgetary Control : Functional Budget, Master Budget, Fixed and Flexible Budget, Zero-based Budgeting, Standard Costing and Variance Analysis,

Unit 4 : Marginal Costing and Managerial Decision Making : CVP analysis for single product and multi-product firm, pricing decisions, acceptance or rejection of an order, make or buy decision, optimizing product-mix, introduction of new product line, shutdown or continue, limiting factors and decision making, use of linear programming in CVP analysis, CVP analysis under conditions of risk, curvilinear break-even analysis. 15

Unit 5 : Transfer Pricing and Strategic Cost Management: Transfer Pricing – need, principles, different methods and their applicability, Activity Based Costing, Target Costing, Value Analysis, Life Cycle Costing, Learning Curve. 15

Unit 6 : Performance Evaluation : ROI, RI, EVA, MVA, SVA, Balanced Scorecard. 7

Suggested Readings :

1. Anthony and Govindarajan, *Management Control System*, Tata McGraw Hill,
2. Atkinson, Kaplan, Matsumura, Young and Kumar, *Management Accounting*, Pearson Education, B. Banerjee, *Cost Accounting- Theory and Practice*, Prentice-Hall of India,
3. Copeland, R.M. and Vascher, P.V., *Managerial Accounting*, John Wiley and Sons,
4. Horngren, C. T., *Introduction to Management Accounting*, Prentice-Hall of India, New Delhi,
5. Kaplan and Atkinson, *Advanced Management Accounting*, Prentice Hall of India, New Delhi,
6. Kaplan and Norton, *Translating Strategy into Action: the Balanced Scorecard*, Harvard Business School.

COMPDSE04T (F 4)

Corporate Tax Planning & Management

Course Outcome: This course aims at helping students to develop an in depth knowledge in the implications of the Income-tax Act on the alternative solutions to the problems of a company. It also helps them to get an idea about the assessment and compliance procedures of a company under the Income-tax Act. It also aims at imparting knowledge in the provisions of payment of advance tax and tax deduction and collection at source.

Unit 1: Introduction: Types of companies, Residential status and tax incidence of companies, computation of taxable income and tax liability of companies, Minimum Alternate Tax (MAT) and Marginal relief. tax planning, tax evasion, tax avoidance, tax management. (8)

Unit 2 : Tax planning with reference to setting up a new business.-Location of a Business, Nature of Business, Form of the organization (10)

Unit 3: Tax Planning with respect to Managerial Decisions : Personnel Remuneration; Research and Development; Acquisition of assets; buy, lease, taken on hire purchase, instalment payment system; Repair, renewal, replacement or renovation of assets, Shut down or Continue of plant, Capital structure decisions; Miller's tax term, Dividend decisions; Retention (issue bonus share or do nothing) or distribution of PAT (payment of dividend or buyback of shares). (12)

Unit 4: Carry forward & set off of business loss: Inter source adjustment; Inter-headadjustment; carry forward of losses, carry forward and set-off of losses in case of companies in which public are not substantially interested and in case of conversion of firm into company. (8)

Unit 5: Tax Planning with respect to Merger and Demerger : Meaning of merger and demerger, conditions, Tax implications of merger and demerger for the shareholders, amalgamating company, amalgamated company and resulting company. (10)

Unit 6: Tax Management

Return of Income; TDS and TCS; Advance Payment of Tax; Computation of interests; Assessment. (12)

References:

Singhania, Singhania and Singhania, *Direct Taxes – Law and Practice*, Taxmann, New Delhi, Ahuja & Gupta, *Direct Taxes*, Bharat Book Agency

COMPDSE05T (F 5)

Financial Systems

Course Outcome: This course aims at helping students in developing an in depth knowledge in the role and components of a financial system. They are also helped to have an in depth knowledge in the roles and components of Indian financial markets (money as well as capital markets), financial institutions (viz., banks, mutual funds and insurance companies) and a few selected financial services.

Unit 1: Introduction

Nature and role of financial system; Role of information in financial system; Financial system and economic growth; Bank-oriented and market-oriented financial systems; An overview of Indian financial system. 10

Unit 2: Financial Markets : Money Market

Meaning, features, functions, constituents and instruments. 10

Unit 3 : Financial Markets : Capital Market

Primary markets; Secondary markets and role of SEBI. 10

Unit 4 : Indian Banking System

RBI: organization, functions and role; Commercial bank: classification, functions, growth, structure and prudential norms. 12

Unit 5 : Mutual Fund and Insurance

Mutual Fund: concept, schemes, performance appraisal and regulation; Insurance: concept, objectives, functions, segments and regulation. 8

Unit 6 : Financial Services

Merchant banking, leasing and hire-purchase, credit rating, forfaiting, factoring, venture capital. 12

Suggested Readings :

1. Bhole, L. M, *Financial Markets and Institutions*, Tata McGraw Hill, Delhi.
2. Fabozzi and Modigliani, *Capital Markets: Institutions and Instruments*, PHI Learning, New Delhi.
3. Gomez, *Financial Markets, Institutions and Financial Services*, PHI Learning, New Delhi.
4. Pathak, Bharati V., *The Indian Financial System: Markets, Institutions and Services*, Pearson Education, Delhi.
5. Machiraju, *Indian Financial System*, Vikas Publishing House, New Delhi.
6. Mishkin and Baskins, *Financial Markets and Institutions*, Pearson Education, Delhi.

THIRD SEMESTER (SPECIALISATION PAPERS)

B. MARKETING SPECIALISATION

COMPDSE01T (M 1)

Sales Management

Course Outcome: This course helps to make the students familiar with the concept of sales management and to understand the premises of sales force management as an area of importance in organisations.

UNIT 1: Introduction: Concept; Objectives and Functions of Sales Management; Evolution of Sales Department; Nature and Scope of Personal Selling and Sales Management; Duties; Responsibilities; Functions of a Sales Manager (8)

UNIT 2 : Personal Selling: Types of Selling situations; Buyer-seller dyad; Theories of selling; Steps of Selling process; Salesmanship; Product and customer knowledge; Types of objections; Negotiation; When and How to Negotiate. (10)

UNIT 3: Sales Organization: Setting up Sales organization; Different models of Sales Organization; Factors determining Sales organization structure; Problems associated with structuring the sales organization; Modifications of Sales Organization. (10)

UNIT 4 : Sales Planning : Importance of Sales Planning; Sales objectives, Strategies; Sales Forecasting; Sales Territories, procedure for designing sales territories; assigning territories; Sales Quotas , importance, procedure, types and method of establishing Quotas; Sales budget; (12)

UNIT 5: Sales Force Management: Sales Force Planning; Recruitment and selection; Training and Development; Placement and Induction; Motivating Sales Force; Leading the Sales Force; Compensation and Promotion Policies. (12)

UNIT 6: Sales Control: Analysis of Sales Volume; Costs and Profitability; managing expenses of sales personnel; Evaluating Sales Force Performance. (8)

Suggested Readings:

1. Cundiff, Still & Govoni: Sales Management – Decision, Strategies & Cases – PHI.
2. Johnson, Kurtz & Scheuing: Sales Management Concept, Practices & Cases –McGraw Hill.
3. Sahadev, Sales & Distribution Management, OUP
4. K.K.Havaladar & V.M.Kavale, Sales and Distribution management, TMH
5. R.L.Spiro, W.J.Stanton & G.A.Rich, Management of Sales Force, Tata-McGraw Hill.
6. Laucaster & Jobber : Selling & Sales Management – Macmillan (India)
7. Forsyth, P., Sales Management Handbook, Jaico Publishers.
8. Anderson, Hair and Bush, Professional Sales Management, McGraw Hill.
9. Ford, Churchels and Walker, Management of Sales Force, McGraw Hill.
10. Smith, R., Sales Management, Prentice Hall.

COMPDSE02T (M 2)

Consumer Behaviour & Industrial Buying Behaviour Course

Outcome: This course aims to develop the understanding of behaviour of consumers among the students and how the consumers take decisions and what factors influence the decision

making process. Also helps the students understand the industrial buying behaviour and the nuances of industrial buying.

MODULE I: Consumer Behaviour

UNIT 1: Introduction: Meaning, nature and importance of Consumer Behaviour, understanding consumers and market segments, consumer analysis and business strategy. (6)

UNIT 2: Determinants of consumer buying behaviour: Individual: Needs and motives, involvement, perception, learning, attitudes, personality and lifestyle. Environmental: Family, groups, social class and culture and subculture.

(10)

UNIT 3: Consumer Decision Making Process: Need recognition, search and evaluation, purchase and post-purchase behaviour, models of consumer decision-making: traditional, behavioural economics, and contemporary (Howard and Sheth Model, Nicosia Model, Engle and Blackwell Model), input, process and output model. (14)

MODULE II: Industrial buying behaviour

UNIT 1 : Overview : Perspective on the organization buyer., Nature of Industrial Marketing, Industrial Marketing Vs. Consumer Marketing, Relational approach to Industrial Marketing- The Nature of Industrial Demand & Industrial Customer , Types of Industrial Products: Major Equipment; Accessory Equipment; Raw and Processed Materials; Component Parts and Sub- Assemblies; Operating Supplies; Standardized and Non-standardized parts, Industrial services. (10)

UNIT 2: Dimensions of Organizational Buying. Organisational customer - Buying behaviour, Environmental & organizational Influences Organizational Influences on Buying Behaviour, The Buy Grid Model; Buy phases; Buying decision making, Processes and procedures Buying Roles; buying centre concept, Buying decision making, Processes and procedures Buying Roles; Inter Personal Dynamics of Industrial Buying Behavior, Roles of Buying centre, Conflict Resolution in Decision Making Ethics in Purchasing. (12)

UNIT 3: Business Marketing Intelligences: Segmenting the organizational Market, Organizational Demand Analysis: demand measurement techniques, Measuring Market Potential and Sales Forecasting. Measuring customer values and creating value for the customer, Value Analysis and measurement. (8)

Suggested Readings:

1. Consumer Behaviour – Schiffman & Kanuk, PHI.
2. Consumer Behaviour – Soloman, PHI.
3. Consumer marketing demographics in India – Edited by S.L. Rao.
4. Blackwell, Miniard and Engel, Consumer Behaviour, Thompson & South-Western
5. Consumer Behaviour – Loudon & DellaBitta, TMH
6. Consumer Behaviour -= concepts, application & cases, Raju, Vikas.
7. . Industrial Marketing – P K Ghosh
8. Industrial Marketing – Havaladar
9. Alexander, R.S. Cross, J.S. & Hill, M.: Industrial Marketing, Richard Irwin,

Homewood, Illinois.

