

## MANDATORY DISCLOSURE

1. **Name of the Institution** : **Ch.S.D.St.Theresa's College for Women**  
Address including telephone, Fax, e-mail. Gavaravaram, Sanivarapupet Post  
**ELURU – 534 003,**  
West Godavari Dist. Andhra Pradesh.  
Phone Nos: 08812 – 251210 (Office)  
08812 – 250380 (Principal)  
e-mail: [st\\_theresa2003@yahoo.co.in](mailto:st_theresa2003@yahoo.co.in) ;  
[chsdtheresa@gmail.com](mailto:chsdtheresa@gmail.com)  
Web: [www.chsd-theresacollege.net](http://www.chsd-theresacollege.net)
2. **Name and address of the Trust/Society/ Company and the Trustees** : **The Congregation of the Sisters of St. Ann of Providence**  
Address including Telephone, Mobile, Sanivarapupet Post  
E-Mail. ELURU – 534 003, A.P.  
Phone No.08812 – 250365  
Email: [st\\_theresa2003@yahoo.co.in](mailto:st_theresa2003@yahoo.co.in)
3. **Name & Address of the Vice Chancellor/ Principal/Director** : Dr.Sr.Marietta D' Mello  
Address including telephone, Fax, e-mail Principal  
Ch.S.D.St.Theresa's College for Women  
ELURU – 534 003  
West Godavari Dist. Andhra Pradesh.  
Phone Nos: 08812 – 250380  
Mobile:7382786380  
email: [principaltheresa1953@gmail.com](mailto:principaltheresa1953@gmail.com)
- 4.. **Name of the Affiliating University** : Adikavi Nannaya University,  
Rajamahendravaram

### 5. **Governance:**

#### ✓ Members of the Board and their brief background:

Chairman & President

Sr.Earnestine Fernandes, M.A. M.Ed.  
Provincial Superior  
Sisters of St. Ann of Providence  
Nominated by the Society

Vice-President

Dr.Sr.Marietta Pudota, M.Sc., M.Ed. Ph.D.,  
Correspondent  
Ch.S.D.St.Theresa's College for Women  
Eluru – 534 003, A.P.

Member Secretary & Principal	Dr.Sr.Marietta D' Mello, M.A. M.Ed., Ph.D. Principal Ch.S.D.St.Theresa's College for Women Eluru – 534 003, A.P.
U.G.C. Nominee	Dr.Purabi Panwar 113-B-Shahpur Jat New Delhi - 110 049.
Government Nominee	Dr.R.David Kumar Swamy Regional Joint Director of Collegiate Education Rajahmundry
University Nominee	Dr.B.Ganga Rao, M.Sc. Ph.D. Registrar Adikavi Nannaya University Rajahmundry.
Member	Dr.Sr.K.Showrilu, M.Sc.B.Ed.Ph.D. Vice Principal & PG Director Ch.S.D.St.Theresa's College for Women Eluru – 534 003, A.P.
Member	Sr.M.Donata Ch.S.D.St.Theresa's College for Women Eluru – 534 003, A.P.
Member	Dr.Sr.P.Sunila Rani, M.Sc.B.Ed. Controller of Examinations Ch.S.D.St.Theresa's College for Women Eluru – 534 003, A.P.
Member	Sr.M.Suseela, M.Sc. Incharge – Intermediate Section Ch.S.D.St.Theresa's College for Women Eluru – 534 003, A.P.
Member	Sr.Inyasamma, B.A.,MHRM Superintendent Ch.S.D.St.Theresa's College for Women Eluru – 534 003, A.P.
Citizen's Representative	Dr.M.V.Prasad, Ph.D. Principal Scientist Indian Institute of Oil Palm Research Centre, Pedavegi.

Citizen's Representative

Mr.G.Srikanth, C.A.  
Chartered Accountant  
Eluru

Staff Representative

Dr.D.Madhupalathi, M.A. M.Phil., Ph.D.  
Dept. of P.G. Economics  
Ch.S.D.St.Theresa's College for Women  
Eluru – 534 003, A.P.

Mrs.Ume Slama, M.A. M.Phil.  
Dept. of Hindi  
Ch.S.D.St.Theresa's College for Women  
Eluru – 534 003, A.P.

