

Name of the College and Address	S.K.R. Govt. DEGREE COLLEGE (W), RAJAHMUNDRY
Name of the Lecturer	V. SURT BABU
Name of the Subject	COMMERCE
Date of joining in Degree College Date	01-03-2001

S.No	Key Indicator	List of files/documents to be kept ready as a proof of Key Indicator	Information in support of the key indicator	Key Aspect Scores	Pre-terestime d Weightage (W1) for Key Indicator	Date of Retirement		Key Indicator Weighted Grade Points (KJGP) = (A =3; B=2; C=1; D=0)	Key Indicator Weighted Grade Points (KJWGP) = KJGP X W1	KJWGP as per Academic Adviser's grading	Guidelines
						Key Indicator Grade Points (KIGP)	Key Indicator Weighted Grade Points (KJWGP)				
I-CURRICULAR ASPECTS											
1	Curricular Planning and Implementation (for Autonomous Colleges - Efforts for Curriculum Design and Development to be considered)	Preparation and Implementation of 1. Annual Academic Curriculum Plan 2. Course Objectives & Outcomes 3. Teaching Diaries 4. Lesson Plans 5. Active Participation in BOS	Course wise/Sem wise Records for the Academic Year Course wise/Sem wise Records for the Academic Year Invitation Letter & Attendance	2x5 = 10 2x5 = 10 10	30	B	40				1) All five key indicators = 3 Grade points A 2) Any four key indicators = 2 Grade points B 3) Any two key indicators = 1 Grade points C 4) No Indicator = 0/D
2	Curriculum Flexibility/Enrichment	1. Additional inputs related to Curriculum of the courses taught 2. Value added courses offered & completed a) Certificate b) Diploma c) Any Online courses like MOOCs	a) Course wise/Sem wise additional inputs Reports b) Report on Certificate/ Diploma c) Any Online courses like MOOCs	10 2x5 = 10	20	C	20				1) All three key indicators = 3 Grade points A 2) Any two key indicators = 2 Grade points B 3) Any one key indicator = 1 Grade points C 4) No Indicator = 0/D
3	Feedback system	Feedback on Curriculum by Students a) Collected b) Analyzed c) Action taken	Course wise/Sem wise a) Reports of Feedback b) Analysis Reports c) Action taken Report	10	10	A	30				1) All three key indicators = 3 Grade points A 2) Any two key indicators = 2 Grade points B 3) Any one key indicator = 1 Grade points C 4) No Indicator = 0/D
II-TEACHING, LEARNING & EVALUATION											
4	Catering to Student Diversity	1. Report on grouping of students into Slow, Moderate and Advanced learners 2. Course wise activities designed for Slow, Moderate and Advanced learners	1. Course wise/Sem wise Reports with lists of students (Slow, Moderate and Advanced learners) 2. Course wise/Sem wise Activities designed for Slow, Moderate and Advanced learners	10 2x5 = 10	20	A	60				1) All three key indicators = 3 Grade points A 2) Any two key indicators = 2 Grade points B 3) Any one key indicator = 1 Grade points C 4) No Indicator = 0/D

S.No	Key Indicator	List of files/ documents to be kept ready as a proof of Key Indicator	Information in support of the key indicator	Key Aspect Scores	Predetermined Weightage (Wi) for Key Indicator	Key Indicator Grade Points (KIGP) (A =3; B=2; C=1; D=0)	Key Indicator Wise Weighted Grade Points (KIW/WGP) = KIGP X Wi	KIW/WGP as per Academic Advisor's grading	Guidelines
5	Teaching-Learning Process	<ol style="list-style-type: none"> 1. Report on student centered methods implemented (Course wise) 2. Report on implementation of ICT in teaching and learning (Course wise) or 3. Report on implementation of Computer/Internet assisted learning (Course wise) 3. Report on the Use of LMS tools (Course wise) 4. Contribution for the development of LMS in the concerned subject 5. Report on innovative pedagogical Tools used 	Course wise/ Sem wise Reports	50	50	B	100		<ol style="list-style-type: none"> 1) All five key indicators =3 Grade points/ A 2) Any three key indicators =2 Grade points/ B 3) Any two key indicator =1 Grade point/ C 4) Below two=0/D
6	Teacher Profile and Quality	<ol style="list-style-type: none"> 1. Report on Seminars/Conferences/ Workshops/ Guest Lectures organized 2. Report on Participation in Seminars/Conferences/Workshops/ Guest Lectures/ Invited talks 3. Awards and recognition 4. Participation in Short term/ Orientation /Refresher courses/FDPs 5. E- Content Development /MOOCs (Massive Open Online Courses) 6. Additional Qualifications acquired during the last two years 	Reports and Certificates	50	50	B	60		<ol style="list-style-type: none"> 1) Any five key indicators =3 Grade points/ A 2) Any three key indicators =2 Grade points/ B 3) Any two key indicator =1 Grade point/ C 4) Below two=0/D
7	Evaluation Process and Reforms	<ol style="list-style-type: none"> 1. Report on Formative Evaluation (CIE) 2. Assignments-Critical, Innovative, text book and Internet based 3. Involvement in Summative evaluation 4. Maintaining Marks Register & Result Analysis register 	Department wise reports regarding <ol style="list-style-type: none"> 1. Mid exams, Seminar Reports, Assignment books, Projects and any other tools of Internal Assessment 2. Departmental Internal Marks Register for CIA verified by the Principal 	<ol style="list-style-type: none"> 10 10 5 5 	30	A	90		<ol style="list-style-type: none"> 1) All four key indicator Metrics =3 Grade points/ A 2) Metrics 1, 2, 4 =2 Grade points/ B 3) Metrics 1, 2, 3 =1 Grade point/ C 4) Below two=0/D
8	Student Performance and Learning Outcomes	<ol style="list-style-type: none"> 1. Announcement and Attainment of Course Outcomes 2. Report on Student seminars/ Student demonstrations (Course wise) 3. Report on activities like Quiz/ Group discussion/ Poster presentation (Course wise) 4. Report on Field trips (Course wise) 5. Report on Student Study projects (Course wise) 	Course wise Reports	5x6=30	30	A	90		<ol style="list-style-type: none"> 1) All five key indicators =3 Grade points/ A 2) First KI Metric and any three other =2 Grade points/ B 3) First KI Metric and any two other =1 Grade point/ C 4) Below two=0/D

S.No	Key Indicator	List of files/documents to be kept ready as a proof of Key Indicator	Information in support of the key indicator	Key Aspect Scores	Predetermined Weightage (W _i) for Key Indicator	Key Indicator Grade Points (KIGP) (A =3; B=2; C=1; D=0)	Key Indicator Wise Weighted Grade Points (KIWWGP) = KIGP X W _i	KIWWGP as per Academic Advisor's grading	Guidelines
III-RESEARCH, INNOVATIONS AND EXTENSION									
9	Funding obtained for Research (Govt/ Non-Governmental Bodies)	1. Minor Research Projects 2. Major Research Projects 3. Consultancy Projects	Letter of intimation and award letters (For Current Year only Either Ongoing OR Completed)	5 10 5	20	-	-		1) All three key indicators =3 Grade points/A 2) Any two key indicators =2 Grade points/B 3) Any one key indicator =1 Grade point/C
10	Research Publications and Awards	1. Papers Published in Journals / Chapters published in edited volumes 2. Books published as single author 3. Books published as Co-Author 4. Papers/Chapters published as Co-Author (Note: A maximum of 3 publications in Scopus/Web of Science/ICJ or UGC -CARE Listed journals/Any book with ISBN shall be considered) 5. Research Guideship 6. Awards in recognition of research work		10 15 10 5 10 10	60	-	-		1) Any three key indicators =3 Grade points/A 2) Any two key indicators =2 Grade points/B 3) Any one key indicator =1 Grade point/C 4) No Indicator=0/D
11	Extension Activities	Academic Extension activities through DRC/ Faculty Outreach (Curriculum/ Skill/Domain related) Involvement in activities related to community service a. Sensitising the students about the value of Community Service b. Organising the activity (A maximum of 5 Programmes resulting in Community Service like ODF/Swachh Bharat/UBA etc)	Reports in the NAAC format	10	20	A	30		1) All three key indicators =3 Grade points/A 2) Any two key indicators =2 Grade points/B 3) Any one key indicator =1 Grade point/C 4) No Indicator=0/D
			Reports in the NAAC format	5-5		B	40		
12	Functional MoUs /Collaborations with Govt and Non Governmental Organisations	1. Collaboration with University/ Industry/NGO/ Any other Agency 2. Consultancy offered 3. Amount generated through Consultancy	MoUs - 5 points Consultancy offered -10 Amount generated through Consultancy - 5 points	20	20	-	-		1) All three key indicators =3 Grade points/A 2) Any two key indicators =2 Grade points/B 3) Any one key indicator =1 Grade point/C 4) No Indicator=0/D
IV - USE OF INFRASTRUCTURE & LEARNING RESOURCES									
13	Physical facilities	Infrastructural facilities in the Department/Colleges a. Use of Digital Classrooms b. Use of Virtual Classroom c. Use of Labs d. Use of Library e. Nlist usage f. Maintenance of Departmental Library	Log books related to usage	20	20	B	40		1) Any four key indicators =3 Grade points/A 2) Any three key indicators =2 Grade points/B 3) Any two key indicators =1 Grade point/C 4) Below two Indicators=0/D

Sl. No.	Key Indicator	List of files/documents to be kept ready as a proof of Key Indicator	Information in support of the key indicator	Key Aspect Score	Pre-determined % Weightage (%) for Key Indicator	Key Indicator Grade Points (KIGP) (A = 30, B=20, C=10, D=0)	Key Indicator Weightage Grade Point (KIGWP) = KIGP * W	KEDWP or Key Indicator Adviser's grading	Comments
VI- ROLE IN STUDENT SUPPORT AND PROGRESSIONS									
15	Teacher Support	<ul style="list-style-type: none"> ✓ Outlining of students as Mentor/Class teacher ✓ Student Profile Collection ✓ Semester wise updation and maintenance ✓ By other Staff/ Internal Guidance ✓ Academic guidance for the advanced learner (offering suggestions/reference books) ✓ Identifying the slow learners/offering study material/ remedial books ✓ Identifying/Monitoring Students for CSP-Internship ✓ Encouraging Participation in Parent Teacher Meetings 	Reports in the NAAC format	25 15 15 15	50	A	150		1) All Five key indicators -1 Grade points 2) Any Three key indicators -1 Grade points 3) Any Two key indicators -1 Grade points 4) Below two-00
16	Student Progression	Report on Programme/Course wise students' progression in Higher Education/Entrepreneurship	Reports in the NAAC format	10 10 10	30	B	60		1) All three key indicators -1 Grade points 2) Any two key indicators -1 Grade points 3) Any one key indicator -1 Grade points 4) No indicator -00
VII- ROLE IN INSTITUTIONAL GOVERNANCE									
16	Participation in Institutional Governance and Leadership	<ul style="list-style-type: none"> ✓ Contribution in Departmental Vision & Mission and Departmental Action Plan ✓ Participation in different institutional committees and preparation of committee reports ✓ Participation in different institutional activities that focus on value based education ✓ Contribution in IQAC quality initiatives 	Reports in the NAAC format	4x10	40	A	120		1) All three key indicators -1 Grade points 2) Any Three key indicators -1 Grade points 3) Any Two key indicators -1 Grade points 4) Below two-00
VIII- BEST PRACTICES									
17	Best Practices	Identification and Contribution in the Departmental Best practices/Institutional Best practices	Reports in the NAAC format	20	20	A	60		1) All three key indicators -1 Grade points 2) Any one key indicator -1 Grade points 3) No indicator -00
Total Grade points				510		A		60	

Name & Signature of the Principal

Name & Signatures of the Academic advisors

P. R.
PRINCIPAL
S.K.R. COLLEGE FOR WOMEN
HITHAKARINI SAMAJ
 Endowment Dept. Govt of Andhra Pradesh
RAJAMAHENDRAVARAM



1)
2)
3)



LECTURER

Sri V.Suribabu

QUALIFICATION : M.Com., M.Sc., (IT) P.G.D.S.M.

EXPERIENCE : 21 Years

ACTIVITIES

- Career Counselling & Guidance Cell (Degree)
 - Consumer Club Member
- Jawahar Knowledge Centre Member

B.Com. Programme
Department of Commerce
Programme Outcomes (POs)
2021-22

PO Number	Upon completion of B.Com Degree Programme the graduates will be able to
PO-1	understand the role of business and its implications on society
PO-2	understand the conceptual knowledge of accounting and acquire skills of maintaining accounts
PO-3	acquire entrepreneurial, legal and managerial skills
PO-4	identify the avenues of marketing and banking both traditional and modern
PO-5	develop the skills and techniques of communication to be successful in business and personal life
PO-6	improve competency to make eligible and employable in the job market
PO-7	recognize different value systems and ethics, understand the moral dimensions and accept responsibility

Programme Specific Outcomes (PSOs)

PSO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PO Number
PSO 1	apply different concepts in starting and managing business and realize the social responsibilities, social realities and inculcate an essential value system	PO 1
PSO 2	solve problems related to employer, employee, investors and consumers with legal protection	PO 3
PSO 3	prepare financial statements of business using accounting principles, concepts ,conventions and provisions	PO 7
PSO 4	develop necessary professional knowledge and skills in finance and taxation	PO 4
PSO 5	implement traditional and modern strategies and practices of costing, banking, economics, marketing, management, auditing and taxation	PO 2
PSO 6	practice different techniques of communication and apply it in business and profession	PO 5
PSO 7	use mathematical and statistical tools in academics, business and research	PO 2
PSO 8	develop competency in students to make them employable in the global market	PO 6
PSO 9	develop the skills of students to equip themselves as successful entrepreneurs	PO 3
PSO 10	enhance practical knowledge to prepare various accounts in order to meet the national requirements	PO 6

Course Outcome (COs)

Semester : I Core 1
Course Name : Financial Accounting I
Course Code : SMCO11 Total Hours: 60

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Understand the accounting principles, concepts and convention and to identify various subsidiary books in accountancy.	PSO 3	R
CO – 2	Analyse what bank reconciliation statement is and understand about rectification of errors and suspense account	PSO 3	AN
CO – 3	Analyse the essentials of bill of exchange and its accounting treatment.	PSO 3	R
CO – 4	Understand the various methods of calculating depreciation.	PSO 3	U
CO - 5	Understand the methods of calculating profits under single entry System.	PSO 3	AP

Course Outcome (COs)

Semester : I Core 2
Course Name : Business Organisation
Course Code : SMCO12 Total Hours: 60

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Provide understanding about business organisation	PSO 5	U
CO – 2	Create understanding about different business organisation forms	PSO 5	U
CO – 3	Familiarise with Partnership form of organisation and its comparison with sole proprietorship	PSO 9	Ap
CO – 4	Provide understanding about kinds of companies and create awareness about multinational companies	PSO 9	Ap
CO - 5	Get an idea about cooperative societies and Cooperative society movement in India	PSO 9	Ap

Course Outcome (COs)

Semester : I Allied I

Course Name : Business Economics

Course Code : SACO11 Total Hours: 45

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Understand the role of business economics in decision making	PSO 1	U
CO – 2	Analyse the demand determinants and measuring price elasticity of demand	PSO 5	An
CO – 3	Analyse the peculiarities of factors of production	PSO 1	An
CO – 4	Evaluate the supply and cost analysis of Total, Average and marginal curves.	PSO 1	E
CO - 5	Identify Equilibrium, price and output decisions in various market forms	PSO 5	E

Course Outcome (COs)

Semester : I Common

Course Name : Environmental Studies

Course Code : SEVS11 Total Hours:

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Understand the definition, scope and importance of natural resources and associated problems	PSO 1	U
CO – 2	Understand the concept of ecosystem and different types of ecosystem	PSO 1	U
CO – 3	Understand biodiversity and its conservation	PSO 1	U
CO – 4	Understand causes, effects and control measures of environmental pollution	PSO 1	U
CO - 5	Understand the social issues and the various law to protect environment	PSO 1	U

Course Outcome (COs)

Semester : II

Core 3

Course Name : Financial Accounting II

Course Code : SMCO21

Total Hours : 60

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Learn the accounting treatments in consignments, commission, Bad debts, valuation of unsold stock and calculation of normal and abnormal loss.	PSO 3	AP
CO – 2	Understand the accounts of Non-Trading concerns.	PSO 3	U
CO – 3	Prepare joint venture accounts and methods of maintaining accounts.	PSO 3	AN
CO – 4	Calculate the average due date and account current.	PSO 3	AP
CO - 5	Prepare self balancing and sectional balancing accounts and insurance claims.	PSO 3	U

Course Outcome (COs)

Semester : II

Core 4

Course Name : Principles of Management

Course Code : SMCO22

Total Hours : 60

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Develop knowledge about management	PSO 1	U
CO – 2	Have a better understanding of planning and decision making	PSO 1	U
CO – 3	Give an idea about organisation, departmentation and delegation	PSO 1	U
CO – 4	Familiarise with directing, motivation theories, communication process and leadership	PSO 9	Ap
CO - 5	Provide idea about requirements of coordination, control process and MIS	PSO 9	Ap

Course Outcome (COs)

Semester : II Allied II
Course Name : Marketing
Course Code : SACO21 Total Hours : 45

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Understand the Modern marketing concepts	PSO 5	R
CO – 2	Providing knowledge about marketing mix, segmentation, targeting and positioning.	PSO 5	U
CO – 3	Get clear idea of product planning, Diversification, Elimination and pricing strategies.	PSO 5	U
CO – 4	Summarize marketing of consumer goods, channels of distribution.	PSO 5	An
CO - 5	Practice and act of International marketing	PSO 5	An

