

Department of Commerce & Management



PETER DRUCKER
"THE FATHER OF MANAGEMENT"

Department of Commerce & Management

- The Department of Commerce made its beginning while the college was being established during the academic year 1982–83.
- B.Com. (General) was the only course initially introduced. B.Com. (EM) was introduced during the academic year 1989–90; later, during the academic year 1998–99, B.Com. (EM) was converted to B.Com. (Computer Applications), and BBM was also introduced in the same academic year. M.Com. was started during the academic year 2020–21.
- The department has seven sanctioned teaching posts. Currently, four regular lecturers, two contract lecturers, and one guest lecturer are working.

Department Profile

- **Name of the Department : Commerce**

- **Year of establishment : 1982**

- **Programs offered :**

UG courses:-

- B.Com. – General (40 seats)
- B.Com. – Computer applications (60 seats)
- B.B.A (40 seats)

PG courses:-

- M.Com. (30 seats)
- **Pattern of Teaching Learning and Evaluation:**

Semester system : UG: - Six semesters - (CBCS)

PG:- Four semesters – (CBCS)

Vision and Mission

- **Vision:** To provide quality education in commerce and management to the students for overall growth and development.
- **Mission:** Empower the students with all the knowledge and guidance that they need to become worthy commerce professionals
- To develop social consciousness among students.

Faculty Profile

S.NO	Name of the faculty	Designation	Qualification	Service Period	
				From	To
	Sri A.M.Narendra Kumar	Lecturer in Commerce & HOD	M.Com.,B.Ed,SLET	2006	Till date
	B.Purushotam Naidu	Lecturer in Commerce	M.Com.M.Phil.,B.Ed	2006	Till date
	Dr.T. Vinila	Lecturer in Commerce	M.Com,.,MPhil, M.B.A.,Ph.D.NET	2008	Till date
	Dr.J.Ramadevi	Lecturer in Commerce	M.Com.,Ph.D	2017	Till date
	N.Kasturamma	Lecturer in Commerce	M.Com	2008	Till date
	Dr.N.Sussela Bharathi	Lecturer in Commerce	M.Com.,Ph.D	2013	Till date
	G. Asha	Lecturer in Commerce	M.Com	2008	Till date

RESEARCH ACTIVITY

Name of the faculty	No.Of Seminars/Workshops/Conferences Attended	NO.OF RC/OC/FDPS	Research Publications	Minor research project	No.Of Seminars/Workshops/Conferences organized
A.M.Narendra Kumar	08	05 1+1+3	03	01	-
B.Purushotam Naidu	05	02 1+1+1	-	-	-
Dr.T Vinila	46 (31+8+7)	12 5+01+6	12	-	01
Dr.J.Ramadevi	35	7 1+1+5	12	-	-
N.Kasturamma	02	-	-	-	-
Dr.N.Sussela Bharathi	11+4+5 19	03	05	-	-
G. Asha	04	01	-	-	

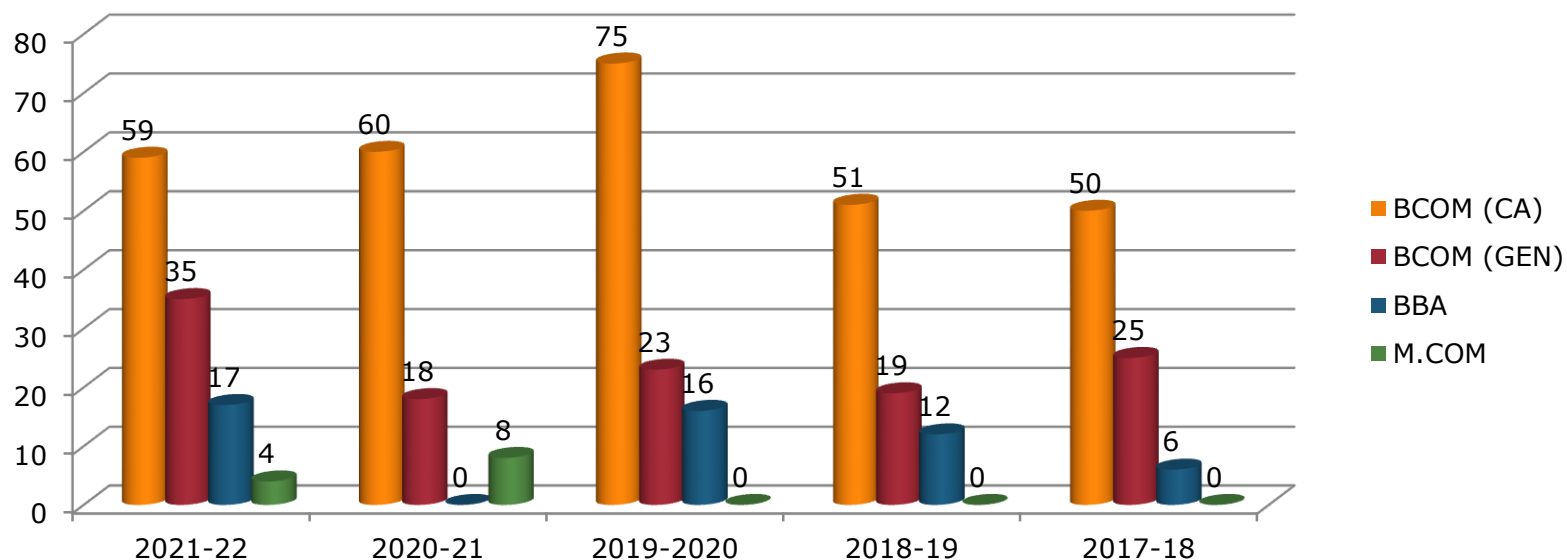
Additional Responsibilities held by the faculty

Name of the faculty	Responsibilities
A.M. Narendra Kumar	BOS member of S.V. University, HPIC member of University exams, Vice principal of the College & CPDC member.
B. Purushotham Naidu	Strong room incharge for SVU spot valuation center, External examiner.
Dr.T.Vinila	Chief Superintendent for examination.
Dr.J.Rama devi	OTPL Coordinator
Dr.Suseela Bharathi	NSS Coordinator.

