



No.	Section	List the documents to be reviewed by the auditor	Reference to part of the balance sheet	No. of pages	Auditor's rating (A, B, C)	Copy to be made (Yes/No)	No. of hours spent (0.25, 0.5, 1.0)	Percentage of total hours	Comments
A	Cash and Bank Balances	1. Cash and bank statements for the period under audit. 2. Bank pass books for the period under audit. 3. Cheques and other negotiable instruments. 4. Receipts and other documents. 5. Statement of financial position. 6. Statement of profit and loss. 7. Statement of assets and liabilities. 8. Statement of cash flows. 9. Statement of changes in equity. 10. Statement of financial position at the beginning and end of the period.	Cash and Bank Balances	10	C	No	50	50%	1. Cash and bank statements for the period under audit. 2. Bank pass books for the period under audit. 3. Cheques and other negotiable instruments. 4. Receipts and other documents. 5. Statement of financial position. 6. Statement of profit and loss. 7. Statement of assets and liabilities. 8. Statement of cash flows. 9. Statement of changes in equity. 10. Statement of financial position at the beginning and end of the period.
B	Trade Payables	1. Trade payables ledger. 2. Supplier statements. 3. Invoices. 4. Purchase orders. 5. Receipts. 6. Statement of financial position. 7. Statement of profit and loss. 8. Statement of assets and liabilities. 9. Statement of cash flows. 10. Statement of changes in equity.	Trade Payables	20	B	No	60	60%	1. Trade payables ledger. 2. Supplier statements. 3. Invoices. 4. Purchase orders. 5. Receipts. 6. Statement of financial position. 7. Statement of profit and loss. 8. Statement of assets and liabilities. 9. Statement of cash flows. 10. Statement of changes in equity.
7	Trade Receivables	1. Trade receivables ledger. 2. Customer statements. 3. Invoices. 4. Sales orders. 5. Receipts. 6. Statement of financial position. 7. Statement of profit and loss. 8. Statement of assets and liabilities. 9. Statement of cash flows. 10. Statement of changes in equity.	Trade Receivables	10	A	Yes	90	90%	1. Trade receivables ledger. 2. Customer statements. 3. Invoices. 4. Sales orders. 5. Receipts. 6. Statement of financial position. 7. Statement of profit and loss. 8. Statement of assets and liabilities. 9. Statement of cash flows. 10. Statement of changes in equity.
8	Fixed Assets	1. Fixed assets ledger. 2. Depreciation schedule. 3. Purchase invoices. 4. Sale invoices. 5. Statement of financial position. 6. Statement of profit and loss. 7. Statement of assets and liabilities. 8. Statement of cash flows. 9. Statement of changes in equity.	Fixed Assets	10	A	Yes	90	90%	1. Fixed assets ledger. 2. Depreciation schedule. 3. Purchase invoices. 4. Sale invoices. 5. Statement of financial position. 6. Statement of profit and loss. 7. Statement of assets and liabilities. 8. Statement of cash flows. 9. Statement of changes in equity.



No.	Task/Subject	Learning Objectives/Activities/Assessments	Instructional Methods/Activities	Duration (Hours)	Prerequisite(s) (e.g., English 101, Math 101, etc.)	Grade/Score	Weight (%)	Notes/Comments
<b>GENERAL EDUCATION REQUIREMENTS AND PROGRAMS</b>								
14	Research Paper	1. Identify a research topic. 2. Conduct research on the topic. 3. Analyze and synthesize information. 4. Write a clear and concise paper. 5. Revise and edit the paper. 6. Present the paper to the class.	Research Methods	3 3 3 3		A	150	1. All students must write a research paper. 2. All students must present their research paper to the class.
15	Speech Presentation	1. Prepare a speech on a given topic. 2. Deliver the speech to the class.	Speech Presentation	3 3		B	60	1. All students must give a speech. 2. All students must be evaluated on their speech.
<b>GENERAL EDUCATION REQUIREMENTS</b>								
16	Introduction to Psychology	1. Understand the scientific method. 2. Identify the major schools of thought in psychology. 3. Explain the relationship between biology and psychology. 4. Describe the development of the mind.	Psychology	3		A	120	1. All students must take this course. 2. All students must pass this course.
<b>STUDENT ACTIVITIES</b>								
17	Student Activities	1. Participate in student organizations. 2. Engage in community service.	Student Activities	3		A	60	1. All students must participate in student activities. 2. All students must be evaluated on their participation.

Approved by the Board of Trustees

Approved by the Faculty

Approved by the Administration

*[Signature]*  
 PRINCIPAL  
 St. Joseph's College  
 1000 University Avenue  
 St. Joseph, MO 64506



## PERSONAL PROFILE



LECTURER IN COMMERCE

**Smt. B. Vanaja Ratnam**

QUALIFICATION : M.Com., M.B.A., UGCNET

EXPERIENCE : 19 Years

### ACTIVITIES

- Women Empowerment Cell Member
  - Consumer Club Member
  - Poor Student Aid Member

## ANNUAL CURRICULAR PLAN – DEPARTMENT OF COMMERCE) 2022-2023

S.K.R.COLLEGE FOR WOMEN, RAJAHMUNDRY

CLASS & GROUP: I B.COM[GENERAL &COMPUTER APPLICATIONS]

NAME OF THE LECTURERS:

1. Maj.Dr.B.Kalyani ,2. .Smt.B.Vanaja Ratanam, 3. Smt. S.Lakshmi

**SEMESTER : I**

MONTH	PAPER	Hours available	Syllabus Topic	Additional input/Value addition to be provided/taught	Curricular Activity				Co-Curricular Activity				Remarks
					Activity to be conducted	Hours allotted	Whether Conducted	If not alternate date	Activity to be conducted	Hours allotted	Whether Conducted	If not alternate date	
NOV.	FA-I		Introduction to Accounting	--	----	---	---	---	----	--	--	--	
	BOM	12	Introduction concepts of Business-Trade, Commerce and Industry		Assignment	1	Yes						
	BEnv	11	Overview of Business Environment		Assignment	1	Yes		Seminar	1	Yes		
	IT	11	Introduction of Computers- Computer Architecture- Operating System		Assignment	1	Yes		Q.A	1	Yes		
DEC.	FA-I	15	Subsidiary Books		Assignment, MID-I	1	Yes		Q.A	1	Yes		
	BOM	19	Forms of Business Organisations		Assignment, MID-I	1	Yes		Seminar	1	Yes		
	BEnv	13	Economic Environment		Assignment, MID-I	1	Yes		Q.A	1	Yes		

	IT	13	MS-WORD		Assignment, MID-I, Student Seminar	1	Yes		QUIZ	2	Yes		
JAN.	FA-I	10	Bank Reconciliation Statement	Lecture on Opportunities in industries for degree students	Assignment, Student Seminar	1	Yes						
	BOM	15	Company Incorporation					Seminar	1	Yes			
	BEnv	09	Economic and Industrial Policy										
	IT	09	MS-EXCEL					Seminar	1	Yes			
FEB.	FA-I	14	Bills of Exchange		MID-II, Assignment, Student Seminar	1	Yes		Q.A	1	Yes		
	BOM	14	Introduction to Management					QUIZ	1	Yes			
	BEnv	11	Social, Political and Legal Environment					Seminar	1	Yes			
	IT	11	MS- POWER POINT										
MAR.	FA-I	15	Trial Balance and Rectification of Errors		Assignment	1	Yes		Q.A	1	Yes		
	BOM	10	Functions of Management		Assignment	1	Yes						
	BEnv	06	Global Environment		Assignment	1	Yes		Q.A	1	Yes		
	IT	06	MS-ACCESS		Assignment	1	Yes		Seminar	1	Yes		





# TEACHING DIARY FOR THE YEAR 2022 - 2023

Name of the Department / Subject: Commerce

Name of the Lecturer: B. VANAJA RATNAM

S. No.	Date	Day	Class	Period / Time	Mode	Theory / Practical	Topic Covered	Methodology Adopted	No. of Students attended	Teaching Aids Used	Student Activity Conducted	Remarks
1	4/1/22	Friday	I B.Com	2nd	EH	Theory	Introduction of Business Environment	Lectures	15	Black board		
	5/1/22	Saturday	I B.Com	3rd	EH	Theory	Meaning of Business and Environment	Lectures	38	Text book		
	7/1/22	Monday	I B.Com	5th	EH	Theory	Concept of Business	Lectures	38	Projector		
	9/1/22	Wednesday	I B.Com	1st	EH	Theory	Meaning and concept of Business Environment	Lectures	14	Black board		
	10/1/22	Thursday	I B.Com	5th	EH	Theory	Nature of Business Environment	Lectures	36	Drawing Board	S.P.A	
	11/1/22	Saturday	I B.Com	3rd	EH	Theory	Significance of Business Environment	Lectures	36	Text book		
	14/1/22	Monday	I B.Com	5th	EH	Theory	Need of study of Business Environment	Lectures	12	Projector		
	16/1/22	Wednesday	I B.Com	1st	EH	Theory	Components of Business Environment	Lectures	42	Black board		
			II B.Com	2nd	EH	Theory	History of Advertising	Lectures	41	Text book		
			II B.Com	4th	EH	Accounts	Costing - importance and need	Lectures	16	Black board		
			II B.Com	5th	TH	Theory	-	Lectures	13	Projector		
	17/1/22	Thursday	I B.Com	3rd	EH	Accounts	-	Lectures	35	Text book		
			II B.Com	4th	EH	Accounts	Cost Management - Advantages	Lectures	35	Black board	Seminar/Assignment	
			I B.Com	5th	EH	Theory	Internal Environment	Lectures	15	Text book		
	18/1/22	Friday	II B.Com	1st	TH	Accounts	Cost control and cost reduction	Lectures	15	Text book		
			II B.Com	3rd	EH	Accounts	-					
			II B.Com	5th	EH	Theory	Meaning of Advertising Definitions	Lectures	14	Black board		
	19/1/22	Saturday	II B.Com	2nd	EH	Theory	Features and Purposes of Advertising	Lectures	15	Text book		
			I B.Com	3rd	EH	Theory	External Environment	Lectures	15	Text book		
	21/1/22	Monday	II B.Com	1st	TH	Accounts	Steps in cost control	Lectures	17	Black board		
			II B.Com	3rd	EH	Accounts	-	Lectures	44	Projector		
			II B.Com	4th	EH	Theory	Benefits of Advertising	Lectures	44	Projector		
			I B.Com	5th	EH	Theory	Micro Environment and its factors	Lectures	20	Black board		
	20/1/22	Tuesday	II B.Com	1st	EH	Accounts	-	Lectures	18	Text book		
			II B.Com	2nd	EH	Theory	Economic Aspects of Advertising	Lectures	19	Black board	S.P.A	
			II B.Com	5th	TH	Accounts	Requisites of Effective Costing	Lectures	19	Projector		
	22/1/22	Wednesday	I B.Com	1st	EH	Theory	Macro Environment	Lectures	41	Black board		
			II B.Com	2nd	EH	Theory	Social Aspects of Advertising	Lectures	14	Text book		
			II B.Com	4th	EH	Accounts	-	Lectures	46	Projector		
			II B.Com	5th	TH	Accounts	Advantage of cost control	Lectures	46	Black board		
	24/1/22	Thursday	II B.Com	2nd	EH	Accounts	-	Lectures	19	Projector		
			II B.Com	3rd	TH	Accounts	Cost Reduction	Lectures	14	Text book		
			I B.Com	5th	EH	Theory	Economic Environment-Nature	Lectures	15	Projector		
	25/1/22	Friday	II B.Com	1st	TH	Accounts	Cost control system comparison	Lectures	50	Black board		

B. Vanaja Ratnam  
Signature of the Lecturer

\_\_\_\_\_  
Signature of the Department In-Charge

\_\_\_\_\_  
Signature of the Principal  
L.R. Government Degree College (Women)  
RAJAHMENDRAVARAM  
East Godavari Dist., Andhra Pradesh