10. Reeder & Reeder: Industrial Marketing, Prentice Hall, India.

11. Cox. F. (Jr.): Industrial Marketing Research, John-Wiley & Sons, New York, 1971.

12. Fisher, L.: Industrial Marketing, Business Books, 1969.

COMPDSE03T (M 3)

Marketing Research

Course Outcome: This course aims to provide the basic understanding of marketing research to the students and to make them familiar with analytical tools used to solve marketing related problems.

Unit 1: Introduction: nature and scope, process, problem formulation & Objectives, research designs, qualitative and quantitative approaches to marketing research. (6)

Unit 2: Data collection techniques: data sources, data collection methods, observations, focus groups, surveys, experiments, questionnaire design, Sampling Techniques: Probability Sampling and Non Probability Sampling. (10)

Unit 3: Data recording and Measurement: Scaling Techniques: Meaning & Types; Reliability Test - Retest Reliability, Alternative Form Internal Comparison Reliability and Scorer Reliability; Validity: Content Validity, Criterion Related Validity and Construct Validity; Data Process Operations: Editing, Sorting, Coding, Classification and Tabulation. (12)

Unit 4: Data Analysis and Interpretation: application of univariate, bivariate and multivariate techniques, testing of hypotheses, time series analysis and markov chains in relevant areas of marketing research like advertising research, motivation research, sales analysis, forecasting, brand switching etc. (14)

Unit 5: Testing of Hypothesis: Z- test, T-test, Chi Square, F-test, ANOVA (8)

Unit 6: Multivariate Analysis using Statistical Software like R, SPSS, MS Excel: Factor Analysis, Discriminant Analysis, Cluster Analysis, Conjoint Analysis, Multi Dimensional Scaling; Report Writing: Essentials of Report Writing, Report Format. (10)

Suggested Readings:

1. Green and Tull & Albaum, 'Research for marketing decisions', PHI.
2. Boyd & West fall, 'Marketing Research: Text and cases', All India Traveller Bookseller.
3. Naresh K. Malhotra, 'Marketing research', Pearson Education.
4. G.C. Beri, 'Marketing research', TMH.
5. R.I Levin and D.S. Rubin, 'Statistics for Management', 7th Edn., Pearson Education New Delhi.
6. Donald Cooper, 'Business Research Methods', Tata McGraw Hill, New Delhi.
7. Sadhu Singh, 'Research Methodology in Social Sciences', Himalaya Publishers.
8. Darren George & Paul Mallery, 'SPSS for Windows Step by Step', Pearson Education New Delhi.

Course Outcome: Integrated Marketing Communication This course orient the students regarding the concept of promotion and the elements of promotion mix and how this acts as an integrated marketing communication for effective brand building. **Customer Relationship Management** Understand the concept and importance of customer relationship management as a distinct area of marketing. Help to be familiar with customer retention dynamics.

MODULE I: Integrated Marketing Communication

UNIT 1 : Introduction : Promotional mix elements, Integrated Marketing Communication approach, relationship of advertising with other and marketing mix elements and promotional mixes, history of advertising, definition, features and role of advertising, Various forms of Advertising. (6)

UNIT 2: Foundations and determinants of advertising strategies: **Segmentation, Targeting**

, **Positioning** : Identifying segments, prioritizing target segments, Formulating Positioning strategies, **Consumer Behaviour and Advertising** : consumer as decision maker, consumer as social being, **Understanding Communication process** : communication process, communication models - traditional hierarchical response models, alternate response hierarchies, ELM model, FCB, cognitive response model. (12)

UNIT 3 : Sales Promotion : definition, reasons for rapid growth of Sales Promotion, objectives of Sales Promotion, Types of Sales Promotion, tools and techniques of Consumer and Trade Promotion with merits and demerits, role of sales promotion in IMC Programme; **Public Relations and Corporate Advertising**: definition, new role of PR, objectives, tools and techniques of Public relations with merits and demerits, Corporate advertising- scope and types, role of PR in IMC Programme; **Direct Marketing** : definition, reasons for rapid growth of Sales Promotion, objectives of direct marketing, types of direct marketing, tools and techniques of direct marketing with merits and demerits, role of direct marketing in IMC Programme. (12)

MODULE II: Customer Relationship Management

UNIT 1: Introduction: concepts, goals of relationship marketing, evolution of marketing orientation, transaction and relationship marketing. (6)

UNIT 2: Building Customer Relationship: Understanding customer-firm relationship, relationship value of the customer, customer lifetime value, customer profitability, targeting right customers, relationship development strategies, attracting customers and relationship challenges. (12)

UNIT 3: Maintaining Relationship: Retaining customers, retention dynamics, redesigning, Strategies for defection, service failure and recovery, building loyalty, customer database and database marketing, CRM in manufacturing and service industries. (12)

Suggested Readings:

- 1) G.E. Belch & M.A. Belch, : Advertising & Promotion, TMH
- 2) K.E. Clow & D. Baack, Integrated Advertising, Promotion, and Marketing Communications, Pearson Education
- 3) Percy, Strategic Advertising Mgmt., OUP
- 4) J. Jethwaney & S. Jain, Advertising Management, OUP
- 5) W.Wells, J. Brunett & S. Moriarty, Advertising, Pearson
- 6) W.F. Arens, Contemporary Advertising, TMH
- 7) S H Kazmi & S K Batra: Advertising & Sales Promotion, Excel Book
- 8) Anderson, Customer Relationship Management, Tata McGraw Hill
- 9) Shanmugasundaram, Customer Relationship Management, PHI

COMPDSE05T (M 5)

Strategic Product & Brand Management

Course Outcome: This course aims to provide the basic understanding of product to the students and to make them familiar with strategies related to product. Also aims to provide

the basic concepts of brand management and make them understand the importance of developing and sustaining brands in organisation.

UNIT 1: Product Planning and Management: Concept and Levels of Product; Product Line and Product Mix Decisions; New Product Development Process. (8)

UNIT 2 : Introduction to Brand management: Brand concepts, reasons for branding, Brand Management process, Designing the Brand : Identifying and establishing the brand positioning, positioning guidelines, defining brand values, choosing brand elements. (12)

UNIT 3: Branding Strategy and Decisions : Importance of Branding; Branding Terminology; Basic Branding Concepts-Brand Awareness, Brand Personality, Brand Image, Brand Identity, Brand Loyalty;; Product vs. Corporate Branding. (12)

UNIT 4: Growing and sustaining the brand: Selecting a Brand Name; Brand Extension Decisions; Branding strategies to build brand equity, Reinforcing and revitalizing brands, repositioning, global branding. (8)

UNIT 5: Branding in Specific Sectors: Customer, Industrial Retail Service Brands; e- branding Branding for International Marketing. (6)

UNIT 6 : Handling Competition: Market Situation Analysis; Analysis of Competitors' Strategies and Estimating their Reaction Pattern and Competitive Positions; Strategies for Leader, Follower Challenger, Nicher; Product and Brand Strategies for Emerging, Declining and Fragmented Industries; Competitive Pricing; Competitive Advertising. (14)

Suggested Readings:

1. Lehmann and Winer; *Product Management*, Mc Graw Hill
2. Aaker; *Managing Brand Equity*, Free Press
3. Chaturvedi; *New Product Development*, Wheeler Publications

4. Keller; *Strategic Brand Management*, Prentice Hall of India
5. Kapferer; *Strategic Brand Management*, Kogan Page
6. Sengupta; *Brand Positioning, Strategies for Competitive Advantage*, Tata McGraw-Hill Publishing Co. Ltd.
7. Chernatony and McDonald; *Creating Powerful Brands*, Elsevier
8. Robinson; *Strategic Management*

THIRD SEMESTER (Course offered to the students of other departments)

COMPGEC01T

Business Analytics

Course objective: To make the students familiar with the usages of various analytical and programming tools in business.

Unit-1: An Introduction to econometric modeling and business forecasting, Interpolation and Extrapolation, [8 Hrs]

Unit-2: Applications of Multivariate techniques in business- Multiple regressions, Cluster, Discriminant analysis. Regression based forecasting: Bivariate Model and Multivariate Model, Assumptions and Tests, Specification and Measurement Errors, Multicollinearity and Serial Correlation, Heteroskedasticity, Dummy Variable Modeling, [12 Hrs]

Unit-3: Panel Data Modeling, Simultaneous Equation Modeling. Time series based forecasting, Basic Features of Time Series, Forecasting by Decomposition Method and Smoothing Technique, Box Jenkins Methods. [10 Hrs]

Unit-4: An introduction to various optimization techniques and their applications in Business. Basics of Heuristic programming. [8 Hrs]

Unit-5: Applications of Monte-Carlo Simulation in Business. Discrete-time stochastic processes including Markov Chains and their business applications. [10 Hrs]

Unit-6: Multi-objective decision making/optimization problems, Goal programming, Dynamic programming, and their business applications [12 Hrs]

Suggested Readings:

Marc J. Schniederjans, Dara G. Schniederjans, Christopher M. Starkey, *Business Analytics –Principles, Concepts and Applications – What, Why and How*. Pearson Education.

Bernard Marr, *Key Business Analytics*, Pearson Education.