Students profile

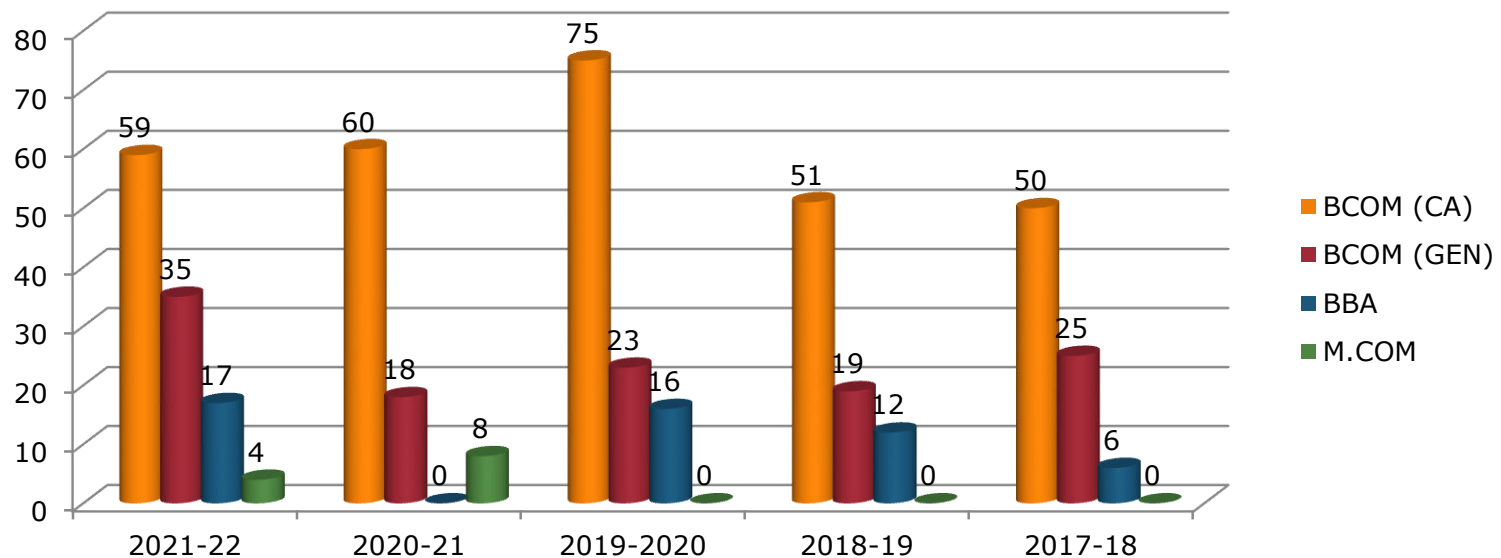
Admission of Students – UG & P.G

YEAR	2021-22	2020-21	2019-2020	2018-19	2017-18
BCOM (CA)	59	60	75	51	50
BCOM (GEN)	35	18	23	19	25
BBA	17	0	16	12	6
M.COM	4	8	0	0	0



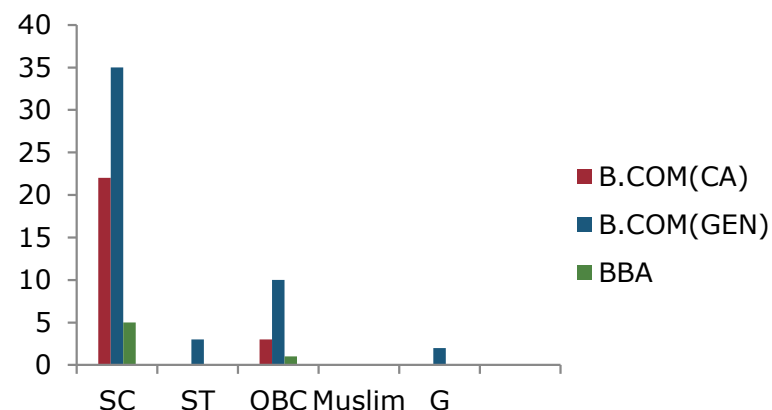
Strength of Students – UG & P.G

YEAR	2021-22	2020-21	2019-2020	2018-19	2017-18
BCOM (CA)	59	60	75	51	50
BCOM (GEN)	35	18	23	19	25
BBA	17	0	16	12	6
M.COM	4	8	0	0	0