# TEACHING DIARY FOR THE YEAR 2022 - 2023

Name of the Department / Subject: Commerce

Name of the Lecturer: B. Vignayalakshmi

S. No.	Date	Day	Class	Period / Time	Hour	Theory / Practical	Topic Covered	Methodology Adopted	Unit / Sub-Unit / Chapter	Teaching Aids Used	Student Activity Conducted	Remarks
			III B.Com	3rd	EM	Accounts						
			III B.Com	5th	EM	Theory	Ethical aspects of Advertising	Lectures	10	Text book		
28/1/22	Saturday		III B.Com	2nd	EM	Theory	Role of Advertising	Lectures	51	Black board		
			I B.Com	5th	EM	Theory	Political & legal environment	Lectures	20	Text book		
29/1/22	Monday		III B.Com	1st	T.H	Accounts	scope and areas of cost-accounting	Lectures	10	Black board		
			III B.Com	2nd	EM	accounts		Lectures	19	Text book		
			III B.Com	4th	EM	Theory	Features of social Advertising	Lectures	34	Black board		
			I B.Com	5th	EM	Theory	Socio - cultural environment	Lectures	34	Text book		
30/1/22	Tuesday		III B.Com	1st	EM	Accounts	cost accounting and value analysis	Lectures	34	Text book		
			III B.Com	2nd	EM	Theory	Merits & demerits of social advertising	Lectures	13	Text book		
			III B.Com	5th	T.H	Accounts		Lectures	46	Black board		
30/1/22	Wednesday		I B.Com	1st	EM	Theory	Demographic and Technological enviro	Lectures	46	Black board		
			III B.Com	2nd	EM	Theory	Areas covered under social Advertising	Lectures	34	Black board		Q & A
			III B.Com	4th	EM	Accounts		Lectures	12	Text book		
			III B.Com	5th	T.H	Accounts	tools and techniques of cost accounting	Lectures	13	Text book		
			III B.Com					Lectures	13	Black board	Assignment	
11/2/22	Thursday		III B.Com	3rd	EM	Accounts		Lectures	20	Text book		
			III B.Com	4th	EM	Accounts	Cost Audit and its aspects	Lectures	20	Black board		
			I B.Com	5th	EM	Theory	Natural / Physical Environment	Lectures	37	Black board		
12/2/22	Friday		III B.Com	1st	T.H	Accounts	Financial Audit	Lectures	13	Black board		
			III B.Com	3rd	EM	Accounts		Lectures	22	Black board		
			III B.Com	5th	EM	Theory	Advertising and Marketing mix	Lectures	44	Text book		
13/2/22	Saturday		III B.Com	2nd	EM	Theory		Lectures	36	Text book		
			I B.Com	3rd	EM	Theory	International / Global Environment	Lectures	11	Black board		
			III B.Com	4th	EM	Theory	Advantages of Advertising	Lectures	13	Text book		
			I B.Com	5th	EM	Theory		Lectures	47	Black board		
13/2/22	Tuesday		III B.Com	1st	EM	Accounts		Lectures	47	Text book		
			III B.Com	2nd	EM	Theory	Dis advantages of Advertising	Lectures	11	Black board		Q & A
			III B.Com	5th	T.H	Accounts	cost audit aspects	Lectures	14	Text book		
14/2/22	Wednesday		I B.Com	1st	EM	Theory	Relationship between business & society	Lectures	40	Text book		
			III B.Com	2nd	EM	Theory	Steps involved in process of Audit	Lectures	40	Black board	Assignment	
			III B.Com	4th	EM	Theory		Lectures	11	Text book		
			III B.Com	5th	T.H	Theory	Auditing techniques	Lectures	20	Black board		
15/2/22	Thursday		I B.Com	1st	EM	Theory		Lectures	11	Text book		

B. Vignayalakshmi  
Signature of the Lecturer

Deepa S  
Signature of the Department in-Charge

Signature of the Principal  
PRINCIPAL  
S.K.R. Government Degree College (Women)  
RAJAHMUNDRAM.

## TEACHING DIARY FOR THE YEAR 2022 - 2023

Name of the Department / Subject: Commerce

Name of the Lecturer: B. Uma Devi

Month & Year: \_\_\_\_\_

S. No.	Date	Day	Class	Period / Time	Topic	Theory / Practical	Topic Covered	Methodology Adopted	No. of Slides / Minutes	Teaching Aids Used	Student Activity Conducted	Remarks
9/12/22		Friday	IIB Com	1	EH Theory		Awareness in social control	Lectures	15	Text book		
				2	EH Account	Cash flow statement and its ratios	Lectures	38	Text book			
				3	EH Theory	Advertising and media planning	Lectures	38	Black board			
10/12/22	Monday	IIB Com	1	TU Theory	Account	Cash control and cash collection	Lectures	14	Black board	Q & A		
			2	EH Account	Cash flow statement, Provisions	Lectures	36	Black board	Summary			
			4	EH Theory	Stages of advertising	Lectures	36	Text book				
11/12/22	Tuesday	IIB Com	5	EH Theory		Economic system in India	Lectures	12	Black board			
			1	EH Account	Cost of sales and inventory problems	Lectures	42	Text book				
			2	EH Theory	Population and control of population	Lectures	42	Black board				
12/12/22	Wednesday	IIB Com	3	TU Theory		Cash audit, Efficiency audit	Lectures	16	Text book			
			1	EH Theory		Socialism, Features of socialism	Lectures	13	Black board	Q & A		
			2	EH Theory	Major institutions of advertising	Lectures	35	Text book	Summary			
13/12/22	Thursday	IIB Com	4	EH Account		Construction statement, Provisions	Lectures	35	Black board			
			5	EH Account		Advantages and disadvantages of cost accounting	Lectures	15	Text book			
			1	TU Theory		Structure of Indian Economy	Lectures	15	Black board			
14/12/22	Friday	IIB Com	3	EH Account		Ratio analysis, classification of ratios	Lectures	14	Text book			
			4	TU Account		Activity Based costing	Lectures	15	Black board			
			5	TU Theory		Structure of Indian Economy	Lectures	15	Text book			
15/12/22	Saturday	IIB Com	1	TU Theory		Marketing techniques	Lectures	17	Black board			
			3	EH Account		Ratio analysis, Provisions	Lectures	41	Text book			
			5	EH Theory		Stages of advertising	Lectures	44	Black board			
16/12/22	Sunday	IIB Com	2	EH Theory		Condition in advertising	Lectures	30	Text book			
			3	EH Theory		Socialism: its merits and demerits	Lectures	18	Black board			
			1	TU Account		Ratio analysis, Profit analysis	Lectures	19	Text book			
17/12/22	Monday	IIB Com	2	EH Account		Ratio analysis, Provisions	Lectures	41	Black board			
			4	EH Theory		Advertising process	Lectures	41	Text book			
			5	EH Theory		Indian Economy	Lectures	14	Black board			
18/12/22	Tuesday	IIB Com	1	EH Account		Ratio analysis, Provisions	Lectures	46	Text book			
			2	EH Theory		Models of consumer behaviour	Lectures	46	Black board	Summary		
			3	TU Theory		Cost volume profit analysis	Lectures	17	Text book			
19/12/22	Wednesday	IIB Com	1	EH Theory		Economic Planning in India	Lectures	14	Black board	Q & A		
			2	EH Theory		Methods of media budget	Lectures	50	Text book			
			5	TU Theory		Marginal costing	Lectures	15	Black board			

B. Uma Devi

Signature of the Lecturer

B. Uma Devi

Signature of the Department In-Charge

Signature of the Principal

S.S. Government Degree College (Women)  
RAJANAGHENDRAPUR  
East Godavari Dist., Andhra Pradesh

# TEACHING DIARY FOR THE YEAR 2021 - 2022

Name of the Department / Subject: Commerce

Name of the Lecturer: B. Vangaja Rani

S. No.	Date	Day	Class	Period / Time	Unit	Theory / Practical	Topic Covered	Methodology Adopted	No. of Students attended	Teaching Aids Used	Student Activity Conducted	Remarks
	22/12/21	Tuesday	T.B.Com	1	EH	Theory	Main objectives of Economic Pricing	lectures	10	Text book		
			T.B.Com	2	EH	Theory	Ratio Analysis - Problems worksheet	lectures	5.5	Black board		
			T.B.Com	4	T.H	Account	Marginal costing - Problems worksheet	lectures	20	Text book		
			T.B.Com	5	EH	Theory	Main objectives of Economic Pricing	lectures	10	Text book		
	23/12/21	Friday	T.B.Com	1	T.H	Account	Marginal costing - Problems worksheet	lectures	19	Black board	Q&A	
			T.B.Com	3	EH	Accounts	Ratio Analysis - Problems worksheet	lectures	3.4	Text book		
			T.B.Com	5	EH	Theory	Scarcity in Advertising	lectures	3.4	Text book		
	24/12/21 to 26/12/21	- Christmas holidays										
	27/12/21 to 29/12/21	- Casual leave approval										
	30/12/21	Friday	T.B.Com	1	T.H	Theory	Marginal costing, Problems worksheet	lectures	13	Text book		
			T.B.Com	3	EH	Accounts	Ratio Analysis - Problems worksheet	lectures	4.6	Black board	Sainav	
			T.B.Com	5	EH	Accounts	Factors of scarcity	lectures	4.6	Text book		
	31/12/21	Saturday	T.B.Com	2	EH	Theory	Copy writing, Print copy	lectures	3.4	Black board		
			T.B.Com	3	EH	Theory	Indian Structure of Economy	lectures	12	Text book		
	1/1/22	Sunday	T.B.Com	1	EH	Theory	New year calculations	lectures		Black board		
	9/1/22	Tuesday	T.B.Com	1	EH	Theory	Features of India's five year Plans	lectures	13	Text book		
			T.B.Com	5	EH	Theory	Plan structure	lectures	13	Text book		
			T.B.Com	2	EH	Theory	Scarcity in Advertising Media	lectures	30	Black board		
			T.B.Com	4	T.H	Acco	Marginal costing, Problems worksheet	lectures	37	Black board	Q&A	
	11/1/22	Friday	T.B.Com	1	T.H	Accounts	Marginal costing Problems worksheet	lectures	13	Text book		
			T.B.Com	3	EH	Account	Marginal Costing	lectures	47	Black board		
			T.B.Com	5	EH	Theory	Importance of Advertising Media	lectures	44	Text book	Sainav	
	14/1/22	Saturday	T.B.Com	2	EH	Theory	Advertising Media	lectures	26	Text book		
			T.B.Com	3	EH	Theory	India's five year Plans	lectures	11	Text book		
	15/1/22	Tuesday	T.B.Com	1	EH	Theory	India's five year plans	lectures	13	Text book		
			T.B.Com	3	EH	Accounts	Types of Budgets	lectures	47	Black board	Q&A	
			T.B.Com	4	T.H	Theory	Marginal costing	lectures	47	Black board		
			T.B.Com	5	EH	Theory	India's five year Plans	lectures	11	Text book		
	16/1/22	Friday	T.B.Com	1	T.H	Accounts	Marginal costing - Problems worksheet	lectures	17	Text book		
			T.B.Com	3	EH	Theory	Scarcity in Advertising Media	lectures	40	Black board		
	17/1/22	Saturday	T.B.Com	2	EH	Theory	Advertising Media - its introduction	lectures	40	Text book	Assignment	
			T.B.Com	3	EH	Theory	India's five year plans - III, IV, V	lectures	11	Black board		
	18/1/22	Sunday	T.B.Com	1	EH	Account	Marginal costing - Applying worksheet	lectures	20	Text book		

B. Vangaja Rani  
Signature of the Lecturer

Signature of the Department In-Charge

Signature of the Principal  
S.R. Government Degree College (Women)  
RAJMAHENDRAPURAM

Hours Required	18
Learning Objectives	After learning this topic students will be able to understand the role of Advertising.
Previous Knowledge to be reminded	Marketing, Consumer Behaviour
Topic Synopsis	Introduction of Advertising.

Introduction:- The company needs to direct the flow of goods and services from producer to the customer. In order to satisfy the human needs through exchange process. To do this we have to identify the specific needs of the customer and provide the products or services that satisfy their needs.

History of Advertising:-

In 3000 B.C. Babylonia merchants hired painters to paint their wares to perspective, customers and placed signs over their door ways to indicate what they sold.

In 4000 B.C. wall or rock painting for commercial advertising was used.

Meaning of Advertising:- Advertising is a form of non-personal communication of product, service or ideal by an identified sponsor. It includes attracting public attention.

According to Wheeler "Advertising is any form of paid non-personal presentation of ideal, goods or services for the purpose of educating people to buy".

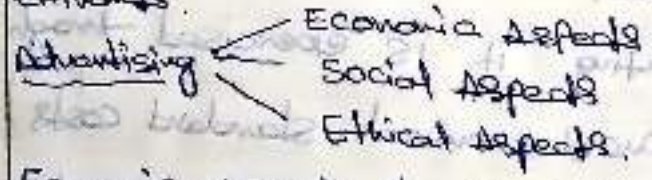
Features of Advertising:- ① Non-personal ② Persuasive ③ Provide information ④ Paid for ⑤ Identified sponsor.

Thrust areas	customer research, visual design.
Skill to be learnt by Student	Social Media Ads, Affiliate Marketing
Examples/Illustrations	Direct Marketing, Television Advertisement
Additional Inputs	Quality inputs.

