

Udumalpet
05.1.2019

From
Dr.N.Lakshmi,
HOD of Commerce,
Sri GVG Visalakshi College for Women
Udumalpet

To
The Principal,
Sri GVG Visalakshi College for Women
Udumalpet

Respected Madam,

Sub : Permission for Industrial Visit for **III B.com & I.B.Com (Aided) students** – reg.
Ref : Director of Collegiate Education, Chennai Letter No.44042/No.3/2016
dt.14/11/2016.---

We are planning to take our III B.com & I.B.Com (Aided) students for an industrial visit to Mysore sandal soap industry on 1st & 2nd February 2019 to provide practical expose in relation to core subject: Marketing Management, Entrepreneurial Development and Applied Costing. Practical expose will help the students for a better understanding of the subject and will enable to get new ideas and insight of business environment. This educational trip in 5th semester of the degree program is relevant to bring in awareness on the application of the subject in the real world environment

To create awareness on the need for conservation of natural resource and environmental production, a visit is intended to the Lal Bagh and Visweswara Industrial Museum. Visit to the place will motivate the students to become aware of historical values in the real world. The trip on the whole will provide a chance for planning and organizing Activities.

We have received the letter of permission from parents of each student. In this connection, kindly permit us to take our students to the Institutional visit. Herewith we have attached Syllabus, Trip Chart, Students and Staff name list for your perusal.

Details of the trip:

Total Number of students	: 52
Total Number of Staff	: 03
Total	: 55
Proposed Date of travelling	: 01.02.2019

Thanking You,

Yours sincerely,


Head of the Department

From

Dr.N.Lakshmi,
Head of the Department,
Department of Commerce,
Sri G.V.G. Visalakshi College for Women,
Udumalpet.

To

The Principal,
Sri G.V.G. Visalakshi College for Women,
Udumalpet.

Respected Madam,

Sub : Permission for Industrial Visit for B.Com(Aided) Students – Reg.

Department of Commerce (Aided) is planning to organize an industrial visit to Mysore and Bangalore on 1st and 2nd February, 2019 for B.Com (Aided) and students. We kindly request you to grant us permission to take our students to the above trip so as to create practical exposure on processing of products, Micro, Small and Medium Enterprises functioning pattern and to understand the need for environmental protection.

Thanking You.

Udumalpet,

05.01.2019

Yours faithfully,


Head of the Department

Program Details of Mysore Trip

Date	Place
02.02.19 (saturday)	Mysore Sandal Soap Factory, Mysore (Related to <ul style="list-style-type: none">• Marketing and• Marketing Management,• Applied Costing,• Cost Accounting,• Entrepreneurial Development).)
03.02.19 (Sunday)	ISKON Temple Lal Bagh Visweswara Industrial Museum (Related to Environmental Science).

SRI G.V.G. VISALAKSHI COLLEGE FOR WOMEN (AUTONOMOUS)
UDUMALPET.
STUDENTS NAME LIST (COMMERCE DEPARTMENT – B.COM (AIDED))
MYSORE TRIP
III B.COM (AIDED)

S.NO.	NAME	AGE	GENDER
1	K.Akshaya	19	FEMALE
2	A. Albina	19	FEMALE
3	R. Ananthi	19	FEMALE
4	R. Devi Priya	19	FEMALE
5	D. Gayathri	19	FEMALE
6	C. Geetha	19	FEMALE
7	R. Gowsalya	19	FEMALE
8	M. Harunyadevi	19	FEMALE
9	M. Indhumathi	19	FEMALE
10	G. Indra	19	FEMALE
11	B. Jaya Sri	19	FEMALE
12	R. Jeevitha	19	FEMALE
13	V. Kowsalya	19	FEMALE
14	G. Krithika	19	FEMALE
15	M. Lavanya	19	FEMALE
16	D. Madhubharathi	19	FEMALE
17	M. Mary Roselin	19	FEMALE
18	A. Mary theerasammal	19	FEMALE
19	S. Mounika	19	FEMALE
20	E. Nanthini	19	FEMALE
21	J. Narmadha	19	FEMALE
22	N. Nithya devi	19	FEMALE
23	N. Nivetha	19	FEMALE
24	P. Nivetha	19	FEMALE
25	R. Pavithra	19	FEMALE
26	S. Pavithra	19	FEMALE
27	S. Pavithra	19	FEMALE
28	P. Priya	19	FEMALE
29	N. Priyadharshini	19	FEMALE
30	M. Punitha	19	FEMALE
31	A. Pushpalatha	19	FEMALE
32	N. Rohini priya	19	FEMALE
33	S. Sandhiya	19	FEMALE
34	M. Sanageetha	19	FEMALE
35	V. Santhiya	19	FEMALE
36	P. Saranya	19	FEMALE