Course Outcome (COs)

Semester : II Common
Course Name : Value Based Education
Course Code : SEBE21 Total Hours : 30

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Understand concepts of social justice and contributions of social reformers	PSO 1	U
CO – 2	Understand the concept and principles of human rights and rights of marginalised people	PSO 1	U
CO – 3	Understand social issues and concept of communal harmony	PSO 1	U
CO – 4	Understand concept and need for media education and globalized world scenario	PSO 6	U
CO - 5	Understand the values and overall ethics	PSO 1	U

Course Outcome (COs)

Semester : III Core 5

Course Name : Advanced Financial Accounting I

Course Code : SMCO31 Total Hours : 90

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Prepare branch and departmental accounts	PSO 10	Ap
CO – 2	Prepare contract accounts	PSO 10	U
CO – 3	Understand the accounts of hire purchase and installment system	PSO 10	Ap
CO – 4	Prepare Royalty accounts	PSO 10	Ap
CO - 5	Analyse and estimate the impact of insolvency accounts	PSO 10	A

Course Outcome (COs)

Semester : III Core 6

Course Name : Business Statistics

Course Code : SMCO32 Total Hours : 75

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Explain the primary concepts of statistics, data collection, sampling and tabulation	PSO 1	U
CO – 2	Understand the concepts of measures of central tendency and solve problems	PSO 7	Ap
CO – 3	Understand the various measures of dispersion and solve related problems	PSO 7	Ap
CO – 4	Develop the ability to solve problems in correlation and regression analysis	PSO 7	Ap
CO - 5	Calculate the index numbers and understand the concept of time series and their application	PSO 7	Ap

Course Outcome (COs)

Semester : III Core 7

Course Name : Banking

Course Code : SMCO33 Total Hours : 75

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Understand the relationship between the banker and the customer, how to apply crossing and endorsement in cheques.	PSO 5	U
CO – 2	Understand about commercial banks, EXIM banks and their functions.	PSO 5	U
CO – 3	Analyse about the traditional banking, mode of charging security.	PSO 5	AN
CO – 4	Evaluate the elements of modernized banking.	PSO 5	E
CO - 5	Understand the functions of RBI and methods of credit control.	PSO 5	U

Course Outcome (COs)

Semester : III Core 8

Course Name : Human Resource Management

Course Code : SMCO34 Total Hours : 75

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Understand the objectives, scope, functions and environment of Human Resource Management.	PSO 1	U
CO – 2	Understand manpower planning, components of a job study and selection process	PSO2	U
CO – 3	Evaluate the need as well as areas of training.	PSO 2	E
CO – 4	Understand the significance of Industrial relations , disputes and settlement	PSO 2	U
CO - 5	Explain Workers participation in management and describe Collective Bargaining process	PSO 2	U

Course Outcome (COs)

Semester : III Allied III
Course Name : Company Organisation
Course Code : SACO31 Total Hours : 45

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Understand company formation and capital subscription	PSO 6	U
CO – 2	Describe company management, Duties, Rights and Liabilities.	PSO 6	U
CO – 3	Appraise the Essentials of valid meeting	PSO 6	E
CO – 4	Analyse various kinds of meeting and statutory Report	PSO 6	An
CO - 5	Analyse and Evaluation of Directors meeting	PSO 6	E

Course Outcome (COs)

Semester : III Non Major Elective I
Course Name : Consumer Awareness
Course Code : SNCO3B Total Hours : 30

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Gain knowledge about different types of consumers	PSO 2	R
CO – 2	Gain knowledge about different types of consumers	PSO 2	U
CO – 3	Understand the procedure to file a complaint and the steps to handle complaints	PSO 2	U
CO – 4	Identify the functions of consumer dispute redressal agencies	PSO 2	R
CO - 5	Analyse consumer exploitation and remedial measures to eliminate such exploitation	PSO 2	An

Course Outcome (COs)

Semester : III Skill Based I - Core

Course Name : Business Communication

Course Code : SSCO3A Total Hours : 60

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Develop communication skills and use of electronic media in business communication	PSO 6	U
CO – 2	Learn the way to overcome communication barriers	PSO 6	U
CO – 3	Practice modern forms of communication	PSO 8	A
CO – 4	Formulate job related communication and resume preparation	PSO 8	C
CO - 5	Attend interview and participate in Group discussion with confidence	PSO 8	A

Course Outcome (COs)

Semester : IV Core 9

Course Name : Advanced Financial Accounting II

Course Code : SMCO41 Total Hours : 90

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Understand the procedure for preparing capital accounts	PSO 3	U
CO – 2	Understand and analyse the preparation of accounts on admission of partners	PSO 3	Ap
CO – 3	Prepare accounts on retirement, death of partners	PSO 3	Ap
CO – 4	Clarify the procedure for Dissolution and Insolvency	PSO 3	A
CO - 5	Analyse the amalgamation, sale to a company and piece meal distribution	PSO 3	E

Course Outcome (COs)

Semester : IV Core 10

Course Name : Business Mathematics

Course Code : SMCO42 Total Hours : 75

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Develop an idea about number systems and equations	PSO 7	U
CO – 2	Familiarise with the laws of indices and logarithm and their application	PSO 7	Ap
CO – 3	Know the various concepts like distance, slope, equation of straight line and their application in business	PSO 7	Ap
CO – 4	Have a clear idea about matrices properties and solve problems	PSO 7	Ap
CO - 5	Understand the concepts of simple interest, compound interest, discount, depreciation and their application in real life situations	PSO 7	Ap

Course Outcome (COs)

Semester : IV Core 11

Course Name : Capital Market

Course Code : SMCO43 Total Hours : 75

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Understand the structure and classification of capital market and analyse about Indian securities market.	PSO 4	U
CO – 2	Analyse about the Intermediaries in the financial market, methods through which the capital fund has been raised.	PSO 4	AN
CO – 3	Understand the functions of stock exchange, listing of securities and major stock exchanges.	PSO 4	U
CO – 4	Analyse the commodity and financial derivatives and trading mechanisms.	PSO 4	U
CO - 5	Discuss the functions of SEBI and measures taken by SEBI to Protect investors.	PSO 4	AN

Course Outcome (COs)

Semester : IV Core 12
Course Name : Import & Export Procedures
Course Code : SMCO44 Total Hours : 75

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Understanding concepts of international trade and significance of Trade protection	PSO 5	I
CO – 2	Explain the effect of balance of trade on domestic economy	PSO 5	U
CO – 3	Understand export procedure and discuss the documents required for export	PSO 5	U
CO – 4	Understand import procedure discuss the documents required for import	PSO 5	U
CO - 5	Identify the incentives and schemes and major problems of India's export sector.	PSO 5	U

Course Outcome (COs)

Semester : IV Allied IV
Course Name : Computer Applications in Business
Course Code : SACO41 Total Hours : 45

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Understand the components of computer	PSO 5	U
CO – 2	Provide the knowledge about an overview of E-Commerce and E-business	PSO 5	U
CO – 3	Describe the consumer oriented E-commerce applications	PSO 5	E
CO – 4	Appraise the Electronic Data Interchange and its pre-requisites	PSO 5	An
CO - 5	Analyze the different types of E-marketing techniques	PSO 5	An

Course Outcome (COs)

Semester : IV Non Major Elective II
Course Name : Human Rights
Course Code : SNCO4B Total Hours : 30

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Understand the kinds of human rights (Civil and political, social, economic and cultural rights)	PSO 7	U
CO – 2	Evaluation of violation of human rights	PSO 7	E
CO – 3	Apprise the rights of the disabled persons	PSO 7	A
CO – 4	Identify the constitutional and legal provisions of bonded labour	PSO 7	U
CO - 5	Application and identify the minorities rights commission	PSO 7	A

Course Outcome (COs)

Semester : IV Skill Based Core II
Course Name : Entrepreneurship Development
Course Code : SSCO4A Total Hours : 60

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Understand the functions of entrepreneur and its qualities	PSO 1	U
CO – 2	Understand various dimensions of entrepreneurship	PSO 5	U
CO – 3	Express the contemporary role models in Indian Business	PSO 5	U
CO – 4	Learn the procedure for preparing project appraisal and report	PSO 5	An
CO - 5	Identify the sources of mobilizing resources to start the business	PSO 1	E

Course Outcome (COs)

Semester : V Core 13
Course Name : Corporate Accounting I
Course Code : SMCO51 Total Hours : 75

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Understand the procedures for the issue of shares.	PSO 1	I
CO – 2	Prepare Financial Statements of Companies	PSO 3	A
CO – 3	Calculate purchase consideration in case of Amalgamation, Absorption and reconstruction.	PSO 3	U
CO – 4	Ascertain profit or loss prior to incorporation by applying various methods	PSO 3	U
CO - 5	Identify the methods of valuation of Goodwill and shares.	PSO 3	A

Course Outcome (COs)

Semester : V Core 14
Course Name : Cost Accounting
Course Code : SMCO52 Total Hours : 60

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Understand the importance of costing in companies	PSO 5	U
CO – 2	Gain knowledge about losses in process costing	PSO 5	Ap
CO – 3	Learn about the applications in Marginal Costing	PSO 5	U
CO – 4	Understand the concepts of budgeting and budgetary control	PSO 5	E
CO - 5	Estimate the future by applying standard costing technique	PSO 5	C

Course Outcome (COs)

Semester : V Core 15
Course Name : Business Law
Course Code : SMCO53 Total Hours : 75

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Understand the law and procedure of the contracts	PSO 5	U
CO – 2	Analyse performance and the remedies	PSO 2	An
CO – 3	Get clear idea about the guarantee of the parties under the contract	PSO 2	U
CO – 4	Get an idea about various kinds of agencies and bailment and pledge	PSO 2	An
CO - 5	Summarize sale of goods and rights and duties of buyer and seller	PSO 5	An

Course Outcome (COs)

Semester : V Core 16
Course Name : Research Methodology
Course Code : SMCO54 Total Hours : 60

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Analyse the significance, types and criteria of good research.	PSO 7	AN
CO – 2	Understand various research designs.	PSO 7	U
CO – 3	Evaluate the various types of sampling designs.	PSO 7	E
CO – 4	Gain knowledge on data collection and guide lines for constructing questionnaire and schedule.	PSO 7	AP
CO - 5	Gain knowledge on interpretation and report writing.	PSO 7	AP

Course Outcome (COs)

Semester : V Major Elective I
Course Name : Income Tax Law & Practice I
Course Code : SECO5A Total Hours : 60

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Understand the meaning of person, assessee, previous year, assessment year, total income	PSO 4	U
CO – 2	Identify the residential status and incidence of tax and solve problems	PSO 4	Ap
CO – 3	Compute taxable income from salary	PSO 6	Ap
CO – 4	Compute taxable income from house property	PSO 6	Ap
CO - 5	Understand the meaning of business and profession and compute taxable income	PSO 4	Ap

Course Outcome (COs)

Semester : V Skill Based Common III
Course Name : Personality Development
Course Code : SCSB5A Total Hours : 30

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Understand the determination of personality traits, self-awareness, SWOT analysis and goal setting.	PSO 6	U
CO – 2	Gain knowledge on self monitoring, perception, attitude and assertiveness.	PSO 8	U
CO – 3	Understand the terms of Team Building, Leadership, Theories, Negotiation skills, and types of conflicts management	PSO 2	AN
CO – 4	Describe communication skills, types of transactions, stress and consequences of stress.	PSO 6	U
CO - 5	Understand social grace at work dress code, group discussion, employer expectations in interview and planning.	PSO 8	U

Course Outcome (COs)

Semester : V

Course Name : Mini Project

Course Code : SPCO51

Total Hours : 90

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Enable the application of conceptual knowledge in real life situations	PSO 7	Ap
CO – 2	Apply the knowledge in conducting research and present the findings in the form of a research report	PSO 7	Ap

Course Outcome (COs)

Semester : VI

Core 17

Course Name : Corporate Accounting II

Course Code : SMCO61

Total Hours : 75

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Prepare liquidators' final statement of account.	PSO 3	A
CO – 2	Prepare Financial Statements of Banking Companies	PSO 3	A
CO – 3	Prepare Accounts of Electricity companies and Calculate Reasonable Return	PSO 3	U
CO – 4	Prepare consolidated Balance Sheet	PSO 3	U
CO - 5	Understand the methods of Human Resource Accounting.	PSO1	U

Course Outcome (COs)

Semester : VI Core 18
Course Name : Management Accounting
Course Code : SMCO62 Total Hours : 60

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Understand the objectives and functions of management accounting	PSO 3	U
CO – 2	Evaluate the financial position by using ratios	PSO 3	E
CO – 3	Gain knowledge about the preparation of fund flow statement	PSO 3	E
CO – 4	Evaluate the financial position of a concern through cash flow statement	PSO 3	An
CO - 5	Identify the capital budgeting decisions	PSO 3	U

Course Outcome (COs)

Semester : VI Core 19
Course Name : Industrial Law
Course Code : SMCO63 Total Hours : 75

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Understand the provisions and employment under Factories Act 1948	PSO 2	U
CO – 2	Calculation of compensation and the disabilities of workmen	PSO 2	E
CO – 3	Analyse disputes and the machineries under Industrial disputes Act 1947	PSO 2	U
CO – 4	Gain knowledge about procedure, registration and cancellation of Trade Union and the various Forums under Consumer Act 1986.	PSO 2	U
CO - 5	Recognize the need of Employees State Insurance Act 1948 and about the payment of gratuity of the workers.	PSO 2	U

Course Outcome (COs)

Semester : VI Core 20
Course Name : Auditing
Course Code : SMCO64 Total Hours : 60

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Gain knowledge about auditing, audit programmes, working papers and preliminaries before audit.	PSO 5	U
CO – 2	Analyse about implementing internal check and internal control in concerns.	PSO 5	AN
CO – 3	Understand the various aspects of vouching.	PSO 5	U
CO – 4	Learn how to verify and value various assets and liabilities	PSO 5	L
CO - 5	Evaluate the traits of Company Auditor and how to draft Auditors Report.	PSO 5	E

Course Outcome (COs)

Semester : VI Major Elective II
Course Name : Income Tax Law & Practice II
Course Code : SECO6A Total Hours : 60

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Identify long term and short term capital gain and calculate taxable capital gain	PSO 4	AP
CO – 2	Understand income under the head other sources and solve problems	PSO 4	AP
CO – 3	Compute set-off and carry forward of losses and aggregation of income	PSO 4	AP
CO – 4	Identify the deductions from Gross Total Income and understand returns, filing of return of income, due date, kinds of assessment and assessment procedure	PSO 4	U
CO - 5	Compute income tax liability of individuals	PSO 6	AP

Course Outcome (COs)

Semester : VI

Course Name : Major Project

Course Code : SPCO61

Total Hours : 100

CO Number	Upon completion of B.Com Degree Programme the graduates will be able to	PSO addressed	CL
CO – 1	Develop understanding of research methodology and its applications	PSO 7	U
CO – 2	Understand the different methods of data collection and its interpretation	PSO7	Ap
CO – 3	Develop analytical skills in generalization of things and concepts	PSO 7	An

ANNUAL CURRICULAR PLAN – DEPARTMENT OF COMMERCE) 2021-2022

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		Yes							
	BOM	15	Company Incorporation					1		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		Yes		Q.A	1	Yes			
	BOM	14	Introduction to Management					1		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

Name of the Department : Commerce

Name of the Lecturer : V.S Babu

Date / Month / Year	Day	Class	Period / Time	Medium EM / TM	Theory / Practical
1	2	3	4	5	6
25/10/21	MON	III Bcom(S)	2	EM	Theory
		III Bcom(T)	3	L	L
		II Bcom(C)	5	L	L
26/10/21	TUE	II Bcom(S)	1	L	L
		II Bcom(D)	2	L	L
		II Bcom(C)	5	L	L
27/10/21	wed	III Bcom (P)	2	L	L
		II Bcom (C)	4	L	L
		III Bcom(T)	6	L	L
28/10/21	Thu	II Bcom S	2	L	L
		III Bcom T	3	L	L
		II Bcom C	4	L	L
		IV Bcom A	6	L	L

V. S. Babu
Signature of the Lecturer

K. R. Reddy
Signature of the Department I/C

DIARY 2020 - 2022

Topic Covered	Methodology Adopted	No. of Students attended	Teaching Aids used	Student Activity conducted	Remarks
7	8	9	10	11	12
Introduction	Black Board	44	Lecture package		
Basic concepts		18			
Introduction		21			
Functions		46			
Arithmetic mean		20			
Database Explanation		20			
Structure of C		20			
DBMS Explanation		19			
Data types		21			
Agriculture Income		23			
Individual Series		40			
Direct Method		20			
Agriculture Income		18			
Operations		21			
DBMS - History					

Signature of the Principal

Name of the Department : *Commerce*

TEACHING

Name of the Lecturer : *V S Bhat*

Date / Month / Year	Day	Class	Period / Time	Medium EM / TM	Theory / Practical
1	2	3	4	5	6
		<u>III</u> B.com	3	E.M	Theory
05/7/22	Tuesday	<u>II</u> B.com	2	"	"
	"	<u>III</u> B.com	1	"	"
	"	<u>II</u> B.com	5	"	"
6/7/22	wednesday	<u>III</u> B.com	6	"	"
	"	<u>II</u> B.com	4	"	"
7/7/22	Thursday	<u>III</u> B.com	3	"	"
	"	<u>II</u> B.com	2	"	"
	"	<u>III</u> B.com	1	"	"
8/7/22	Friday	<u>II</u> B.com	4	"	"
	"	<u>III</u> B.com	5	"	"
9/7/22	Saturday	<u>II</u> B.com	6	"	"
	"	<u>III</u> B.com	1	"	"