Teaching Models used	Black Board
Teaching Aids used	Black Board,
References cited	C.H. Jayashankar Prasad, K. Raghunairayam
Student Activity planned after the teaching	Question and Answers
Activity planned outside classes	Assignment
Any other	Seminar, PPT

Purposes of Advertising :- ① Enhancing Market share ② Communicate a Price deal ③ To build brand recognition ④ To enhance service quality ⑤ To communicate innovative Technology ⑥ Helps to expand and explore new markets.

Functions of Advertising :- ① Provide information ② Consumer choice ③ Enhance brand Image ④ Enhancing Demand ⑤ Effective in the Market ⑥ Profit Maximisation ⑦ Cost Effective ⑧ Barring New Entrants.



Economic Aspects of Advertising ① Enhance Product value ② Enhance Product utility ③ Reduce prices ④ Reduce Product cost ⑤ Reduce Distribution costs ⑥ Enhance Demand and choice

Social Aspects of Advertising :- ① Public relations Advertising ② Public attention towards the societies issues ③ Non-commercial ④ Idea of folk culture ⑤ It ensures consumer welfare.

Areas covered under Social Advertising ① Healthcare ② Childcare ③ Education ④ Family welfare ⑤ Dairy prevention ⑥ Safety related

Ethical aspects of Advertising :- ① Truth ② Avoid Misrepresentation ③ Avoid invasion ④ Avoid Misuse of Testimonials ⑤ Substantiating Evidence ⑥ Avoid deception ⑦ Avoid Psychoactive Ads.

Demerits :- ① company may lose its loyal customers ② Destroys the business Image ③ It leads to dissimulation of customers

P. Ramesh  
 PRINCIPAL

K. Ramesh  
 Incharge

B. Raju  
 Lecturer

Hours Required	20
Learning Objectives	After learning this topic, student able to know the difference between cost control & cost reduction.
Previous Knowledge to be reminded	Cost, financial Accounting.
Topic Synopsis	Introduction of cost Accounting

**Cost Management**:- it is a new entrant in the terminology of Management and is widely used these days in the business world. it identifies, collects, measures, classifies and reports information that is useful to managers in costing, planning, controlling and decision making".

**Cost control and cost reduction**:- it is essential component of any system of cost accounting. it is exercised through comparing actual costs with pre-determined standard costs between the two can be measured and then analyzed according to reasons for taking corrective action.

**Steps in Cost control**:- ① Establishing norms ② comparison with Actual ③ corrective action.

**Requisites of Effective Cost control system**:- ① suitable cost Accounting system ② Division of organisation ③ controllability of cost ④ pre-determined realistic budgets and cost targets ⑤ regular cost reporting ⑥ corrective action ⑦ regular review of Cost control Mechanism.

**Cost reduction**:- it consists of effecting savings in cost by continuous research for improvements in products, methods

Thrust areas	Cost of production, fixed costs
Skill to be learnt by Student	Importance of cost Accounting.
Examples/Illustrations	Variable costs.
Additional Inputs	financial Management

Teaching Models used	
Teaching Aids used	Black Board
References cited	SP. Jain K. L. Narang
Student Activity planned after the teaching	Question and answer
Activity planned outside classes	Assignment
Any other	Seminar

Procedures and organisational practices.

Comparison of cost control and cost reduction:- (1) It is the achievement of pre-determined targets of cost and cost reduction is the achievement of goal of permanent reduction.

(2) Cost control binds to standards once set are not challenged cost reduction concealed potential savings in the standards or pre-determined costs.

(3) It is concerned with predetermining costs, comparing it with actual costs, analyzing the variances and taking action.

(4) Cost control aims to prevent the costs from exceeding the targets.

(5) Cost reduction may be achieved even when no cost accounting system is in operation.

Scope of cost reduction:- (1) Product design (2) Organisation (3) Production (4) Administration (5) Marketing (6) Finance.

Tools and techniques of cost reduction and cost control:-

(1) Standard costing (2) Budgetary control (3) Inventory control

(4) Production planning and control (5) Standardisation and simplification (6) Operational research and statistical

Technique (7) Value analysis (8) Automation (9) Design Improvement (10) Market research.

Cost Audit and financial Audit Differences:- (1) Statutory requirements (2) Objective (3) Scope (4) Complementary Audit (5) Time limit.

P. Refarud  
Principal

Keerud  
Incharge

B. Vijalake  
Lecturer



Hours Required	20
Learning Objectives	Financial Accounting, Cost Accounting
Previous Knowledge to be reminded	By learning this topic, students able to understand the Importance of Management Accounting
Topic Synopsis	Management Accounting

**Management Accounting** :- It was first used in 1950 by a team of accountants visiting U.S.A under the auspices of Anglo-American Council on Productivity. Management Accounting is comprised of two words 'Management' and 'Accounting' it is the study of Managerial aspect of accounting.

According to American Accounting Association "Management Accounting includes the methods and concepts necessary for effective planning, for choosing among alternative business actions and for control through the evaluation and interpretation of performances."

- Nature of Management Accounting**
- ① Providing Accounting Information
  - ② cause and effect analysis
  - ③ Use of special Techniques and concepts
  - ④ Taking important decisions
  - ⑤ Achieving of objectives
  - ⑥ no fixed norms followed
  - ⑦ Increase in Efficiency.

- scope of Management Accounting** :-
- ① financial Accounting
  - ② cost Accounting
  - ③ Financial Management
  - ④ Budgeting and forecasting
  - ⑤ Inventory control
  - ⑥ Reporting to Management
  - ⑦ Interpretation of data
  - ⑧ control Procedures and Methods
  - ⑨ Internal Audit
  - ⑩ Tax Accounting.

Thrust areas	distinction between other types of Accounts
Skill to be learnt by Student	classification of costs
Examples/Illustrations	fixed costs, sources of funds
Additional Inputs	classification of costs

Teaching Models used	Expository
Teaching Aids used	Black Board
References cited	Acharya Rukha Saibaba
Student Activity planned after the teaching	Question and Answer
Activity planned outside classes	Assignment
Any other	Role Seminar

Objectives of Management Accounting :-

- ① Planning and Policy function
- ② Helpful of controlling performance
- ③ Helpful in organising
- ④ Helpful in Interpreting financial statements
- ⑤ Motivating Employees
- ⑥ Helpful in making decisions.

Role of Management Accounting :-

- ① Planning and forecasting
- ② Modification of Data
- ③ financial Analysis and Interpretation
- ④ facilitates Managerial control
- ⑤ communication
- ⑥ use of Qualitative Information
- ⑦ co-ordinating
- ⑧ Helpful in taking strategic decisions.

Relationship of Management Accounting with financial Accounting :-

- ① object
- ② Nature
- ③ subject-matter
- ④ compulsion
- ⑤ precision
- ⑥ Reporting
- ⑦ Description
- ⑧ quickness
- ⑨ Accounting Principles
- ⑩ Period.

Differences Between financial Accounting and Management Accounting

- ① object
- ② Nature
- ③ subject Matter
- ④ legal compulsion
- ⑤ Precision
- ⑥ Reporting
- ⑦ Description
- ⑧ quickness
- ⑨ Accounting Principles
- ⑩ Period.

**P. Refant**  
Principal

S.K.R. Government Degree College (Women)  
RAJAMANGENDRAVARAM,  
East Godavari Dist., Andhra Pradesh

Incharge

**B. Upala**  
Lecturer



# SKR GOVERNMENT DEGREE COLLEGE (WOMEN)

Phone : 9908542048

G.O.Ms.No. 28, Higher Education Department, Dated 10-08-2022

Re-Accredited at B+ Grade by NAAC  
Affiliated to Adikavi Nannaya University

Opp. T.T.D. Kalyana Mandapam, Danavaipeta, Rajamahendravaram, E.G.Dist. A.P.

www.skrgcdwrjy.ac.in

Established 1968

E-mail : skrgcdwrjy@gmail.com



**Dr. P. Raghava Kumari**

M.Sc., B.Ed., M.Phil., Ph.D

Principal

To  
The Registrar,  
Adikavi Nannaya University,  
Rajamahendravaram

Sir,

Sub :- SKR Government Degree College (Women), Rajamahendravaram –  
Submission of Feedback Report 2022-23 Reg.

This is to submit that, as an institutional practice, SKR Government Degree College (Women), Rajamahendravaram which is under the jurisdiction of Adikavi Nannaya University, Rajamahendravaram collects feedback on college / curriculum from time to time from its stakeholders.

During the academic year 2022-2023, feedback was collected from students, teachers, parents and alumni. A copy of the feedback report is submitted to your office for your information.

Thanking you, Sir.



SIGNATURE OF THE PRINCIPAL

**PRINCIPAL**

S.K.R. Government Degree College (Women)  
RAJAMAHENDRAVARAM  
East Godavari Dist., Andhra Pradesh

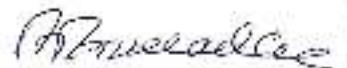
**SKR GOVERNMENT DEGREE COLLEGE (WOMEN),  
RAJAMAHENDRAVARAM**

**Feedback Report 2022-2023**

For the academic year 2022-2023, feedback on the college functioning including teaching learning process was collected from the students, teachers, parents and alumni in online mode. For the students, a feedback form was designed with 20 questions on 20 parameters with 5 options namely - Strongly Agree, Agree, Neutral, Strongly disagree and Disagree.

179 responses collected from the students. Before collection, the purpose of feedback was explained to the students. If the students could not understand any parameter, the mentors explained the parameter and its importance. With the help of the faculty, the IQAC arranged for the analysis of the collected data; the analysis was tabulated and also presented in a graphical format. For the teachers, alumni and parents, a feedback form was customized with 10 questions covering different areas of the college functioning. The analysis report reveals that:

- Stakeholders expressed their opinion that supports the students to prepare for competitive exams.
- More Cultural activities are to be organized in the college

  
IQAC Coordinator

IQAC Co-ordinator  
S.K.R. Government Degree College (Women)  
RAJAMAHENDRAVARAM,  
East Godavari Dist., Andhra Pradesh

## SKR GOVERNMENT DEGREE COLLEGE (WOMEN),

### Action Taken Report on Feedback -2022-2023

The feedback report for the academic year 2022-2023 was placed before the staff council meeting chaired by the principal of the college. The council discussed the report in detail. For all the positive feedback about the teaching learning process, the efforts of the teachers were appreciated. The meeting resolved to take the following measures to improve the overall functioning of the college.

Student Centered Learning (SCL) practices in curriculum delivery and transaction were given much emphasis.

Based on the parents & alumnae feedback, PG coaching is continued in a more structured manner and offered support to the students seeking higher education.

The mentors were specifically directed to provide emotional support to students and be accessible to them even out of the classroom, following the spirit of the Mentor Mentee System (MMS) in place.



*P. Me*

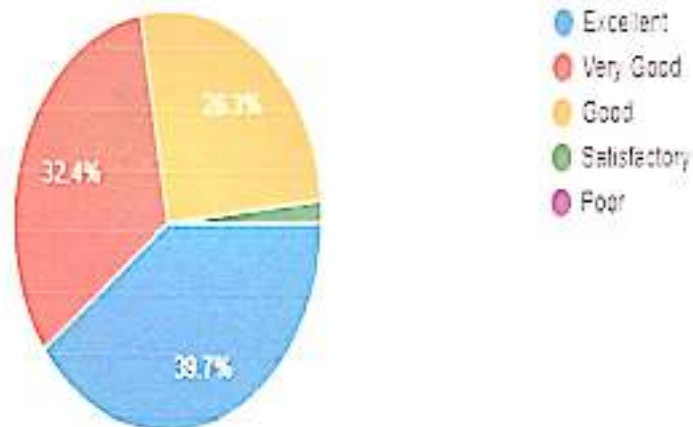
PRINCIPAL  
S.K.R. Government Degree College (Women)  
RAJAMAHENDRAVARAM,  
East Godavari Dist., Andhra Pradesh.