Jennifer LeClaire, Danielle Dahlstrom, Vivian Braun, *Business Analytics for Dummies*, AWiley Brand.

Budnik. F S., Mceavey. D and Mojena. R., *Principles of Operations Research*, All India Traveller Bookseller, New Delhi

Gupta ,Manmohan,Desai,*Operations Research*,Prentice Hall of India,New Delhi

Mathur. K and Solow, D. *Management Science*. Englewood Cliffs, Prentice Hall Inc., New Jersey

Sharma. J K., *Operations Research: Theory and Applications*, Macmillan India Ltd., New Delhi

Taha. H A, *Operations Research – An Introduction*, Mc Millan, . New York

FOURTH SEMESTER (SPECIALISATION PAPERS)

A. ACCOUNTING & FINANCE SPECIALISATION

COMPDSE06T (F 6A)

International Finance and International Accounting

Course Outcome: The role of international finance manager is somewhat different from the domestic financial manager. Therefore, this course aims at providing the students with the thorough knowledge of currency conversion, derivatives, balance of payments, international cost of capital, international capital budgeting, international transfer pricing, international capital budgeting and other related issues which helps in financial decision making related with MNCs.

Unit 1: International Monetary System, Foreign Exchange and Derivative Markets : Overview of IMS, need for IMS, evolution of IMS- Gold standard, Bretton Woods, IMF and the World Bank and its affiliates. [8]

Unit 2: Balance of Payments : Form and Nature of BOP Accounts, equality and equilibrium in the Balance of Payments, fixed exchange rate system, flexible exchange rate system, managed flexibility, devaluation and revaluation, currency convertibility issues. [8]

Unit 3 : International Financing and International Project Appraisal : Euro market, international debt instruments, euro issues in India, GDRs, ADRs, IDRs. International Projects Appraisal-meaning, scope and techniques, adjusted PV technique, International Portfolio Investment, Foreign Direct Investment. [8]

Unit 4 : International Financial Reporting: Development of International Accounting, Scope of International Accounting, Major International differences in financial reporting, importance and difficulties of International Accounting, IASB – its structure, recognition and support, accounting standard setting

process, adoption of IFRS by different countries, case studies on compliance with IFRS by Indian Companies and MNCs. [12]

Unit 5 : Foreign Currency Translation : Introduction, need for translation, issues in foreign currency translation, Indian GAAP on foreign currency translation, US GAAP on foreign currency translation, importance of exchange rate forecasting, techniques of exchange rate forecasting, types of foreign exchange exposure, IFRS on foreign currency exchange accounting, analysis of foreign exchange accounting in the annual reports of companies.

[12]

Unit 6 : International Transfer Pricing: Evolution, meaning and objectives of transfer pricing, Major stakeholders affected by transfer pricing policies. Transfer pricing methods. Arm's Length Pricing, Case studies on international transfer pricing practices. [12]

Suggested Readings :

1. Apte, P.G. International Financial Management, PHI.
2. Shapiro, Alan C, Multinational Financial Management, PHI.
3. Jain, Yadav, Peyrard, International Financial Management, Macmillan.
4. Yadav, Jain , Peyrard, Foreign Exchange Market, Macmillan.
5. Sharan, V; International Financial Management, PHI.
6. Vij, Madhu; International Financial Management., Excel Books.
7. Click and Coval; International financial Management, PHI.

COMPDSE06T (F 6B)

Auditing & Assurance

Course Outcome: Along with accounting and reporting, auditing is very much needed in order to check the accuracy and validity of recording done through accounting. Auditing includes vouching, verification and valuation. Nowadays, along with accounting standards some auditing standards are also available in order to assure the stake of the stakeholders. Therefore, this course will help the students to have an overview of how auditing is done in practice.

Unit-1: Concept of Audit and Audit Evidence: Philosophy of Audit, Extended meaning of Audit, Auditing as a Social Science, Social objectives of Audit; Sources of evidence, Reliability of audit evidence, Methods of obtaining audit evidence. [08 Hours]

Unit-2: Standards of Auditing:

SA 200 (Revised) :Overall Objectives of the Independent Auditor and the Conduct of an Audit in Accordance with Standards on Auditing

SA 210 (Revised): Agreeing the Terms of Audit Engagements SA 220 (Revised):Quality Control for an Audit of Financial Statements

SA 230 (Revised): Audit Documentation SA 240 (Revised): The Auditor's Responsibilities Relating to Fraud in an Audit of Financial Statements SA 500 (Revised):

Audit Evidence SA 501 (Revised): Audit Evidence - Specific Considerations for Selected Items

SA 505 (Revised): External Confirmations

SA 510 (Revised):Initial Audit Engagements—Opening BalancesSA 610
(Revised):Using the Work of Internal Auditors

SA 200 A- Objective & scope of audit of Financial Statement.SA 300
Planning and Audit of Financial Audit

SA 520 Analytical Procedure [16 Hours]

Unit-3: Audit Report and Auditor's Independence: Essential of good report, Types of Auditor's Report - Clean report, Qualified report, Adverse report, Disclaimer of opinion, Piecemeal report; Auditor's Independence Meaning and different issues. [10 Hours]

Unit-4: Risk Assessment and Internal Control System: Elements of internal control, Review and documentation, Evaluation of internal control system, Internal control check list, Tests of control, Application of concept of materiality and audit risk Module- II

[10 Hours] **Unit-**

5: Special Audit: Cost Audit, Management Audit, Operational Audit, Forecast Audit,Green (Environmental) Audit. [06 Hours]

Unit-6: Auditing in Computerized Environment: Special aspects of CIS (computerized Information system) Audit Environment, Need for review of internal control, Approach to audit in CIS Environment, use of computers for internal and management audit purposes: audit tools, test packs, computerized audit programme Professional Ethics and Professional Misconduct: Enquiry into charges of misconduct, Schedules of the Chartered Accountant Act, 1949. [10 Hours]

Suggested Readings

Basu, B.K, An Insight into Auditing- A Multidimensional approach, Basushree BookStall.Gupta, K, Contemporary Auditing, Tata McGraw Hill.

Basu, S.K, Auditing – Principles & Techniques, Pearson Education. Emile Woolf, AuditingToday, Prentice Hall India ICAI, Auditing Standards and Guidelines.

Tandon, B.N., Auditing Practice, Sultan Chand, New Delhi.

Course Outcome: This course aims to make the students familiar with the concept of return and risk, investment, investment alternatives, tools and techniques for evaluation of securities, optimal portfolio formation and portfolio performance evaluation. This course provides an insight to investors regarding wealth management.

Unit 1: Introduction: Nature of Investment- Investment Process-Investment Alternatives. Concept and measurement of Return and Risk.- Securities Markets– Market Indices.

(6)

Unit 2: Security Analysis: Sources of Information, Valuation of securities including equity shares, Fundamental Analysis: Macro-Economic, Industry and company analysis. Technical Analysis – various techniques.

Bond Valuation: YTM, duration and immunization.

(14)

Unit 3: Efficient market Hypothesis: Efficient market Hypothesis: weak, semi-strong and strong form of market efficiencies and their testing

(10)

Unit 4: Portfolio analysis and Selection: Portfolio return and risk- Diversification of risk. Markowitz's risk-return optimization, Sharpe's single index model. Introduction of risk free security in portfolio, Capital Market line.

(12)

Unit 5: Capital Market Theories: Capital Asset Pricing Model: Concept and assumptions of CAPM. Concept and estimation of beta coefficient. Applications of CAPM in portfolio decisions. Criticisms of Capital Asset Pricing Model. Arbitrage Pricing Theory

(10)

Unit 6: Portfolio Performance Evaluation: Risk adjusted measures of performance, criticisms of risk adjusted performance measures, Market timing

(8)

Reference:

- Prasanna Chandra, Investment Analysis and Portfolio Management, Tata Mcgraw Hill, New Delhi
Elton and Gruber, Modern Portfolio Theory and Investment Analysis, International Mcgraw Hill
Fisher and Jordon, Security Analysis and Portfolio Management, Prentice- Hall of India
Sharpe, Alexander And Bailey, Investment, PHI learning

Course Outcome: This course aims at helping students to develop an in depth knowledge in the valuation of a business unit. It also helps them to know the forms of corporate restructuring and evaluating such restructuring.

Unit 1: Corporate Restructuring

Introduction, Stakeholders of a business unit, Objectives of a business unit, Forms of Corporate Restructuring, Rationale of different forms of restructuring, Types of merger: horizontal, vertical and conglomerate mergers, theories of merger 8

Unit 2: Mergers and Corporate Control

Introduction, Rationale of expansion through mergers, Dubious reasons for mergers, Expansion through Mergers and Acquisitions vs internal expansion, Evaluation of mergers, Determination of exchange ratios, Merger and the economy, Cross border M&As, Lender- forced Restructuring, Management Buyouts, Leveraged Buyouts. 8

Unit 3: Business valuation

Introduction- Conceptual framework of valuation- Approaches to valuation-Discounted cash flow valuation, Relative valuation and Contingent valuation, Firm and equity valuation. 20

Unit 4 Acquisition and Shareholders Value

Introduction-defining success of M & As- Measuring the impact of acquisition on Shareholders returns- Review of stock market assessment of acquisition performance-Post- merger performance 10

Unit 5: Value of Synergy

Concept of synergy, Sources of synergy, Operating synergy and financial synergy, Valuing operating synergy and financial synergy. 6

Unit 6 Valuation of financial Service Firms, Start up firms and private firms

Methods of valuation, implication of start- up firms for investors, Issues in valuing financial service firms, start up firms and private firms 8

Suggested Readings:

1. Arzac R Enrique, Valuation for Mergers, Buyouts and Restructuring, Wiley Student edition
2. Brealey, Myers, Allen and Mohanty, Principles of Corporate Finance, The McGraw-Hill Companies
3. Vohra & Bagri, Options and Futures, Tata McGraw-Hill
4. Damodaran, On Valuation, Wiley.