V. S. Bhat
Signature of the Lecturer

K. S. Bhat
Signature of the Department I/C

DIARY 20²¹ - 20²²

Topic Covered	Methodology Adopted	No. of Students attended	Teaching Aids used	Student Activity conducted	Remarks
7	8	9	10	11	12
Editing Features	Lect	30	blackboard		
correlation direct method	"	28	"	job sheet self study	
Austherly tools	"	18	"	ppt	
correlation Indirect method	"	25	"		
Adobe premiere	"	28	"	job sheet edit or	
Rank correlation	"	32	"	practical	
situation Analysis	"	36	"		
Final marks	"	38	"		
create a object	"	42	"		
Encapsulation	"	40	"	group discussion	
search Engine marketing	"	39	"		
Abstraction	"	36	"		
Adobe audition	"	35	"		

TEACHING PLAN (SYNOPSIS)

Month: September Subject: Statistics (Commerce)
 Topic: Introduction Page: 11 Pages

Hours Required	
Learning Objectives	<u>Able to learn importance of Statistics</u>
Previous knowledge to be reminded	<u>Mathematics</u>
Topic Synopsis	<u>Introduction to Statistics</u>
<p><u>Def'n</u> Statistics is the science which deals with the collection, classifying, presenting, comparing and interpreting numerical data collected.</p> <p><u>Function of Statistics:</u> 1) It helps in simplifying, summarizing and condensing 2) Comparison 3) Solving individual experience 4) Forecasting 5) Formation and testing</p> <p><u>Importance of Statistics</u> 1) Important in planning 2) Statistics in planning 3) Statistics and the state 4) Statistics in Business 5) Statistics and Economics</p> <p><u>Limitations of Statistics</u> 1) Quantitative aspect ignored 2) Statistics can't deal with individual 3) Statistics can't deal with quality 4) It should be used by experts 5) The data are only meant for one use 6) Statistical laws are not always true</p> <p><u>Primary data</u> - The data collected for the first time by the investigator or original data are known as primary data</p>	
Thrust area	<u>Business, Science</u>
Skill to be learnt by student	<u>How to perform in real life situation</u>
Examples/illustrations	<u>Example: using population based data</u>
Additional points	<u>pts</u>

Teaching Methods used	<u>primary</u>
Teaching Aids used	<u>Learning package</u>
Reference used	<u>text book</u>
Student activity planned after the teaching	<u>question & answer</u>
Activity planned outside class	<u>Assignment</u>
Any other	<u>test</u>

Secondary data method - It is a process of using data which has been originally collected by persons other than investigator.

Arithmetic Mean - Individual Series :
$$\bar{X} = \frac{\sum X}{N}$$

\bar{X} = Arithmetic Mean
 X_1, X_2 = Values of the variable Σ = total.

Short cut method:
$$\bar{X} = A + \left[\frac{\sum f dx}{N} \right]$$

Discrete Series: (a) Direct method:
$$\bar{X} = \frac{\sum f x}{\sum f}$$

(b) Short cut method:
$$\bar{X} = A + \frac{\sum f dx}{\sum f}$$

Step-deviation method:
$$\bar{X} = A + \left[\frac{\sum f dx}{\sum f} \right] c$$

MEDIAN - Individual Series: $M =$ Size of $\frac{N+1}{2}$ th item

Calc of Continuous Series: $M = L_1 + \frac{\frac{N}{2} - cf}{f} \times i$

$Q_1 =$ Size of $\frac{N+1}{4}$ th item

$Q_3 =$ Size of $\frac{3(N+1)}{4}$ th item

$D_1 =$ Size of $\frac{N+1}{10}$ th item

$D_9 =$ Size of $\frac{9(N+1)}{10}$ th item

P. Refers - Unit Lecture

CERTIFICATE COURSE

ON

RETAIL MARKETING



S.K.R. COLLEGE FOR WOMEN::RAJAMAHENDRAVARAM

DEPARTMENT OF COMMERCE

2021 -2022

From

V.Suribabu
Lecturer in Commerce
S.K.R.College for Women
Rajamahendravaram.

To

The Principal,
S.K.R.College for Women,
Rajamahendravaram .

Sub: To start CERTIFICATE COURSE on “**RETAIL MARKETING**” submitting
Proposals regarding...

Respected madam,

We the Department of Commerce planned to start CERTIFICATE COURSE in the
academic year 2021-2022 for Final year B.Com. Commerce students from 02/01/2021 to
29/02/2021 i.e., two months course (36 hrs.) on Retail Marketing.

So this is our humble request to permit us for conducting the above course.

Thanking you Madam,

V.Suribabu
Incharge of the Department

Principal

SKR COLLEGE FOR WOMEN :: RAJAMAHENDRAVARAM
DEPARTMENT OF COMMERCE

CERTIFICATE COURSE- 2021-22

The faculty members of the Commerce department met in the Principal chamber to discuss and to review the conduct of the CERTIFICATE COURSE titled "**RETAIL MARKETING**" under the chairmanship of the Principal and the faculty of the department of Commerce on 02/12/2021. .

AGENDA:

Starting of CERTIFICATE COURSE for Final year B.Com. commerce students.

RESOLUTIONS:

- 1) It is resolved to start the CERTIFICATE COURSE titled "**RETAIL MARKETING**" from 02/01/2021 to 29/02/2022 (36 hrs duration) for the academic year 2021-2022.
- 2) It is also resolved to frame the syllabus, regulations for the successful completion of the certificate course titled "RETAIL MARKETING".
- 3) Resolved to conduct classes from 4.30 PM onwards in the college campus.
- 4) Resolved to conduct exam after completion of the course and issue certificates to qualified candidates.
- 5) Qualifying mark is 40 %.

MEMBERS PRESENT:

1. Smt.B.Vanaja Ratnam
2. Smt. S.Lakshmi
3. Smt.K.Veeralakshmi
4. Smt.A.Devi

(V.Suribabu)
In charge of the Department

Dr.P.Raghavakumari.
Principal

CIRCULAR

DATE 18.12.2021

This is to inform that the Department of Commerce is going to conduct CERTIFICATE COURSE from 02.01.2021 to 29.02.2022 for Final year Commerce students on "**RETAIL MARKETING**". The students who are interested can enroll their names in the Department of Commerce on or before 28.12.2021. The duration of the course is 2 months (36 Hrs). The candidates who secure 40% of the marks in the examination will get the certificate.

(V.Suribabu)
Incharge of the Department

SKR COLLEGE FOR WOMEN:: RAJAMAHENDRAVARAM
DEPARTMENT OF COMMERCE
CERTIFICATE COURSE- 2021-22
LIST OF STUDENTS ENROLLED
"RETAIL MARKETING ”

S.No.	Name Of The Student	Class & Group	Hall Ticket Number
1.	A.Jyotsnadevi	III B.Com General	190908100001
2.	A.Pavani	III B.Com General	190908100002
3.	A.Venkata Devi	III B.Com General	190908100003
4.	Ayesha Khanam	III B.Com General	190908100004
5.	B.Anusha	III B.Com General	190908100006
6.	Ch.Jhansi Lakshimi	III B.Com General	190908100007
7.	Ch. Teja Sri	III B.Com General	190908100008
8.	CHS.V.V.Lakshimi	III B.Com General	190908100009
9.	D.Divya Phani	III B.Com General	190908100010

10	D.padma	III B.Com General	190908100011
11.	B.Sraviya Lakshimi	III B.Com General	190908100012
12.	G.Priyanka	III B.Com General	190908100013
13.	G.Sririsha	III B.Com General	190908100014
14.	G.Durga Bhavani	III B.Com General	190908100015
15.	J.Divya	III B.Com General	190908100016
16.	J.Devi Sri	III B.Com General	190908100017
17.	J.Sony	III B.Com General	190908100018
18.	K.Mnasa	III B.Com General	190908100019
19.	K.Uma Maheswari	III B.Com General	190908100020
20.	K.Sandhya	III B.Com General	190908100021

(V.Suribabu)
In charge of the Department

(Dr.P.Raghavakumari.)
Principal

SKR COLLEGE FOR WOMEN:: RAJAMAHENDRAVARAM
DEPARTMENT OF COMMERCE
CERTIFICATE COURSE
“RETAIL MARKETING”

Course Objectives:

- a. Demonstrate the key concepts and issues in retail marketing environment.
- b. Analyse the operational issues of retail firms and identify the retail marketing strategies.
- c. Understand the various retail formats and the role of private brands.
- d. Examine the customer relationship management practices in retail sector.
- e. Identify the potential of role of technology in e-tailing in India and the world.

Course duration : 36 hrs

Level : UG

Course type : Scheduled

Certification: Certification will be given on the continuous comprehensive evaluation of student's performance in the learning activities.

SYLLABUS OF THE COURSE

Unit-I Introduction to Retail Marketing: Definition and scope of Retailing – Retailer – Evaluation of Retailing Industry – Retailers role in the distribution Channel – Types of retailers – Retailing Environment, Indian Vs Global Scenario Retailing Marketing Environment – Introduction understanding the Environment, Elements in a Retail Marketing Environment, Environmental Issues

Unit-II Functions of Retailers: Benefits of Retailing – Benefits to Customers – Benefits to Manufacturers and Wholesalers – Trends in Retailing - Global Retail Scenario – Indian Retail Scenario – Prospects of Retailing in India Retail Marketing Strategies: Introduction Strategy at different levels of Business, Building a sustainable competitive advantage, the strategic retail planning process.

Unit-III Indian Experience in Retailing: Impact of FDI in Indian context. Retail Organization and formats – Retail Ownership – Retail formats – Store based formats – Non-store formats Generalist and Specialist Retailers – Services Retailing Private Branding in Retail-Introduction, Differences between a store /private, Brand and a National Brand, growth drivers of private label, Global Scenario of Private Labels, Indian Market Scenario, advantages of Private label, Disadvantages of Private label.

Unit-IV Customer Relationship Management in Retailing: Introduction, Management of Relationship, Principles of CRM – Customer Relationship Management Strategies, Components of CRM Customer Service in Retailing, CRM and loyalty Programme. E – Tailing Introduction, E – Tailing, role of technology in satisfying Market demand, technology in Retail Marketing Decisions, Structure and Development in E-Tailing factors influences the growth of E – Tailing advantages & Disadvantages of E-Tailing, future of Electronic Retailing – Rural Retailing.

REFERENCE BOOKS:

1. Berman and Evans, -- Retail Management, Prentice Hall 2004.
2. Davis and Ward, Managing Retail Consumption, John Wiley & Sons 2002.
3. Levy and Weitz, --- Retailing Management Irwin 2004.
4. Rosemary Varley and Mohammed Rafiq --- Principles of Retail Management, Palgrave
5. Retail Management, ICFAI Center for Management Research Publication.

Course Outcomes:

CO1: Understand the concepts of retail marketing environment

CO2: Know the recent trends in operations of retailing in India.

CO3: Possess the Knowledge of various retail formats and retail customers.

CO4: Assess the role of technology in retail marketing.

(V.Suribabu)
In charge of the Department

(Dr.P.Raghavakumari)
Principal

SKR COLLEGE FOR WOMEN:: RAJAMAHENDRAVARAM
DEPARTMENT OF COMMERCE
CERTIFICATE COURSE- 2021-2022

REPORT

As a part of academic activity, the department of Commerce has conducted **CERTIFICATE COURSE** in '**Retail Marketing**' from 2.01.2021 to 27.02.2021 for the academic year 2021-2022. The important objective of the course is to improve basic knowledge of **RETAIL MARKETING**. It is very economic and useful to every common man.

The Commerce faculty members engaged classes for 36 hrs. At the end of the course, an external examination in MCQ Pattern is conducted for the assessment of learners understanding levels of knowledge. The minimum qualifying mark for awarding the certification is 40%. 20 students completed the course successfully and got certificates.

(V.Suribabu)
In charge of the Department

(Dr.P.Raghavakumari)
Principal

SKR COLLEGE FOR WOMEN:: RAJAMAHENDRAVARAM
DEPARTMENT OF CHEMISTRY
CERTIFICATE COURSE- 2021-2022
SUBJECT : RETAIL MARKETING

Time: 2 Hours

QUESTION PAPER

MARKS : 50

ANSWER ALL QUESTIONS

1. a. What is retailing? Explain about evolution of retail industry in India

Or

b. Write a note on Retail marketing environment

2. a. Explain the various benefits of Retailing

Or

b. Discuss about the retail marketing strategies

3 a. Explain about the retail formats in Indian context

Or

b. Discuss about Private Labels in India retail sector

4 a. What are the benefits of relationship marketing

Or

b. What are the principles of Customer Relationship Management

5 a. Explain about E-tailing in India context

Or

b. What are the advantages and disadvantages of E-tailing

Section-B

(5x2=10 marks)

Answer any FIVE of the following

6. Types of Retailers
7. Retail distribution channels
8. Functions of retailer

9. Global Retailing
10. Store Based format
11. Private Branding
12. Customer Relationship Management
13. Loyalty Programme
14. Technology in satisfying market demand
15. Rural Retailing

(V.Suribabu)
In charge of the Department

(Dr.P.Raghavakumari)
Principal

SKR COLLEGE FOR WOMEN, RAJAMAHENDRAVARAM
DEPARTMENT OF CHEMISTRY
CERTIFICATE COURSE- 2021-2022
"RETAIL MARKETING "

Attendance Sheet

S.No.	Name of The Student	Class & Group	Hall Ticket Number	Signature of the student
1.	A.Jyotsnadevi	III B.Com General	190908100001	
2.	A.Pavani	III B.Com General	190908100002	
3.	A.Venkata Devi	III B.Com General	190908100003	
4.	Ayesha Khanam	III B.Com General	190908100004	
5.	B.Anusha	III B.Com General	190908100006	
6.	Ch.Jhansi Lakshimi	III B.Com General	190908100007	
7.	Ch. Teja Sri	III B.Com General	190908100008	
8.	CHS.V.V.Lakshimi	III B.Com General	190908100009	
9.	D.Divya Phani	III B.Com General	190908100010	
10	D.padma	III B.Com	190908100011	

11.	B.Sraviya Lakshimi	III B.Com General	190908100012	
12.	G.Priyanka	III B.Com General	190908100013	
13.	G.Sririsha	III B.Com General	190908100014	
14.	G.Durga Bhavani	III B.Com General	190908100015	
15.	J.Divya	III B.Com General	190908100016	
16.	J.Devi Sri	III B.Com General	190908100017	
17.	J.Sony	III B.Com General	190908100018	
18.	K.Mnasa	III B.Com General	190908100019	
19.	K.Uma Maheswari	III B.Com General	190908100020	
20.	K.Sandhya	III B.Com General	190908100021	

(V.Suribabu)
In charge of the Department

(Dr.P.Raghavakumari)
Principal

SKR COLLEGE FOR WOMEN, RAJAMAHENDRAVARAM

DEPARTMENT OF COMMERCE

CERTIFICATE COURSE- 2021-2022

"RETAIL MARKETING "

MARKS AWARDED – RETAIL MARKETING

Date:

Time:1hour

Class: III B.Com

Max.Marks:50

Students List

S.No	Regd.No	Name of the Student	Marks	Marks in Words
1	190908100001	A.Jyotsnadevi	48	Fourty eight
2	190908100002	A.Pavani	45	Fourty five
3	190908100003	A.Venkata Devi	42	Fourty two
4	190908100004	Ayesha Khanam	38	Thiry eight
5	190908100006	B.Anusha	39	Thrity nine
6	190908100007	Ch.Jhansi Lakshimi	33	Thirty three
7	190908100008	Ch. Teja Sri	40	Fourty only
8	190908100009	CHS.V.V.Lakshimi	37	Thrity seven
9	190908100010	D.Divya Phani	41	Fourty one

10	190908100011	D.padma	43	Fourty three
11	190908100012	B.Sraviya Lakshimi	35	Thirty five
12	190908100013	G.Priyanka	41	Fourty one
13	190908100014	G.Sririsha	39	Thirty nine
14	190908100015	G.Durga Bhavani	31	Thriy one
15	190908100016	J.Divya	40	Fourty
16	190908100017	J.Devi Sri	36	Thirty six
17	190908100018	J.Sony	37	Thriy seven
18	190908100019	K.Manasa	29	Twenty nine
19	190908100020	K.Uma Maheswari	38	Thirty eight
20	190908100021	K.Sandhya	35	Thirty five