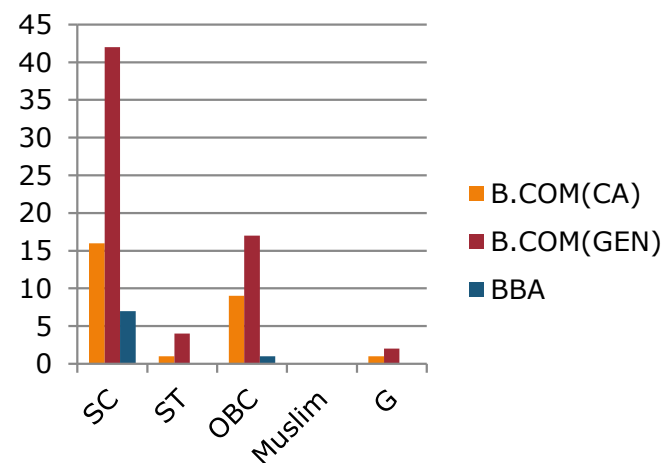


SOCIAL STATUS OF THE STUDENTS 2017-18 TO 2021-22

ACADEMIC YEAR 2017-18						
GROUP	SC (15%)	ST (6%)	OBC (29%)	Muslim (6.5%)	G (43.5%)	Total
B.COM(CA)	22	-	3	-	-	25
B.COM(GEN)	35	3	10	-	2	50
BBA	5	-	1	-	-	6

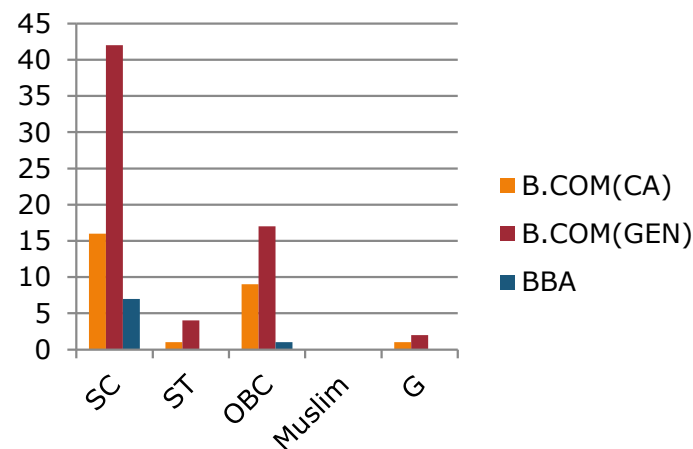


ACADEMIC YEAR 2018-19						
GROUP	SC (15%)	ST (6%)	OBC (29%)	Muslim (6.5%)	G (43.5%)	Total
B.COM(CA)	7	1	9	-	1	18
B.COM(GEN)	29	4	17	-	2	52
BBA	5	-	1	-	-	6

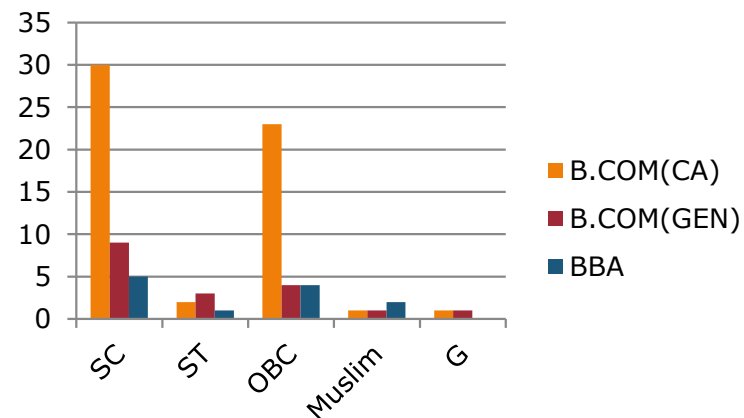


SOCIAL STATUS OF THE STUDENTS 2019-2020 TO 2020-21

ACADEMIC YEAR 2019-20						
GROUP	SC (15%)	ST (6%)	OBC (29%)	Muslim (6.5%)	G (43.5%)	Total
B.COM(CA)	16	5	-	-	1	22
B.COM(GEN)	42	2	24	3	3	74
BBA	7	1	3	1	-	12