## STUDENT FEED BACK ANALYSIS DATA 2022 -23

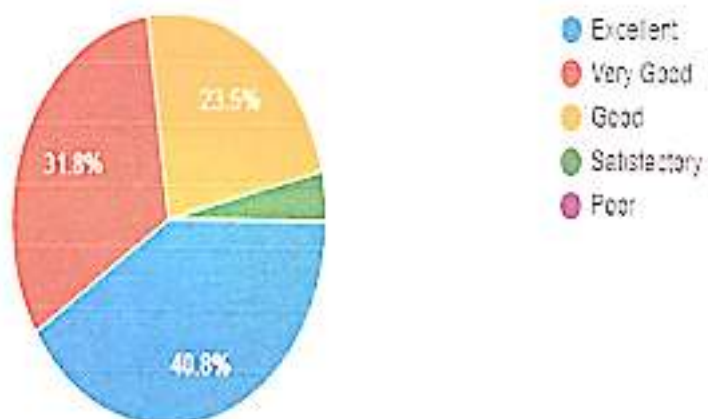
### Syllabus completion

179 responses



### Interest generated while teaching

179 responses



### Fairness of the Internal Evaluation

179 responses



- Excellent
- Very Good
- Good
- Satisfactory
- Poor

### Depth of the Subject

179 responses



- Excellent
- Very Good
- Good
- Satisfactory
- Poor

### Latest developments taught

179 responses



- Excellent
- Very Good
- Good
- Satisfactory
- Poor

### Usage of student centric methods

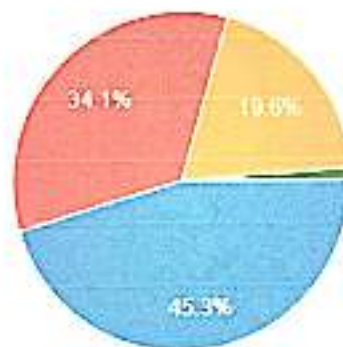
179 responses



- Excellent
- Very Good
- Good
- Satisfactory
- Poor

### How well is the teacher able to communicate?

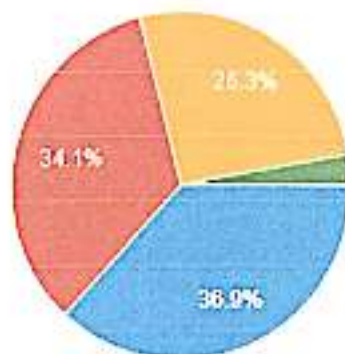
179 responses



- Excellent
- Very Good
- Good
- Satisfactory
- Poor

### Usage of various teaching models

179 responses

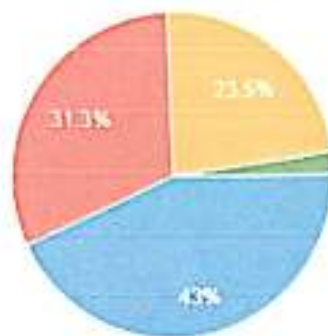


- Excellent
- Very Good
- Good
- Satisfactory
- Poor



### Quality of notes

179 responses



- Excellent
- Very Good
- Good
- Satisfactory
- Poor

### Arranging field visits, guest lectures etc.

179 responses



- Excellent
- Very Good
- Good
- Satisfactory
- Poor

### Guidance in reading library books

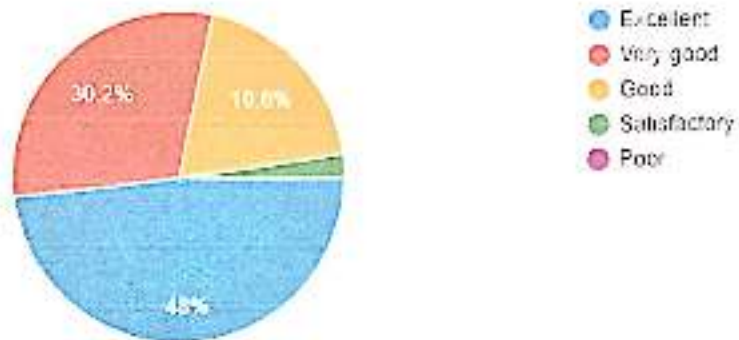
179 responses



- Excellent
- Very Good
- Good
- Satisfactory
- Poor

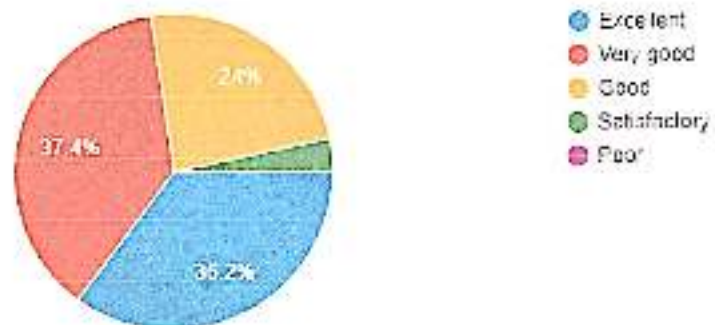
### Encouragement to students

179 responses



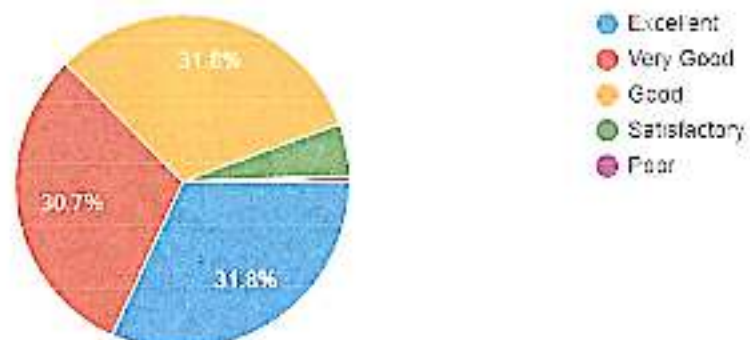
### The teacher illustrates the concepts through examples and applications.

179 responses



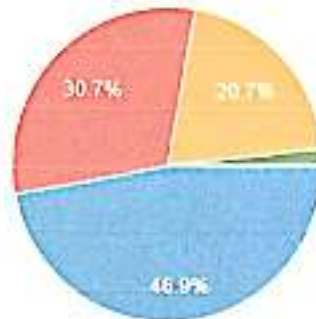
### Remedial coaching

179 responses



### Regularity to the class

179 responses



- Excellent
- Very Good
- Good
- Satisfactory
- Poor

### Guide students in co-curricular and extra curricular

179 responses



- Excellent
- Very Good
- Good
- Satisfactory
- Poor

### Counseling and career guidance

179 responses



- Excellent
- Very Good
- Good
- Satisfactory
- Poor

### Accessibility outside the class

179 responses



- Excellent
- Very Good
- Good
- Satisfactory
- Poor

### Personal care and attention

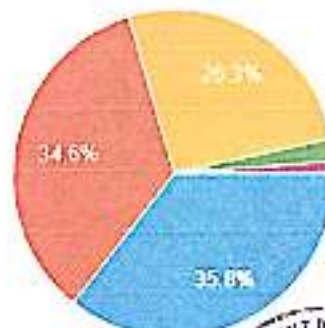
179 responses



- Excellent
- Very Good
- Good
- Satisfactory
- Poor

### The teacher uses ICT tools

179 responses



- Excellent
- Very Good
- Good
- Satisfactory
- Poor

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East Godavari Dist., Andhra Pradesh





S.K.R. GOVERNMENT DEGREE COLLEGE(WOMEN)  
RAJAMAHENDRAVARAM(Estd.1968)

(An Accredited and B Grade by BAO, Affiliated to Andhra University, U.S.S.R)

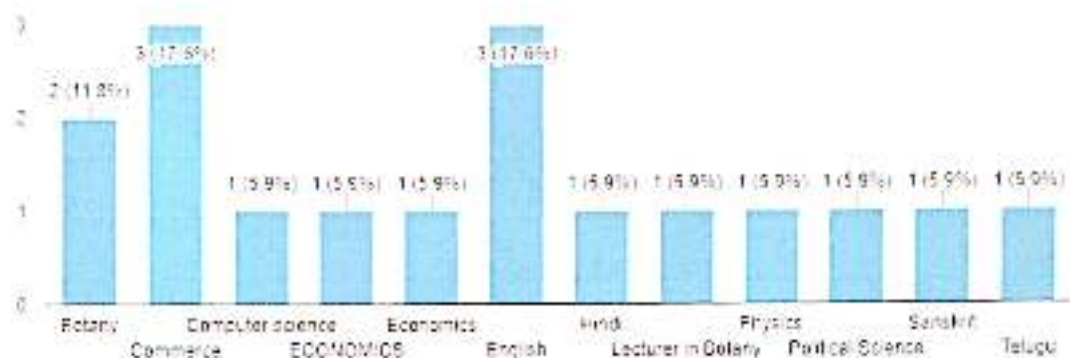


## ANALYSIS OF TEACHER FEED BACK REPORT -2022-2023

Department

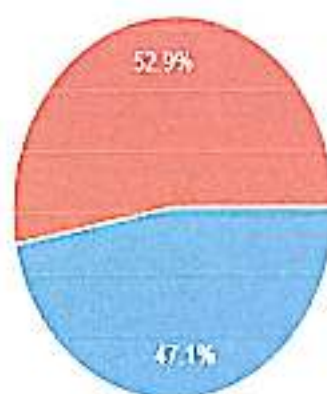
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17 responses