(V.Suribabu)
In charge of the Department

(Dr.P.Raghavakumari)
Principal





SKR COLLEGE FOR WOMEN ; RAJAMAHENDRAVARAM
Reaccredited NAAC B+ Grade

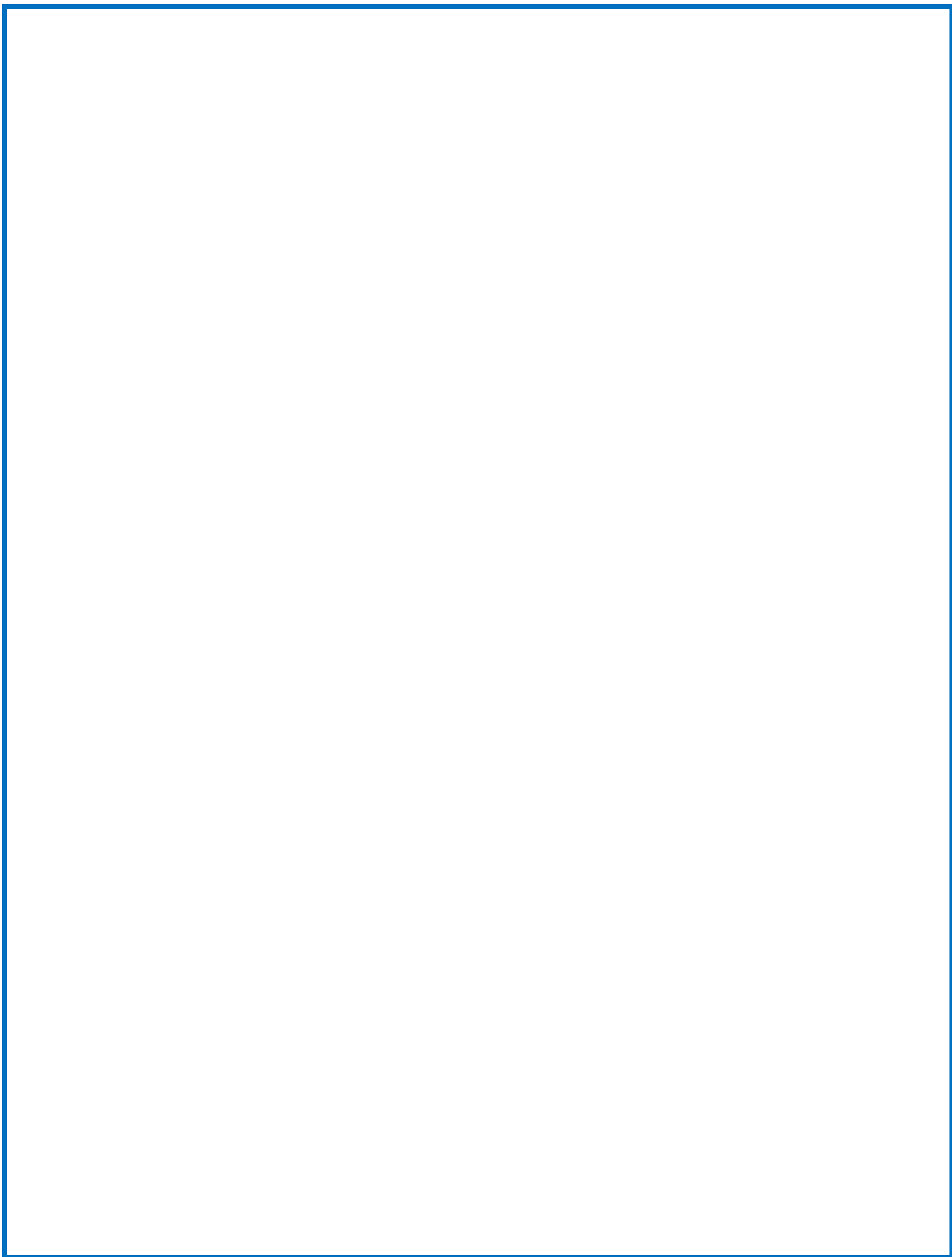


Certificate of Course Completion

This is to Certify that Ms.....Studying.....
has completed her Certificate course in
fromto, Department of Commerce.

V.Suribabu
Lecturer in Commerce

Dr.P.Raghava Kumari
Principal





Smt. KANDUKURI RAJYALAKSHMI COLLEGE FOR WOMEN

Accredited at B+ level by NAAC

(Estd : 1968)

Affiliated to Adikavi Nannaya University, Rajamahendravaram (ANUR)

(Under the control of HITHAKARINI SAMAJAM, Endowments Dept., Govt. of Andhra Pradesh)

Dr. P. Raghava Kumari
M.Sc., B.Ed., M.Phil., Ph.D. Principal



Opp.T.T.D. Kalyana Mandapam, Danavaipeta
RAJAMAHENDRAVARAM - 533 103
East Godavari District, A.P., INDIA
☎ 0883 - 2467391, 90304 30758
e-mail : skrcollege@yahoo.com
website : www.skrcw-rjy.org

To
The Assistant commissioner & Correspondent
SKR College For Women,
Rajamahendravaram

Sub :- SKR College For Women, Rajamahendravaram – Submission of Feedback
Report 2021-22 Reg.

This is to submit that, as an institutional practice, SKR College For 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 2021-2022, 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.

P. R.

SIGNATURE OF THE PRINCIPAL

PRINCIPAL

**S.K.R. COLLEGE FOR WOMEN
HITHAKARINI SAMAJ**

Endowments Dept., Govt. of Andhra Pradesh
RAJAMAHENDRAVARAM



Ch. Devarajulu
Asst. Commissioner & Correspondent
**S.K.R. COLLEGE FOR WOMEN
HITHAKARINI SAMAJAM**
Endowments Dept., Govt. of Andhra Pradesh
RAJAMAHENDRAVARAM

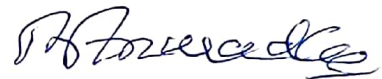
SKR COLLEGE FOR WOMEN, RAJAMAHENDRAVARAM

Feedback Report 2021-2022

For the academic year 2021-2022, feedback on the college functioning including teaching learning process was collected from the students, teachers, parents and alumni in offline 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.

958 students submitted their feedback which was collected by the class mentors. 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. COLLEGE FOR WOMEN
RAJAMAHENDRAVARAM.
East Godavari, Govt of Andhra Pradesh
RAJAMAHENDRAVARAM

SKR COLLEGE FOR WOMEN, RAJAMAHENDRAVARAM

Action Taken Report on Feedback -2021-2022

The feedback report for the academic year 2021-2022 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.




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Endowments Dept., Govt. of Andhra Pradesh
RAJAMAHENDRAVARAM

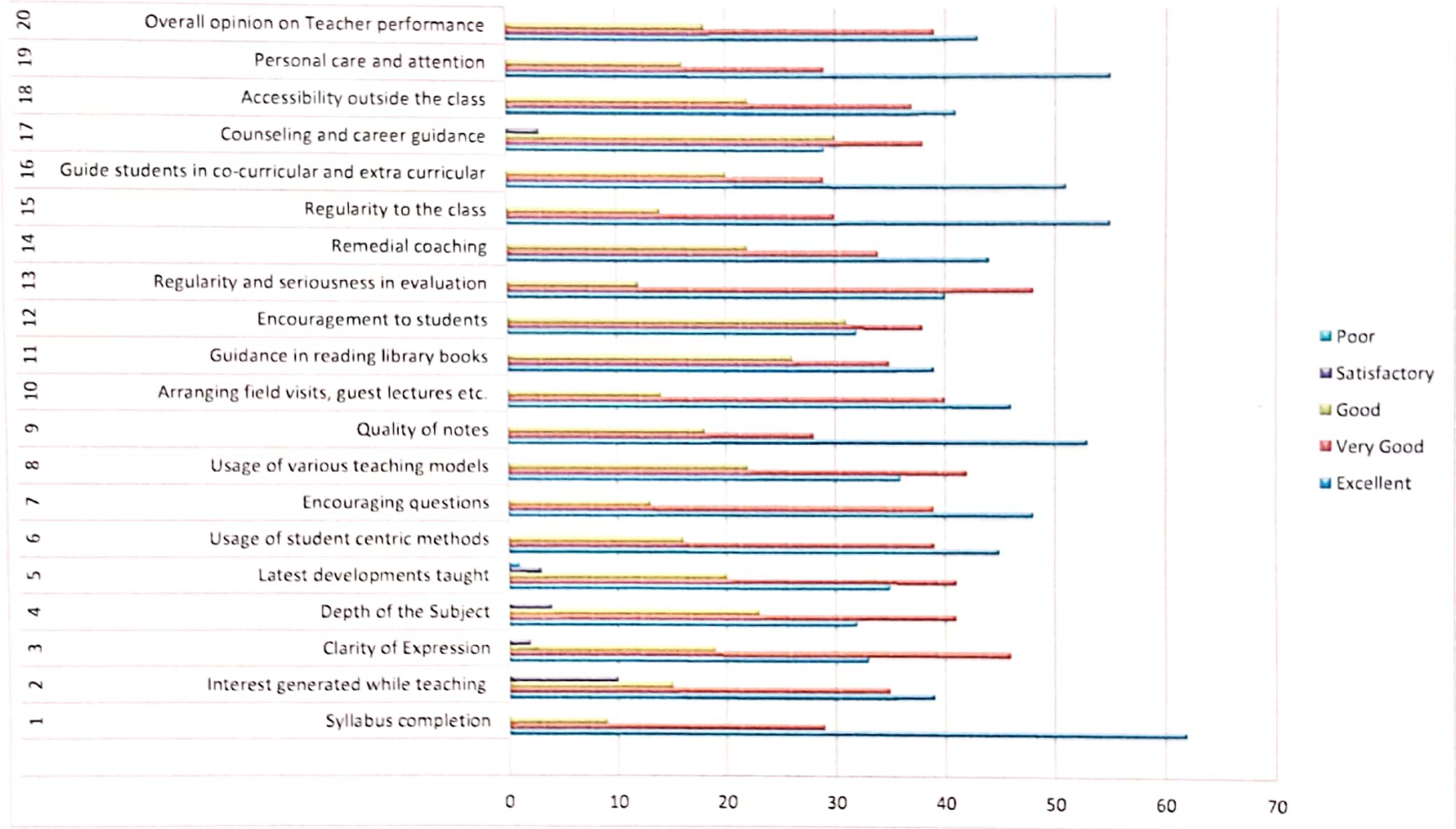
SKR COLLEGE FOR WOMEN RAJAMAHENDRAVARAM
Student Satisfaction Survey (SSS) on Teaching Learning & Evaluation for 2021-22


SI.No	Parameters	Excellent		Very Good		Good		Satisfactory		Poor	
		No	%	No	%	No	%	No	%	No	%
1	Syllabus completion	590	62	280	29	88	09	0	0	0	0
2	Interest generated while teaching	374	39	340	35	144	15	100	10	0	0
3	Clarity of Expression	320	33	436	46	180	19	22	02	0	0
4	Depth of the Subject	306	32	396	41	220	23	36	04	0	0
5	Latest developments taught	337	35	395	41	190	20	26	03	10	01
6	Usage of student centric methods	435	45	369	39	154	16	0	0	0	0
7	Encouraging questions	463	48	374	39	121	13	0	0	0	0
8	Usage of various teaching models	346	36	398	42	214	22	0	0	0	0
9	Quality of notes	511	53	270	28	177	18	0	0	0	0
10	Arranging field visits, guest lectures etc.	442	46	386	40	130	14	0	0	0	0
11	Guidance in reading library books	373	39	332	35	253	26	0	0	0	0
12	Encouragement to students	302	32	361	38	295	31	0	0	0	0
13	Regularity and seriousness in evaluation	382	40	460	48	116	12	0	0	0	0
14	Remedial coaching	425	44	323	34	210	22	0	0	0	0
15	Regularity to the class	530	55	292	30	136	14	0	0	0	0
16	Guide students in co-curricular and extra curricular	492	51	274	29	192	20	0	0	0	0
17	Counseling and career guidance	280	29	360	38	292	30	26	03	0	0
18	Accessibility outside the class	393	41	350	37	215	22	0	0	0	0
19	Personal care and attention	523	55	280	29	155	16	0	0	0	0
20	Overall opinion on Teacher Performance	412	43	370	39	176	18	0	0	0	0




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 Rajamahendravaram
 RAJAMAHENDRAVARAM

Analysis of Student Survey Feed back - 2021-2022




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 RAJAMAHENDRAVARAM

SKR COLLEGE FOR WOMEN, RAJAMAHENDRAVARAM
Teacher Feed Back Analysis – 2021-2022

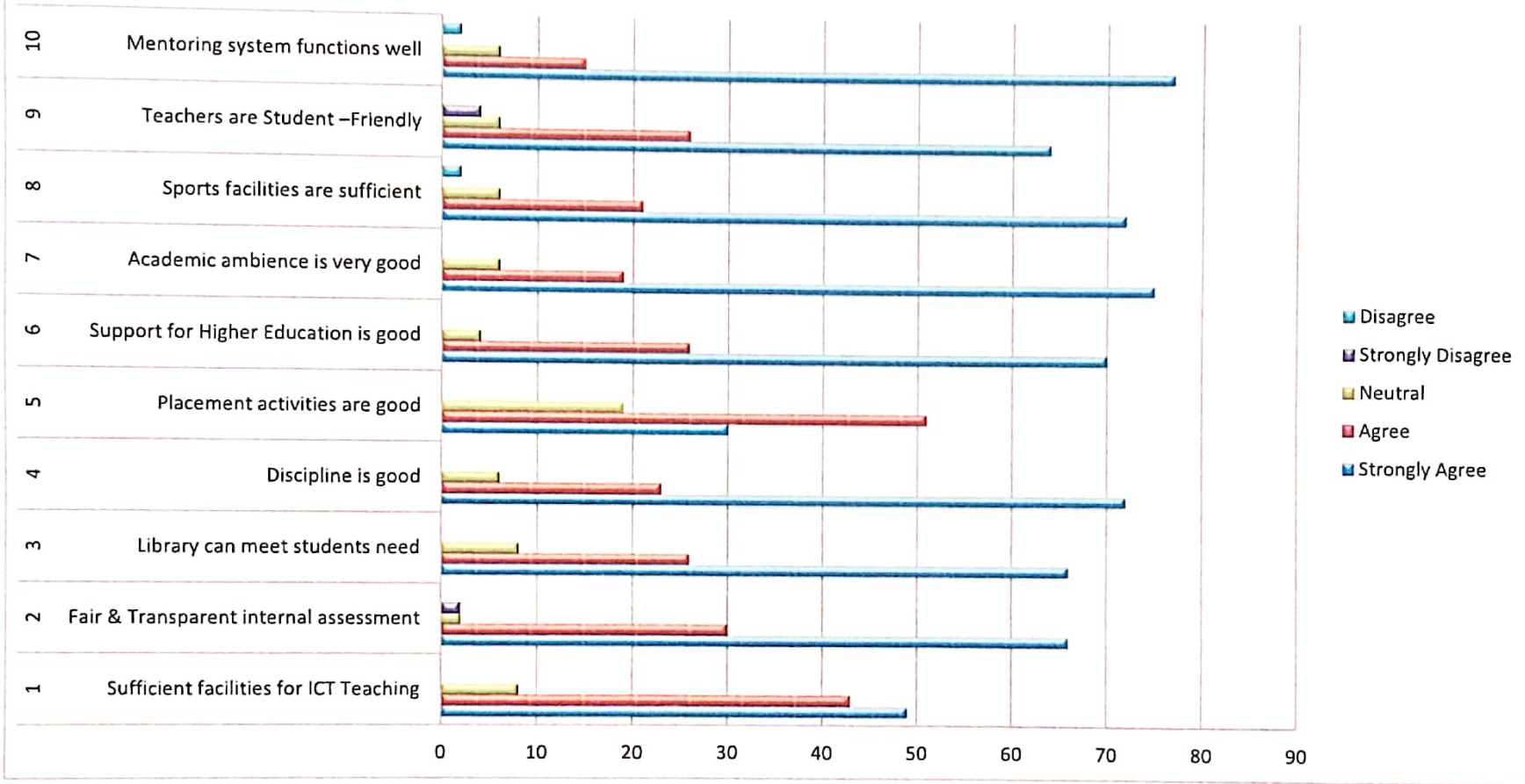
Sl.No	Parameters	Strongly Agree		Agree		Neutral		Strongly Disagree		Disagree	
		No.	%	No.	%	No.	%	No.	%	No.	%
1	Sufficient facilities for ICT Teaching	26	49	23	43	04	08	0	0	0	0
2	Fair & Transparent internal assessment	35	66	16	30	01	02	01	02	0	0
3	Library can meet students need	35	66	14	26	04	08	0	0	0	0
4	Discipline is good	38	72	12	23	03	06	0	0	0	0
5	Placement activities are good	16	30	27	51	10	19	0	0	0	0
6	Support for Higher Education is good	37	70	14	26	02	04	0	0	0	0
7	Academic ambience is very good	40	75	10	19	03	06	0	0	0	0
8	Sports facilities are sufficient	38	72	11	21	03	06	0	0	01	02
9	Teachers are Student – Friendly	34	64	14	26	03	06	02	04	0	0
10	Mentoring system functions well	41	77	08	15	03	06	0	0	01	02




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Analysis of Teacher Feed Back 2021-2022