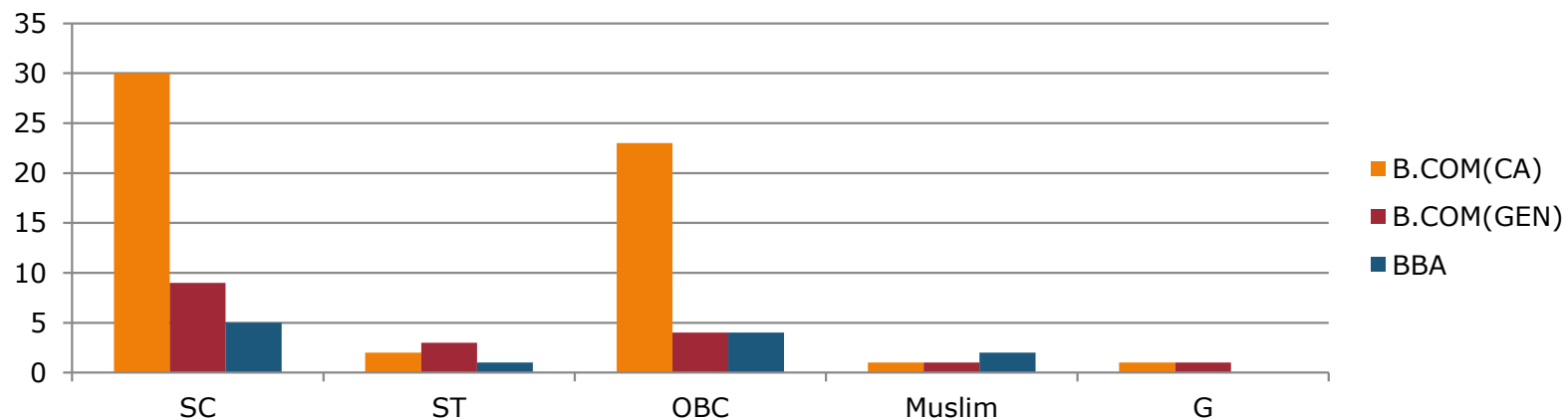


ACADEMIC YEAR 2020 -2021						
GROUP	SC (15%)	ST (6%)	OBC (29%)	Muslim (6.5%)	G (43.5%)	Total
B.COM(CA)	30	02	23	01	01	61
B.COM(GEN)	09	03	04	01	01	18
BBA	05	01	04	02	-	12



SOCIAL STATUS OF THE STUDENTS 2019-2020 TO 2020-21

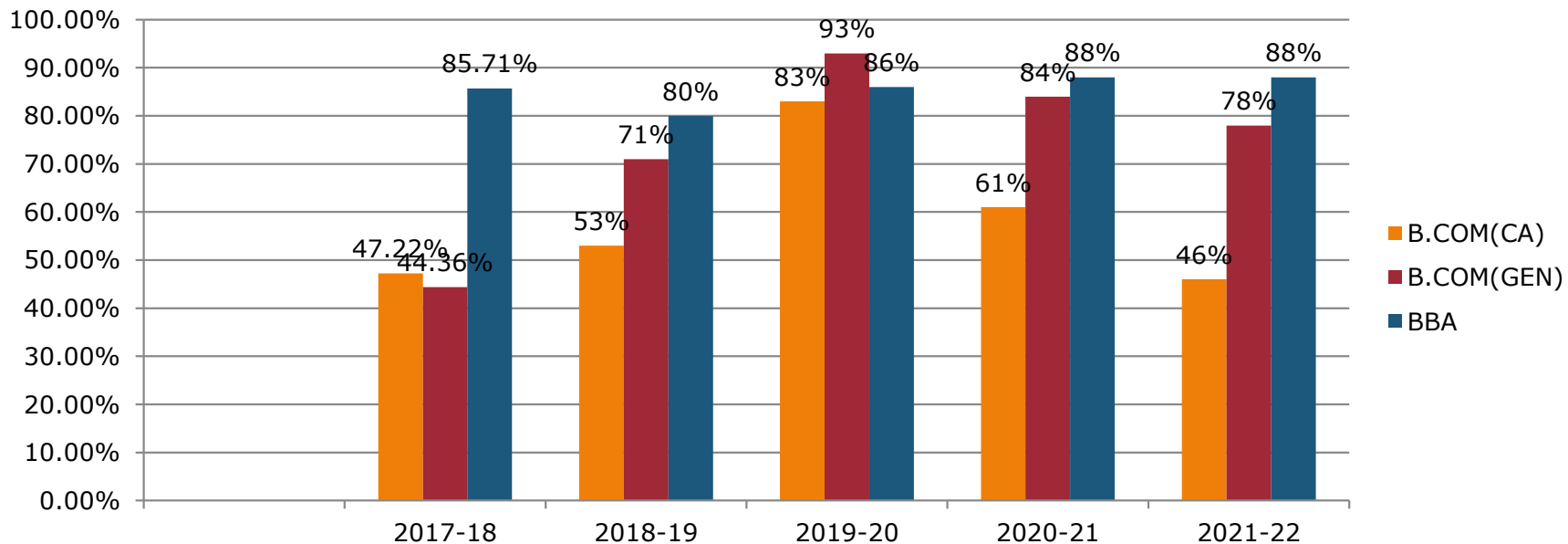
ACADEMIC YEAR 2021 -2022						
GROUP	SC (15%)	ST (6%)	OBC (29%)	Muslim (6.5%)	G (43.5%)	Total
B.COM (CA)	26	06	24	03	-	59
B.COM (GEN)	09	03	04	01	-	18
BBA	06	01	09	0	01	17



DEPARTMENT OF COMMERCE & MANAGEMENT

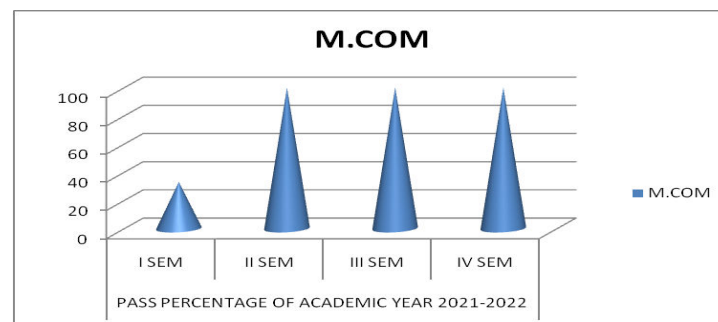
RESULT ANALYSIS 2017-18 TO 2021-22

	B.COM(CA)			B.COM(GEN)			BBA		
YEAR	Appeared	Passed	Pass %	Appeared	Passed	Pass %	Appeared	Passed	Pass %
2017-18	36	17	47.22%	133	59	44.36%	49	42	85.71%
2018-19	120	64	53%	269	191	71%	44	35	80%
2019-20	103	85	83%	304	282	93%	37	32	86%
2020-21	75	46	61%	267	223	84%	34	30	88%
2021-22	138	64	46%	321	250	78%	51	45	88%