37	R. Selvamani	19	FEMALE
38	R. Sivasurya	19	FEMALE
39	K. Sowmya	19	FEMALE
40	N. Sreen	19	FEMALE
41	B. Suganthi	19	FEMALE
42	S. Sumaiya parveen	19	FEMALE
43	P. Vishnupriya	19	FEMALE
44	M. Yuga shanthini	19	FEMALE

I B.COM (AIDED)

S.NO.	NAME	AGE	GENDER
1	Sowmya.J	17	FEMALE
2	Jasmine .Z	17	FEMALE
3	Deepa Dharani. R	17	FEMALE
4	Pavithra .G	17	FEMALE
5	Madhu malar .B	17	FEMALE
6	Bhavya. B.S	17	FEMALE
7	Gayathri. N	17	FEMALE
8	Mahalakshmi.	17	FEMALE

STAFFS NAME LIST

S.NO	NAME	DESIGNATION	AGE	GENDER
1	Dr.R.VANAMADEV (AIDED STAFF)	ASSISTANT PROFESSOR IN COMMERCE	52	FEMALE
2	Dr.S.BHVANESWARI (AIDED STAFF)	ASSISTANT PROFESSOR IN COMMERCE	47	FEMALE
3	Dr.C.BRINDHADEV (AIDED STAFF)	ASSISTANT PROFESSOR IN COMMERCE	35	FEMALE
4	Mrs. S.RAJANANDHINI	ASSISTANT PROFESSOR IN COMMERCE	26	FEMALE

B.Com/B.Com (CA)/B.Com (e-Commerce)/BBA (CA)

Semester II

Part III - Core IV- Marketing215B04/215R04/215N04/215V04

(For the Students admitted from the academic year 2015-2016 onwards)

Preamble (65Hours)

The objectives of this course are:

- To impart the knowledge on various aspects of marketing functions.
- To give a comprehensive understanding of the marketing concepts.

Unit I

Marketing: meaning – objectives – importance of modern marketing concept – Marketing mix.

Marketing functions: Functions of exchange. Buying – elements of buying – purchasing methods - Assembling – Selling- elements of selling – kinds of sales. (13 Hours)

Unit II

Functions of physical supply – Transportation: functions – classification of transport – merits – choice of mode of transportation. Storage – advantages – Warehousing: functions – kinds. Standardization and Grading: types. Marketing finance: kinds. Marketing risk: causes – methods of handling risk. (13 Hours)

Unit III

Product– Product Life Cycle — New product planning – steps in New Product Planning.
Pricing: Objectives – factors affecting pricing decision – procedure for price determination- kinds of pricing.(13 Hours)

Unit IV

Promotion: Importance – objectives – forms of promotion. Sales promotion: objectives – advantages – kinds of sales promotion. Advertising: objectives – functions – objections. (13 Hours)

Unit V

Channels of distribution: importance – types – Classification of middlemen – Agent middlemen- Wholesaler – Retailer – kinds – services rendered – elimination of middlemen. (13 Hours)

Book for Study

Modern Marketing :R.S.N. Pillaiand Bagavathi
Principles and practice S. Chand and company,New Delhi. Ed. 2013.

Books for Reference

Marketing : Dr. N. Rajan Nair and Sanjith R. Nair
Sultan Chand and sons, New Delhi, Ed. 2010

B.Com
Semester III
Part III - Core VIII – Entrepreneurial Development 315B08
(For the students admitted from the academic year 2015-2016 onwards)

Preamble : (50 Hours)

The objectives of this course are:

- To provide exposure to entrepreneurial environment.
- To guide students to setup and manage small units.

Unit I

Entrepreneur: Meaning– Characteristics – skills for Entrepreneur- Functions - Types – Entrepreneurs and managers – Entrepreneur and Economic Development. (10 Hours)

Unit II

Entrepreneurship– Entrepreneur Vs Entrepreneurship–Factors stimulating Entrepreneurship –Environment for Entrepreneurship–Factors affecting Entrepreneurship growth. (10 Hours)

Unit III

Entrepreneurial Development Programmes- need – objectives –phases of EDP - Problems of EDP.