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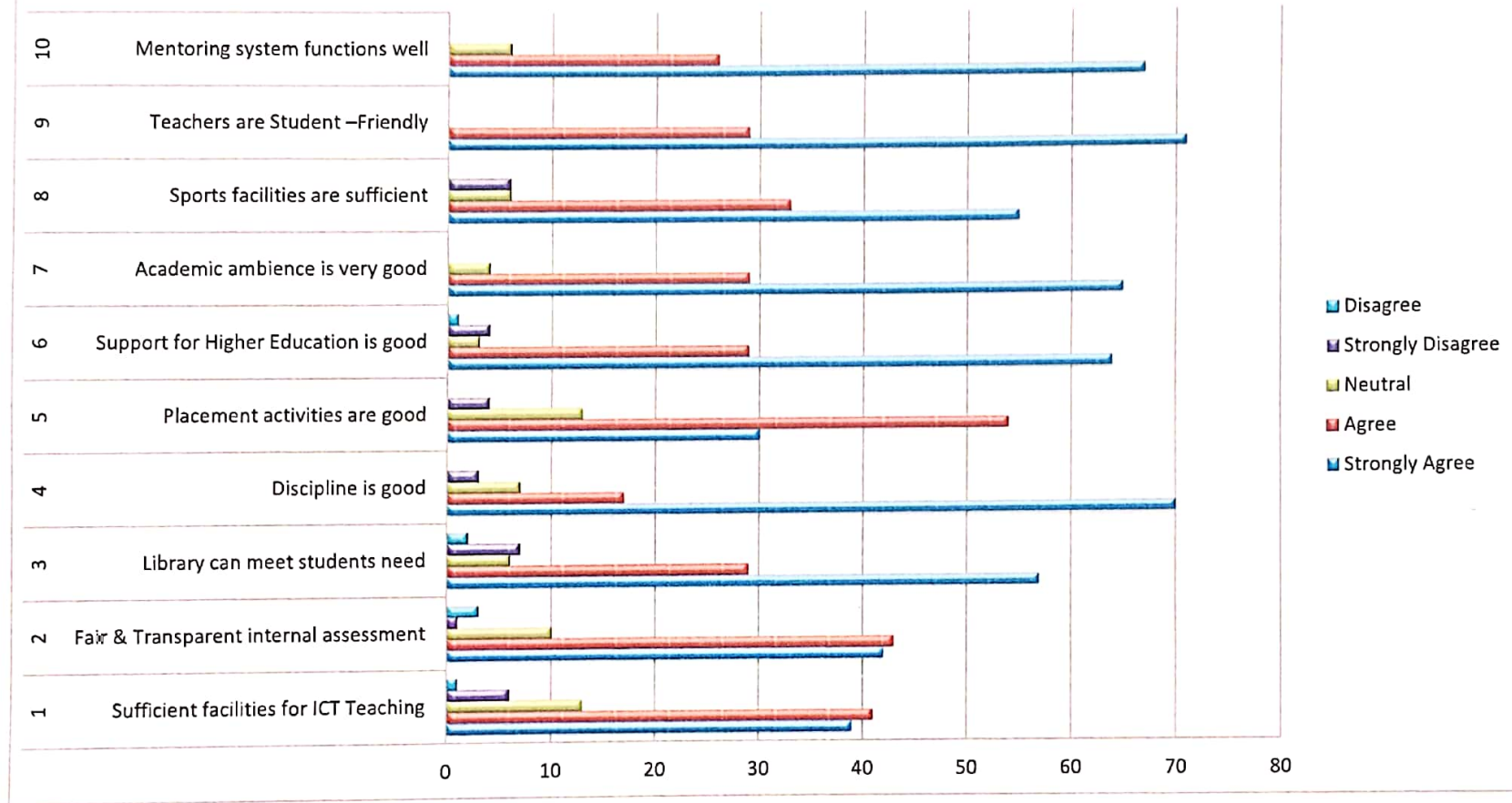
SKR COLLEGE FOR WOMEN, RAJAMAHENDRAVARAM
Alumni Feed Back Analysis – 2021-2022


SI.No	Parameters	Strongly Agree		Agree		Neutral		Strongly Disagree		Disagree	
		No.	%	No.	%	No.	%	No.	%	No.	%
1	Sufficient facilities for ICT Teaching	27	39	28	41	09	13	04	06	01	01
2	Fair & Transparent internal assessment	29	42	30	43	07	10	01	01	02	03
3	Library can meet students need	39	57	20	29	04	06	05	07	01	02
4	Discipline is good	48	70	12	17	05	07	02	03	0	0
5	Placement activities are good	20	30	37	54	09	13	03	04	0	0
6	Support for Higher Education is good	44	64	20	29	02	03	03	04	01	01
7	Academic ambience is very good	45	65	20	29	03	04	0	0	0	0
8	Sports facilities are sufficient	38	55	23	33	04	06	04	06	0	0
9	Teachers are Student – Friendly	49	71	20	29	0	0	0	0	0	0
10	Mentoring system functions well	46	67	18	26	04	06	0	0	0	0



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Analysis of Alumni Feed Back 2021-2022





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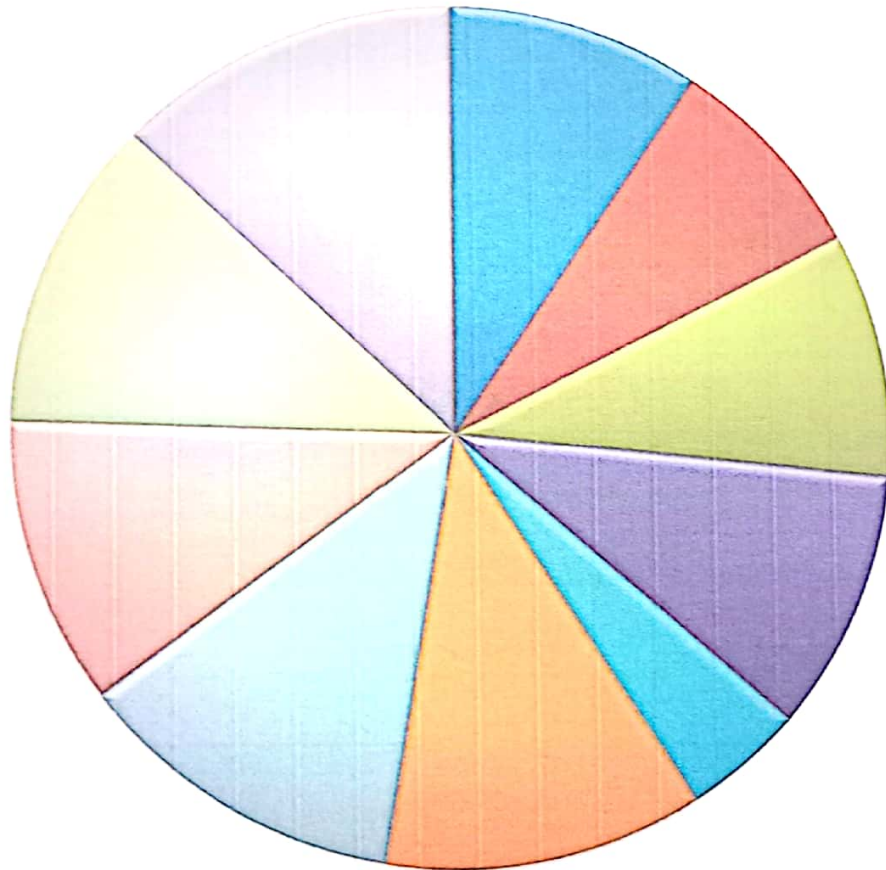
SKR COLLEGE FOR WOMEN, RAJAMAHENDRAVARAM
Parent Feed Back Analysis – 2021-2022

SI.No	Parameters	Strongly Agree		Agree		Neutral		Strongly Disagree		Disagree	
		No.	%	No.	%	No.	%	No.	%	No.	%
1	Sufficient facilities for ICT Teaching	33	52	22	35	04	06	04	04	0	0
2	Fair & Transparent internal assessment	28	44	28	44	05	08	0	0	02	03
3	Library can meet students need	32	51	25	40	05	08	01	02	0	0
4	Discipline is good	34	54	22	35	06	10	01	02	0	0
5	Placement activities are good	16	25	35	56	11	17	01	02	0	0
6	Support for Higher Education is good	41	65	17	27	07	11	01	02	0	0
7	Academic ambience is very good	42	67	16	25	06	10	0	0	01	02
8	Sports facilities are sufficient	37	59	23	37	03	05	01	02	0	0
9	Teachers are Student – Friendly	41	65	18	29	03	05	01	02	0	0
10	Mentoring system functions well	45	71	11	17	05	08	01	02	0	0




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 Endowments Dept., Govt of Andhra Pradesh
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Analysis of Parent Feed Back 2021-2022



- 1 Sufficient facilities for ICT Teaching
- 2 Fair & Transparent internal assessment
- 3 Library can meet students need
- 4 Discipline is good
- 5 Placement activities are good
- 6 Support for Higher Education is good
- 7 Academic ambience is very good
- 8 Sports facilities are sufficient
- 9 Teachers are Student-Friendly
- 10 Mentoring system functions well



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S K R COLLEGE FOR WOMEN
RAJAMAHENDRAVARAM
(Re-Accredited by NAAC B+ Grade) : Affiliated to Adikavi Nannaya University)
DEPARTMENT OF COMMERCE
BRIDGE COURSE
2021 - 2022

*

“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

Smt. S. Lakshmi, 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:

Ms. A. Devi, 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 Accounting and Microsoft Office Tools.

ACTION PLAN / REPORT ON BRIDE COURSE
FOR THE ACADEMIC YEAR 2021–2022

Date	Time/ Hour	Subject	Topic/Activity	Resource Person
13/12/21	2 nd	Fundamentals of Accounting	Introduction to Accounting objects, Concepts, Rules	S.LAKSHMI
	3 rd	Business Organisation and Management	Concept And Types of Business	A.Devi
	5 th	Business Environment	Concept and Objectives of Business	B.VanajaRatnam
	5 th	Information Technology	Introduction to Computers and Types of Computers	S.LAKSHMI
14/12/21	3 rd	Fundamentals of Accounting	Book Keeping-Journalizing	S.LAKSHMI
	2 nd	Business Organisation and Management	Business Vs Trade and Commerce Vs Industry	A.Devi
	1 st	Business Environment	Introduction and Importance of Business Environment	B.VanajaRatnam
	1 st	Information Technology	History of the Computers and Generations	S.LAKSHMI
15/12/21	2 nd	Fundamentals of Accounting	Bank Reconciliation Statement :Differences between Case Book and Pass Book	S.LAKSHMI
	5 th	Business Organisation and Management	Entrepreneurship : Types & Functions	A.Devi
	3 rd	Business Environment	External and Internal Environment of Business	B.VanajaRatnam
	3 rd	Information Technology	Explain Input and Output Devices	S.LAKSHMI
16/12/21	2 nd	Fundamentals of Accounting	Posting to Ledgers Balancing of Ledger Accounts	S.LAKSHMI
	3 rd	Business Organisation and Management	Different Forms of Business Organisations	A.Devi
	5 th	Business Environment	Macro Environment of Business	B.VanajaRatnam
	5 th	Information Technology	Block Diagram of the Computer	S.LAKSHMI
17/12/21	5 th	Fundamentals of Accounting	Subsidiary Books: Types, Case Book, Petty Case Book	S.LAKSHMI
	1 st	Business Organisation and Management	Company: Characteristics- Kinds- merits and demerits	A.Devi
	3 rd	Business Environment	Environmental Scanning	B.VanajaRatnam
	3 rd	Information Technology	Introduction to MS-WORD	S.LAKSHMI
18/12/21	2 nd	Fundamentals of Accounting	Two Column Case Book, Three Column Case Book	S.LAKSHMI
	4 th	Business Organisation and Management	Incorporation of Company: Documents required.	A.Devi
	3 rd	Business Environment	Regional Imbalances and Disparities in India.	B.VanajaRatnam
	3 rd	Information Technology	Crete a word document in MS-WORD	S.LAKSHMI

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RAJAMAHENDRAVARAM
(Re-Accredited by NAAC B+ Grade) : Affiliated to Adikavi Nannaya University)
DEPARTMENT OF COMMERCE
BRIDGE COURSE – 2021-2022

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



- 2) **Smt. S. Lakshmi, Faculty, Department of Commerce explains about Basics in Accounting Subject**



S K R COLLEGE FOR WOMEN
RAJAMAHENDRAVARAM
(Re-Accredited by NAAC B+ Grade) : Affiliated to Adikavi Nannaya University)
DEPARTMENT OF COMMERCE
BRIDGE COURSE – 2021-2022

- 3) Smt.A. Devi, Faculty, Department of Commerce explaining about Basic concepts in Business Organisation and Management Subject



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



STUDENTS' ATTENDCE FOR BRIDGE COURSE

I.B.COM (COMPUTER APPLICATIONS)

SL.No	NAME OF THE STUDENT	SIGNATURE OF THE STUDENT
1.	A.Jhansi Rani	
2.	A.Vyshnavi	
3.	A.Sandya	
4.	B.Pushpa	
5.	Veera venkata Durga	
6	Byrisetti Iswarya	
7	C.Prameela Devi	
8	G.Pallavi Priya	
9	G.Chandana	
10	G.Deepika	
11	G.Veera Vineela	
12	K.Bindu Latha	
13	K.Meena Gayathri	
14	K.Sri sai Durga Prasanna Kumari	
15	K.Anantha Lakshmi	
16	K.Saipriya	
17	K.Lavanya	
18	K.Neha	
19	M.Mounica Devi	
20	M.Kusuma	
21	P.Sri ramya	
22	P.Sadhana	
23	B.Bhavani	
24	N.Vidyadhari	
25	S.Lavanya	
26	T.Mrudhula	
27	V.Sandhya Devi	
28	K.Sandhya Rani	

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

SL.No	NAME OF THE STUDENT	SIGNATURE OF THE STUDENT
1.	A.Mounica	
2.	B.Lalitha Priya	
3.	B.Uma Sri	
4.	B.Ramadevi	
5.	Ch.Shivani	
6	Ch.Kusuma Sai Durgadevi	
7	Ch.Chandrika	
8	G.Veeralakshmi	
9	G.Akhila	
10	G.Dollysree	
11	J.Veeramani	
12	G.Akhila	
13	K.Urmila	
14	K. Divya	
15	K.Venkata Lakshmi	
16	K.Sudharani	
17	K.Sowbhagya	
18	K.Sushmitha	
19	L.Laitha suryakala	
20	M.Jabili	
21	N.Swethagazhanan	
22	N.Srilakshmi	
23	P.Anitha	
24	P.Kavya	
25	P.Mahalakshmi	
26	R.Pushpanjali devi	
27	S.Deepika	
28	S.Neelima	
29	S.Lavanya Rani	
30	S.Anuradhadevi	
31	S.Poojitha	
32	T.Naga Lakshmi	
33	T.Roselin Jothika	
34	T. Bulliyamma	
35	U.Vigneswari	
36	V.Bhavani	
37	V.Saritha	

S K R COLLEGE FOR WOMEN
RAJAMAHENDRAVARAM
(Re-Accredited by NAAC B+ Grade) : Affiliated to Adikavi Nannaya University)
DEPARTMENT OF COMMERCE
BRIDGE COURSE
2017 - 2018

*

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

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- 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. Accounting -I

Smt. ,D.L.Chiranjeevi 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 Organization and Management:Major.Dr.B.KalyaniBhaghawathi, 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.

3. Fundamentals of Computers and Photoshop:

Smt. S. Lakshmi, Faculty, Department of Commerce gave a Overview of Fundamentals of Computers and explained about importance of Photoshop

ACTION PLAN / REPORT ON BRIDE COURSE
FOR THE ACADEMIC YEAR 2017–2018

Date	Time/ Hour	Subject	Topic/Activity	Resource Person
13/06/17	2 nd	FAccounting -I	Introduction to Accounting objects,Concepts,Rules	S.LAKSHMI
	3 rd	Business Organisation and Management	Concept And Types of Business	A.Devi
	5 th	Fundamentals of Computers and Photoshop	Basics of Computers, Components of Computers	S.LAKSHMI
14/06/17	3 rd	Fundamentals of Accounting	Book Keeping-Journalizing	S.LAKSHMI
	2 nd	Business Organisation and Management	Business Vs Trade and Commerce Vs Industry	A.Devi
	1 st	Fundamentals of Computers and Photoshop	Software ,Hardware,Programming Languages	S.LAKSHMI
15/06/17	2 nd	Fundamentals of Accounting	Bank Reconciliation Statement :Differences between Case Book and Pass Book	S.LAKSHMI
	5 th	Business Organisation and Management	Entrepreneurship : Types & Functions	A.Devi
	3 rd	Fundamentals of Computers and Photoshop	Generations of Computers	S.LAKSHMI
16/06/17	2 nd	Fundamentals of Accounting	Posting to Ledgers Balancing of Ledger Accounts	S.LAKSHMI
	3 rd	Business Organisation and Management	Different Forms of Business Organisations	A.Devi
	5 th	Fundamentals of Computers and Photoshop	Basics of Photoshop, Components of Photoshop	S.LAKSHMI
17/06/17	5 th	Fundamentals of Accounting	Subsidiary Books: Types,Case Book,Petty Case Book	S.LAKSHMI
	1 st	Business Organisation and Management	Company: Characteristics- Kinds- merits and demerits	A.Devi
	3 rd	Fundamentals of Computers and Photoshop	Designing of Photoshop page,layers	S.LAKSHMI



S.K.R. COLLEGE FOR WOMEN
RAJAHMUNDRY-533103.
EAST GODAVARI DISTRICT, ANDHRA PRADESH, INDIA.
RE-ACCREDITED WITH "B+" GRADE BY NAAC
(AFFILIATED TO ADIKAVI NANNAYA UNIVERSITY)



DEPARTMENT OF COMMERCE

2021-22

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, develop 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 those 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 capacitated them

REMEDIAL CLASSES:

Remedial classes are organised in college to assist weak students or the slow learners to improve their performance and understand the basic concepts of a course. Individualised 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 course. 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: K.RAMARAO COWDARY