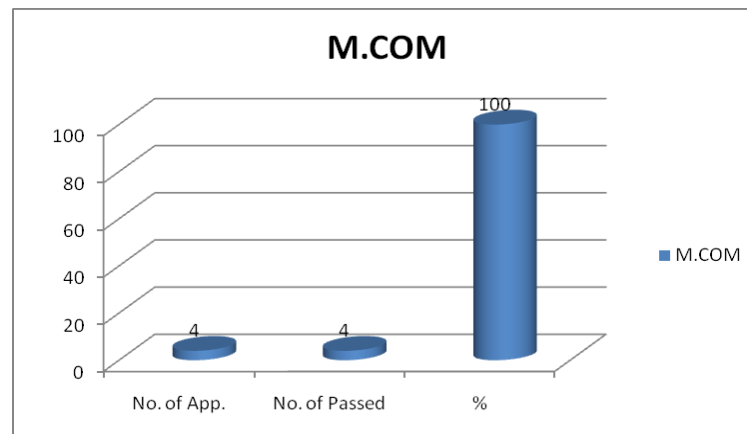


DEPARTMENT OF COMMERCE
RESULT ANALYSIS FOR THE ACADEMIC YEAR 2020-21 TO 2021-22
M.COM (REGULAR)

Course	PASS PERCENTAGE OF ACADEMIC YEAR 2021-2022			
	I SEM	II SEM	III SEM	IV SEM
M.COM	33	100	100	100



Courses	I Year		
	I Sem		
	No. of App.	No. of Passed	%
M.COM	4	4	100



DEPARMENT LIBRARY

S.NO	NO.OF BOOKS AVAOLABLE	PUBLICATIONS	AUTHORS
No.Of Books Available	80	Himalayan publications Jai bharathi VGS	Philip Kotlar S.Chand Jain & Narang Aswatappa
Publications	24	JOURNALS	PEER TEAM REVIEWED
Articles	50	ISBN,ISSN	ISBN,ISSN

DEPARTMENT OF COMMERCE & MANAGEMENT PROGRAMMES

ACTIVITIES

BRIDGE COURSE

ADD ON COURSES

GUEST LECTURES

EXTENSION LECTURES

BEST PRACTICES

QUIZ

GOLD MEDALS

SEMINARS ORGANIZED

FIELD TRIPS

EXTENSION ACTIVITIES

SHORT TERM AND LONG TERM INTERNSHIP

STUDY PROJECTS

CONSUMER DAY AWARENESS

TEACHING & LEARNING METHODS

1. Lecture method.
2. Group Discussion.
3. Seminar presentations.
4. Quizzes.
5. Industrial interactions.
6. Field Trips.
7. Role Playing.
8. Management Games.
9. Assignments.
10. Guest Lectures.

DEPARTMENT OF COMMERCE CERTIFICATE/ADD-ON COURSES

S.NO	YEAR	TOPIC
1	2017-18	Basic Accountancy
2	2018-19	GST with Tally
3	2019-20	TAXATION
4	2020-21	BUSINESS COMMUNICATION
5	2021-22	LOGISTIC ANS SUPPLY CHAIN MANAGEMENT

STUDENTS PARTICIPATORY ACTIVITIES



Students Progression to Higher Education

Programme	2017-18	2018-19	2019-20	2020-21	2021-22
M.Com	02	2	12	5	14

APPGCET-2021
Post Graduate Common Entrance Tests
(Conducted by Sri Venkateswara University, Tirupati on behalf of APSCH)

RANK CARD

Hall Ticket No. : 20108580167
Candidate's Name : VENKATESAN GARI VIDYA
Father's Name : P VENKATESAN
Test Paper : Commerce

Community : SC
Date of Birth : 10/01/2001

Course Code	Course Name
PG059	M.Com. Accounting & Finance

Marks Obtained : 49
Rank : 487

Category Wise Rank	Rank
Women	260
SC	87

Barcode and QR Code

Convener

- INSTRUCTIONS TO THE CANDIDATE**
- The admissions into first year of various P.G. Courses (M.A., M.Com., M.Sc., M.C.I., M.J.M.C., M.L.B.I.Sc., M.F.Ed., M.Sc.Tech. etc) in the Academic Year 2021-22 offered by Andhra Pradesh State funded Universities and their Constituent Affiliated Government and Private (Aided/Unaided) Colleges including Minority Educational Institutions in the State will be made through a centralized web-counseling. Further, the schedules will be available in websites. The qualified candidates are advised to visit the websites from time to time for further admission schedules.
 - The eligibility of the candidates is not verified/ decided at the time of application and during the entrance test. The verification will be done only during the admission. Hence, candidates are advised to ensure that they are eligible for the course/ subject they are applying for admission.
 - The candidates called for certificate verification must have the following original certificates/documents to upload for verification:
 - Rank Card and Hall Ticket of APPGCEET - 2021.
 - Transfer Certificate (T.C) from the institution where the candidate has last studied.
 - Degree certificate and complete memorandum of marks or consolidated score of qualifying examination (the downloaded memo or not allowed). The candidate should ensure that he/she has passed the qualifying examination with requisite percent of marks without which his/her admission will not be entertained.
 - Secondary School or 10th std. Certificate.
 - Non-aided certificate from 9th Class onwards or Proof of Local / Non-Local status of the candidate as per the rules in force.
 - Community / Caste Certificate, if applicable.
 - Latest Income Certificate issued by Tahsildar on or after 01.01.2021, if applicable.
 - Certificates of special categories, if applicable, and when called for admission under these categories.
 - Adhaar Card.
 - In addition to the above, the candidates must also upload passport size photographs that are similar to those uploaded during the online.