Course outcome: To equip students with knowledge of valuing and managing risk with derivatives.

Unit I: Risk Management and Derivatives:

Meaning, measure and components of risk; Means of managing risks; Types of derivatives: Forwards, Futures, Swaps, Options; Derivative trading in India; Hedgers, speculators and arbitrageurs 8

Unit II: Forwards:

Features, Valuation and Strategies in managing risk associated with investing and foreign trade. 8

Unit III: Futures:

Features, Valuation and Strategies in managing risk associated with investing. 10

Unit IV: Swaps:

Currency and Interest rate swaps; Features, Valuation, Strategies in managing risk associated with investing and foreign trade. 12

Unit V: Options:

Types of options; Pay-off from options; Characteristics of asset price movements and returns; Distributions of Returns; Factors affecting option prices; put-call parity; upper and lower bounds of option prices; trading strategies involving options; Pricing of Options, Binomial model and use of Black-Scholes model for valuation. 14

Unit VI: Commodity Derivatives:

Features, Valuation and Strategies in managing risk associated with trade, trading of commodity derivatives in India. 8

Suggested Books:

- 1) John C. Hull. Options, Futures and Other Derivatives (7th ed.). Pearson Education.
- 2) Jurgen Franke, Wolfgang Hardle and Christian Hafner. Introduction to Statistics of Financial Markets.
- 3) R. Madhumathi, M. Ranganatham. Derivatives and risk management (1st ed.)
- 4) Redhead, K. Financial Derivatives- An introduction to futures, forwards, options, swaps. Prentice Hall of India

FOURTH SEMESTER (SPECIALISATION PAPERS)

B. MARKETING SPECIALISATION

COMPDSE06T (M 6A)

Rural and International Management

Course Outcome: Rural Marketing This course makes the students understand the importance of rural marketing and to acquaint them with rural marketing strategies for better marketing of consumer as well as agricultural products. **International Marketing** This course aims to develop the skills of international marketing among students. Understand the trade theories and dynamics of world market and to make them familiar with the working of international institutions.

MODULE I: Rural Marketing

UNIT 1: Understanding Rural Marketing: Concept, nature and scope, rural vs. urban marketing. **Environment** Geographic, Economic, Socio-cultural and Infrastructural factors and their influence on rural marketing operations. **Consumer:** Characteristics, Attitudes and Behaviour, Buying patterns and influencers of rural consumer. (10)

UNIT 2: Rural Marketing Strategies: Segmenting rural markets. Product, Pricing, Promotion and Distribution Decisions in rural markets. (10)

UNIT 3: Marketing of Agricultural Inputs: Role of Government and other Organizations in Marketing Agricultural Products, Co-operative Marketing, Problems in Agricultural Marketing, Drawbacks of Rural Marketing. (10)

MODULE II: International Marketing

UNIT 1: Introduction: definition of international marketing, domestic vs. international marketing, benefits of international marketing, process of internationalization, marketing orientation of a firm, Trade Theories: basis of international trade, Principles of Absolute and Relative Advantage, Factor Endowment Theory. (10)

UNIT 2: Market Entry Modes: International Licensing, international franchising, international joint ventures, Global mergers and acquisitions, International strategic alliances, Subsidiaries. (8)

UNIT 3: International Institutions: World Bank, IMF, ADB, UNCTAD, WTO, EEC, SAPTA, NAFTA, Procedure of foreign trade and documentation: process of importing and exporting; Documentation: certificate of origin, bill of lading, mates receipt, letter of credit, line of credit, Foreign Trade policy of India. (12)

Suggested Readings:

1. Rajagopal, Management of Rural Business, Wheeler.
2. Mathur, U.C., Rural Marketing, Excel Books.
3. Gopalswamy, Rural Marketing, Wheeler.
4. Krishnamacharyulu & Ramakrishnan, Rural Marketing: Text and Cases, Pearson Education.
5. Mamoria, Agricultural Marketing, Himalaya Publishing House.
6. Joshi: International Marketing: OUP.
7. J, Paul & R, Kapoor, International Marketing, TMH.
8. Onkvisit & Shaw: International Marketing – Analysis & Strategy: Pearson.
9. K.Lee & S. Carter, Global Marketing management, OUP.
10. Keegan: Global Marketing Management: Pearson.
11. Vasudeva: International Marketing: Excel Books.
12. Cherulinam: International Marketing: Himalaya.

Course Outcome: This course helps to make the students familiar with the tools and techniques used in the form of Models to take Marketing decisions. Also know how to apply those models in practical situations.

UNIT 1: Theory and Models in Marketing: The complexity of Marketing; Decision Support Models; Theoretical Modeling in Marketing; Marketing-Mix Analysis and Models. (6)

UNIT 2 : Consumer Behaviour: The foundations of Consumer Behaviour Models; Nature of Consumer Behaviour Models; Five-Stage Model of Consumer Behaviour; Stochastic Models; Process-Oriented Models of Consumer Choice Process.(14)

UNIT 3: Organisational Buying Models: General Models of Organisational Behaviour; Models in Group Choice; Bargaining Models; Research needs in Organisational Buying Models. (8)

UNIT 4 : Price and Product : Microeconomic view of pricing; Model Extensions; Setting price in practice; The theory of Product Strategy; Decision Models for Product Design. (10)

UNIT 5: Advertising and Promotion: Objective setting and budgeting; Message and Copy decisions; Media Selection and Scheduling; Sales Promotion: Type and Effects; Promotional Models. (12)

UNIT 6: New Product Planning and Sales Force: Types of new product situations; Aggregate Diffusion Models: Models of First Purchase; Repeat Purchase Models for new products; Personal Selling: Tasks, Importance and Models; Modeling Sales Force Problems. (10)

Suggested Readings:

1. Wierenga, Berend : Handbook of Marketing Decision Models Series International Series in Operations Research & Management Science, Vol. 121 (Ed.) 2008.
2. Philip Kotler : Marketing decision Making a Model Building (New York, Holt, Rinehart & Winston)
3. Philip Hans Franses, Richard Paap. : Quantitative Models in Marketing Research, Publisher Cambridge University Press (2001)
4. Peter S.H. Leeftang (Author), Dick R. Wittink (Author), Michel Wedel (Author), Philippe A. Naert (Author) : Building Models for Marketing Decisions (INTERNATIONAL SERIES IN QUANTITATIVE MARKETING Volume 9)
5. Strategic Models and Metrics Stephan Sorger : Marketing Analytics
6. Gary Lilien, Philip Kotler & Sridhar Moorthy : Marketing Models, Prentice Hall, 1992
7. Gilles Laurent & Gary Liilien : "Marketing Models, Past Present & Future" in Research Traditions in Marketing, L and Bernard Pras eds. Boston, Kluwer Academic Publishers (1994)

Course Outcome: Social Marketing- This course aims to make the students understand social marketing, analyze social marketing environment, selecting target audiences, objectives and goals for social marketing, developing social marketing strategies and managing social marketing programs. **Digital Marketing-** This course aims to make the students understand DIGITAL marketing in the prevailing internet-based marketing environment along with e-commerce realizing their trend and future potential.

MODULE I: Social Marketing

UNIT 1: Social Marketing: Definition, Understanding, Relevance, Emerging social issues, The Indian Scenario (4)

UNIT 2: Social Marketing Process: Core Elements, Social Change Strategies; Social Marketing vs Commercial Marketing - Similarities and Differences; Regular Four Ps and Additional Ps in Social Marketing; Marketing Mix at Strategic and Operational Levels (12)

UNIT 3 : Social Marketing: Behaviour Change, Attitude Formation, Adoption Process; Diffusion of Social Products; Influence Group and their Mobilization; Social Marketing campaign - Stages and Effectiveness; Influence of Social Changes on the Indian Business Environment and Organisation - Opportunities and Threats; Cases (14)

MODULE II: Digital Marketing

UNIT 1: Concept, Potential & Advantage, Web 2.0, SOSTAC, Product Strategy online, Online pricing, E-commerce, Omni channel retailing, ROPO (8)

UNIT 2: Internet Traffic – Plan , volume & quality, SEO, SEM, Black Hat & Grey Hat SEO, E-mail marketing, Promotion in digital marketing- Affiliate marketing, Cyber branding, PPC, CTR, Google Ads, PAR & BAR (14)

UNIT 3: Netnography, Web purchase decision making, Content Marketing, SMM, Social media model by McKinsey, CRM (8)

Suggested Readings

1. Kotler; *Social Marketing in India*, Sage
2. Jha; *Social Marketing*, Himalaya Publishing House
3. Ahuja, Vanadana; *Digital Marketing*, Oxford
4. Gupta, Seema; *Digital Marketing*, Mc Graw Hill
5. Chaffey; *E-Business & E-Commerce Management* , Pearson
6. Kozinets; *Netnography: Redefined*, Sage
7. Tuten & Solomen; *Social Media Marketing*, Sage
8. Kotler; *Marketing 4.0*, Wiley

Course Outcome: This course makes them understand the concept and role of retailing in customer relationship management and supply chain management. This course help the students understand the concept and scope of service marketing and the role of service marketing in enabling the growth of service sectors.