Sufficient facilities for ICT Teaching

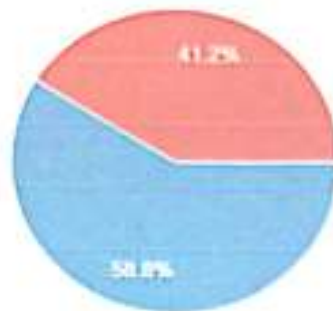
17 responses



- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree

### Fair & Transparent internal assessment

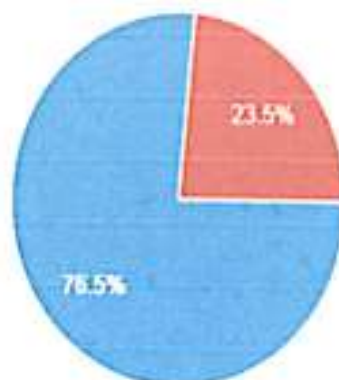
17 responses



- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree

### Discipline is good

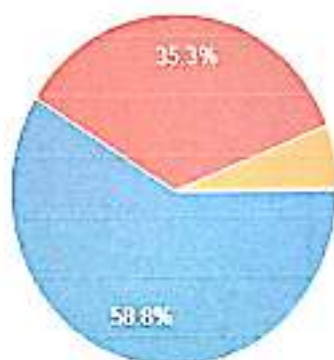
17 responses



- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree

### Library can meet students need

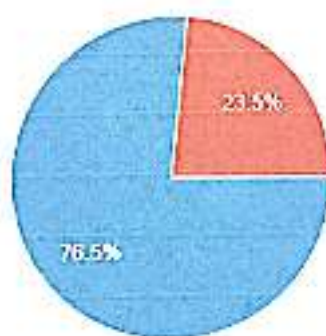
17 responses



- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree

### Discipline is good

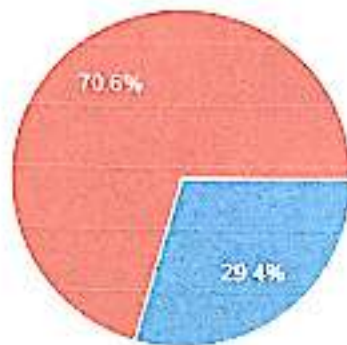
17 responses



- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree

### Placement activities are good

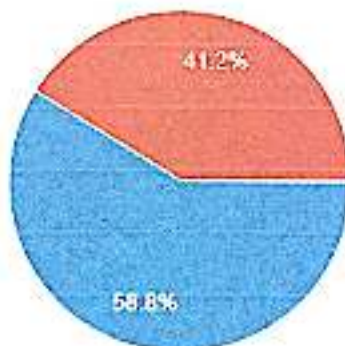
17 responses



- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree

### Support for Higher Education is good

17 responses

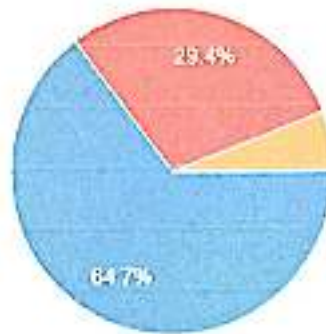


- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree



### Teachers are Student –Friendly

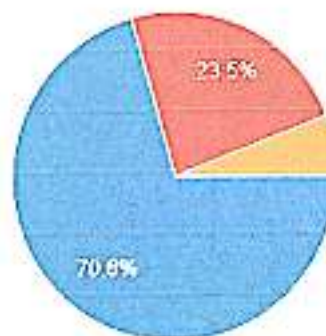
17 responses



- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree

### Mentoring system functions well

17 responses



- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree



*f. R. ...*

**PRINCIPAL**  
S.K.R. Government Degree College (Autonomous)  
RAJAMAHENDRAVARAM  
East Godavari Dist., Andhra Pradesh

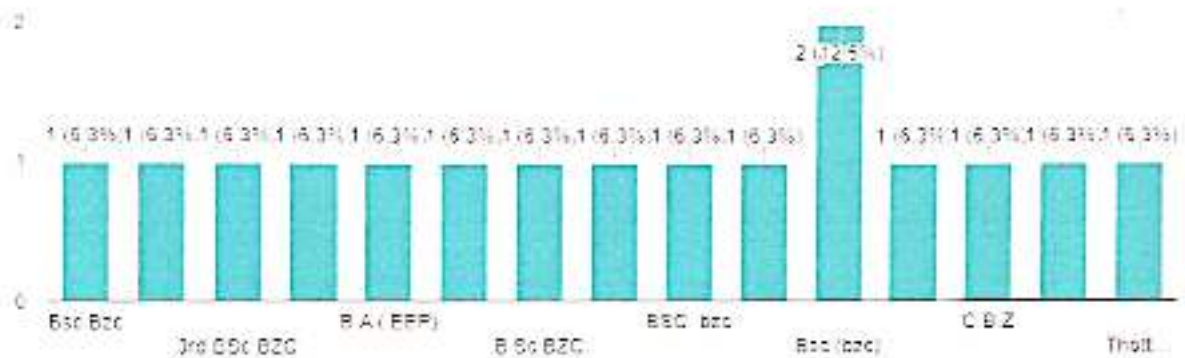


## ANALYSIS OF ALUMNI FEED BACK REPORT -2022-2023

### Class & Group

Copy

16 responses



### Batch

Copy

16 responses



### Sufficient facilities for ICT Teaching

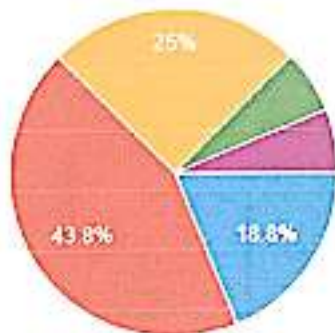
16 responses



- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree

### Fair & Transparent internal assessment

16 responses



- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree

### Library can meet students need

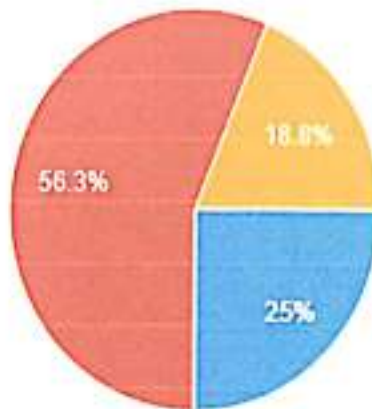
16 responses



- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree

### Discipline is good

16 responses



- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree

### Placement activities are good

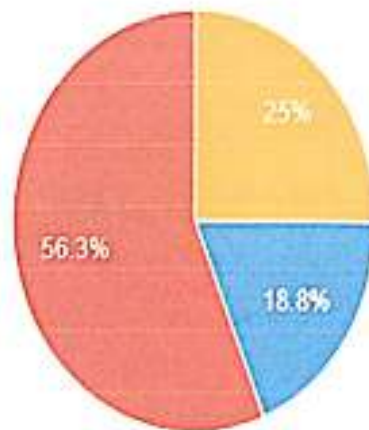
16 responses



- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree

### Support for Higher Education is good

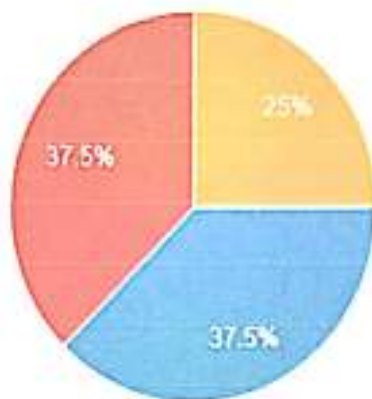
16 responses



- Strongly Agree
- Agree
- Neutral
- Strongly disagree
- Disagree

### Academic ambience is very good

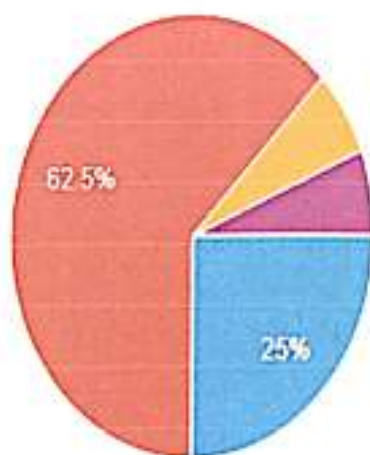
16 responses



- Strongly Agree
- Agree
- Neutral
- Strongly disagree
- Disagree

### Sports facilities are sufficient

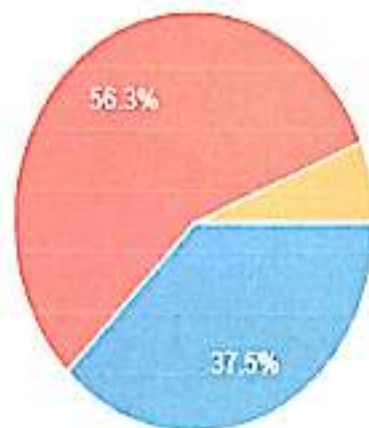
16 responses



- Strongly Agree
- Agree
- Neutral
- Strongly disagree
- Disagree

### Teachers are Student -Friendly

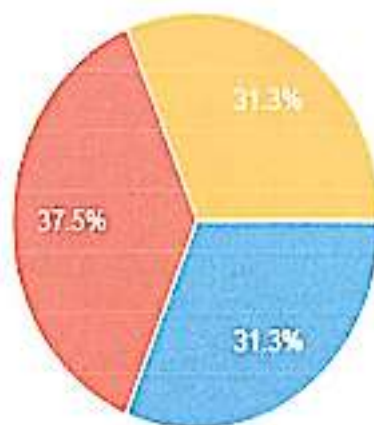
16 responses



- Strongly Agree
- Agree
- Neutral
- Strongly disagree
- Disagree

### Mentoring system functions well

16 responses



- Strongly Agree
- Agree
- Neutral
- Strongly disagree
- Disagree



**PRINCIPAL**  
S.K.R. Government Degree College (Women)  
RAJAMAHENDRAVARAM  
East Godavari Dist., Andhra Pradesh



S.K.R. GOVERNMENT DEGREE COLLEGE(WOMEN)  
RAJAMAHENDRAVARAM(ESTD.1968)

(An Autonomous Institution Affiliated to Anna University)



### ANALYSIS OF PARENT FEED BACK REPORT -2022-2023

Sufficient facilities for ICT Teaching

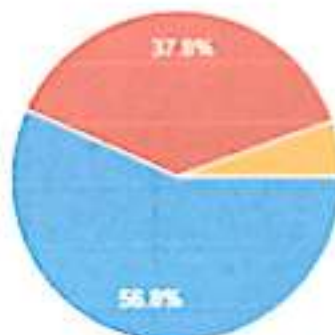
37 responses



- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree

Fair & Transparent internal assessment

37 responses

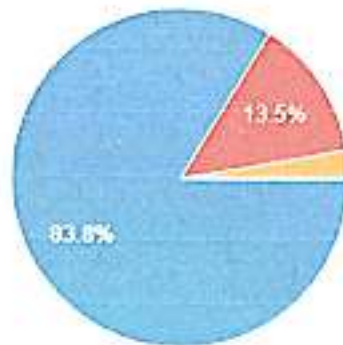


- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree



### Library can meet students need

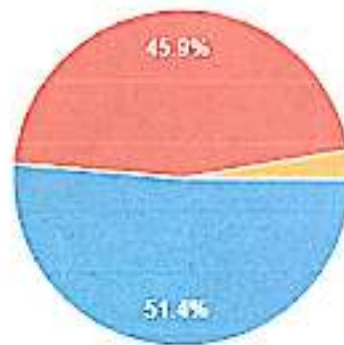
37 responses



- Strongly Agree
- Option 2
- Neutral
- Strongly Disagree
- Disagree

### Discipline is good

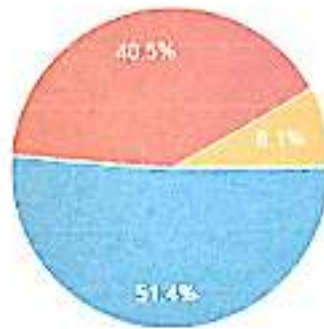
37 responses



- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree

Placement activities are good

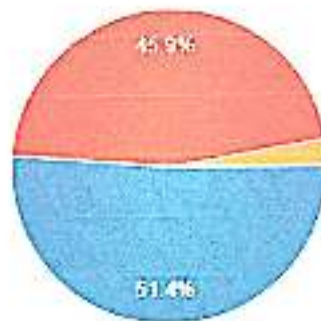
37 responses



- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree

Support for Higher Education is good

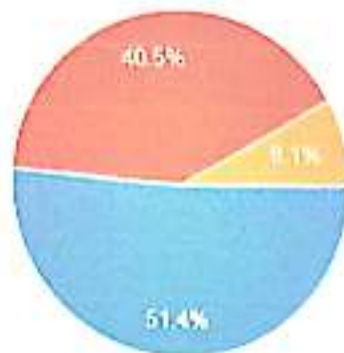
37 responses



- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree

### Academic ambience is very good

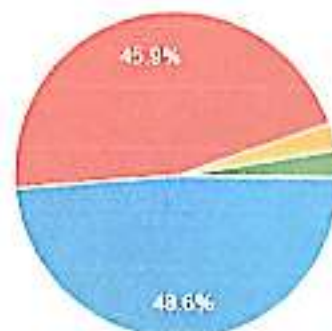
37 responses



- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree

### Sports facilities are sufficient

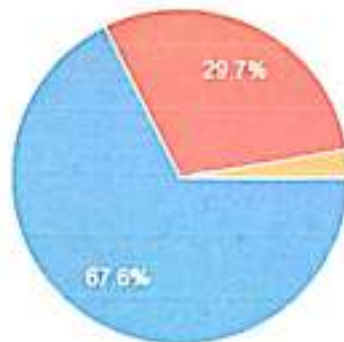
37 responses



- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree

### Teachers are Student -Friendly

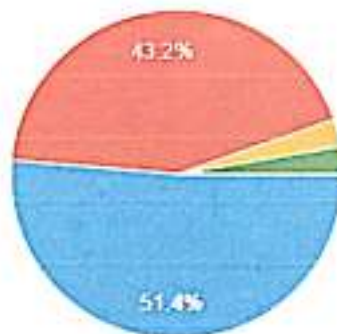
37 responses



- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree

### Mentoring system functions well

37 responses



- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree



*P. N. ...*

**PRINCIPAL**  
S.K.R. Government Degree College (Women)  
RAJAMAHENDRAVARAM,  
East Godavari Dist., Andhra Pradesh

## **BRIDGE COURSE 2022-2023**

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\*

“THE ESSENCE OF EDUCATION LIES IN DRAWING OUT THE VERY BEST THAT IS IN YOU”

A bridge course is a series of classes that help students transition from Intermediate level to graduation by providing them with necessary skills and knowledge about topics that will be covered in their new course.

### **Objectives :**

- The main objective of the course is to bridge the gap between subjects studied at pre-university level and subjects they would be studying in B. Com Course.
- To enrich the students to learn basic concepts in the subjects of B. Com I semester.
- To give students confidence and skills to successfully transform to college and new curriculum
- Interactive and Active Learning by doing have been weaved into the Bridge Course.
- Active Learning with the help of other/ peer students.
- To achieve the concept of Assisted Learning.

### **Standard Operating Procedure**

- A Bridge Course for newly admitted B.Com Students is conducted every year before commencement of First Semester Classes. The syllabus for the B. Com course is designed in such a way that, equal importance is given to both Commerce discipline subjects and personality development.
- Bridge Course helps the students to open up, think creatively and become responsible and independent students .I also helps smooth transition to commerce course..The sound grasp of the fundamentals of Commerce and Management subjects by the students lays the strong foundation for the entire Three/ Four Years Programme.

### **Highlights of the Bridge Course:**

#### **1) Basics of Accounting**

Maj.Dr.B.Kalyani, Faculty, Department of Commerce explained in detail about the basic Accounting concepts, types of Accounts, important terms in Accounting and Accounting Rules. She elaborated the procedures for preparation of Trail Balance and Final Accounts

#### **2) Business Environment**

. Smt. B. Vanaja Ratnam Faculty, Department of Commerce explained about an Overview of Business Environment in a vivid manner

#### **3) Business Organization and Management:**

Smt.S.Lakshmi, Faculty, Department of Commerce explained about the basic concepts of business and management, types of Business, Business Environment, innovative techniques in business and functions of management.

#### **4) Information Technology:**

Smt. S. Lakshmi, Faculty, Department of Commerce gave a Overview of Fundamentals of Computers and Microsoft Office Tools.