Semester- III

Class : II B.COM[General] - ADVANCED ACCOUNTING

Year-2021-22

S.NO	Name of the Student	Marks obtained in the previous semester Mid	TOPIC COVERED					Marks obtained in the internal exam after remedial coaching	Signature of the student	Remarks
			Accounting for non profit organizations	Single Entry System	Higher purchase system	Partnership Accounts-1	Partnership accounts-II			
1	CH.SRIVANI	08	√	√	√	√	√	12		
2	G.AKHILA	10	√	√	√	√	√	13		
3	J.VEERAMANI	09	√	√	√	√	√	12		
4	P.KAVYA	08	√	√	√	√	√	12		
5	N.SRILAKSHMI	09	√	√	√	√	√	12		
6	P.MAHALAKSHMI	10	√	√	√	√	√	13		
7	PD.BHAVANI	10	√	√	√	√	√	14		
8	B.RAMADEVI	08	√	√	√	√	√	12		
9	B.ANITHA	09	√	√	√	√	√	12		
10	D.LAVANYA	09	√	√	√	√	√	13		
11		08	√	√	√	√	√	12		
12		08	√	√	√	√	√	12		

S.K.R.COLLEGE FOR WOMEN, RAJAHMUNDRY

DEPARTMENT OF COMMERCE

REMEDIAL COACHING

Name of the Lecturer: K.RAMARAO COWDARY

Semester- V

Class : III B.COM[General] - GOODS AND SERVICE TAX

Year-2021-22

S.NO	Name of the Student	Marks obtained in the previous semester Mid	TOPIC COVERED					Marks obtained tin the internal exam after remedial coaching	Signature of the student	Remarks
			GST introduction	GST principles	Tara Invoice	Time of supply of GST	GST Returns			
			Date : 07/2/22	Date : 08/2/22	Date : 09/2/22	Date : 10/2/22	Date : 11/2/22			
1	E.SURYALAKSHMI	08	√	√	√	√	√	12		
2	S.SWAPNA	10	√	√	√	√	√	13		
3	M.LIKITHA	09	√	√	√	√	√	12		
4	M.KUMARI	08	√	√	√	√	√	12		
5	N.SATHYAVENI	09	√	√	√	√	√	12		
6	J.SONY	10	√	√	√	√	√	13		
7	B.ANUSHA	10	√	√	√	√	√	14		
8	K.DIVYAPHANI	08	√	√	√	√	√	12		
9	S.SWAPNA	09	√	√	√	√	√	12		
10	K.SIRISHA	09	√	√	√	√	√	13		
11		08	√	√	√	√	√	12		
12		08	√	√	√	√	√	12		

S.K.R. COLLEGE FOR WOMEN, RAJAHMUNDRY

DEPARTMENT OF COMMERCE

REMEDIAL COACHING

Name of the Lecturer: B VANAJA RATNAM

Semester- V

Class : III B.COM[COMPUTER APPLICATIONS] - COMMERCIAL GEOGRAPHY

Year-2021-22

S.NO	Name of the Student	Marks obtained in the previous semester Mid	TOPIC COVERED					Marks obtained in the internal exam after remedial coaching	Signature of the student	Remarks
			Internal structure of the Earth	Major crops in India	Forests types & Rights	Minerals in India	water resources in India			
			Date :	Date :	Date :	Date :	Date :			
			07-02-2022	08-02-2022	09-02-2022	10-02-2022	11-02-2022			
1	B. RAJYA LAKSHMI	8	√	√	√	√	√	12		
2	T BHAVYA	10	√	√	√	√	√	13		
3	S. SWAPNA	9	√	√	√	√	√	12		
4	S.K. NAGA VEERA SAHITYA	8	√	√	√	√	√	12		
5	N. SATHYAVENI	9	√	√	√	√	√	12		
6	P. DIVYA SUDHA	10	√	√	√	√	√	13		
7	K SREE DIVYA	10	√	√	√	√	√	14		
8	K. SIREESHA	8	√	√	√	√	√	12		
9	M SRAVANI	9	√	√	√	√	√	12		
10	M. KARUNA	9	√	√	√	√	√	13		

S.K.R. COLLEGE FOR WOMEN, RAJAHMUNDRY

DEPARTMENT OF COMMERCE

REMEDIAL COACHING

Name of the Lecturer: B VANAJA RATNAM

Semester- V

Class: III B.COM[GENERAL] - COST ACCOUNTING

Year-2021-22

	Name of the Student	Marks obtained in the previous semester Mid	TOPIC COVERED					Marks obtained in the internal exam after remedial coaching	Signature of the student	Remarks
			Cost Accounting & Cost Sheet	Material Types	Overheads Classification s	Marginal Costing	Standard Costing			
			Date:	Date:	Date:	Date:	Date:			
			07-02-2022	08-02-2022	09-02-2022	10-02-2022	11-02-2022			
1	B. ANUSHA	8	√	√	√	√	√	12		
2	K. SUJATHA	10	√	√	√	√	√	13		
3	K.SREE DIVYA	9	√	√	√	√	√	12		
4	M. DURGA MADURI	8	√	√	√	√	√	12		
5	R. DIVYA	9	√	√	√	√	√	12		
6	P.DIVYA SUDHA	10	√	√	√	√	√	13		
7	S.A NAGAVEERA SAHITYA	10	√	√	√	√	√	14		

S.K.R. COLLEGE FOR WOMEN, RAJAHMUNDRY

DEPARTMENT OF COMMERCE

REMEDIAL COACHING

Name of the Lecturer: B VANAJA RATNAM

Semester- III

Class : II B.COM[GENERAL] - BUSINESS STATISTICS

Year-2021-22

S.NO	Name of the Student	Marks obtained in the previous semester Mid	TOPIC COVERED					Marks obtained in the internal exam after remedial coaching	Signature of the student	Remarks
			Business Statistics-Its features & limitations	Range, Mean Deviation	Standard Deviation, correlation	Rank Correlation & Index Numbers	Fishers Ideal Index Numbers			
			Date :	Date :	Date :	Date :	Date :			
			21-03-2022	22-03-2022	23-03-2022	24-03-2022	25-03-2022			
1	B ANITHA	10	√	√	√	√	√	12		
2	A. LIKHITHA	10	√	√	√	√	√	14		
3	Ch. DURGA BHAVANI	10	√	√	√	√	√	12		
4	D. LAVANYA	8	√	√	√	√	√	12		
5	T.D DURGA BHAVANI	8	√	√	√	√	√	14		
6	B. SRAVANI	10	√	√	√	√	√	12		
7	T SATYA KAVYA	10	√	√	√	√	√	14		
8	S. MADHU LATHA	8	√	√	√	√	√	12		
9	R. TEJASWINI	8	√	√	√	√	√	12		
10	G.SAI APOORVA	10	√	√	√	√	√	14		

S.K.R. COLLEGE FOR WOMEN, RAJAHMUNDRY

DEPARTMENT OF COMMERCE

REMEDIAL COACHING

Name of the Lecturer: B VANAJA RATNAM

Semester- I

Class: I B.COM[GENERAL] - BUSINESS ENVIRONMENT

Year-2021-22

S.NO	Name of the Student	Marks obtained in the previous semester Mid	TOPIC COVERED					Marks obtained in the internal exam after remedial coaching	Signature of the student	Remarks
			Macro & Micro Dimensions of Environment	Five Year Plans & NDC	New Economic Policy	Fiscal & Monetary Policy	WTO & Culture			
			Date:	Date:	Date:	Date:	Date:			
			18-04-2022	19-04-2022	20-04-2022	21-04-2022	22-04-2022			
1	B. RAMADEVI	10	√	√	√	√	√	12		
2	CH. SRAVANI	8	√	√	√	√	√	14		
3	G. AKHILA	9	√	√	√	√	√	12		
4	J. VEERAMANI	10	√	√	√	√	√	12		
5	K. SREELATHA	10	√	√	√	√	√	14		
6	K DIVYA	10	√	√	√	√	√	12		
7	P. KAVYA	10	√	√	√	√	√	14		
8	N. SREE LAKSHMI	8	√	√	√	√	√	12		
9	T. MAHALAKSHMI	8	√	√	√	√	√	12		
10	B. ANITHA	10	√	√	√	√	√	14		

S.K.R. COLLEGE FOR WOMEN, RAJAHMUNDRY

DEPARTMENT OF COMMERCE

REMEDIAL COACHING

Name of the Lecturer: B VANAJA RATNAM

Semester- VI

Class : III B.COM[GENERAL & COMPUTER APPLICATIONS] - MANAGEMENT ACCOUNTING

Year-2021-22

S.NO	Name of the Student	Marks obtained in the previous semester Mid	TOPIC COVERED					Marks obtained in the internal exam after remedial coaching	Signature of the student	Remarks
			Advantages & Disadvantages of Management Accounting	Fund flow Statement	Cashflow Statement	Classification of Ratios	Financial statement Analysis			
			Date :	Date :	Date :	Date :	Date :			
			18-04-2022	19-04-2022	20-04-2022	21-04-2022	22-04-2022			
1	B. RAJYA LAKSHMI	10	√	√	√	√	√	12		
2	T. BAVYA	8	√	√	√	√	√	15		
3	S.SWAPNA	10	√	√	√	√	√	14		
4	N. SATYA VENI	8	√	√	√	√	√	12		
5	P.DIVYA SUDHA	10	√	√	√	√	√	14		
6	K. SREE DIVYA	10	√	√	√	√	√	12		
7	K. SIREESHA	8	√	√	√	√	√	14		
8	M SRAVANI	10	√	√	√	√	√	12		
9	M. KARUNA	10	√	√	√	√	√	12		

S.K.R.COLLEGE FOR WOMEN, RAJAHMUNDRY

DEPARTMENT OF COMMERCE

REMEDIAL COACHING

Name of the Lecturer: S.LAKSHMI

Semester- V

Class : III B.COM[GENERAL] - Commercial Geography

Year-2021-22

S.NO	Name of the Student	Marks obtained in the previous semester Mid	TOPIC COVERED					Marks obtained in the internal exam after remedial coaching	Signature of the student	Remarks
			Date :	Date :	Date :	Date :	Date :			
			07/2/22	08/2/22	09/2/22	10/2/22	11/2/22			
1	E.SURYA LAKSHMI	10	√	√	√	√	√	13		
2	K.NIKIYA	10	√	√	√	√	√	13		
3	K.SIRISHA	09	√	√	√	√	√	12		
4	M.LALITHA	10	√	√	√	√	√	12		
5	M.KUMARI	09	√	√	√	√	√	12		
6	N.SATYAVENI	10	√	√	√	√	√	13		
7	T.ADI LAKSHMI	10	√	√	√	√	√	14		
8	Y.LAVANYAKUMARI	08	√	√	√	√	√	12		
9	S.SWAPNA	10	√	√	√	√	√	13		
10	J.SONY	09	√	√	√	√	√	13		
11	A.PHANI	09	√	√	√	√	√	12		

S.K.R.COLLEGE FOR WOMEN, RAJAHMUNDRY

DEPARTMENT OF COMMERCE

REMEDIAL COACHING

Name of the Lecturer: S.LAKSHMI

Semester- I

Class : I B.COM[Computer Applications] - Information Technology

Year-2021-22

S.NO	Name of the Student	Marks obtained in the previous semester Mid	TOPIC COVERED					Marks obtained in the internal exam after remedial coaching	Signature of the student	Remarks
			Input and output devices	MS-WORD	MS-EXCEL	MS-POWER POINT	MS-ACCESS			
			Date : 18/4/22	Date : 19/4/22	Date : 18/4/22	Date : 20/4/22	Date : 21/4/22			
1	A.VYSHNAVI	08	√	√	√	√	√	12		
2	A.SANDHYA	10	√	√	√	√	√	13		
3	D.SAILAJA	09	√	√	√	√	√	12		
4	G.CHANDRIKA	10	√	√	√	√	√	13		
5	G.VEERAVINEELA	09	√	√	√	√	√	12		

SKR GOVERNMENT DEGREE COLLEGE(W)

Department of Commerce

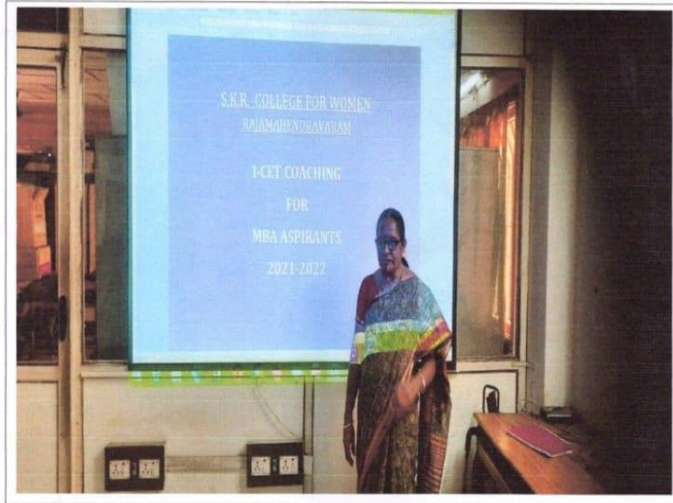
Report on I-Cet Coaching

Date : 01/03/2022

The I-CET coaching activity was conducted successfully in the 2021-2022 academic year. A total The coaching covered all aspects of the I-CET exam, including the syllabus, exam pattern, and preparation strategies. The coaching was conducted through a combination of lectures, tutorials, and practice tests.

The feedback from the students who participated in the coaching was positive. The students appreciated the quality of the coaching and the support provided by the faculty members.

The I-CET coaching activity has had a positive impact on the students who have participated in it. The coaching has helped them to develop the knowledge and skills necessary to succeed in the I-CET exam, and has also enhanced their confidence and motivation.



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S.K.R.Government Degree College(W) , Rajama

Department of COMMERCE

SUBJECT : MARKETING

Mid Marks Register

S.No	Admission No	Register No	Name of the Student	Mid-1 15M
1	1		190908200001	ABDUL RESHMA
2	2		190908200002	ADDALA SAILAJA
3	3		190908200003	AINAPARTHI INDU
4	4		190908200004	CHAPALA AKHILA
5	5		190908200006	CHIGURUPATI NANDU APARNA
6	6		190908200007	CHINTHAKAYALA DURGABHAVANI
7	7		190908200011	GADI VARALAXMI
8	8		190908200012	GANDREDDY TEJASRI
9	9		190908200013	GARAPATI HEMA
10	10		190908200014	JAGARAPU KOMALI
11	11		190908200016	KANCHUMARTHI SUBBA LAXMI
12	12		190908200018	KARAM BHAGYASRI
13	13		190908200019	KASSE ANITHA RANI
14	14		190908200020	KOLLAPU ROJA RAMANI
15	15		190908200021	KOMARAM SRIDEVI
16	16		190908200022	KUNCHE MOUNIKA
17	17		190908200023	KUSUMA ISWARYA
18	18		190908200024	MANDAPAKA KALYANI SINDHU
19	19		190908200025	MERIPE BLESSEY
20	20		190908200026	NAKKA SRI LAKSHMI
21	21		190908200027	PAKKURTHI VEERA DEVI MOUNIKA PRASANNA
22	22		190908200028	PALLAPU DIVYA BHARATI
23	23		190908200029	PALLI GOWTHAMI
24	24		190908200030	PAMULA PRIYANKA
25	25		190908200031	PANDA SRAVANI
26	26		190908200032	PEDAPUDI AMRUTHA
27	27		190908200035	RAMULAKONDA RAJESWARIDEVI
28	28		190908200036	SAINAM APARNA
29	29		190908200037	SANAMANDRA KEERITHI
30	30		190908200038	SARAPU USHA SRI
	31		190908200040	SUNDAM NISSY PREMA VALLI
	32		190908200042	TURRAM KALYANI

33		190908200043	VARASALA SANDHYA
34		190908200045	YALLA SIRISHA
35		190908200046	YATLA VIJAYA LAKSHMI
36		190908200047	YENUGULA BHUVANESWARI
37		190908200048	K LAVANYA LAKSHMI

S.K.R.Government Degree College(W) , Rajamahendrav**Department of SOCIOLOGY****Semester-1****Mid Marks Register**

S.NO	Admission No	Register No	Name of the Student	Mid-1 15M	Mid-2 15M
1	22036	210906208024	Bathina Ammulu	10	11
2	22037	210906208025	Ch.Swarna Noble	13	13
3	22039	210906208026	Kalum.Sailakshmi	13	13
4	22040	210906208027	Kanuri.Harika	9	10
5	22041	210906208028	Kottum.Mainisha Nagalakshmi	11	11
6	22042	210906208029	Madakam .Amitha	9	11
7	22043	210906208030	Pamulei. Maneesha	9	10
8	22044	210906208031	Tati.Nandini	9	10
9	22056	210906208032	Veeka.Srilakshmi	10	11
10	22045	210906208033	Vema. Lavanya kumari	10	12
11					
12					
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30					

S.K.R.Government Degree College(W) , Rajamahendrava**Department of SOCIOLOGY****Semester-III****Mid Marks Register**

S.NO	Admission No	Register No	Name of the Student	Mid-1 15M	Mid-2 15M
1	21728	200906208021	Beesetti. Niharika	13	12
2	21780	210906208023	Kadabala. Supriya	13	12
3	21782	210906208024	Kakinada . Nikhita	14	13
4	21734	210906208025	Kulla . Rakshita	13	12
5	21733	210906208026	Lutukurthi. Suneetha	14	13
6	21755	210906208028	Moka . Maina Sushma Sulochana	13	12
7	21727	210906208029	Poluparthi. Uma Maheswari	14	13
8	21781	210906208030	Veeramalla. Nagalakshmi Pujitha	12	11

rm

Class- II BA(HPS)

Average 15M	Extra curricular activities 10 M	Total
13	10	23
13	10	23
14	10	24
13	10	23
14	10	24
13	10	23
14	10	24
12	10	22

ravarm					
II BA(HPS)					
Total	Mid-1 15M	Mid-2 15M	Average 15M	Extra curricular activities 10 M	Total
C 5					
21	11	10	10	10	20
22	13	13	13	10	23
22	12	11	11	10	21
22	11	11	11	10	21
22	12	12	12	10	22
21	10	13	11	10	21
23	13	12	12	10	22
20	10	10	10	10	20

