

PROFILE OF THE DEPARTMENT

- 1. Name of the Department & Year of establishment:** Commerce and Business Management
UG: B.Com-1981
B.Com(Comp.App)-1993
Management(BBM)-2009
PG:- M.Com(General) 2012
- 2. Names of Programmes / Courses offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., etc.) :**
B.Com (General) (T.M & E.M)
B.Com (Comp)
B.B.M
M.Com.
Accounting Executive (Tally9.0) certificate course
- 3. Interdisciplinary courses and Departments involved**
IDE (Elements of Financial Accounting and Introduction to Management For the students of MECS, and MPCS.
- 4. Annual/ Semester/Choice based credit system:** Semester system
- 5. Participation of the department in the courses offered by other departments:** Curriculum development, Instruction and Evaluation
- 6. Number of teaching posts sanctioned and filled (Professors/Associate Professors/Asst. Professors)**

	Sanctioned	Filled
Associate Professors	4	4
Asst. Professors	6	6
Guest Faculty	-	1

7. Faculty profile with name, qualification, designation, specialization (D.Sc./D.Litt./ Ph.D. /M.Phil., etc.)

Name	Qualification	Designation	Specialization	No. of Years of Experience
Dr. K.Nirmalamma	M.Com., M.Phil., Ph.D.	Principal/ Associate Professor	Cost Accounting	31
Sri. P. Ravi Sankar	M.Com., M.Phil.,	Associate Professor	Banking and Advanced Accounting	28
Dr. N. Ravi Sankar	M.Com., M.B.A., Ph.D	Associate Professor	Financial Accounting II and Operations management	28
Dr.J. Polappa	M.A.,M.Com., M.B.A.,BL, PGDCA, M.Phil., Ph.D	Associate Professor	Financial Accounting and Human Resource Management	21
Smt. R.R.D. Sireesha	M.Com.,	Asst. Professor	Business Law, Income Tax	7
Sri.B. Areef Basha	M.Com., (professional)	Asst. Professor	Financial Management and Management Accounting	4
Sri. P. Dadapeer	M.B.A., M.Com.,	Asst. Professor	Marketing & Finance	3
Sri. N.V. Siva kumar	M.Com., (professional)	Asst. Professor	Computer Awareness, and Company Law	1
Miss. Reshma	M.B.A.,	Asst. Professor	Business Communication and BDPS	1
Miss. D. Sowjanya	M.B.A.,	Asst. Professor	Secretarial Practice and Marketing Management	1
Dr. Y.V. Ramavani	M.Sc., M.B.A., Ph.D.,	Guest faculty	Human Resource Management and Strategic Management	3

8. Percentage of classes taken by temporary/Guest faculty – programme-wise information: B.Com -5% : BBM -20% : M.Com - 10%

9. Programme-wise Student Teacher Ratio

B.Com – 80:1

BBM -- 45:1

M.Com— 17:1

10. Number of academic support staff (technical) and administrative staff: sanctioned and filled: NIL

11. Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Mention names of funding agencies and grants received project-wise: NIL

12. Departmental projects funded by DST-FIST; DBT, ICSSR, etc.; Total grants received: NIL

13. Research facility / centre with: NIL

14. Publications:

- Number of papers published : 18
- Number of papers presented : 11
- Number of Books published : 03

15. Details of patents and income generated: NIL

16. Areas of consultancy and income generated: Free consultancy in Accountancy and Organizational Management Issues

17. Faculty recharging strategies :

- Participation in orientation, refresher courses conducted by Academic staff colleges.
- Participating in national seminars, workshops.
- Extending consultancy services.

18. Student projects

- Percentage of students who have done in-house projects including inter-departmental BBM – 100%. B.Com – 10%
- percentage of students doing projects in collaboration with industries / institutes NIL

19. Awards / recognitions received at the national and international level by

- **Faculty** : Dr. K. Nirmalamma, (Best Teacher Awardee in 2005)
- **Students** : Kum. K. Jhansi (Best NSS volunteer by the State Government in 2012)

20. Seminars/ Conferences/Workshops organized and the source of funding (national / international) with details of outstanding participants, if any :

A Seminar on: Dynamics of Entrepreneurship Development in 21st Century

21. Student profile course-wise:

Name of the Course (refer question no. 2)	Applications received	Selected		Pass percentage	
		Male	Female	Male	Female
B.Com (General)	307	88	51	62	68
B.Com (Comp Applications)	198	38	36	70	72
BBM	98	41	14	85	74
M.Com	48	29	18	-	-

22. Diversity of students

Name of the Course (refer question no. 2)	% of students from the College	% of students from the State	% of students from other States	% of students from other countries
B.Com(Gen)	10%	90%		--
B.Com(Comp)	10%	90%		--
B.B.M		99%	01	--
M.Com	5%	95%		--

23. How many students have cleared Civil Services, Defense Services, NET, SLET, GATE and any other competitive examinations? NIL

Student progression

Student progression	Percentage against enrolled
UG to PG	75 %
PG to M.Phil.	--
PG to Ph.D.	10%
Ph.D. to Post-Doctoral	--
Employed	
• Campus selection	10 %
• Other than campus recruitment	20 %
Entrepreneurs	05 %

24. Diversity of staff

Percentage of faculty who are graduates	
of the same parent university	90%
from other universities within the State	10%
from other universities from other States	--

25. Number of faculty who were awarded Ph.D., D.Sc. and D.Litt. during the assessment period, Ph.D. work in progress: 2 members Ph.D. work in progress.