**ACTION PLAN / REPORT ON BRIDE COURSE**  
**FOR THE ACADEMIC YEAR 2022–2023**

\*\*\*\*\*

<b>Date</b>	<b>Time/ Hour</b>	<b>Subject</b>	<b>Topic/Activity</b>	<b>Resource Person</b>
04/11/22	2 <sup>nd</sup>	Fundamentals of Accounting	Introduction to Accounting objects, Concepts, Rules	Maj.Dr.B.Kalyani
	3 <sup>rd</sup>	Business Organisation and Management	Concept And Types of Business	S.LAKSHMI
	5 <sup>th</sup>	Business Environment	Concept and Objectives of Business	B.VanajaRatnam
	5 <sup>th</sup>	Information Technology	Introduction to Computers and Types of Computers	S.LAKSHMI
05/11/22	3 <sup>rd</sup>	Fundamentals of Accounting	Book Keeping-Journalizing	Maj.Dr.B.Kalyani
	2 <sup>nd</sup>	Business Organisation and Management	Business Vs Trade and Commerce Vs Industry	S.LAKSHMI
	1 <sup>st</sup>	Business Environment	Introduction and Importance of Business Environment	B.VanajaRatnam
	1 <sup>st</sup>	Information Technology	History of the Computers and Generations	S.LAKSHMI
07/11/22	2 <sup>nd</sup>	Fundamentals of Accounting	Bank Reconciliation Statement :Differences between Case Book and Pass Book	Maj.Dr.B.Kalyani
	5 <sup>th</sup>	Business Organisation and Management	Entrepreneurship : Types & Functions	S.LAKSHMI
	3 <sup>rd</sup>	Business Environment	External and Internal Environment of Business	B.VanajaRatnam
	3 <sup>rd</sup>	Information Technology	Explain Input and Output Devices	S.LAKSHMI
09/11/22	2 <sup>nd</sup>	Fundamentals of Accounting	Posting to Ledgers Balancing of Ledger Accounts	Maj.Dr.B.Kalyani
	3 <sup>rd</sup>	Business Organisation and Management	Different Forms of Business Organisations	S.LAKSHMI
	5 <sup>th</sup>	Business Environment	Macro Environment of Business	B.VanajaRatnam
	5 <sup>th</sup>	Information Technology	Block Diagram of the Computer	S.LAKSHMI
10/11/22	5 <sup>th</sup>	Fundamentals of Accounting	Subsidiary Books: Types, Case Book, Petty Case Book	Maj.Dr.B.Kalyani
	1 <sup>st</sup>	Business Organisation and Management	Company: Characteristics- Kinds- merits and demerits	S.LAKSHMI
	3 <sup>rd</sup>	Business Environment	Environmental Scanning	B.VanajaRatnam
	3 <sup>rd</sup>	Information Technology	Introduction to MS-WORD	S.LAKSHMI
11/11/22	2 <sup>nd</sup>	Fundamentals of Accounting	Two Column Case Book, Three Column Case Book	Maj.Dr.B.Kalyani
	4 <sup>th</sup>	Business Organisation and Management	Incorporation of Company: Documents required.	S.LAKSHMI
	3 <sup>rd</sup>	Business Environment	Regional Imbalances and Disparities in India.	B.VanajaRatnam
	3 <sup>rd</sup>	Information Technology	Crete a word document in MS-WORD	S.LAKSHMI

## BRIDGE COURSE – 2022-2023

\*\*\*\*\*

- 1) **Mj.Dr.B.Kalyani, Faculty, Department of Commerce explains about Basics in Accounting Subject**



- 2) **Smt. S. Lakshmi, Faculty, Department of Commerce explaining about Basics in Information Technology Subject.**



- 3) **Smt. B. Vanaja Ratnam Faculty, Department of Commerce giving an Overview of Business Environment Subject.**



- 4) **Smt. S. Lakshmi, Faculty, Department of Commerce explains about Basics in Organisation and Management Subject**





## **STUDENTS' ATTENDCE FOR BRIDGE COURSE**

**I.B.COM ( COMPUTER APPLICATIONS)**

**2022-2023**

<b>Roll.No</b>	<b>Name of the Student</b>	<b>Signature of the Student</b>
1	A.Haritha	
2	A.Syamala	
3	B.Devi mounika	
4	B.Deepika	
5	Ch.Supriya	
6	Ch.Harika	
7	G.Bhuvaneswari	
8	H.Saadiya	
9	K.Karunanjali	
10	K.Satya sri	
11	K.Rupa sri	
12	K.Rupa venkata sri	
13	M.Vanaja	
14	M.Durga bhavani	
15	M.Naveena	
16	M.Sruthi	
17	M.Ramya	
18	M.Asha	
19	M.Divya	
20	M.Kusumanjali	
21	P.Sindhu	
22	P.Sri vidya	
23	P.Rama devi	
24	P.Sushma	
25	P.Hima bindhu	

**STUDENTS' ATTENDCE FOR BRIDGE COURSE**  
**I.B.COM(GENERAL)**

<b>Roll.No</b>	<b>Name of the Student</b>	<b>Signature of the Student</b>
1	Ch.Sharon pushpa	
2	Ch. Vidya	
3	G.Satya veni	
4	G.Keerthi	
5	M.Rajitha sri	
6	N.Rajani devi	
7	P.Revathi	
8	P.Tulasi sai lakshmi	
9	P.Jyothi	
10	S.Aliya Tabasum	
11	V.Anusha Komali	
12	V.ch.V.Naga sri ganga durga	
13	V.devi	



## **DEPARTMENT OF COMMERCE**

**2022-23**

### **REMEDIAL COACHING**

Not all students learn at the same pace; some students require extra attention. The basic premise of remedial coaching is to help students to catch-up to their peers. When students academically fall behind, a gap opens between their abilities and that of their peers. Over the time, this gap gathers a place and widens to the point where learning in other areas is affected.

Remedial Coaching focuses on basic concepts, develops better study habits and to develop confidence in the students for respective subjects. Remedial classes help to close the gap between what a student knows and what he is expected to know.

#### **OBJECTIVES:**

- 1) To identify the potential learning gaps that are hindering the students' progress in the classroom.
- 2) To improve Academic Skills of the students in the Commerce Subjects.
- 3) To raise the level of comprehension of basic subjects to provide a strong platform for further academic work.
- 4) To strengthen their understanding, widen knowledge base and attitudes in the concerned subjects.
- 5) To improve the performance and quality of students and capacitate them.

#### **REMEDIAL CLASSES:**

Remedial classes are organized in college to assist weak students or the slow learners to improve their performance and understand the basic concepts of a course. Individualized attention during remedial classes helps the students to overcome the subject-specific difficulties and improve their grades in final university examination. The main objective of these classes is to provide student-centric education to cater the individual needs of the students with well-designed strategies.

The following procedure is followed to conduct remedial classes:

##### **a. SELECTION OF STUDENTS:**

First of all, the courses are selected on the basis of previous semester result and level of difficulty. Students of on-going classes are identified on the basis of previous semester examination marks and students of first semester are identified on the basis of marks in Mid Semester Tests and continuous internal evaluation from all UG courses. Backlog students and students who voluntarily want to join classes because of difficulty to pace with class are also facilitated with remedial classes.

#### **b. COURSE SCHEDULE PREPARATION:**

Schedule for remedial classes is prepared, usually conducting classes before or after regular class hours and at the end of the semester i.e. after the completion of the syllabus in the examination preparatory days. Students are divided into small sized groups. Concerned subject Lecturers in the departments is assigned duty to assist one group. The record of attendance is also maintained by the faculty members.

#### **c. ANALYZING WEAKNESS AND STRENGTHS OF STUDENTS:**

After the selection of students and allotment of groups the concerned teacher evaluates the weak points of the students from the previous performance in examinations. The teacher selects the topics from the course which the students were not able to understand during regular classes. He also conducts a discussion with the students to find out the reason of unintelligibility of those topics. After discussion with the students, he/she comes to know about strong and weak points of the student and in consequence to this he/she designs his/her strategy for remedial classes.

#### **d. CONDUCT OF REMEDIAL CLASSES :-**

Different student centre techniques/ strategies are used for remedial classes to achieve desired level of learning. Concepts are divided in small parts and demonstrated in simple language. Basics of subjects are cleared through individualized methods, notes on important topics and University question bank are provided. Faculty members give academic as well as personal advice or counselling to student. Revision of important topics is focused and teachers discuss the way of presenting answers in the exam to score good marks. Critical topics are re-explained for better understanding by the teacher. Regular tests are conducted to assess the progress of students. Teachers communicate regularly with parents regarding.

#### **e. PROGRESS REPORT:-**

Each faculty member, who teaches remedial classes, maintains all the records like attendance, topic covered, teaching learning material etc. The records are kept in proper manner as prescribed by higher authority from time to time. Performance of the enrolled students in final semester examination is the key indicator of success. After the declaration of results of final semester of students a progress report is prepared by each faculty member in prescribed format explaining the number of enrolled students and pass percentage of the group allocated. If required, strategies of teaching are re-designed for next sessions according to progress report.

**S.K.R.COLLEGE FOR WOMEN, RAJAHMUNDRY****DEPARTMENT OF COMMERCE****REMEDIAL COACHING****Name of the Lecturer: B. Vanaja Ratnam****Semester- I****Class : III B.COM[GENERAL] - Business Environment****Year-2022-23**

S.NO	Name of the Student	Marks obtained in the previous semester Mid	TOPIC COVERED					Marks obtained tin the internal exam after remedial coachin	Signature of the student	Remarks
			Macro and Micro Environment	Economic growth And development	1991 Industrial Policy	Five Year Plans	Fiscal and Monetary policy			
			Date : 01/03/23	Date : 2/03/23	Date : 3/03/23	Date : 4/3/23	Date : 5/3/23			
1	P. Tulasi Sai Lakshmi	08	√	√	√	√	√	12		
2	V.Devi	10	√	√	√	√	√	13		
3	Ch. Pushpa	09	√	√	√	√	√	12		
4	Ch.Vidya	08	√	√	√	√	√	12		
5	R.Mahalakshmi	09	√	√	√	√	√	12		
6	S. Iswarya	10	√	√	√	√	√	13		
7	G.Satya Veni	10	√	√	√	√	√	14		

**S.K.R.COLLEGE FOR WOMEN, RAJAHMUNDRY****DEPARTMENT OF COMMERCE****REMEDIAL COACHING****Name of the Lecturer: Dr. B. Major Kalyani****Semester- I****Class : III B.COM[GENERAL] - Financial Accounting****Year-2022-23**

S.NO	Name of the Student	Marks obtained in the previous semester Mid	TOPIC COVERED					Marks obtained tin the internal exam after remedial coachin	Signature of the student	Remarks
			Types of Accounts	Preparation of Ledgers	Subsidiary books	Three column Cash book	Prepration of final accounts			
			Date : 22/02/23	Date : 25/02/23	Date : 26/02/23	Date : 27/02/23	Date : 28/02/23			
1	P. Tulasi Sai Lakshmi	08	√	√	√	√	√	12		
2	V.Devi	10	√	√	√	√	√	13		
3	Ch. Pushpa	09	√	√	√	√	√	12		
4	Ch.Vidya	08	√	√	√	√	√	12		
5	R.Mahalakshmi	09	√	√	√	√	√	12		
6	S. Iswarya	10	√	√	√	√	√	13		
7	G.Satya Veni	10	√	√	√	√	√	14		











**SKR COLLEGE FOR WOMEN**  
Department of Commerce  
**Report on ICT classes**

Date: 5<sup>th</sup> April 2023

The Skr College For Women conducted ICT classes for students from 5th april 2023. The classes were held in the Computer Lab from all levels of experience. The instructors were experienced and knowledgeable, and the classes were well-organized and informative.

The students learned a variety of ICT skills, including:

Introduction to computers, Basic computer operations, Word processing, Spreadsheets, Presentations, Internet browsing, Email.

The students also had the opportunity to practice their skills on real-world tasks.

Overall, the ICT classes were a success. The students were engaged and learned a lot. The instructors were excellent, and the classes were well-organized and informative.



**SKR COLLEGE FOR WOMEN**  
Department of Commerce  
ICT Classes

Circular

Date: 5<sup>Th</sup> December 2020

This is to inform you that the SKR COLLEGE FOR WOMEN will be conducting ICT classes for students from 10th December 2020 in the Computer Lab. These classes are open to all students of SKR COLLEGE FOR WOMEN, regardless of their level of experience. Attendance is mandatory. To register for the ICT classes, please contact the Commerce Department by 4th December 2020.