WomenEntrepreneurs –types-problems-remedial measures. (10 Hours)

Unit IV

Project Identification and project Appraisal (10 Hours)

Unit V

Micro Small and Medium Enterprises - Steps for starting MSME.

Institutional support to Entrepreneurs –Small Scale Industries Board-Small Industries Development Organization-Small Industries Service Institute-National Small Industries Corporation-Khadi and Village Industries Commission. (10 Hours)

Book for study

Entrepreneurship development : E. Gordon and K. Natarajan
Himalayan Publishing House, New Delhi, Reprint
2013.

Books for Reference

Entrepreneurial development :C.B. Gupta and N.P. Srinivasan
Sultan Chand and Sons, Delhi, Reprint 2014.

Semester IV
Part III – CoreX – Cost Accounting 415B10/415R10/415N10/415V10
(For the students admitted from the academic year 2015-2016 onwards)

Preamble (65 Hours)

The objectives of this course are:

- To impart knowledge about various methods of costing.
- To keep the students conversant with the frontiers of cost accounting.

Unit I

Cost Accounting – Meaning and Scope – Concept and classification – costing an aid to Management – Elements of cost – Types and methods of cost – Preparation of cost sheet. (13 Hours)

Unit II

Material Control: Levels of material Control – Purchases and Stores Control: Purchasing of Materials – Procedure and documentation involved in purchasing - Stores Control – Perpetual inventory - Economic Order Quantity – ABC analysis - Methods of valuing material issue: FIFO, LIFO, Simple Average and Weighted Average. (13 Hours)

Unit III

Labour: System of wage payment – Idle time – Control over idle time – Labour turnover. Overhead – Classification of overhead – allocation and absorption of overhead- Calculation of Machine Hour Rate. (13 Hours)

Unit IV

Process costing – Features of process costing – process losses, wastage, scrap, normal process loss – abnormal loss, abnormal gain. (Excluding inter process profits and equivalent production). (13 Hours)

Unit V

Operating Costing – Contract costing – Reconciliation of Cost and Financial accounts. (13 Hours)

Note: Distribution of marks between theory and problem shall be 40% and 60% respectively.

Book for Study

Cost Accounting : S.P. Jain and K.L. Narang
Kalyani Publishers, New Delhi. Ed. 2013

Book for Reference

Cost Accounting : T.S.Reddy and Y.Hari Prasad Reddy
MarghamPublications ,Chennai, Reprint 2015

M.Com
Semester I

Core II -Marketing Management 15MC02

(For the Students admitted from the academic year 2015 – 2016 onwards)

Preamble: (65 Hours)

- The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

UNIT I

Modern marketing concept: Approaches to the study of marketing- Evolution of marketing concept- Changing concept of marketing-Features of the marketing concept-Importance of marketing concept.

Marketing environment and marketing system: Micro environment-Macro environment.
(13 Hours)

UNITII

Consumer behaviour: Need for understanding consumer behaviour- factors influencing Consumer buying behaviour- Theories of consumer behaviour.

Market segmentation: Benefits - Bases. (13 Hours)

UNITIII

Marketing Mix: Meaning - Elements - Importance -Factors determining marketing mix.

Product Mix: Concept of product- Levels of a product- Product planning- Significance of product planning- Product mix - factors affectingProduct mix- Product item and Product line trading up and down. New product development: Meaning - Steps in new product development-Product Life Cycle. (13 Hours)

UNITIV

Price mix: Significance - Factors affecting price of a product- Pricing objectives- pricing policies- Kinds of pricing decisions.

Promotion mix: Meaning - Promotion strategies- Objectives - Kinds - Methods - Factors affecting promotion mix.(13 Hours)

*UNITV

Channels of distribution: - Importance of Distribution channel- Selection of Distribution channel- Marketing middlemen-Functions of middleman-Wholesaler: functions –Retailer: functions.

Consumer Protection Act –Rights –Redressal of consumer grievances.(13 Hours)

Starred Unit is self- learning portion.

Books for Reference:

- | | |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| Marketing Management | : C. B. Gupta and N. Rajan Nair
Sultan Chand and Sons
New Delhi, 2013 |
| Marketing Management | : Philip Kotler, Kevin Lane Keller,
Abraham Koshy, MithileshwarJha
Pearson Education
New Delhi, 3 rd Edition, 2009 |
| Marketing Management | : RajanSaxena
Tata McGraw-Hill Publishing Company Ltd
New Delhi, 3 rd Edition 2010 |
| Marketing Management | : S.A.Sherlekar
Himalaya Publishing House
Chennai,2019 |

M.Com Semester I

Core V –Entrepreneurship 15MC05
(For the students admitted from the academic year 2015 – 2016 onwards)

Preamble: (65 Hours)

The objectives of this course are:

- To give exposure to the students about entrepreneurship.
- To impart knowledge to identify the role of various institutions for developing entrepreneurship.