DIRECTORATE OF ADMISSIONS
SRI VENKATESWARA UNIVERSITY - TIRUPATI
SVUCCET - 2020 - RANK CARD

Ticket No. : 1070184 Reg. No. : 72433

Student Name : SRI P. VENKATESAN
Father's Name : P. VENKATESAN
DOB : 10/01/2001
Gender : Female
Category : SC

Address : CHITTOOR
District : CHITTOOR
State : ANDHRA PRADESH
Pin : 517020
Mobile : 9490994411

App. No. : 126
Test Name : 07-Commerce
RANK : 1016

Barcode and QR Code

DIRECTOR, DOA
SVUCCET - 2020

- The candidates have to pay the registration fee and get the registration form in the website www.svuonline.in for Certificate Verification at Srinivas Auditorium, S.V. University, Tirupati. The following original documents should be submitted by the candidate.
- VUCCET-2020 Registration Form (After paying the registration fee, Rank card and Hall Ticket).
Rank statements and Provisional/Degree Certificate of the qualifying examination.
Transfer and Conduct certificates (T.C.) **
SC and Intermediate pass certificates.
Adhaar card.
Study certificates from IX class to qualifying examination.
Case certificate in original from the Tahsildar in case of SC/ST/BC candidates, obtained in the year 2020 OR permanent case certificate.
White Ration card / Income certificate obtained in 2020 from the Tahsildar is eligible for scholarship / fee reimbursement. Those who have not submitted (white ration card / Income certificate) will not be eligible for scholarship / fee reimbursement.
Religious certificate in case of physically challenged and extra curricular activities (NCC/NSS/Games & Sports / Cultural Activity) category candidate certificates must be in the qualifying examination only (Under Graduate).
Discharge certificate and service certificate of the parent in case of a child of armed person (CAP).
Residence Certificate of parents for stay in the state of A.P. from Tahsildar in case of candidates, who have studied outside A.P. (cannot use private study).
Pass book first page of the Bank Account of the Candidate.
Certificate verification starts from 02.01.2021 to 10.01.2021. Detailed schedule will be available in the website www.svuonline.in. (one time verification for all the qualifying subjects).
Only limited accommodation is available in hostel both men's & women's. So there is no seat guarantee for hostel accommodation.
University / Government Colleges are only eligible for fee reimbursement for the academic year 2020-21.
Two sets of Photostat copies of all above Certificates.
Note: Bona fide / Course completed Certificates are not allowed for Admission instead of Transfer Certificate (T.C).
At the time of certificate verification all the candidates should register his/her name by paying the one time registration fee of Rs. 500/- for OBC/BC and Rs. 400/- for SC/ST/STP/BC Candidates for all applicable qualifying subjects.

DIRECTORATE OF ADMISSIONS
SRI VENKATESWARA UNIVERSITY - TIRUPATI
SVUCCET - 2020 - RANK CARD

Ticket No. : 1070442 Reg. No. : 73801

Student Name : KAVITHA M
Father's Name : MA Jagadevan
DOB : 21/01/2001
Gender : Female
Category : BC-D

Address : CHITTOOR
District : CHITTOOR
State : ANDHRA PRADESH
Pin : 517027
City : CHITTOOR
Mobile : 9490994411

App. No. : 54065
Test Name : 07-Commerce
RANK : 134

Barcode and QR Code

DIRECTOR, DOA
SVUCCET - 2020

- All the candidates have to pay the registration fee and get the registration form in the website www.svuonline.in for Certificate Verification at Srinivas Auditorium, S.V. University, Tirupati. The following original documents should be submitted by the candidate.
- SVUCCET-2020 Registration Form (After paying the registration fee, Rank card and Hall Ticket).
 - Marks statements and Provisional/Degree Certificate of the qualifying examination.
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 - Adhaar card.
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 - Only limited accommodation is available in hostel both men's & women's. So there is no seat guarantee for hostel accommodation.
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 - Two sets of Photostat copies of all above Certificates.
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DIRECTORATE OF ADMISSIONS
SRI VENKATESWARA UNIVERSITY - TIRUPATI
SVUCCET - 2020 - RANK CARD

Ticket No. : 1070636 Reg. No. : 74933

Student Name : ANANDHARAJU
Father's Name : P. VENKATESAN
DOB : 10/01/2001
Gender : Male
Category : SC

Address : CHITTOOR
District : CHITTOOR
State : ANDHRA PRADESH
Pin : 517027
City : CHITTOOR
Mobile : 9490994411