26. Present details about infrastructural facilities:

- a. **Library (central):** 1500
- b. **Total No. of books in Departmental Library:** 250
- c. **Internet facilities for staff and students:** Yes
- d. **Total number of class rooms:** 10
- e. **Class rooms with ICT facility:** NIL
- f. **Students' laboratories:** 01
- g. **Research laboratories:** NIL

27. Number of students of the department getting financial assistance from College:

90% of the students covered by govt. welfare scholarships/endowments/SBF

28. Was any need assessment exercise undertaken before the development of new program(s)? If so, give the methodology.

Yes. The need assessment exercise in respect of starting B.Com Computer Applications, BBM and M.Com., courses was undertaken in the form of opinion gathering from the industry, academicians and alumni. The experiences of the colleges offering this course were consolidated.

29. Does the department obtain feedback from

- From the students and colleagues. On the basis of feedback obtained the department brings the changes in curriculum.
- The students are at liberty to express their views on each topic delivered. Hence it is a continuous feedback on staff; so that a teacher can continually adjust and improve his/her work. The information is analyzed, interpreted and discussed in staff meetings and flaws are rectified.
- **Alumni feedback:** suggestions are invited from the alumni individually and from groups. The department invites alumni to interact with the present students and suggestions are taken on curriculum, teacher and learning capacities of students which are used in strengthening of the department.
- **Employer Feedback:** As the college is managed by a trust, the Correspondent and the Secretary of the college continuously monitor the department. Staff meetings are conducted frequently. Results, student progress, discipline, requirements of the department, departmental involvement in strengthening the college as a unit. Suggestions and instructions are given to the department or an individual faculty member. The same are followed by the department.

30. List the distinguished alumni of the department:

- Mr.K.Aravinda Rama (C.A) : Practicing CA
- Mr.Ramakrishna Reddy (Lawyer) : Law Practitioner in District Court
- Mrs.Kalyani (Entrepreneur) : Hema Granite Industries
- Mr.Raghunath (Entrepreneur) : Super Store in New Municipal Complex
- Mr.Mallareddy (Lawyer) : Law Practitioner in District Court
- Mr.Viswanath Reddy (Entrepreneur) : Granite Business in Anantapur
- Mr.Subbanaidu (Employee) : Employee in South Central Railways
- Mr. Arun (Entrepreneur) : Mobile Store in Anantapur
- Mr.K.P.Manoj Kumar Reddy : HR Executive

31. Give details of student enrichment programmes (special lectures / workshops / seminar) with external experts:

Organizing Guest, Lecturers and student seminars

- Importance of Demand forecasting – Prof.K.Rama Krishna Reddy
Vice-Chancellor, S.K. University, Anantapur.
- Gap Analysis and Conflict Management—Sri Guha, CEO Auditing of Operations, Coffeday, Kolkata
- Indian Economy and Career -- Sri Selva Kumar Varadarajan, Student mentor, BSBS, Bangalore
- Foreign Direct Investment Issues—Prof.G.Satyanarayana, Department of Economics S.K. University
- Product Decision, Product Mix, Product Line etc—Prof.K.Venugopal Rao, SKIM S.K.U
- Dealership Marketing, Competitive setup and Vendor Management—Sri Aditya Machani, CEO, Mahindra & Mahindra, Anantapur
- Profile of Granite Industry in Anantapur District—Smt Aparna Kalyani CEO, Hema Industries A.T.P
- Opportunities Knocking! Are you ready?—Kalyan Neriyanuri, Devp.Operations, Manager, H.P. Bangalore

32. List the teaching methods adopted by the faculty for different programmes

Teaching Methods – Lecture method, Interactive method, Project based method, Group discussions Assignments

33. How does the department ensure that programme objectives are constantly met and learning outcomes monitored?

- Conducting remedial classes for slow learners.
- Making the pupil to participate in Academics actively.
- Conducting Quiz, Seminars, Group Discussions.

34. Highlight the participation of students and faculty in extension activities:

NSS, NCC, Cultural Activities etc.

35. Give details of “Beyond syllabus scholarly activities” of the department :

Teaching faculty work as resource persons in other colleges, Additional Inputs in subjects are given.

36. State whether the programme/ department is accredited/ graded by other agencies. Give details. NIL

37. Detail any five Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department:

Strengths

- Expert lectures by eminent guest faculty and industry experts.
- Remedial classes to slow learners.
- Experienced and highly motivated faculty.

Weaknesses

- Absence of replacements of grant-in-aid teachers on their retirement.
- Low comprehensive skills of learners

Opportunities

- Scope to explore more MOUs with local business units.
- Room for more Industrial tours to expose the students.

Challenges

- Handling large classes
- Counselling socially, economically and educationally weak students
- Guiding Telugu medium students to complete study projects.

38. Future plans of the department:

- Proposal to start M.Com. Professional course.
- Research Centre in Commerce and Management
- Proposal to start the Master of Business Administration
- Proposal to start the Certificate Courses in emerging areas