S.K.R.Government Degree College(W) , Rajamahendrav

Department of SOCIOLOGY Semester-IV V Class-III BA(HP)

Mid Marks Register

S.NO	Admission No	Register No	Name of the Student	Mid-1 15M	Mid-2 15M	Average 15M	Extra	Total
							curricular activities 10 M	
V(A)- Social Demography								
1	879	190906208021	Badaganti. Pavani	14	14	14	10	24
2	877	190906208023	Bhumula.Punyavathi	14	14	14	10	24
3	886	190906208024	Bocha. Sravani	13	11	12	10	23
4	883	190906208025	Chavalam. Revathi	12	12	12	10	22
5	885	190906208028	Gutam. Swathi	12	13	13	10	23
6	882	190906208031	Malla. Bhavani	13	13	13	10	23
7	891	190906208032	Mallam. Samanvitha	14	14	14	10	24
8	880	190906208033	Mortha. Sravani	13	11	12	10	22
9	881	190906208034	Sarapu . Sirisha	9	9	9	10	19
10	895	190906208035	Sarapu. Sivakumari	9	9	9	10	19
11	888	190906208037	V.S.S.Lakshmi. Mothupalli	14	14	14	10	24
12	892	190906208038	Yallamelli. Swarna kumari	9	9	9	10	19
13	889	190906208039	Yatla. Aruna kumari	9	9	9	10	19

arm				
s)				
Mid-1	Mid-2	Average	Extra curricular activities 10M	Total
15M	15M	15M		

V(B)-Society and Education				
14	14	14	10	24
14	12	13	10	23
12	11	11	10	21
13	12	12	10	22
12	12	12	10	22
13	12	12	10	22
14	14	14	10	24
13	12	12	10	22
9	9	9	10	19
9	9	9	10	19
14	14	14	10	24
9	9	9	10	19
9	9	9	10	19

S.K.R.Government Degree College(W) , Rajamahendravarm**Department of COMMERCE Semester V B.com [CA]****2021-2022****SUBJECT : WEB TECHNOLOGY**

S.NO	Register No	Name of the Student	MID -I	MID-II	Total	Average
1	190908200001	ABDUL RESHMA	12	12	24	12
2	190908200002	ADDALA SAILAJA	11	12	23	12
3	190908200003	AINAPARTHI INDU	12	12	24	12
4	190908200004	CHAPALA AKHILA	10	10	20	10
5	190908200006	CHIGURUPATI NANDU APARNA	10	10	20	10
6	190908200007	CHINTHAKAYALA DURGABHAVANI	12	12	24	12
7	190908200011	GADI VARALAXMI	11	12	23	12
8	190908200012	GANDREDDY TEJASRI	10	10	20	10
9	190908200013	GARAPATI HEMA	10	10	20	10
10	190908200014	JAGARAPU KOMALI	12	12	24	12
11	190908200016	KANCHUMARTHI SUBBA LAXMI	11	12	23	12
12	190908200018	KARAM BHAGYASRI	11	11	22	11
13	190908200019	KASSE ANITHA RANI	12	12	24	12
14	190908200020	KOLLAPU ROJA RAMANI	11	12	23	12
15	190908200021	KOMARAM SRIDEVI	12	12	24	12
16	190908200022	KUNCHE MOUNIKA	10	10	20	10
17	190908200023	KUSUMA ISWARYA	10	10	20	10
18	190908200024	MANDAPAKA KALYANI SINDHU	12	12	24	12
19	190908200025	MERIPE BLESSEY	11	12	23	12
20	190908200026	NAKKA SRI LAKSHMI	10	10	20	10
21	190908200027	PAKKURTHI VEERA DEVI MOUNIKA PRASANNA	10	10	20	10
22	190908200028	PALLAPU DIVYA BHARATI	10	10	20	10
23	190908200029	PALLI GOWTHAMI	11	11	22	11
24	190908200030	PAMULA PRIYANKA	12	12	24	12
25	190908200031	PANDA SRAVANI	12	12	24	12
26	190908200032	PEDAPUDI AMRUTHA	11	12	23	12
27	190908200035	RAMULAKONDA RAJESWARIDEVI	10	10	20	10
28	190908200036	SAINAM APARNA	10	10	20	10
29	190908200037	SANAMANDRA KEERITHI	10	10	20	10
30	190908200038	SARAPU USHA SRI	11	11	22	11
31	190908200040	SUNDAM NISSY PREMA VALLI	12	12	24	12
32	190908200042	TURRAM KALYANI	10	10	20	10
33	190908200043	VARASALA SANDHYA	11	11	22	11
34	190908200045	YALLA SIRISHA	12	12	24	12
35	190908200046	YATLA VIJAYA LAKSHMI	10	10	20	10
36	190908200047	YENUGULA BHUVANESWARI	11	11	22	11
37	190908200048	K LAVANYA LAKSHMI	12	12	24	12

S.K.R.Government Degree College(W) , Rajamahendravarm
Department of COMMERCE Semester-V, III B.com[GENERAL]
2021-2022

SUBJECT : RURAL &FORM CREDIT

S.NO	Register No	Name of the Student	MID -I	MID-II	Total	Average
1	190908100001	AINAVILLI JYOTHSNA DEVI	12	12	24	12
2	190908100002	AKULA PAVANI	10	10	20	10
3	190908100003	ARIPAKA VENKATA DEVI	12	12	24	12
4	190908100004	AYESHA KHANAM	12	12	24	12
5	190908100006	BATHULA ANUSHA	11	12	23	12
6	190908100007	CHANDRAMALLA JHANSI LAKSHMI	10	10	20	10
7	190908100008	CHANDURI TEJASRI	10	10	20	10
8	190908100009	CHITTIBOYINA CH S VEERA VENKATA LAKSHMI	10	10	20	10
9	190908100010	DIDLA DIVYA PHANI	11	11	22	11
10	190908100011	DOVA PADMA	12	12	24	12
11	190908100012	EATHAMSETTY SARVA LAKSHMI	10	10	20	10
12	190908100013	GAMPA PRIYANKA	12	12	24	12
13	190908100014	GELLA SIRISHA	10	10	20	10
14	190908100015	GOLAGANI DURGA BHAVANI	12	12	24	12
15	190908100016	JAKKAMPUDI DIVYA	11	11	22	11
16	190908100017	JONNAKUTI DEVISRI SUSMITHA	12	12	24	12
17	190908100018	JUTHUKA SONY	10	10	20	10
18	190908100019	KANGALA MANASA	12	12	24	12
19	190908100020	KAPELLI UMAMAHESWARI	12	12	24	12
20	190908100021	KARRI SRIDIVYA	11	12	23	12
21	190908100022	KEDASI NIKHIYA	10	10	20	10
22	190908100023	KODI SUJATHA	10	10	20	10
23	190908100024	KOLATI SIRISHA	10	10	20	10
24	190908100025	KONETI SATHVIKA	11	11	22	11
25	190908100026	KOTHURI DIXITA SAI KRISHNA SREE	11	12	23	12
26	190908100027	MADDIPATI LALITHA	10	10	20	10
27	190908100028	MADDIPATI VINEELA DEVI	12	12	24	12
28	190908100029	MADDUKURI VIRAJITA	12	12	24	12
29	190908100030	MANUBARTHI KARUNA	10	10	20	10
30	190908100031	MERLA KUMARI	12	12	24	12
31	190908100033	MORTA SRAVANI	12	12	24	12
32	190908100034	MUTYALA DURGA MADHURI	11	12	23	12
33	190908100035	NARNI PUSHPA DEVI	10	10	20	10
34	190908100036	NURUKURTHI SATYAVENI	10	10	20	10
35	190908100038	PASUPUREDDY DIVYA SUDHA	10	10	20	10
36	190908100039	PUCHAKAYALA ANITHA	11	11	22	11
37	190908100040	RAYE DIVYA	12	12	24	12
38	190908100041	SADALA NARSAMMA	10	10	20	10
39	190908100042	SARANARDHI ROHIKA NAGA VEERA SAHITYA	12	12	24	12
40	190908100043	SARKAR SWAPNA	12	12	24	12
41	190908100044	SIDDHANTAPU SWAPNA	11	12	23	12
42	190908100046	SURLA RAJYALAKSHMI	10	10	20	10
43	190908100047	TULURI BHAVYA	10	10	20	10
44	190908100048	TUPAKULA ADILAKSHMI	10	10	20	10
45	190908100050	Y LAVANYA KUMARI	11	11	22	11

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Co curricular activity (5M)	Extra Curricular Activities (5M)	TOTAL(25)					
5	5	22					
5	5	22					
5	5	22					
5	5	20					
5	5	20					
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Co curricular Activities (5M)	Extra Curricular activities (5M)	TOTAL					
5	5	22	10	10	10	10	20
5	5	20	12	12	13	10	23
5	5	22	12	12	11	10	21
5	5	22	11	12	12	10	22
5	5	22	10	10	10	10	20
5	5	20	10	10	11	10	21
5	5	20	10	10	10	10	20
5	5	20	11	11	12	10	22
5	5	21	12	12	13	10	23
5	5	22	10	10	10	10	20
5	5	20	12	12	13	10	23
5	5	22	12	12	11	10	21
5	5	20	11	12	12	10	22
5	5	22					
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5	5	20	11	12	12	10	22
5	5	20	12	12	12	10	22
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S.K.R.Government Degree College(W**Department of SOCIOLOGY****Semester-IV****VI****Mid Marks Register**

S.NO	Admission	Register No	Name of the Student	Mid-1 15M	Mid-2 15M
1		200906208021	Beesetti. Niharika	12	10
2		210906208023	Kadabala. Supriya	13	12
3		210906208024	Kakinada . Nikhita	13	11
4		210906208025	Kulla . Rakshita	12	12
5		210906208026	Lutukurthi. Suneetha	12	12
6		210906208028	Moka . Maina Sushma Sulochana	11	12
7		210906208029	Poluparthi. Uma Maheswari	13	13
8		210906208030	Veeramalla. Nagalakshmi Pujitha	11	10

v), Rajamahendravarm

Class- III BA(HPS)

Average 15M	Extra curricular activities 10 M	Total	Mid-1 15M	Mid-2 15M	Average 15M	Extra curricular activities 10 M	Total
C 4			C 5				
11	10	21	11	10	10	10	20
12	10	22	13	13	13	10	23
12	10	22	12	11	11	10	21
12	10	22	11	11	11	10	21
12	10	22	12	12	12	10	22
11	10	21	10	13	11	10	21
13	10	23	13	12	12	10	22
10	10	20	10	10	10	10	20

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.

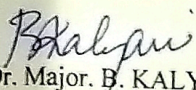
Whereas Party-2 being the ex-student of the said College has agreed for providing the
necessary training to the students without any remuneration.

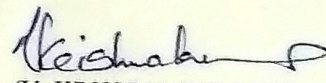
The MOU is drawn up with the following terms.

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-533 103,
M.No. 028661

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 MOU 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 Kotipally 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.

B.Kalyani

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

V. Sailaja

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

4/10/2016.





SKR GOVERNMENT DEGREE COLLEGE (WOMEN)





RAJAMAHENDRAVARAM

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

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

S.K.R.COLLEGE FOR WOMEN: RAJAMAHENDRAVARAM
DEPARTMENT OF COMMERCE
DEPARTMENT ACTIVITIES 2017 – 2018

S.NO	DATE	ACTIVITY CONDUCTED	RESOURCE PERSON
1	06-10-2017	STUDENT SEMINAR BY I B.COM CLASS	
2	07-10-2017	GUEST LECTURE ON “MANAGEMENT AND LEADERSHIP SKILLS FOR THE NEW MILLINIUM”	
3	10-10-2017	DEBATE ON “IMPACT OF REALITY SHOWS”	
4	17-10-2017	AWARENESS PRGRAMME ON “WOMEN RIGHTS”	
5	01-12-2017	CONDUCTED A MASSIVE RALLY ON WORLD AIDS DAY FOLLOWED BY AWARENESS PRGRAMME ON HIV AIDS	DR.M.V.R.MURTHY , HELATH OFFICER , RMC.
6	06-12-2017	CONDUCTED INTER COLLEGIATE STATE LEVEL GROUP DISCUSSION COMPETITION TOPIC : ARE DIGITAL PAYMENTS SECURE ENOUGH FOR INDIAN ECONOMY TO GO CASHLESS	
7	11-12-2017	30 STUDENTS ATTENDED AWARENESS PRGRAMME ON WOMEN ENTREPRENEURSHIP & DEVELOPMENT	ASSOCIATION OF LADY ENTREPRENEURS OF INDIA
8	14-12-2017	CONDUCTED AN AWARENESS PRGRAMME ON CAREER OPPORTUNITIES FOR FINAL B.COM STUDENTS	RISALI INSTITUTE OF MANAGEMENT, VISAKHAPATNAM.
6	06-01-2018	OBSERVED SWATCHA BHARATH ABHIYAN- CAMPUS CLEANING BY STUDENTS	
7	25-01-2018	PLEDGE ADMINISTERED ON NATIONAL VOTER'S DAY BY ALL B.COM STUDENTS & STAFF	
8	03-02-2018	BUSINESS QUIZ CONDUCTED TO FINAL B.COM STUDENTS	
9	06-02-2018	125 STUDENTS ACTIVELY PARTICIPATED IN YOUTH CONVENTION ON SWAMY VIVEKANANDA BIRTHDAY CELEBRATIONS AT RAMAKRISHNA MATH, RJY.	
10	07-02-2018	ELOCUTION CONDUCTED TO I B.COM	
11	09-02-2018	GROUP DISCUSSION CONDUCTED TO III B.COM STUDENTS	
12	16-02-2018	ALL B.COM STUDENTS & STAFF TOOK PART IN SRI GURAJADA APPARAO FOUNDATION CHIAN OF SUPPORT PROGRAMME AT SKVT COLLEGE	
13	17-02-2018	DEBATE COMPITITON CONDUCTED FOR III B.COM STUDENTS	
14.	03-03-2018	GUEST LECTURE ON GST AND ITS IMPLICATION	DR.K.PRABHAKAR SKVT DEGREE COLLEGE,RJY
15.	17.03.2018	ORGANISED GUEST LECTURE ON E-COMMERCE FOR III B.COM[VOC]	MR. G.SESHUKUMAR

S.K.R.COLLEGE FOR WOMEN: RAJAMAHENDRAVARAM**DEPARTMENT OF COMMERCE****DEPARTMENT ACTIVITIES 2018 - 2019**

S.NO	DATE	ACTIVITY CONDUCTED	RESORCE PERSON
1	08-06-2018	NAVA NIRMANA DEEKSHA FOR CORRUPTION FREE SOCIETY	DEPARTMENT MEMBERS
2	21-06-2018	COMMERCE CLUB STUDENTS & STAFF OBSERVED INTERNATIONAL YOGA DAY	YOGA MASTERS 1. T.RAMU 2. SEKHAR
3	07-07-2018	ORIENTATION PROGRAM FOR I B.COM STUDENTS	DEPARTMENT MEMBERS
4	13-07-2018	CONDUCTED DEBATE ON "PROS & CONS OF E-COMMERCE" FOR III B.COM STUDENTS	DEPARTMENT MEMBERS
5	21-07-2018	CONDUCTED STUDENTS SEMINAR ON BANKING TOPIC "ROLE OF COMMERCIAL BANKS IN THE ECONOMIC DEVELOPMENT OF THE COUNTRY" FOR II B.COM STUDENTS	
6	27-07-2018	SWATCHH BHARAT ABHIYAN-LAB & DEPARTMENT AND AREA CLEANING BY STUDENTS	
7	07-08-2018	CONDUCTED AN "AWARENESS PROGRAM ON "INNER ENGINEERING" FOR ALL III YEAR DEGREE STUDENTS BY "JAYAMOHAN DHARMA" FROM "ISHA FOUNDATION" COIMBATORE TN.	SWAMI SRI JAYA MOHAN DHARMA
8	18-08-2018	ORGANISED A "GUEST LECTURE" ON SKILL DEVELOPMENT BY MR.R.RAJESH CENTRE FROM SKILL DEVELOPMENT, RJY.	M.RAJESH
9	31-08-2018	STUDENT SEMINAR ON "QUALITIES OF A GOOD BUSINESS LEADER" FOR FINAL B.COM STUDENTS	Dr.MAJ.B.KALYANI
10	08-09-2018	"ORGANISED A GUEST LECTURE ON GOVERNMENT BUSINESS INTERFACE"	MR.KISHORE CA
11	15-09-2018	STUDENT SEMINAR ON CORPORATE ACCOUNTING BY II B.COM TOPIC: METHODS OF VALUATION OF GOODWILL & SHARES	K.R.R.CHOWDARY
12	22-09-2018	STUDENT SEMINAR ON BUSINESS ORGANISATION & MANAGEMENT BY I B.COM ON PRINCIPLES OF MANAGEMENT	L. SURYA PRABHAVATI
13	29-09-2018	CONDUCTED BUSINESS QUIZ CONDUCTED BY COMMERCE CLUB FOR III B.COM STUDENTS	ALL FACULTY OF COMMERCE DEPARTMENT
14	06-10-2018	STUDENT SEMINAR ON COMMERCIAL GEOGRAPHY TOPIC: GLOBAL WARMING - MEASURES TO BE TAKEN TO SAFEGUARD EARTH	B.VANAJA RATNAM
15	12-10-2018	GROUP DISCUSSION ON FOR III B.COM STUDENTS. TOPIC: SHOULD PUBLIC SECTOR BANKS BE PRIVATISED	
16	24-11-2018	STUDENT SEMINAR ON ENTERPRISE RESOURCE PLANNING BY II B.COM STUDENTS TOPIC:FUTURE OF ERP MARKETS IN INDIA	V.SURIBABU
17	29-11-2018	ORGANISED A COMMERCE WORKSHOP ON "ASPIRING WOMEN ENTREPRENEURS UNDER EDC OF DEPARTMENT OF COMMERCE"	ALL FACULTY MEMBERS
18	01-12-2018	OBSERVED WORLD AIDS DAY AND CONDUCTED AWARENESS PROGRAM	DR.M.V.R.MURTHY
14	06-10-2018	STUDENT SEMINAR ON COMMERCIAL GEOGRAPHY TOPIC: GLOBAL WARMING - MEASURES TO BE TAKEN TO SAFEGUARD EARTH	B.VANAJA RATNAM
15	12-10-2018	GROUP DISCUSSION ON FOR III B.COM STUDENTS. TOPIC: SHOULD PUBLIC SECTOR BANKS BE PRIVATISED	
16	24-11-2018	STUDENT SEMINAR ON ENTERPRISE RESOURCE PLANNING BY II B.COM STUDENTS TOPIC:FUTURE OF ERP MARKETS IN INDIA	V.SURIBABU
17	22-12-2018	STUDENT SEMINAR ON AUDITING TOPIC: AUDITING BEGINS WHERE ACCOUNTANCY STOPS"	L.SURYAPRABHAVATI S.LAKSHMI