UNIT I

Entrepreneur – characteristics-functions-Entrepreneurship- Entrepreneurship Vs Entrepreneur- Growth of Entrepreneurship in India- Theories of Entrepreneurship - Factors stimulating Entrepreneurship –factors affecting Entrepreneurship growth- qualities of Entrepreneurship - Role of Entrepreneurship in Economic Development. (13 Hours)

UNIT II

Entrepreneurship Development Programme (EDP)- need for EDP-objective-phases-Institutions for Entrepreneurship Development –Problems of Entrepreneurship Development-Role of the Government in Entrepreneurial growth. (13 Hours)

UNIT III

Micro Small and Medium Enterprises (MSME)-Features-objectives-promotional measures-problems.Starting MSME.Business Idea –business idea generation techniques- Identification of business opportunities and selection – steps for setting up MSME– formulation of business plan. Growth strategies in small scale enterprises – types of growth strategies.(13 Hours)

UNIT IV:

Project appraisal-methods of project appraisal-general guidelines for project appraisal. Institutional Support to Entrepreneurs: Need-NSIC, SIDO, SSIB, SSID, SISI, DIC, industrial estates and TCO. (13 Hours)

*UNIT V:

Intellectual Property Rights (IPR) and MSMEs: Patent: Meaning-types-process. Copyrights: Meaning-objectives.

Trade Marks: Categories-registration of trademark- geographical indications- industrial designs- trade secrets- integrated circuits- significance of IPR. (13 Hours)

Starred Unit is self- learning portion.

Books for Reference:

1. Entrepreneurial Development : Dr.S.S. Khanka,
S. Chand & Company PVT. Ltd.
New Delhi, Revised Edition Edition 2012, Reprint,2013.
2. Entrepreneurial Development : Dr.C.B. Gupta & Dr. N.P. Srinivasan,
Sultan Chand & Sons,
New Delhi Revised Edition Edition 2013, Reprint,2014.
3. Entrepreneurship Development : E. Gordon & K. Natarajan
Himalaya Publishing House,
New Delhi Fourth Revised Edition 2012, Reprint 2013.
4. Entrepreneurial Development : Jayshree Suresh,
MarghamPublications, Chennai, Reprint 2015

B.Com/B.Com (CA)/B.Com (e-Commerce)/BBA (CA)
Semester I

Part – IV Environmental Science 115EVS

Credits:2

Hours: 30

Preamble:

The objective of this course on

- To create awareness about environmental issues.
- To educate the students to acquire knowledge on environmental protection.

Unit I: Natural Resources

Scope and importance of environment studies- Types of resources- Forest resources- Water resources- Mineral resources- Food resources- Energy resources- Land resources.Role of individual in conservation of natural resources.

Unit II: Ecosystem

Concept of ecosystem- Structure and functions of ecosystem- Food chain- Food web- Ecological pyramids- Types of ecosystem :- Forest ecosystem- Grassland ecosystem- Dessert ecosystem- Aquatic ecosystem.

Unit III: Bio-Diversity

Functions- Value of biodiversity- Biodiversity in India- Threads to biodiversity- Endangered and endemic species of India- Conservation of biodiversity.

Unit IV: Pollution and Disaster Management

Causes, effects and control measures of : Air pollution- Water pollution- Soil pollution- Marine pollution- Noise pollution- Thermal pollution- Role of an individual in the prevention of pollution- Solid waste management- Disaster management.

Unit V: Social Issues and the Environment

Environmental issues:- Water conservation- Rain water harvesting- Water shed management- Climate change- Global warming, Acid rain, Ozone layer depletion- Consumerism and waste products- Environmental laws- Environmental ethics- Public awareness.

Book for Study:

Environmental Science, Edited by Curriculum Development Committee, Sri G.V.G. Visalakshi College for Women, Udumalpet.

Book for Reference:

1. Environmental Studies, B.S.Raman, United Publications, Mangalore-2010.
2. A textbook of Environmental Studies, Dr.VijayKumariTiwari, Himalaya Publishing House, Mumbai-2010.