MODULE I: Retail Management

UNIT 1: Introduction to Retailing: Importance, functions of retailing, forms of retailing, evolution of retail formats, reasons for growth, trends in Indian retail market. (8)

UNIT 2: Developing Retail Strategies: Understanding retail customers, Choice of location, planning merchandising, pricing and promotional strategies, franchising. (10)

UNIT 3: Retail Operations: Store design and layout, visual merchandising, creating quality retail services, attracting and retaining customers, Supply Chain Management and Customer Relationship Management in retailing. (12)

MODULE II: Services Marketing

UNIT 1: Service Marketing : Introduction to need and scope of service marketing, reasons for growth of services, contribution to economy, different types of service sectors – traditional and new, trends in service sector, impact of technology on different service sectors, **Service Concept** : Definition, characteristics of services, tangibility spectrum, evaluation properties-search, experience, and credence properties, marketing mix for services - product, price, place, promotion, physical evidence, people & process. (10)

UNIT 2: Consumer behaviour in Service Marketing : Service Experience- moments of truth, customer needs, expectations, perceptions, zone of tolerance, customer satisfaction, understanding the differences among customers, purchase process **Service quality and productivity** : service quality, Integrated gap model- to identify and correct quality problems, measuring and improving service quality, defining and measuring service productivity, improving productivity. (12)

UNIT 3: Applications of service strategies in different service sectors like banking, insurance, hospitality, health care, educational and professional, logistics, entertainment etc. (8)

Suggested Readings:

1. B. Berman & J.R. Evans, Retail Management, Pearson
2. A.J. Newman & P. Cullen, Retailing, Cengage Learning
3. S.Pradhan, Retailing Management, TMH
4. P.K. Sinha & D.P. Uniyal, managing Retailing, Oxford
5. G. Apte, Service Marketing, OUP
6. V.A. Zeithaml & M J Bitner: Service Marketing, Tata McGraw Hill.
7. C. Lovelock, J. Wirtz & J. Chatterjee, Services Marketing, Pearson Education
8. K.R.M. Rao, Services Marketing, Pearson Education

Course Outcomes: Supply Chain Management This course aims to make the students understand the importance and impact of SCM on business by learning its operational aspects. **Logistics Management** This course aims to make the students understand the basic concepts of logistics and its role in SCM as well as in overall business.

Module 1: Supply Chain Management

UNIT 1: Introduction, Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Upstream & Downstream. Interface of SCM with marketing Key Drivers of Supply Chain Management, Typology of Supply Chains, Cycle View of SupplyChain, Problems in SCM and Solutions. (10)

UNIT 2: Inventory Management, EOQ, Different Inventory Models, ROL, Safety stock, Role of Transportation in SCM, Shopper behavior. (8)

UNIT 3: Relationship between Supply Chain and Logistics, Backward and Forward Integration; Difference between ERP and SCM – SCM for customer focus – need and specificity of SCM – SCM scenario in India. Bullwhip Effect, Information Flow in SCM, Supply Chain Risk Management, SCM Models, Key Performance Indicators. (12)

Module 2: Logistics Management

UNIT 1: Logistics & Inventory Management: Logistic Planning, Logistic Strategy, Facilities Planning, Inventory Management, measures of logistics, physical distribution and logistics, logistics analysis and design warehousing and distributing centers (10)

UNIT 2: Logistics Functions: Order Processing, Warehousing, Inventory, JIT, Outsourcing, 3PL, RORO, LOLO, Inter-Modal Transport, Freight Forwarders. Location, transportation system: facilities and services, dispatch and routing decisions and models. (12)

UNIT 3: International Logistics, e-Marketplaces-Online Auctions & Exchange, Managing Logistics in future. (8)

Suggested Readings

1. Cooper; *Strategy Planning in Logistics and Transportation*, Kogan Page
2. Bhattacharya, S.K.; *Logistics Management*, S.Chand
3. Ballau, H, R, *Business Logistics Management*, Englewood Cliffs, Prentice Hall Inc, New York
4. Beal K, *A Management Guide to Logistics Engineering*, U,S,A, Institute of Production Engineering
5. Benjamin S,B, *Logistics Engineering and Management*, Englewood Cliffs, Prentice Hall Inc., New York
6. Bowersox, D,J and Closs, D, J, *Logistics Management : A System Integration of Physical Distribution* , MacMillan, , New York
7. Christopher, M, *Logistics and Supply Chain Management: Strategies for Reducing Costs and Improving Services*, Pitsman, London

Course Outcome: This course encourages the students to apply the knowledge acquired by them in quantitative tools and techniques in analyzing real-life problems concerning their domain of specialization.

Under Graduate Courses

UG ONLINE ADMISSION ELIGIBILITY CRITERIA– 2021-22

FOR FIRST SEMESTER of U.G. COURSES UNDER CBCS IN THE ACADEMIC SESSION 2021-22

[\[Admission Eligibility Criteria, Available Intake Capacity & Guidelines for Online Form Fill-up\]](#)

The College offers **Six-Semester Under-Graduate Programs in Arts, Commerce and Science** under **CBCS** during the academic session **2021-22**. The period to complete the courses will be a **maximum of 5 years** from the year of admission in the first semester, provided the student has completed all requirements to become eligible for appearing the University Examinations as per rules and syllabus pattern of **West Bengal State University** to which the College is affiliated.

Eligibility Criteria for Admission in First Semester of Six-Semester B.A./B.Sc. /B.Com. (Honours and General) Courses under CBCS

1. A candidate, who has passed the Higher Secondary (10+2) Examination or its equivalent from the All India Boards / Councils or State Boards/ Councils including Open Schools and Vocational Studies, AND
2. Passed in English having full marks of 100 (as per University Rules), AND
3. Passed the previous qualifying examination on or after 2018.

Note: The students in vocational studies are eligible to apply in the following courses if other eligibility criteria are fulfilled: B.A. (Hons) in Bengali, B.A. (Hons) in English, B.A. (Gen), B.Sc. (Gen), B.Sc. (Gen) in Food & Nutrition and B.Com (Gen).

Admission to the Under Graduate Courses is strictly based on the Merit List generated through Online Admission System installed as per West Bengal Higher Education Council's guidelines. For the admission to the Honours Courses, **aggregate marks** shall be calculated by adding the marks of **top four subjects in order of marks secured by a candidate in the H.S./Equivalent examination**. However, **marks in compulsory Environmental Education/Studies shall not be taken into account for calculation of aggregate marks**. If the subject "Environmental Science" is studied as an elective subject of 100 marks, it may be taken into account for the purpose of determining the aggregate marks.

Courses Offered and Eligibility Criteria

Course	Course Structure	Eligibility Criteria (as per W.B.S.U. Norms)
B.A. (Hons.) in Bengali	Six-Semester Course under CBCS as per	<p>FOR GEN./OBC CANDIDATES</p> <p>A minimum of 50% marks in the aggregate and 45% marks in Bengali in H.S. (10+2) /equivalent examination; OR 55% marks in Bengali in H.S.(10+2) / equivalent examination And pass in English (with full marks of 100)</p> <p>FOR SC/ST CANDIDATES</p>

Course	Course Structure	Eligibility Criteria (as per W.B.S.U. Norms)
	W.B.S.U. syllabus	40% in aggregate 40 % marks in Bengali in H.S. (10+2) /equivalent examination AND pass in English (with full marks of 100)
B.A. (Hons.) in English	Six-Semester Course under CBCS as per W.B.S.U. syllabus	<p align="center"><u>FOR GEN./OBC CANDIDATES</u></p> <p>A minimum of 50% marks in the aggregate and 45% marks in English in H.S. (10+2) / equivalent examination; OR 55% marks in English in H.S.(10+2) / equivalent examination And pass in English (with full marks of 100)</p> <p align="center"><u>FOR SC/ST CANDIDATES</u></p> <p>40% in aggregate 40 % marks in English in H.S. (10+2) /equivalent examination AND pass in English (with full marks of 100)</p>
B.A. (Hons.) in History	Six-Semester Course under CBCS as per W.B.S.U. syllabus	<p align="center"><u>FOR GEN./OBC CANDIDATES</u></p> <p>A minimum of 50% marks in the aggregate and 45% marks in History in H.S. (10+2) / equivalent examination; OR 55% marks in History in H.S.(10+2) / equivalent examination And pass in English (with full marks of 100)</p> <p align="center"><u>FOR SC/ST CANDIDATES</u></p> <p>40% in aggregate 40 % marks in History in H.S. (10+2) /equivalent examination AND pass in English (with full marks of 100)</p>
B.A. (Hons.) in Education	Six-Semester Course under CBCS as per W.B.S.U. syllabus	<p align="center"><u>FOR GEN./OBC CANDIDATES</u></p> <p>A minimum of 50% marks in the aggregate and 45% marks in Education or related subject * in H.S. (10+2) / equivalent examination; OR 55% marks in Education or \$ related subject in H.S.(10+2) / equivalent examination And pass in English (with full marks of 100)</p> <p align="center"><u>FOR SC/ST CANDIDATES</u></p> <p>40% in aggregate AND 40 % marks in Education or related subject* in H.S. (10+2) / equivalent examination AND pass in English (with full marks of 100)</p> <p><i>*Related subjects: Psychology/ Philosophy/ Mathematics/ Sociology/ Education/ Economics/ Political Science/ History.</i></p>
B.A. (Hons.) in Sanskrit	Six-Semester Course under CBCS as per W.B.S.U. syllabus	<p align="center"><u>FOR GEN./OBC CANDIDATES</u></p> <p>A minimum of 50% marks in the aggregate and 45% marks in Sanskrit in H.S. (10+2) / equivalent examination; OR 55% marks in Sanskrit in H.S.(10+2) / equivalent examination And pass in English (with full marks of 100)</p> <p align="center"><u>FOR SC/ST CANDIDATES</u></p> <p>40% in aggregate AND 40 % marks in Sanskrit in H.S.(10+2) / equivalent examination AND pass in English (with full marks of 100)</p>
B.Com.(Hons.) (Accounting & Finance Group)	Six -Semester Course under CBCS as per W.B.S.U. syllabus	<p align="center"><u>FOR GEN./OBC CANDIDATES</u></p> <p>A minimum of 50% marks in the aggregate and 45% marks in the subject or related subject* in H.S. (10+2) / equivalent examination;</p> <p>OR 55% marks in the subject or related subject* in H.S.(10+2) /equivalent examination And pass in English (with full marks of 100)</p> <p align="center"><u>FOR SC/ST CANDIDATES</u></p> <p>40% in aggregate AND 40% in subject or related subject* in H.S. (10+2) /equivalent examination AND pass in English (with full marks of 100)</p> <p><i>*Related subjects : Accountancy/ Business Economics including Business Mathematics/ Business Organization/ Mathematics/ Economics/ Statistics/ Commerce/ Accounts/ Business Studies/ Financial Accounting/ Office Management and Secretarial Practice/ Elements of Cost Accountancy and Auditing/ Book keeping/ Business Mathematics/ Cost Accountancy and Principles of Management.</i></p>