S.K.R.COLLEGE FOR WOMEN: RAJAMAHENDRAVARAM
DEPARTMENT OF COMMERCE
PLAN OF ACTIVITIES 2019 – 2020

S.NO	DATE	ACTIVITY CONDUCTED	RESOURCE PERSON
1	15-06-2019	Student Seminar by III B.Com class	
2	21-06-2019	Observed INTERNATIONAL DAY OF YOGA Celebrations .Arranged a Guest Lecture on Role of Yoga in Physical and Emotional Wellbeing of Individuals & practiced certain Yogasanas as per Yoga Protocol“	Dr. RAMA CHANDRA PAREGI, ONGC
3	22-06-2019	Observed NATIONAL “INCOME TAX DAY” . Organized Guest Lecture on “ Role of Income Tax in Nation Building” . Also carried out Clean& Green Program .	IT . Dept
	23-6-2019	Conducted Orientation Programme for I B.Com Students.	Faculty of Commerce Dept.
4	29-06-2019	Observed” NATIONAL STATISTICS DAY” . A Guest Lecture organized on “Application of Statistical Tools And Techniques in Business Decision Making” .	Dr.V Papayya Sastry Principal, Govt Degree College, Kothapeta
5	06.07.2019	Debate Competition was conducted for II B. Com Students Topic: “Is Technology a Boon or Bane”	Mr.Swaroop Raj
	19-07-2019	Commerce Student attended A Guest Lecture on “Personality Development”	Sri Gamp Nageswara Rao
6	19.07.2019	Arranged a Guest Lecture on the occasion of Golden Jubilee of Nationalization of Banks in India. On the Topic “Role of Nationalized Banks in the Economic Development of the Country” .	
	20-07-2019	Carried out Clean& Green Program by Commerce Students	
7	04-08-2019	VISIT TO OLDAGE HOME- By Commerce & EDC Students. 25 cotton saris, fruits & biscuit packets distributed at Kasturi Ba Oldage Home and 15 pillows and blankets distributed at Ladies Sadhu Math	
8	05.08.2019	Student Seminar by II B. Com Students	Maj.Dr.B.KALYANI
9	17.08.2019	Conducted BUSINESS QUIZ for B.Com Students	Smt T.Prathima ,Faculty MBA Programme
10	24.08.2019	Conducted Group Discussion Competition for III B. Com Students	Faculty of Commerce Dept.
	30-08-2019	IDUSTRIAL VISIT to Andhra Bank Rural Self Employment Training Institute, Rajahmundry and Hotel River Bay organized jointly by Commerce Club and EDC.	Sri Ramesh Sri Balaji
11	02-09.2019	Students Seminar by III B. Com Students	Sri K.R.R.Cowdary, Smt.D.L.Chiranjeevi
12	07.09.2019	Power Point Presentations by III B.Com Students	Sri.V.Suribabu Kum.L.Suriprabhavathi
13	13.09.2019	Conducted ELOCUTION Competition for I B.COM Students	Smt.B.Vanaja Ratnam Smt.S.Lakshmi
14	19.11.2019	observe National Entrepreneur’s Day: Guest Lecture on Entrepreneurial Skill Development	
15	23.11.2019	Debate Competition for III B. Com Students. Topic: E commerce In India Pros and Cons	
16	30.11.2019	JAM	
17	07.12.2019	Inter-Collegiate Group Discussion Competitions	
18	10.12.2020	Social Service Activities	
19	25.12.2020	Seminar on: “Entrepreneurship- A Right Choice for Today’s Youth”. (Start Ups)	
20	04.01.2020	Guest Lecture on “Indian Stock Market”	
21	25.01.2020	Industrial Visit	
22	01.02.2020	Poster Presentation Competition	
23	15.02.2020	A Talk on “Prudent Investment Opportunities”	
24	22.02,2022	Career Guidance / Counseling	
25	29.02,2020	Mock Interviews	

SKR COLLEGE FOR WOMEN: RA(JAMAHENDRAVARAM)

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DEPARTMENT OF COMMERCE

ACTION PLAN FOR THE YEAR 2020-2021

S.No	Date/Month	Proposed Activities	Remarks
1	November 2020 1 Week	Departmental staff meeting: to review results and allotment of class work. Rajyalakshamma Birth Anniversary celebrations	Done
	2 Week	Preparation of Department Annual Action plan	Done
	3 Week	Preparation of Curriculum Plan and Time-Tables for Even Semester	Done
	4 Week	Online Quiz on E-COMMERCE	Done
2	December 2020 1 Week	Guest lecture	Done
	2 Week	Preparation of Reports on Department Activities	Done
	3 Week	Preparation of I Mid- Exam Question Papers	Done
	4 Week	Midterm exam-1 for II and III year Students.	Done
3	January 2021 1 Week	Sankranthi Sambaralu	Done
	2 Week	Student Seminars	Done
	3 Week	Evaluation ,Posting and Submission of I Mid Marks	Done
	4 Week	Social Service Activity Swatch Bharat Abhiyan-Clean and green of Campus ny B. Com students.	Done
4	February 2021 I Week	II Mid -Term Exams for I B. Com Students	Done
	II Week	Remedial Coaching Classes for Moderate & Slow Learners	Done
	III Week	Student Seminars on Commercial Geography Subject	Done

	IV Week	Group Discussion and PPTs by III B. Com Students	Done
5	March 2021 I Week	Deeksharambh Conduct Orientation/Induction Program for Degree First Year Students about: a) Curriculum b) Semester System and CBCS System c) Examination Pattern d) Co-curricular Activities e) Extension Activities Bridge Course for Non- Commerce Students and Group Discussion for III B. Com Students	Done
	II Week	Conduct of BRIDE COURSE to Non- Commerce Students of I Year B. Com Course	Done
	III Week	Business Quiz for II and III B. Com Students and Study Hours and Mock Exam Tests	Done
	IV Week	University Semester End Exams for Second and Final Year Students	Done
6	April 2021 I Week	Preparation of Curriculum Plan for I, III, & V (odd) Semesters	Done
	II Week	Preparation of Work Load, Distribution of Classes and Preparation of Time-table	Done
	III Week	Rao Bahadur Kandukuri Veeresalingam Pantulu Jayanthi and Preparation of Mid Exam Question Papers	Done
	IV Week	Mid-term Exam-1 for II and III year students	Done
7	May 2021 I Week	Assignments	Done
	II Week	Student Seminars using PPTs	Done
	III Week	Rao Bahadur Kandukuri Veeresalingam Jayanthi Meeting	Done
	IV Week	Assignments	Done
8	June 2021 I Week	World Environmental Day	Done
	II Week	Guest Lecture	Done
	III Week	MID Term Exam -2	Done

	IV Week	Beautification of Campus	Done
9	July 2021 I Week	Students' Seminars	Done
	II Week	Study hours and Mock tests	Done
	III Week	Project Work on Banking and Financial Services by III B. Com Students	Done
	IV Week	Online Quiz Competitions on Banking and Financial Services for III & II B. Com Students	Done
10	August 2021 I Week	University End Semester Examinations- For II yr and III yr Degree	Done
	II Week	Students' Seminars	Done
	III Week	Competitions on Power Point Presentations	Done
	IV Week	Guest Lecture	Done
11	September 2021 I Week	Teachers Day Celebrations	Done
	II Week	Debate on Pros and Cons of E- Business by II & III B. Com Students	Done
	III Week	PPT on Women Empowerment by III B. Com students	Done
	IV Week	Study Hours and Mock Tests	Done

Signature of the In-charge of the Dept
Signature of the

Signature of the Coordinator

Principal

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SKR COLLEGE FOR WOMEN: RA(JAMAHENDRAVARAM

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DEPARTMENT OF COMMERCE

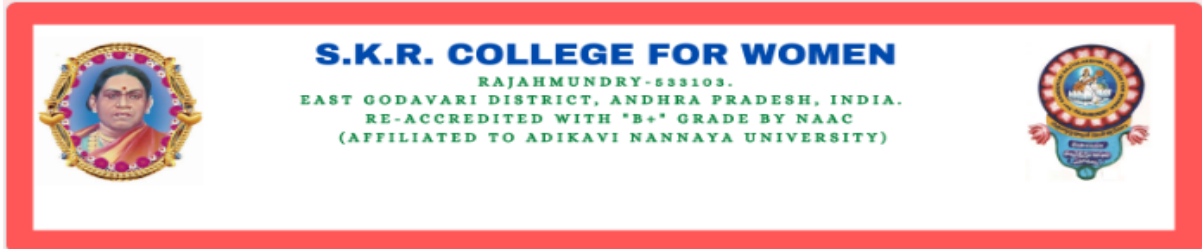
DEPARTMENT ACTIVITIES FOR THE YEAR 2021-2022

S.No	Date	ACTIVITY PLANNED	Place/Resource person
1	17-7-2021	Classroom Seminar by II B,com Students Topic"Control Statements"	V.Suribabu
2	21-7-2021	Conducted a Quiz to III B.com & II B.com students on Banking and Financial Services (online Quiz)	D.L.Chiranjeevi A.Devi
3	07-8-2021	Classroom seminar was conducted to III B.com students on WEB TECHNOLOGY by Kum.S.Bhuvanewari	S.Lakshmi
4	21-8-2021	Powerpoint presentation conducted to III B.com students HTML BY Kum.M.Komali Kumari	S.Lakshmi
5	14-9-2021	Conduct ed a debat on E-Business by III B.com& II B.com students	V.Suribabu D.L.Chiranjeevi
6	25-09-2021	Conducted a Power Point presentation on Women Empowerment By III B.com students	B.Vanaja Ratnam A.Devi
7	9-10-2021	Class room Seminar was Conducted to IIB.com students on "classes and objects" By kum.S.Sandya Rani	V.Suri babu
8	13-10-2021	Conducted a group discussion on "15GST Beneficial to normal people or Business people"	K.R.R.Chowdary
9	6-11-2021	Conducted a class room seminar on "Internal structure of the Earth" by IIIB.com students.	B.Vanaja Ratnam S.Lakshmi
10	20-11-2021	Conducted a Business Quiz on " Digital Transaction" to III B.com &II B.com students.	K.R.R. Chowdary
11	6-12-2021	Oriezation programme conducted to I B.com students	Commerce Department
12	11-12-2021	Debate on conducted to IIIB.com students on topic: JAWAD Cyclone effect on present environment .	B. Vanaja Ratnam A.Devi
13	17-12-2021	Power point presentation was conducted to IIIB.com students on topic: GST effect on Indian economy	K.R.R.Chowdary
14	16-2-2022	Group Discussion conducted to III&II B.com students on	Commerce Department

		“Social media Advantages and Disadvantages	
15	12-2-2022	A Power point presentation was conducted to IIB.com students on topic “JAWA Scripts.	S.Lakshmi
16	15-2-2022	Classroom Seminar was conducted to IIB.com students on Role of Financial Services.	Dr. Maj.B.Kalyani
17	16-2-2022	Conducted a class room seminar on “Marchant Bank “ by IIB.com students	Dr. Maj.B.Kalyani
18	18-2-2022	Guest Lecture was conducted to III B.com &II B.com students on topic : Product Hir i.e, Fours Ps	Lanka Satya, CEO Leads International,Hyd
19	5-3-2022	JAM was conducted to III&II B.com student on topic : “War consequence(before and after) between Rasia and Ukrain	Commerce Department
20	10-3-2022	An Industrial tour with IIB.com students to Rubber Industry which are located Devarapalli near Rampachodavaram by the Commerce Department Topic: How the Rubber Premilk Coverted into Semi finished Rubber	K.R.R.Chowdary B.Vanaja Ratnam A.Devi

S.K.R.COLLEGE FOR WOMEN : : RAJAMAHENDRAVARAM

DEPARTMENT OF COMMERCE



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.





S.K.R. COLLEGE FOR WOMEN
RAJAHMUNDRY-833103.
EAST GODAVARI DISTRICT, ANDHRA PRADESH, INDIA.
RE-ACCREDITED WITH "B+" GRADE BY NAAC
(AFFILIATED TO ADIKAVI NANNAYA UNIVERSITY)



DEPARTMENT OF COMMERCE

2021-22

BEST PRACTICE-1

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 leaning

- 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:

INICREMENTAL 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 .



SKR GOVERNMENT DEGREE COLLEGE

DEPARTMENT OF COMMERCE

2022-23

BEST PRACTICE-1

Engaging Students in Quality Enhancement Processes

Higher educational institutions in India have been playing a crucial role in the evolution of the knowledge communities and societies dedicated to the advancement of knowledge. To this end, the participation of all stakeholders, including the involvement of students in the institutional quality enhancement process is important. Students' participation in quality enhancement is an ongoing and continuous practice at this college.

Students are seen as citizens in the making who contribute to the overall growth and development of the society. They are the major forces who continuously strive to extend the frontiers of knowledge. Students' participation in quality enhancement is viewed as an opportunity through which they can participate in its continual development. This also generates a sense of belongingness towards the institution and instils a sense of responsibility for maintaining the quality of education of the institution.

Integration of Professional Studies with Graduate Programmes

St. Joseph's College of Commerce offers and prepares students for various professional programmes as part of its diverse and progressive curriculum. These professional programmes cater to both international and Indian requirements, enabling and empowering students to become industry-ready. Given the increasing demand for qualified and certified professionals globally, the college has been continuously trying to reinvent its programmes to meet the global standards.

The college offers the following integrated professional programmes along with the BBA and B. Com programmes:

- Chartered Accountancy (CA)
- Chartered Accountancy (CA)
- Association of Chartered Certified Accountants (ACCA)
- Chartered Institute of Management Accountants (CIMA)
- Chartered Financial Analysts (CFA)

BEST PRACTICE-2

1. Title of the Best Practice

Choice Based Credit System (CBCS)

2. The Context

Smt Kandukuri RajyaLakshmi Government Degree College of Commerce, with a firm focus on holistic education strives to continually adapt a student-centric approach to education. Choice Based Credit System (CBCS) is one of the Best Practice introduced by AKNU to create flexibility in the learning process for the student and to enable them to learn in a more creative manner.

3. Objectives of the Practice

- CBCS gives students greater flexibility and mobility to determine their learning choices.
- This choice will help student to take inter-disciplinary or allied field of subjects to their liking/ interest.
- CBCS helps to develop interdisciplinary approach in higher education with transparency and accountability.
- Allows greater interaction with industry and helps to develop a curriculum, keeping in mind the requirements of the industry.

4. The Practice

In the CBCS, the awarding of the degree is based on the number of credits earned by the students from 4 major sections:

- i Languages
- ii Core Course and Elective Courses
- iii Co-Curricular Activities
- iv Extension Activities

The students of the second year have the choice of selecting two open electives from a list of diverse multidisciplinary subject topics that they wish to study during the duration of their degree. The third- year students have the choice of selecting Two elective of their choice from a list of five major electives which further consists of four core papers.

5. Advantages

- Various tie-ups and collaborations with foreign universities and professional bodies.
- Introduction of courses which have Global relevance and Demand.
- Greater industry-academia integration.
- Enhances scope for student participation and experiential learning

6. Challenging issues

- Providing students with multidisciplinary subject choices in a single disciplinary college.
- The choice of open electives is limited as only two subject papers can be accommodated into the second years' curriculum and one elective can be opted for by the third- year students.
- Due to the availability of limited seats for each allied option and elective it may lead to denial of seats to some students who may be passionate about the subject.
- Intensive efforts also have to be made to change the mindsets of the existing teaching staff that have to inculcate these interdisciplinary subjects into the curriculum and make a radical change from a teacher centric approach to a student centric approach.

7. Evidence of Success

- Positive student testimonials and feedback have been received.
- The CBCS approach has led to an increase in the rate of placement rates and opportunities for the students.

8. Resources Required

- Skilled teachers with a wide knowledge of various interdisciplinary subjects.
- A library which enables students to access books from various disciplines.
- Fully equipped computer labs so that skill -based papers such as excel, SAP programs, etc.