App. No. : 55879
Test Name : 07-Commerce
RANK : 475

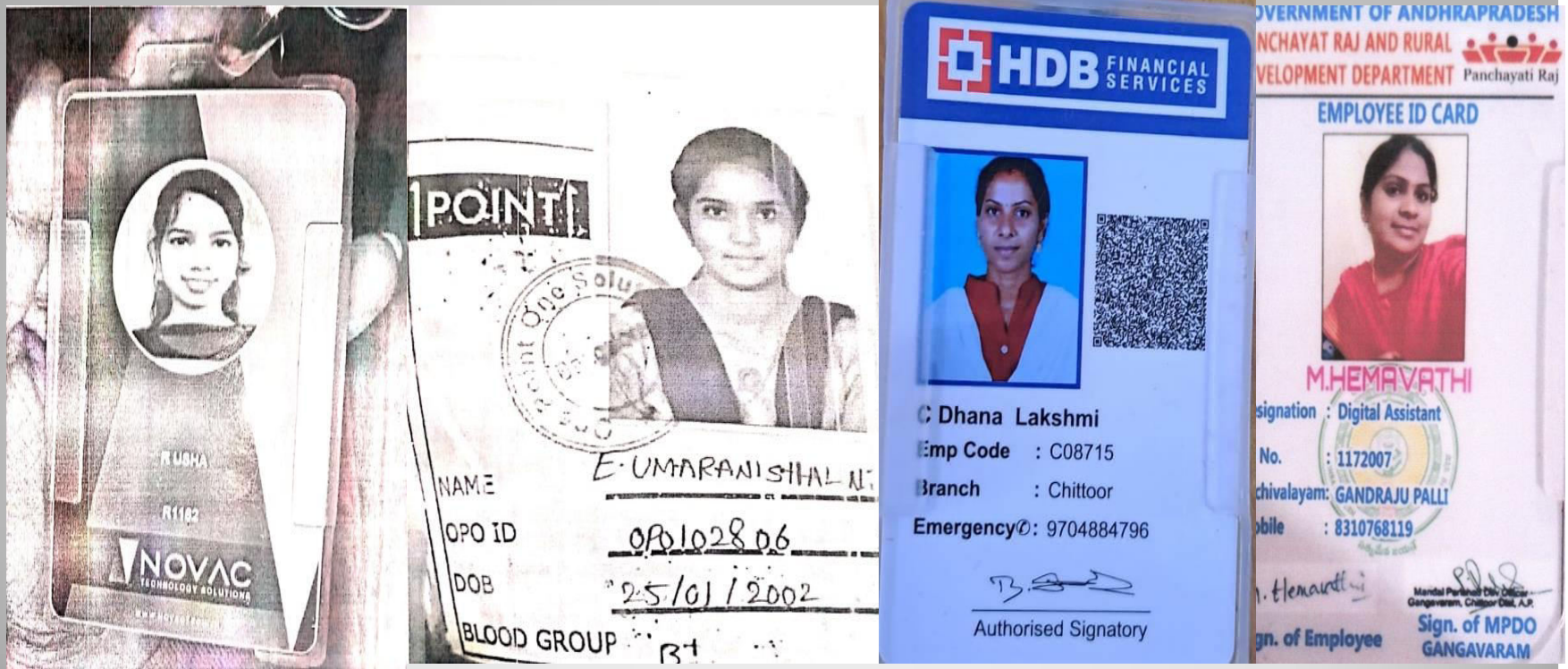
Barcode and QR Code

DIRECTOR, DOA
SVUCCET - 2020

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Students Placements

Programme	2017-18	2018-19	2019-20	2020-21	2021-22
PLACEMENTS	02	10	11	14	16



DEPARTMENTAL ACTIVITIES

- Student Seminars
- Workshops
- Field Trips
- Bridge course
- Curricular
- Co-Curricular
- Extra-Curricular Activities
- Extension Activities
- Remedial Classes