Course	Course Structure	Eligibility Criteria (as per W.B.S.U. Norms)
B.Sc. (Hons.) in Food & Nutrition	Six-Semester Course under CBCS as per W.B.S.U. syllabus	<p align="center">FOR GEN./OBC CANDIDATES</p> <p>A minimum of 50% marks in the aggregate and 45% marks in Food and Nutrition or related subject* in H.S. (10+2) / equivalent examination; OR 55% marks in Food and Nutrition or related subject* in H.S.(10+2) / equivalent examination And pass in English (with full marks of 100) And also pass in Chemistry (with a full marks of 100 marks)</p> <p align="center">FOR SC/ST CANDIDATES</p> <p>40% in aggregate AND 40% in Food and Nutrition related subject* in H.S. (10+2) /equivalent examination AND pass in English (with full marks of 100) And pass in Chemistry (with a full marks of 100 marks)</p> <p><i>*Related subject: Chemistry/ Biology.</i></p>
B.Sc. (Hons.) in Human Development	Six-Semester Course under CBCS as per W.B.S.U. syllabus	<p align="center">FOR GEN./OBC CANDIDATES</p> <p>A minimum of 50% marks in the aggregate and 45% marks in Home Science or related subject* in H.S. (10+2) / equivalent examination; OR 55% marks in Human Development or related subject* in H.S.(10+2) / equivalent examination And pass in English (with full marks of 100)</p> <p align="center">FOR SC/ST CANDIDATES</p> <p>40% in aggregate AND 40% in Home Science or related subject* in H.S. (10+2) / equivalent examination AND pass in English (with full marks 100)</p> <p><i>* Related subjects: Education/ Psychology/ Sociology/ Anthropology/ Nutrition/ Economics/ Political Science/ Biology/ Statistics/ Physics/ Chemistry/ Mathematics.</i></p>
B.A. (GEN.)	Six-Semester Course under CBCS as per W.B.S.U. syllabus	PASS in H.S./ equivalent examination (10+2) And pass in English (with paper full marks of 100)
B.Com. (GEN.) (Accounting & Finance Specialization)	Six-Semester Course under CBCS as per W.B.S.U. syllabus	PASS in H.S./ equivalent examination (10+2) And pass in English (with paper full marks of 100) <i>*Related subjects : Accountancy/ Business Economics including Business Mathematics/ Business Organization/ Mathematics/ Economics/ Statistics/ Commerce/ Accounts/ Business Studies/ Financial Accounting/ Office Management and Secretarial Practice/ Elements of Cost Accountancy and Auditing/ Book keeping/ Business Mathematics/ Cost Accountancy and Principles of Management.</i>
B.Sc. (GEN.) in Food & Nutrition	Six-Semester Course under CBCS as per W.B.S.U. syllabus	PASS in H.S./ equivalent examination (10+2) And pass in English (with paper full marks of 100)
B.Sc. (GEN.)	Six-Semester Course under CBCS as per W.B.S.U. syllabus	PASS in H.S./ equivalent examination (10+2) And pass in English (with paper full marks of 100)

Prescribed UG Course Structure (Honours & General) under CBCS

Course Component	B.Sc.		B.A.		B.Com	
	Hons.	General	Hons.	General	Hons.	General
Core Course (CC)	14	12	14	12	14	12
Discipline Specific Elective (DSE) Course	4	6	4	4	4	4
Generic Elective (GE) Course	4	---	4	2	4	2
Ability Enhancement Compulsory Courses (AECC)	2	2	2	2	2	2
Skill Enhancement Courses (SEC)	2	4	2	4	2	4

Distribution of Courses in Different Semesters for B. A. /B. Sc./B. Com. (Honours) Courses under CBCS

Semester	Core Course (CC) (14)	Discipline Specific Elective (DSE) Course (4)	Generic Elective (GE) Course (4)	Ability Enhancement Compulsory Courses (AECC) (2)	Skill Enhancement Courses (SEC) (2)	Total Credit
I	C1 C2		GE1	Environmental Science		20
II	C3 C4		GE2	English/MIL Communication		20
III	C5 C6 C7		GE3		SEC1	26
IV	C8 C9 C10		GE4		SEC2	26
V	C11 C12	DSE1 DSE2				24
VI	C13 C14	DSE3 DSE4				24
Total no. of courses	14	4	4	2	2	140

Distribution of Courses in Different Semesters for B.Sc. (General) Course under CBCS

Semester	Core Course (CC) (12)	Discipline Specific Elective (DSE) Course (6)	Generic Elective (GE) Course (0)	Ability Enhancement Compulsory Courses (AECC) (2)	Skill Enhancement Courses (SEC) (4)	Total Credit
I	DSC 1A DSC 2A DSC 3A			Environmental Science		20
II	DSC 1B DSC 2B DSC 3B			English/MIL Communication		20
III	DSC 1C DSC 2C DSC 3C				SEC1	20
IV	DSC 1D DSC 2D DSC 3D				SEC2	20
V		DSE1A DSE2A DSC3A			SEC3	20
VI		DSE1B DSE2B DSC3B			SEC4	20
Total no. of courses	12	6	0	2	4	120

Distribution of Courses in Different Semesters for B. A. /B. Com. (General) Courses under CBCS

Semester	Core Course (CC) (12)	Discipline Specific Elective (DSE) Course (6)	Generic Elective (GE) Course (0)	Ability Enhancement Compulsory Courses (AECC) (2)	Skill Enhancement Courses (SEC) (4)	Total Credit
I	DSC 1A DSC 2A English			Environmental Science		20
II	DSC 1B DSC 2B English			English/MIL Communication		20
III	DSC 1C DSC 2C MIL				SEC1	20
IV	DSC 1D DSC 2D MIL				SEC2	20
V		DSE1A DSE2A	GE1		SEC3	20
VI		DSE1B DSE2B	GE2		SEC4	20
Total no. of courses	12	4	2	2	4	120

Choice of Subjects

Generic Elective (GE) Subjects for B.A. (Honours) Courses in Semester I to IV under CBCS

Alternative Combinations	<u>Bengali</u> Honours: Generic Elective Subjects :- SANG/ENGG, EDCG/HISG		<u>English</u> Honours: Generic Elective Subjects :- BNGG, SANG/ EDCG/HISG		<u>History</u> Honours: Generic Elective Subjects :- BNGG/SANG/ ENGG/EDCG		<u>Education</u> Honours: Generic Elective Subjects :- BNGG/SANG/ ENGG/HISG		<u>Sanskrit</u> Honours: Generic Elective Subjects:- BNGG/ENGG EDCG/HISG	
	01	02	03	04	05	06	07	08	09	10
01	EDCG	ENGG	EDCG	BNGG	EDCG	BNGG	HISG	SANG	EDCG	ENGG
02	EDCG	SANG	EDCG	SANG	EDCG	ENGG	HISG	ENGG	EDCG	BNGG
03	EDCG	HISG	EDCG	HISG	EDCG	SANG	HISG	BNGG	EDCG	HISG
04	PEDG	HISG	PEDG	HISG	PEDG	SANG	SANG	ENGG	PEDG	HISG
05	PEDG	ENGG	PEDG	BNGG	PEDG	ENGG	SANG	BNGG	PEDG	ENGG
06	PEDG	SANG	PEDG	SANG	PEDG	BNGG	ENGG	BNGG	PEDG	BNGG
07	HISG	SANG	HISG	SANG	SANG	ENGG			HISG	ENGG
08	HISG	ENGG	HISG	BNGG	SANG	BNGG			HISG	BNGG
09	SANG	ENGG	SANG	BNGG	ENGG	BNGG			BNGG	ENGG

Subject codes used:

SANG: Sanskrit

ENGG: English.

HISG: History.

PEDG: Physical Education

HMDG: Human Development.

EDCG: Education.

BNGG: Bengali.

Generic Elective (GE) Subjects for B.Sc. (Honours) courses in Semester I to IV under CBCS

Alternative Combinations	<u>Human Development</u> Honours: Generic Elective Subjects:- CMSG/FNTG/ PHYG		<u>Food and Nutrition</u> Honours : Generic Elective Subjects:- CEMG/MCBG/ PHYG/HMDG	
	01	02	03	04
01	FNTG	CMSG	CEMG	MCBG
02	FNTG	PHYG	CEMG	PHYG
03	FNTG	MCBG	CEMG	HMDG
04	FNTG	CEMG	CEMG	CMSG
05	FNTG	PEDG	CEMG	PEDG
06	CMSG	PHYG		
07	CMSG	MCBG	<u>Subject codes used:</u> CMSG: Computer Science FNTG: Food & Nutrition. PEDG: Physical Education CEMG: Chemistry. MCBG: Microbiology. PHYG: Physiology. HMDG: Human Development.	
08	CMSG	CEMG		
09	CMSG	PEDG		
10	PHYG	CEMG		
11	PHYG	PEDG		
12	MCBG	CEMG		
13	MCBG	PEDG		
14	CEMG	PEDG		

General Core-Subject (DSC) combinations for B. Sc General course in Food & Nutrition in Semester I to IV under CBCS

Sl. No.	Subject - 1	Subject - 2	Subject – 3
01	FNTG	CEMG	MCBG
02	FNTG	CEMG	PHYG
03	FNTG	CEMG	CMSG
04	FNTG	CEMG	HMDG
05	FNTG	MCBG	HMDG
06	FNTG	PHYG	HMDG
07	FNTG	HMDG	CMSG
08	FNTG	MCBG	CMSG
09	FNTG	PHYG	CMSG
10	FNTG	CEMG	PEDG
11	FNTG	PHYG	PEDG
12	FNTG	MCBG	PEDG
13	FNTG	HMDG	PEDG

Subject codes used:

CMSG: Computer Science.