M.Com
Semester III
Core XII – Applied Costing 15MC12

(For the students admitted from the academic year 2015 – 2016 onwards)

Preamble: (65 Hours)

The objectives of this course are:

- To expose students to accounting techniques and practices.
- To familiarize students with innovations in accounting.

UNIT I:

Cost Management – Strategic Cost Management – Activity Based Costing – Target Costing – Life Cycle Costing – Value Chain Analysis. (13 Hours)

UNIT II:

Cost Volume Profit Analysis – Marginal Costing – Break Even Analysis – Applications of Marginal Costing and Cost Volume Profit Analysis – Cost Analysis for Decision Making – Differential Cost – Practical Applications of Differential Costs. (13 Hours)

UNIT III:

Standard Costing – Analysis of Variances: Material Variance – Labour Variance – Overhead Variance – Sales Variance. (13 Hours)

UNIT IV:

Budget and Budgetary Control: Preparation of sales budget – Production budget – Cost of production budget – Flexible budget - Master budget. (13 Hours)

*UNIT V:

ERP: features - need – scope.

MRP: system inputs – outputs.

Cost Control and Cost Reduction – Productivity and Value Analysis. (13 Hours)

Note: Distribution of marks between theory 40% (only from I&V Module) and problems 60% respectively.

Starred Unit is self- learning portion.

Books for Reference:

Advanced Cost Accounting : S.P. Jain and K.L. Narang

Kalyani Publishers, New Delhi. Edn. 2012

Cost Management : Liming Guan, R Hansen, Maryanne. M. Mowen

Cengage Learning India Pvt Ltd, New Delhi 2013

DEPARTMENT OF COMMERCE

INDUSTRIAL VISIT REPORT

The Department of Commerce, Sri G.V.G Visalakshi College for Women organized an industrial visit to Mysore and Bangalore, Karnataka on 2nd and 3rd February 2019. The visit was organized with the prior permission from Joint Director, Collegiate Education, and guidance of Mrs.S.Kalaiselvi, Principal i/c and Dr.N.Lakshmi, Head of the Department of Commerce. Totally 46 Students along with 4 Faculty members participated in the industrial visit.

Faculty Coordinators:

S.No	Name	Designation
1	Dr.R.Vanamadevi	Assistant Professor in Commerce
2	Dr.S.Bhvaneswari	Assistant Professor in Commerce
3	Dr.C.Brindhadevi	Assistant Professor in Commerce
4	Mrs. S.Rajanandhini	Assistant Professor in Commerce

During the two days of industrial visit, the students visited KS &DL Sandalwood Oil Division, Mysore, which helped them to understand the production process involved in extracting sandalwood oil without usage of any chemicals. The students also visited the retail outlet of the same industry to gain knowledge on marketing. The visit to Mysore Palace helped the students to have better understanding about the royal residence of Wadiyar dynasty and recognize the life style of our predecessor. The visit to KRS Dam helped the students to realize the value of water management. The visit to Sugavana and LalBagh helped the students to have better understanding about the environment. The visit to ISKON Temple and Art of Living International Centre, Bangalore helps them to develop cultural, ethical and human values among the youngsters to be applied in real life. The visit to malls and retail outlets provided good experience and exposure to B.Com students relevant to what was taught in various subjects during their course of study. In nutshell, the educational trip to Mysore and Bangalore strengthened the students' knowledge in application of the subjects in business and also in day today life. The visit helped the students in building their capacity by developing negotiation skills, managerial skills, decision making skills, communicative skills, team building and life skills.


Head of the Department

Udumalpet

21.01.2019

From

Dr.N.Lakshmi,
Head of the Department,
Department of Commerce,
Sri G.V.G. Visalakshi College for Women,
Udumalpet.

To

The Manager,
KS &DL Sandalwood Oil Division,
Manandavadi Road,
Mysore -570008

Respected Sir,

Sub: Permission for Industrial Visit - Reg

I wish to bring this letter to your kind information, that 54 UG students along with 4 Faculty members of Commerce Department (Aided) are interested in making an Industrial Visit on 2nd February 2019 to your esteemed organization to gain practical exposure. I request you to kindly permit them and provide necessary facilities to enhance the industrial knowledge through their visit.

The following faculty members accompany our students:

1. Dr.R.Vanamadevi, Assistant Professor in Commerce
2. Dr. S. Bhuvanewari, Assistant Professor of Commerce
3. Dr.C.Brindhadevi, Assistant Professor in Commerce
4. Mrs. S.Rajanandhini, Assistant professor in commerce

Thanking You,

Yours faithfully,


Head of the Department