In-charge of the department

Principal

**SKR COLLEGE FOR WOMEN**  
Department of Commerce  
**Report on ICT classes**

Date: 10th December 2020

The SKR College For Women conducted ICT classes for students from 10th December 2020. The classes were held in the Computer Lab from all levels of experience. The instructors were experienced and knowledgeable, and the classes were well-organized and informative.

The students learned a variety of GST concepts using ICT skills, including:

**GST, or Goods and Services Tax, is an indirect tax imposed on the supply of goods and services. It is a multi-stage, destination-oriented tax imposed on every value addition, replacing multiple indirect taxes, including VAT, excise duty, service taxes, etc**

The students also had the opportunity to practice their skills on real-world tasks. Overall, the ICT classes were a success.

**In-charge of the department**

**Principal**



SKR GOVERNMENT DEGREE COLLEGE(W)  
Department of Commerce  
ICT Classes

Circular

Date: 15Th March 2023

This is to inform you that The SKR GOVERNMENT DEGREE COLLEGE(W) will be conducting ICT classes for students from 20th March 2023 in the Computer Lab. These classes are open to all students of SKR GOVERNMENT DEGREE COLLEGE(W), regardless of their level of experience. Attendance is mandatory. To register for the ICT classes, please contact the Commerce Department by 17th March 2023.

In-charge of the department

Principal





6 DAY TRAINING OF THE TRAINERS PROGRAM (ToT)  
**FACULTY DEVELOPMENT PROGRAMME**  
**ENGLISH MEDIUM OF INSTRUCTION**

PROFICIENCY IN ENGLISH | MAXIMIZING GLOBAL OPPORTUNITIES

**CERTIFICATE OF PARTICIPATION**

This is to certify that

**B Vanaja Ratnam**

**S.K.R.Government Degree College (w)**

participated in the 6 Day Training of the Trainers Programme on

**English medium of Instruction, Proficiency in English** from

**12.06.2023 to 17.06.2023**

at Nodal Resource Centre (NRC), Govt. College (A) Rajahmundry

organized by Commissionerate of Collegiate Education, A.P., Mangalagiri.

**Dr. C. Krishna**

PRINCIPAL, NRC-Govt College (A) Rajahmundry

**Dr. POLA BHASKAR, I.A.S**

COMMISSIONER OF COLLEGIATE EDUCATION



16	OAM202100910892	M.S.S.D.PRIYAN	30061	CA			82	BCOM	#####	17	12	29	5	5	5	44	22					
17	OAM202100934681	M.PRAGNYA	30061	CA			82	BCOM	#####	18	13	31	5	5	5	46	23					
18	OAM202100664575	MD. ZAREENA	30061	CA			82	BCOM	#####	18	14	32	5	4	5	46	23					
19	OAM202100761333	M.BHANU PRIY	30061	CA			82	BCOM	#####	18	13	31	5	5	5	46	23					
20	OAM202100900302	N.NEHARIKA	30061	CA			82	BCOM	#####	19	14	33	5	5	5	48	24					
21	OAM202100717266	N.BHAGYA SRE	30061	CA			82	BCOM	#####	18	13	31	5	5	5	46	23					
22	OAM202101026254	N.POORNIMA	30061	CA			82	BCOM	#####	14	10	24	5	4	5	38	19					
23	OAM202100941274	P.SANDHYA BH	30061	CA			82	BCOM	#####	17	14	31	5	5	5	46	23					
24	OAM202101017406	P.BHAVYA SRI	30061	CA			82	BCOM	#####	18	14	32	5	4	5	46	23					
25	OAM202100968109	P.NAGAMANI	30061	CA			82	BCOM	#####	16	12	28	5	4	5	42	21					
26	OAM202100778522	P.SAILAJA	30061	CA			82	BCOM	#####	14	10	24	5	4	5	38	19					
27	OAM202100904314	S.SWATHI	30061	CA			82	BCOM	#####	16	12	28	5	4	5	42	21					
28	OAM202100964373	SK. FAREEDA S	30061	CA			82	BCOM	#####	14	10	24	5	4	5	38	19					
29	OAM202100914632	SK SHANUWAZ	30061	CA			82	BCOM	#####	15	12	27	5	5	5	42	21					
30	OAM202101024776	S.GANGOTHRI	30061	CA			82	BCOM	#####	13	9	22	5	4	5	36	18					
31	OAM202100750551	T.SAI SANDHYA	30061	CA			82	BCOM	#####	17	13	30	5	5	5	45	23					
32	OAM202100949818	V.L. L. LAHARI	30061	CA			82	BCOM	#####	18	13	31	5	4	5	45	21					
33	OAM202100765471	V.GAGANA SRI	30061	CA			82	BCOM	#####	17	14	31	5	5	5	46	23					







# COMMISSIONERATE OF COLLEGIATE EDUCATION GOVERNMENT OF ANDHRA PRADESH

## STUDENT EVALUATION REPORT

**S.K.R.GOVERNMENT DEGREE COLLEGE(W), RAJAHMAHENDRAVARAM**

Name of the Faculty : B.VANAJA RATNAM

Subject : COMMERCE

Semester :

Tital of the Paper :MANA

Sl. No.	Student ID	Student Name	Program Code	Program Name	Specialization Code	Specialization	Course Code	Course Name	University Register No.	Continuous Internal Assessment (CIA)						
										Mid Exam - 1	Mid Exam - 2	Total (Mid - 1 + Mid - 2)	Assignments	Seminar / GD / Field Trip etc	Clean & Green & Attendance	Total (I+II+III+IV)
I	II	III	IV													
1	OAM202100748420	A.V. V.LAKSHMI	30061	CA			82	BCOM	200908200001	18	13	31	5	5	5	46
2	OAM202100738772	A.S.L.BHARGAVI	30061	CA			82	BCOM	200908200002	17	12	29	5	5	5	44
3	OAM202100568405	A.RAMYA	30061	CA			82	BCOM	200908200003	0	0	0	0	0	0	0
4	OAM202100760505	A.AKHILA	30061	CA			82	BCOM	200908200004	18	14	32	5	4	5	46
5	OAM202100880245	A.LIKHITA	30061	CA			82	BCOM	200908200005	13	10	23	5	5	5	38
6	OAM202100785085	B.HRUTHIKA DEVI	30061	CA			82	BCOM	200908200006	15	11	26	5	4	5	40
7	OAM202100770329	CH.SNEHA	30061	CA			82	BCOM	200908200007	17	12	29	5	5	5	44
8	OAM202100917876	D.SRI RAMYA	30061	CA			82	BCOM	200908200009	15	11	26	5	4	5	40
9	OAM202100974589	D.DEVI	30061	CA			82	BCOM	200908200010	15	11	26	5	4	5	40
10	OAM202100722916	D.RESHMA	30061	CA			82	BCOM	200908200011	17	13	30	5	4	5	44
11	OAM202100711921	G.SUSMITHA	30061	CA			82	BCOM	200908200012	18	13	31	5	5	5	46
12	OAM202100693243	K.NIHARAIIKA	30061	CA			82	BCOM	200908200013	17	13	30	5	5	5	45
13	OAM202100567931	K.PRAVALLIKA	30061	CA			82	BCOM	200908200014	17	13	30	5	5	5	45
14	OAM202101000597	K.ANANTHALAKSHMI	30061	CA			82	BCOM	200908200015	18	13	31	5	5	5	46
15	OAM202100912508	K.HIMABINDU	30061	CA			82	BCOM	200908200016	14	10	24	5	4	5	38
16	OAM202100910892	M.S.S.PRIYANKA	30061	CA			82	BCOM	200908200017	18	14	32	5	4	5	46
17	OAM202100934681	M.PRAGNYA	30061	CA			82	BCOM	200908200018	17	12	29	5	5	5	44

18	OAM202100664575	MD. ZAREENA BEGUM	30061	CA		82	BCOM
19	OAM202100761333	M.BHANU PRIYA	30061	CA		82	BCOM
20	OAM202100900302	N.NEHARIKA	30061	CA		82	BCOM
21	OAM202100717266	N.BHAGYA SREE	30061	CA		82	BCOM
22	OAM202101026254	N.POORNIMA	30061	CA		82	BCOM
23	OAM202100941274	P.SADHYA BHAVANI	30061	CA		82	BCOM
24	OAM202101017406	P.BHAVYA SRI	30061	CA		82	BCOM
25	OAM202100968109	P.NAGAMANI	30061	CA		82	BCOM
26	OAM202100778522	P.SAILAJA	30061	CA		82	BCOM
27	OAM202100904314	S.SWATHI	30061	CA		82	BCOM
28	OAM202100964373	SK. FAREEDA SHABA	30061	CA		82	BCOM
29	OAM202100914632	SK SHANUWAZ BEGUM	30061	CA		82	BCOM
30	OAM202101024776	S.GANGOTHRI	30061	CA		82	BCOM
31	OAM202100750551	T.SAI SANDHYA	30061	CA		82	BCOM
32	OAM202100949818	V.L. L. LAHARI	30061	CA		82	BCOM
33	OAM202100765471	V.GAGANA SRI	30061	CA		82	BCOM

200908200020	17	13	30	5	4	5	44
200908200021	17	14	31	5	5	5	46
200908200023	19	14	33	5	5	5	48
200908200025	16	13	29	5	5	5	44
200908200026	15	11	26	5	5	5	41
200908200027	18	14	32	5	4	5	46
200908200028	16	13	29	5	5	5	44
200908200029	16	12	28	5	4	5	42
200908200030	16	11	27	5	5	5	42
200908200031	16	12	28	5	4	5	42
200908200032	14	11	25	5	5	5	40
200908200033	16	13	29	5	5	5	44
200908200034	13	10	23	5	5	5	38
200908200035	18	14	32	5	4	5	46
200908200036	17	14	31	5	5	5	46
200908200037	17	14	31	5	5	5	46





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## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding is drawn up on 14th August, 2014, between  
Dr. Major B. Kalyani, Incharge of Department of Commerce, S.K.R. College for  
Women, Rajahmundry hereinafter referred to as Party-1.

And

Smt. V. Krishna Kumari, Chartered Accountant, Rajahmundry hereinafter to as Party-2.

Whereas Party-1 has approached Party-2 for providing Practical Training and  
Exposure in the matters of Taxation and Audit to the students of Final B.Com studying in  
S.K.R. College for Women, Rajahmundry.

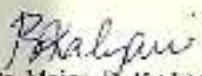
Whereas Party-2 being the ex-student of the said College has agreed for providing the  
necessary training to the students without any remuneration.

The MOU is drawn up with the following terms.

The students will be sent in batches of ten each in each Academic Year during June  
to December ( for 4 days per month) in the office of Party-2 situated in Prakashnagar,  
Rajahmundry.

Party-2 will be providing practical training in Taxation such as filling up forms etc.,  
and also in internal auditing practices like Vouching, Ledgers Posting, Verification etc.,

The agreement is drawn up with the mutual consent of both the parties.

  
(Dr. Major B. KALYANI)

  
(V. KRISHNA KUMARI)

V. KRISHNA KUMARI  
CHARTERED ACCOUNTANT  
RAJAHMUNDRY-530 002  
A/NO. 11/66/1

## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding is drawn up on 04.10.2016

Between

**Dr. Major B. Kalyani**, In-charge of Department of Commerce, S.K. R. College for Women, Rajahmundry hereinafter referred to as Party-1.

And

**Smt. V.Sailaja**, Centre Director, Sri Geetam, Authorised Training Centre for Jawaharlal Nehru National Youth Centre (JNNYC) [Approved by Central Government u/s.3 of Central Government Act, 1950] hereinafter referred to as Party 2

Whereas Party-1 has approached Party-2 for providing Practical Training in the matters of Computer and Communication Skills Development to the students of B.Com (General) studying in S. K. R. College for Women, Rajamahendravaram.

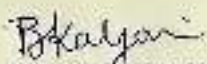
Whereas Party-2 has agreed to provide the necessary training to the students without any remuneration.

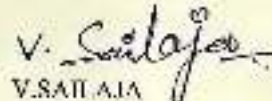
The MOD is drawn up with the following terms.

The students will be sent in batches of ten each for five weeks from September to December every year to the party-2 Training Centre in Kolipally Bus Stand, Rajamahendravaram.

Party-2 will be providing practical Computer Training in MS-Office, D.T.P., Web Technology and also English Communication Skills as the Party-2 is the Authorised Training Centre for JNNYC without charging any fee from the students.

The agreement is drawn up with the mutual consent of both the parties.

  
Dr. MAJOR B. KALYANI  
In-Charge of the Dept. Of Commerce,  
S.K.R.College for Women,  
RAJAHMUNDRY.

  
V.SAILAJA  
Centre Director,  
Sri Geetam, ATC for JNNYC,  
RAJAHMUNDRY.