CEMG: Chemistry.

PEDG: Physical Education.

PHYG: Physiology.

HMDG: Human Development.

FNTG: Food & Nutrition.

MCBG: Microbiology

General Core-Subject (SDC) combinations for B. Sc (General) Course in Semester I to IV under CBCS

Sl. No.	Subject - 1	Subject - 2	Subject – 3
01	PHSG	CEMG	MTMG
02	PHSG	MTMG	CMSG
03	MTMG	CEMG	CMSG
04	CMSG	HMDG	CEMG
05	CEMG	PHYG	HMDG
06	CEMG	MCBG	HMDG
07	CEMG	PHYG	CMSG
08	CEMG	MCBG	CMSG
09	HMDG	PHYG	CMSG
10	HMDG	MCBG	CMSG
11	PEDG	HMDG	PHYG
12	PEDG	CMSG	PHYG
13	PEDG	CEMG	PHYG
14	PEDG	HMDG	MCBG
15	PEDG	CMSG	MCBG
16	PEDG	CEMG	MCBG
17	PEDG	CEMG	HMDG
18	PEDG	CEMG	CMSG
19	PHYG	MCBG	PEDG
20	PHYG	MCBG	CMSG
21	PHYG	MCBG	CEMG
22	PHYG	MCBG	HMDG

Subject codes used:

CMSG: Computer Science.

CEMG: Chemistry.

PHSG: Physics

MTMG: Mathematics

PHYG: Physiology

MCBG: Microbiology

PEDG: Physical Education

HMDG: Human Development

General Core-Subject (DEC) & Generic Elective (GE) course combinations of B.A. (General) Course under CBCS

[Two Core Courses in English (Mandatory) for SEM 1 & 2 & Two Core Courses in MIL (Mandatory) for SEM 3 & 4 AND Any TWO Subjects for DSC and ONE subject for GE (For SEM 5 & 6) from Humanities Group]

General Core-Subject (DEC)

Sl. No	Subject – 1	Subject– 2
01	BNGG	SANG
02	BNGG	HISG
03	BNGG	EDCG
04	BNGG	PEDG
05	BNGG	ENGG
06	SANG	HISG
07	SANG	EDCG
08	SANG	PEDG
09	SANG	ENGG
10	HISG	EDCG
11	HISG	PEDG
12	HISG	ENGG
13	PEDG	ENGG
14	ENGG	EDCG

Generic Elective (GE) course: Select One GE subject among the subjects of SANG/ENGG/BNGG/PEDG/EDCG/HISG, which subjects is not taken/select as DSC subjects.

Subject codes used:

SANG: Sanskrit

ENGG: English.

BNGG: Bengali.

PEDG: Physical education

EDCG: Education.

HISG: History.

Ability Enhancement Compulsory Courses (AECC) for B.A/B.Sc/B.Com (Hons & General) under CBCS:

Subject - 1	Subject - 2	Subject – 3
MIL-ENGLISH	MIL-BENGALI	MIL-SANSKRIT

Subject codes used:

MIL-ENGLISH: Modern Indian Language English

MIL-BENGALI: Modern Indian Language Bengali

MIL-SANSKRIT: Modern Indian Language Sanskrit

ELECTIVE SUBJECTS COMBINATION OF B.COM (HONOURS & GENERAL)

B.Com (Honours) in Accountancy

01 Accounts & Finance Group
and

B.Com (General)

01 Accounts & Finance Group

Available Seats - Course & Category wise

Sl.no	Course	General	OBC-A	OBC-B	SC	ST	Total
1	B.A (Bengali) – Hons.	55	10	7	22	6	100
2	B.A (English) – Hons.	41	7	5	17	5	75
3	B.A (History) - Hons.	29	5	4	12	3	53
4	B.A (Education) - Hons.	12	3	2	6	2	25
5	B.A (Sanskrit) - Hons.	12	3	2	6	2	25
6	B.Com (Accountancy) – Hons.	161	29	20	64	18	292
7	B.Sc (Food & Nutrition) – Hons.	60	11	8	24	7	110
8	B.Sc (Human Development) – Hons.	16	3	2	7	2	30
9	B.A (General)	358	65	45	143	39	650
10	B.Com. (General)	80	15	10	32	9	146
11	B.Sc. (Gen. Food & Nutrition)	27	5	4	11	3	50
12	B.Sc. (Gen.)	27	5	4	11	3	50

Course -wise Admission Fees for COVID Pandemic Situation

Sl No	Course	Practical Subjects	Admission Fees
1	Bengali –Hons/ English-Hons/ History-Hons/Education-Hons/ Sanskrit -Hons	No Practical Subjects	1745.00
2	Bengali –Hons/ English-Hons/ History-Hons/Education-Hons/ Sanskrit -Hons	Any subject from- Physical Education/ Human Development	1895.00
3	B.Com – Hons	No Practical Subjects	1895.00
4	Food & Nutrition –Hons	Food & Nutrition and Chemistry and Another subject from /Microbiology/ Physiology/ Computer Science	4145.00
5	Food & Nutrition –Hons	Food & Nutrition and Chemistry and Another subject from Physical Education/ Human Development	4115.00
6	Human Development-Hons	Human Development and Food & Nutrition and Another subject from Chemistry/Microbiology/ Physiology/ Computer Science	2825.00
7	Human Development-Hons	Human Development and Food & Nutrition and Physical Education	2795.00
9	Human Development-Hons	Human Development and Any 2 subject from Chemistry/Microbiology/ Physiology/Computer Science	2705.00
10	Human Development-Hons	Human Development and Physical Education and Another subject from Chemistry/ Microbiology/ Physiology/ Computer Science	2675.00
11	B.Com-General	No Practical Subjects	1745.00
12	B.A.-General	No Practical Subjects	1685.00
13	B.A.-General	Physical Education	1835.00
14	B.Sc-Food & Nutrition-General	Food & Nutrition and Any 2 subject from Chemistry/Microbiology/Physiology/Computer Science	3245.00
15	B.Sc-Food & Nutrition-General	Food & Nutrition and Physical Education and Human Development	3185.00
16	B.Sc-Food & Nutrition-General	Food & Nutrition and Any 1 subject from Chemistry/Microbiology/ Physiology/ Computer Science and Any 1 subject from Physical Education/ Human Development	3215.00
17	B.Sc-General	Any 3 subject from Physics/ Chemistry/Microbiology/ Physiology/ Computer Science	2435.00
18	B.Sc-General	Any 2 subject from Physics/ Chemistry/Microbiology/	2405.00

		Physiology/ Computer Science and Any 1 subject from Physical Education/ Human Development	
19	B.Sc-General	Physical Education and Human Development and Any 1 subject from Physics/ Chemistry/ Microbiology/ Physiology/ Computer Science	2375.00

GUIDELINES FOR ONLINE FORM FILL-UP FOR UG ADMISSION

(UG Online Admission 2021-22 are guided by Notification of Dept. of Higher Education vide No. 706-Edn(CS)/10M-95/14, date 13/07/2021 and Notification of West Bengal State University Ref. No. WBSU/Reg/UG/Online/Admission/77/2021-22, dt. 22/07.2021)

1. **Fill up the Online Application Form with correct data** using the link provided in the home page of College Website www.sreechaitanyamahavidyalaya.ac.in
2. **Upload scanned copies of documents (Mandatory)**
The applicant is required to **upload the scanned copies** of (i) **Passport size photo**, (Image Format, size 1kb to 30kb) (ii) **Signature of applicant**(Image Format, size 1kb to 20kb) (iii) **Mark sheet** of H.S./ equivalent examination (PDF Format, size 1kb to 150kb) and (iv) **Caste Certificate** of reserved candidates (PDF Format, size 1kb to 150kb). The scanned copies of the documents are required for e-verification, for which the documents must be clearly readable.
3. **Merit list of candidates** eligible for admission will be published on notified date after e-verification of the documents.
4. **SMS and Email Alert**
The candidates **enlisted for admission** will receive **SMS and/or Email Alert** from the college.
5. **Admission Fees Payment**
The candidate whose name appears in admission list and received **SMS and/or Email Alert** from the college is required to login again to deposit the requisite **Admission Fees only** through **online Payment Gate-Way Mode** strictly **within the due date** as mentioned.
6. **Submission of Documents at College Office (Mandatory)**
The candidates are required to submit the under-mentioned documents **on notified date for final verification**:
(i) Two copy of Filled-up **Application Form**,
(ii) One copy of **money receipt generated from payment gate-way** (college copy)
(iii) Original & Photocopy of **Age Proof, HS Mark sheet & Certificate, Caste Certificate** (If any),
(iv) **School Leaving Certificate** (original).
7. **Admission will be cancelled if the documents are found not in conformity with the declaration in the forms submitted on-line.**

Note:

- Applicants must preserve the unique Application No for any future reference like admission.
- Applicant should keep receipt **copy of money receipt generated from payment gate-way** safely. College copy will be required to be deposited at the time of final verification.
- Applicants are requested to visit the Applicant Panel frequently for getting admission related notices, information, payment status etc.
- **If at any stage of the admission process, marks or any information entered in online application system is found incorrect, the application will be rejected and no claims of refund of admission fees will be entertained.**
- **In case of any query regarding Online Admission, contact helpline:**
Email ID: scmonlineadmission@gmail.com or Call 6291796572 (from 10.00 am to 5.00 pm)

Students' Section



Space for viewing pdf. uploads

- STUDENTS' FEE STRUCTURE
- TIME TABLE
- NOTICES FOR SPECIAL CLASSES
- COLLEGE U.G. TEST EXAMINATION SCHEDULES
- UNIVERSITY PRACTICAL (INTERNAL) EXAMINATIONS
- NOTICES OF P.G. CURRICULUMS
- P.G. EXAMINATION SCHEDULES
- U.G. EXAMINATION RESULTS
- LIBRARY BOOKS – RECENT DEFAULTERS LIST

Etc.....