STUDENTS PARTICIPATORY ACTIVITIES

COMMUNITY SERVICE PROJECTS



SHORT TERM INTERNSHIPS/LONG TERM INTERNSHIP



CONSUMERS DAY CELEBRATION



CONSUMERS RIGHTS AWARENESS PROGRAMME

EXTENSION ACTIVITIES



UNION BANK OF INDIA



PUNJAB NATIONAL BANK



SBI AWARENESS PROGRAMME



INDUCTION PROGRAMME

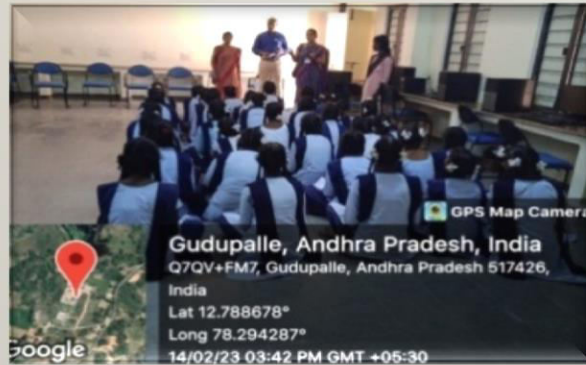
Guest lectures



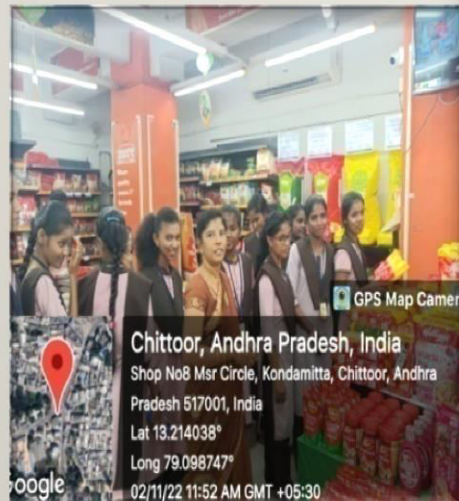
Extension lectures



ENROLLMENT CAMPAIGN

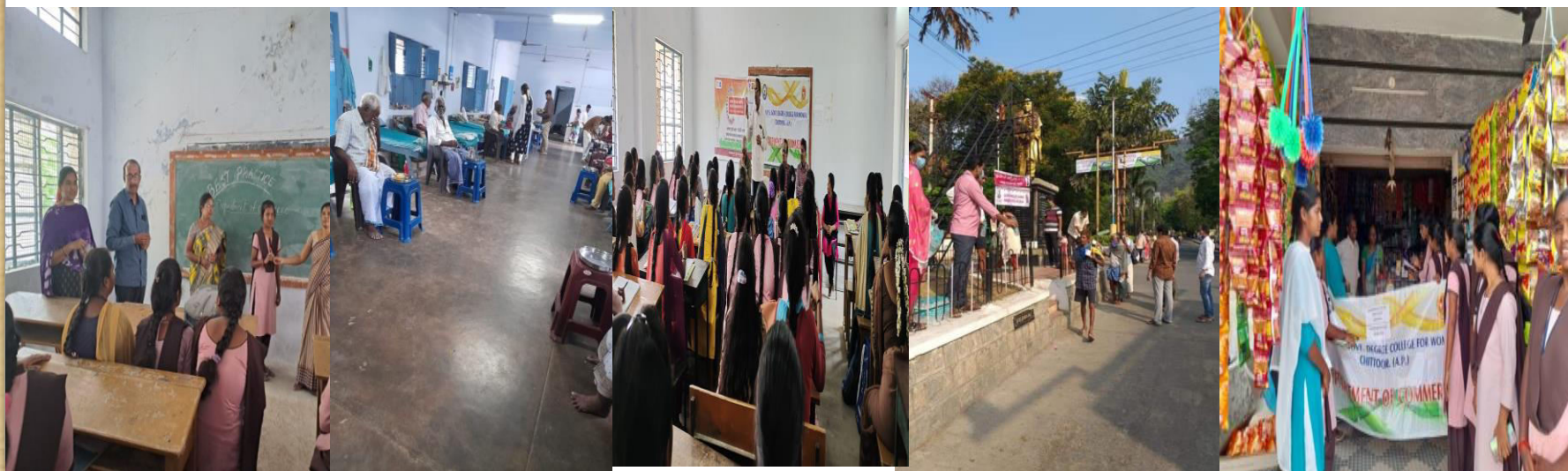


FIELD TRIPS



DEPARTMENT OF COMMERCE EXTENSION ACTIVITIES

YEAR	DATE OF CONDUCT	Programme
2017-18	23 RD JANUARY, 2018	Awareness on GST
2018-19	19 TH MARCH, 2019	Helping for oldage people
2019-20	30 TH JANUARY, 2020	Distribution of pens to students for exam
2020-21	20 TH MARCH, 2021	Distribution of mask during covid
2021-22	11 TH NOVEMBER, 2022	Awareness on digital Transations

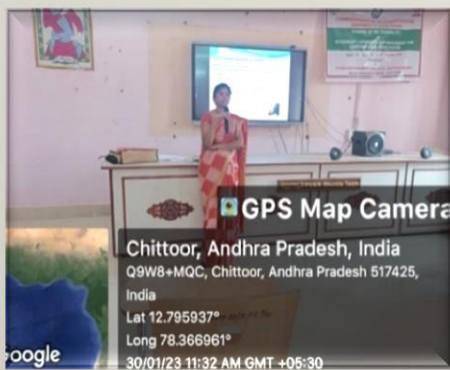


Faculty Achievements

ORGANIZED ICSSR TWO DAY NATIONAL SEMINAR



ACADEMIC DEVELOPMENT OF FACULTY



**DEPARTMENT OF COMMERCE
BEST PRACTICE
INCOME FILING TO FACULTY OF SMT.N.P.SAVITHRAMMA
GOVT.COLLEGE FOR WOMEN, CHITTOOR.**



**Dr.K.Manohar.,
Principal**



**B.Purushotham naidu
Lecturer in
Commerce**



**A.M.Narenra
kumar
Lecturer in
Commerce**

SWOC ANALYSIS

STRENGTH

- Experienced and committed faculty in the department.
- Smart class rooms
- Disciplined students with zeal to learn.
- Consistent good pass percentage

WEAKNESS

- Majority of the students are first generation with rural background
- Unavailability of research center in commerce.
- No proper campus placement in reputed companies

OPPORTUNITIES

- Students & faculty members are motivated to upgrade their knowledge through online learning platforms.
- Attendance tracking system is done through Facial App

CHALLENGES

- Competitions with other degree colleges.
- Financially weaker background of students
- Improving communication skills of students

FUTURE PLAN

1. To enter in MOU with reputed organizations.
2. Propose to have more Internships and Industry tie-up's
3. Live Project works.
4. Field study.
5. Propose to arrange a workshops and seminars
6. Provide more Guest Lectures
7. More emphasis should be given to Institution – Industry tie-up's.
8. More MOU's and links for placements and training
9. To emphase on Research activities

THANK YOU