### DEPARTMENT OF COMMERCE

### B.COM STUDENT LIST OF EMPLOYEES

SNO	YEAR	STUDENT NAME	PROOF	REMARKS
1	2021-22	Dwarapudi Gayatri		Senior Accountant SVR Company
2	2021-22	KLD. Maha Lakshmi		EDP Assistant SB Motor Corporation
3	2021-22	Palli Gowthami		Associate Software Development New Associate Accenture Bengaluru
4	2022-23	Bonda Syamala Devi		Accountant HDB Financial Services Rajahmundry
5	2022-23	Tippani Jagadeeswari Devi		Accountant HDB Financial Services Rajahmundry



**DEPARTMENT OF COMMERCE**  
**DEPARTMENT ACTIITIES-2022-23**

Sl.No.	Date	Activity Conducted	Resource person
1.	12-09-22	Student seminar on Cost Control by Kum.Ester Rani, III B.Com.,Gen <sup>TM</sup>	B.Vanajaratnam
2	01-11-22	Conducted Quiz competition on current affairs	Dept.Members
3	07-11-22	Clean and Green Activity conducted	Dept.Members
4	18-11-22	International Accounting day	Smt.V.Krishnakumari, CA, CMA, and CS,RJY
5	19-11-22	Organized Guest Lecture on the account of Women Entrepreneurship Day	Smt.K.Bhagyalakshmi & S.R.Mahesh
6	26-11-22	Group Discussion on " Library vs Cellphone"	K.R.R.Chowdary and S.Lakshmi
7	24-12-22	Debate on Consumer Protect Act ,2019 on the account of National Consumers Day	K.R.R.Chowdary and V.Suribabu
8	04-01-23	Conducted Business Quiz	Dept.Members
9	20-01-23	JAM on" Impact of Role of E-Commerce in Economic Development"	Dept.Members
10	14-02-23	Field visite to M/S Santhi Matha Edible Oils Refinery Private Limited, Kakinada	Dept.Members
11	24-02-23	Awareness on effective Communication Skills in the Management sector to I.B.Com & III B.Com.,	Dr.Major B.Kalyani
12	28-02-23	Guest Lecture on "Carrier Development in Banking Sector"	D.V.V.S.Gupta,SVGDC, Parvathipuram
13	09-03-23	Awareness Programme on the "Security in E-Commerce and Legal Aspects "	M.Sridhar,Assistant professor
14	10-03-23	Field Visit to" Federal insurance Company",Rjy	Dr.Major B.Kalyani S.Lakshmi,A.Devi
15	04-03-23	Extension Lecture on Activity Based Costing (ABC)	B.Satyanarayana Sri Sadguru Acadamy
16	14-03-23	Extension Lecture on SALES PROMOTION- Concepts	U.Aresh kumar&k.Ramesh Hindustan Unilever
17	17-04-23	GUEST LECTURE on DIRECT AND INDIRECT TAXES	M.Srinivas,Rjy
18	28-4-23	National Webinar on Intellectual Property Rights	Sri.K.Veera Raghavulu,IPO.Goverment of india ,Chennai

## Student seminar

**ACTIVITY : 1.** Date: 12-09-22

Topic: Kum.Ester Rani, III B.Com.,Gen , gave an impressive seminar on Cost Control Techniques and enlightened the audience impressively.



## Quiz competition

**ACTIVITY : 2** Date: 01-11-22

Conducted an **Quiz competition** to II.B.com & III B.com Students

Topic: Current Affairs.80 students enthusiastically participated in Quiz Competition.



### ACTIVITY : 3

Date: 07-11-22,

Carried out Clean and Green Program activity, B.Com Students involved in the said program by keeping the Surroundings of the department neat and clean.





#### ACTIVITY : 4

Date: 18-11-22

Topic: Organised an **International Accounting day**, and Smt.V.Krishna Kumari, Chartered Accountant, Rajamahendravaram, inspired the student audience by citing latest developments in accounting.



## ACTIVITY : 5

Date: 19-11-22

Department of Commerce organized a Guest Lecture on Women Entrepreneurship day. Smt K.Bhagyalakshmi and S.R.Mahesh Rajahmahendravaram, inspired the student audience on women Entrepreneurship by citing the examples of various famous achievements of women in different fields.



## ACTIVITY : 6

Date: 26-11-22, Mr.K.R.R.Chowdary and Smt.K.Lakshmi conducted a Group Discussion on “ Library vs Cellphone”. Students actively participated in the said debate and daunted the audience with their valid arguments on the topic.



**ACTIVITY : 7** Date: 24-12-22,

Sri K.R.R.Chowdary and V.Suribabu, faculty members conducted a Debate on Consumers protection Act, 2019, to II B.Com (GEN & Computer Applications) . Participants impressed the audience with their best speeches.



**ACTIVITY : 8**

Date: 04-01-23, Department of Commerce conducted a business quiz to I B.Com and II B.Com and III B.Com Students.(Gen and Computer Applications).

Topic : Conducted Business Quiz





**ACTIVITY : 9** Date: 20-01-23

JAM was conducted by Department of Commerce on “ Impact of Impact of Role of E-Commerce in Economic Development” .Ms. G.Lakshmi, Ms. Sadhiya and Ms.K.Prameela presented the topic in a very enlightening way



## ACTIVITY : 10

Date: 14-02-23

Department of Commerce organized a Field visit to M/S Santhi Matha Edible Oils Refinery Private Limited, Kakinada. – 60 students of III B.com and 4 faculty members visited the company.



**ACTIVITY : 11** Date: **24-02-23**

**Maj.Dr.B.Kalyani**, enlighten the students on on effective Communication Skills in the Management sector to I.B.Com & III B.Com students. Students actively participated in the said programme.



**ACTIVITY : 12**

Date:

Topic: Guest Lecture was organized by the Department of Commerce, Sri.V.V.S.Gupta.SVGDC Parvathipuram was invited as the chief Guest. And delivered a message on “Carrier Development in Banking Sector” to all the degree students.



**ACTIVITY : 13**

Date: **09-03-2023**

Topic : The Department of Commerce conducted an Awareness Programme on the “Security in E-Commerce and Legal Aspects “. Sri N.Sridhar , Assist., Pofessor, GIET. addressed to gathering



**ACTIVITY : 14** Date: 10-03-23

Department of Commerce organized a **Field visit to Federal insurance Company**, Rjy . – 60 students of I B.com and 3 faculty members visited the bank. The bank authorities enlightened the students about New policies in the development of banking sector.





**ACTIVITY : 15** Date: **04-03-23**

Department of commerce arranged an Extension Lecture on **Activity Based Costing (ABC)** to III & II B.Com., students by Sri.B.Satyanarayana, Sri Sadguru Acadamy, RJVM.students gained the knowledge through this programme



**ACTIVITY : 16** Date:14-3-23

Department of commerce arranged an Extension Lecture on **SALES PROMOTION-Concepts** by U.Aresh kumar and K. Ramesh , Hindustan Unilever, 60 students of III B.Com., are participated and gained the knowledge through this programme





**ACTIVITY : 17** Date: **17-04-23**

Department of Commerce organized a \_Guest Lecture with the Resource person Sri.M.Srinivas, Rjy. He enlightened the students with the New Assessments of Taxation, Direct and Indirect Taxes.

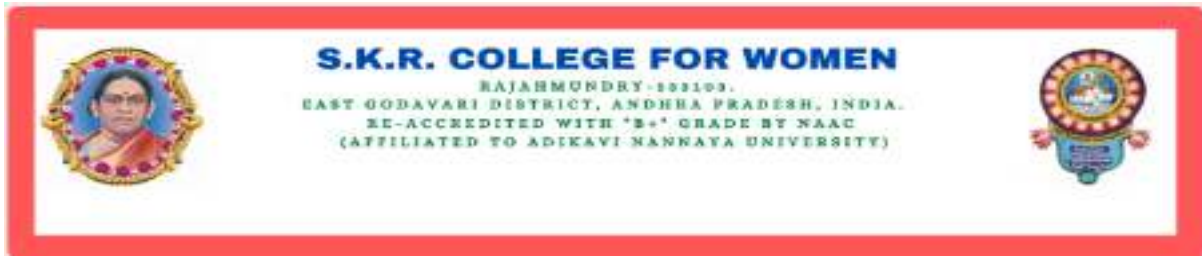


## ACTIVITY : 18

Date: National Webinar on Intellectual Property Rights was organized by the Department of Commerce through virtual mode , Sri K.Veeraraghavulu , IPO, Government of India, Chennai, was enlightened the students about an Intellectual Property Rights and duties .All the B.Com., students and Staff were participated in this programme.







## DEPARTMENT OF COMMERCE

2021-22

### BEST PRACTICE-1

#### **Title of the Practice:**

**BRIDGE COURSES FOR B. Com FIST YEAR STUDENTS**

#### **Objectives of the Practice**

To bridge the gap between commerce and non- commerce students

To lay foundation on the subjects and bring new ideas and thoughts in understanding the subjects easily.

#### **The Context:**

Some of the students joined in B.Com Ist year Course studied their Intermediate with Bi. PC and MPC groups. Hence they absolutely lack fundamental knowledge in the commerce subjects. It became imperative to conduct bridge classes to fill this gap and make them fit to understand the commerce subjects easily in their degree course.

#### **The Practice:**

Every day Bridge Course Classes are conducted in Fundamentals of Accountancy and Commerce Subjects before the scheduled working hours of the college. Daily text is conducted after the class to evaluate the progress of the students understanding. For Slow learners repetition classes will be taken after the college hours.

#### **Evidence of Success:**

After attending the bridge classes, students are able to follow the commerce and accountancy subjects easily on par with other students.



## BEST PRACTICE-2

### **Title of the Practice:**

#### **CO-OPERATIVE LEARNING**

### **Objectives of the Practice:**

- ❖ To realise the economic, cultural and social needs of the students of Commerce programme
- ❖ To develop and acquire necessary skills from one another
- ❖ To Share information
- ❖ To build a team that cooperates
- ❖ To promote team spirit and group cohesiveness

### **3. The Context:**

**The present corporate world demands group work, group cohesiveness and group culture from the candidates opting to work in various companies.**

Cooperative learning is an educational approach which aims to organise classroom activities into academic and social learning experiences. There is much more to cooperative learning than merely arranging students into groups and it has been described as “Structuring Positive Interdependent “ Students must work in groups to complete tasks collectively towards academic goals. . Students in cooperative learning can capitalize on one another’s resources and skills. Five essential elements are identified for successful incorporation of cooperative learning in class room.

Positive Interference

Promotive interaction ( face-to- face)

Teaching the students the required interpersonal and small group skills

Group processing

### **4. The Practice:**

The students of a class are divided into small groups 6 -7 members

Each group work to develop response by checking that everyone in their group can give and explain their group’s response.

Encourage each other’s contribution

Respect each other’s contribution

Offer solution to problems

Give and accept feed back

### **Strategies to adopt for cooperative learning**

- Thin- Pair- Share
- Circle- the- Sage
- Time- Pair- Share
- Agree- Disagree-Line-ups
- Rally- Coach

### Evidence of Success:

- ✓ Students gained leadership and decision making skill
- ✓ Acquired conflict management skills
- ✓ Enhanced their communication skills
- ✓ Students are willingly coming forward to take responsibility
- ✓ Gained confidence and positive attitude
- ✓ Helped to promote overall personality development of the students



## BEST PRACTICE-3

### **Title of the Practice:**

### **INCREMENTAL GROWTH RECORDS**

### **Objectives of the Practice:**

- i. To know the academic performance and progress of the students from the time of admission till the completion of degree.
- ii. To make the students understand the need for better performance
- iii. To create a permanent record of students' performance and progress
- iv. To find out the advance, moderate and slow learners
- v. To prepare progress cards
- vi. To take remedial action

### **3. The Context:**

In the present context of semester-wise examination system, it has become to know the academic performance and progress of the students at a glance.

Hence, Semester-wise marks are recorded in a permanent record sheet for each student separately along with her personal details viz., class, group medium, Admission No, Roll No, Examination Regd. No, etc .

### **4. The Practice:**

At the time of admission of the student, the class tutor gives her a incremental growth records in which she is enters her marks semester-wise duly initialled by the concerned tutor. At the end of each semester marks will be sent to parents in the form of progress report. Mid Semester and End semester exams marks will enable us to know the academic performance of the student and also help us to find out Advance Learners, Slow Learners and Moderate Learners.

### **5. Evidence of Success:**

The maintenance of Incremental Records to the students of Commerce Dept proved very beneficial to find out the advance, moderate and slow learners. When remedial action is taken in case of slow learners, they improved substantially in terms of marks. This practice has gained appreciation from the NAAC and Annual Academic Audit authorities. This Practice enable us to maintain a permanent record of academic performance of the student .