Rules & Regulations

Discipline

The students are specially required to maintain proper atmosphere of education within the college campus by abiding by at least the following rules:-

- They should not leave the classroom during class hours without the permission of the teachers.
- They should not loiter on the corridor during the class hours.
- They should not write anything or paste any paper on the college walls.
- They should not pluck flowers from the garden and should take every step to keep garden clean and beautiful.
- The students must remember that the college is theirs and it is their duty to keep the college neat and clean in all respects.

Attendance

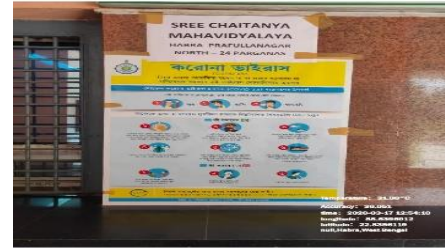
The students are required to attend the classes regularly and punctually. If they fail to attend 75% of the lectures delivered they will be declared non-collegiate and in that case they may have to pay a sum of Rs.200/- each to University in order to be eligible for appearing at the Final examination conducted by the University. If the percentage of attendance falls short of 60% of the lectures delivered they will be declared non-collegiate, in which case they will not be allowed to appear in the Final Examination of the University.

The College follow the academic calendar year (July-June).

College Hours

The normal working hours is from **8.00 a.m. to 2.30 p.m.**

Campus Events



GAMES & SPORTS EVENTS

College has two playgrounds where volleyball, badminton, netball, kho -kho, kabaddi and cricket are played. There is a good arrangement for indoor games like carom, table tennis etc. The college football, cricket and kabaddi teams regularly take part in different local and Calcutta University/ West Bengal State University/ Government level tournaments.

REGULAR CAMPUS EVENTS



LITERARY ACTIVITIES

In order to promote literary aptitudes of the students, wall magazines are regularly published. Besides, there is the college magazine 'PRANHYA' published once a year.



DEBATES & QUIZ COMPETITION

Debates and Quiz Competitions are organized at regular intervals with the active participation of the Students' Union of the College



CULTURAL FUNCTIONS

Cultural functions are regularly held under the guidance of teachers and with the help of the Students' Union of the college.

CELEBRATION OF BIRTH ANNIVERSARIES

College organize anniversaries of distinguished poets, reformists and freedom fighters every year.



CELEBRATION OF MOTHER LANGUAGE DAY

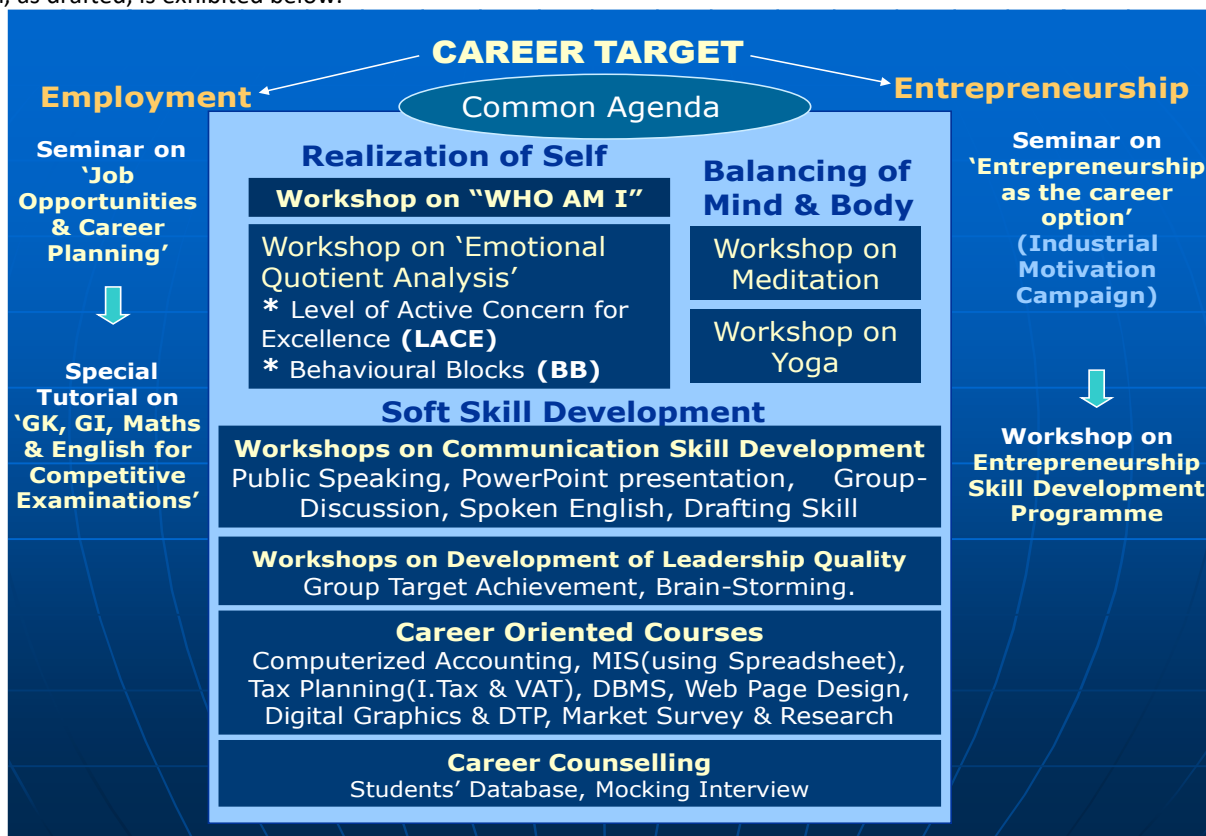
The College celebrates on 21st February every year with flower decorations, songs, and students' seminars.

CELEBRATION OF INTERNATIONAL WOMEN'S DAY The College celebrates on 8th March

Career Development Cell



The Career Development Cell was formed with the objective to guide the students to attain their career target of gainful employment. The students are introduced with the niceties of entrepreneurial skills and the prospects and challenges in the arena of self-employment. The cell organizes seminars and other programmes to help the students in opting career, the methodology of which, as drafted, is exhibited below.



On 20th September 2007 the cell organized a seminar on "Job Opportunities For The Commerce Students". The cell also organized one-day workshop on "Awareness Cum Industrial Motivation Campaign" in collaboration with MSME, Government of India on 23rd December 2008. On 1st December 2009 a 'Awareness-cum-Industrial Motivation Camp' was conducted in collaboration with MSME, Govt. of India. In addition to this one pre-camp Workshop on 'Emotional Quotient Analysis' on 10th November 2009 & 17th November 2009. Two programmes were organized in the year 2011, on "Employment Opportunities of the Students –B.Com, B.Sc.& B.A." as well as "Computerized Accounting Workshop for the Commerce Students". During the recent academic years, the following Workshops and Seminars were organized once every year.

- Seminar for Backward Class students titled 'Government Support Welfare Schemes for Backward Classes'.
- Seminar on 'Opportunities for self employment'.
- Seminar on 'Job Opportunities and Career Planning'.

Many job oriented and career oriented periodicals and reference books containing project reports of various industries are kept in the library of the college for ready reference.

COMMUNITY OUTREACH PROGRAMMES



Different community outreach programmes are organized with a view to create awareness among the students regarding their responsibilities and commitments towards the society. Moreover the institution as a whole also never denies its obligations towards the society, therefore under the direct management of the college various awareness programmes are also held. One such programme was held on 5th March 2009 in the Seminar Room of the college on 'Awareness Campaign On Income Tax Compliance' with the active participation of the local businessmen and other taxpayers. Community outreach programmes in the forms of blood donation camps, pollution control drives are also regularly conducted with the direct involvement of the students. The students organize various programmes in close collaboration with the local people.

National Service Scheme (NSS)

In the academic year 2014-15, NSS Unit under West Bengal State University commenced in the College with the main focus on :-

- Personality development of the student volunteers and their acquiring of leadership qualities through social service.
- To help the students to gain skills and develop capacity through work experiences in real life community services, thereby gaining social acceptability through public contact developments.



Our Thrust Areas of Work

- Rural Community Development
 - Public health awareness & medical camp
 - Self employment
 - literacy & primary education
- Entrepreneurship Development (including skill development and liaison works with banks/ govt. bodies)
- Mass Literacy and Primary Education
- Environment Preservation (mass forestation, clean campus & locality)
- Public Education in health care & hygiene, nutrition and public health awareness (including adolescent health development programme).
- Public Education in Consumer Protection & Legal awareness
- Disaster Management

Community service by student-volunteers may cover several aspects like adoption of villages, through **Special Camps** in the adopted villages for intensive development work, carrying out the medico-social surveys, organizing medical centres, sanitation drives, adult education programmes for the weaker sections of the community, blood donation, helping orphanages and the physically handicapped persons.

NSS SYMBOL

The EIGHT BARS IN THE WHEEL represent the 24 Hours of a day.

The RED colour indicates, active, energetic and full of high spirit.

The NAVY BLUE colour indicates the cosmos of which the NSS is, tiny part, ready to contribute its share for the welfare of the mankind.



Motto :

"Not Me But You"

Reflects the essence of democratic living and upholds the need for self-less service.



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“Arise, awake and stop not till the goal is reached.”
“All power is within you. You can do anything and everything.”

[Swami Vivekananda](#)

"It is the supreme art of the teacher to awaken joy in creative expression and knowledge."

[Albert Einstein](#)

s"The difference between a successful person and others is not a lack of strength,
not a lack of knowledge, but rather a lack of will."

[Vince Lombardi](#)