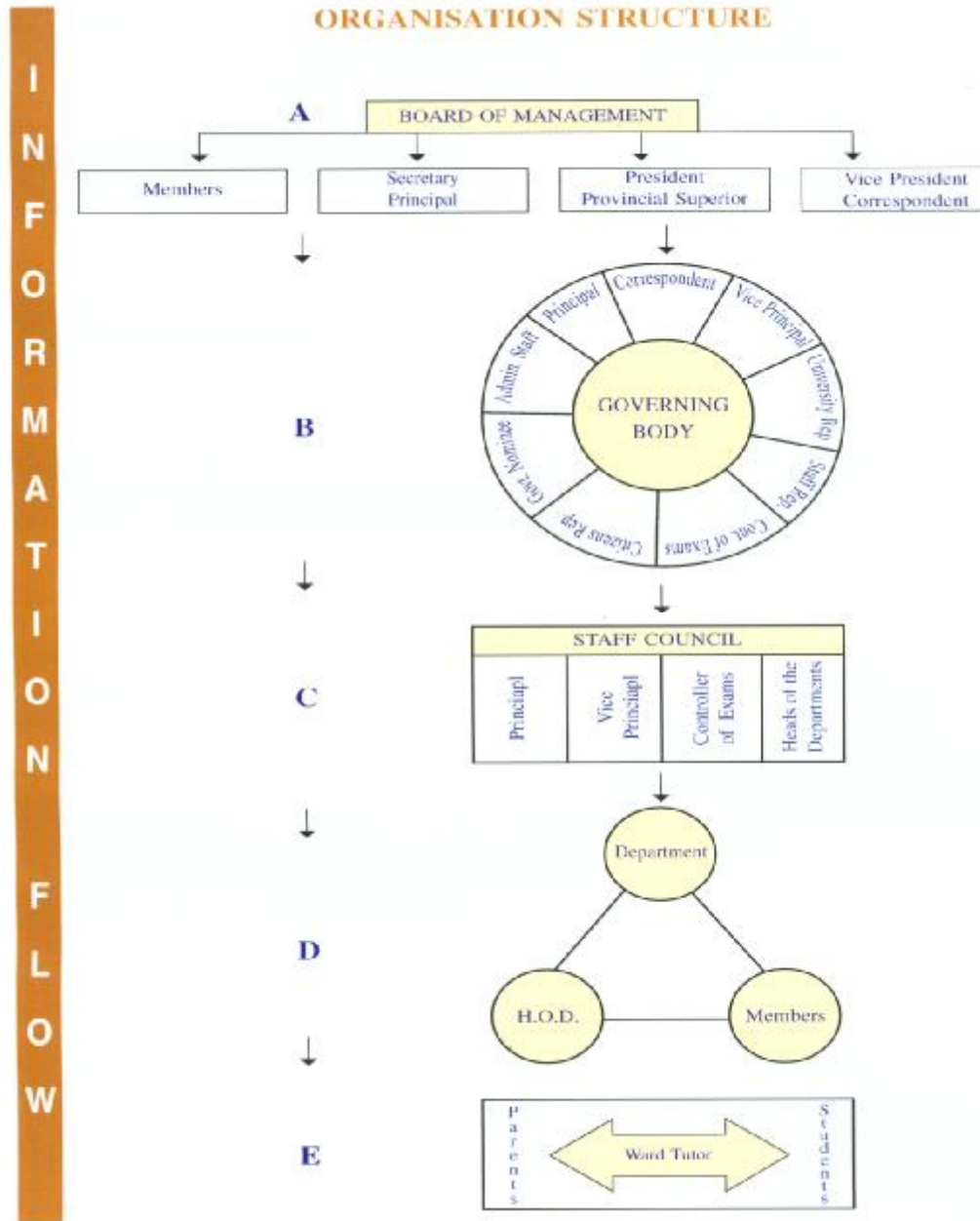
**✓ Members of Academic Advisory Body:**

- |                             |                                 |
|-----------------------------|---------------------------------|
| 01. Dr.Sr.Marietta D' Mello | : Principal                     |
| 02. Dr.Sr.K.Showrilu        | : Vice Principal, P.G.Director  |
| 03. Dr.Sr.P.Sunila Rani     | : Controller of Examinations    |
| 04. Dr.P.Ratna Mary         | : HOD, Dept. of Social Sciences |
| 05.Dr.Santosh Jhawar        | : HOD, Dept. of MBA             |
| 06. Dr.R.S.N.Sarma          | : Asst.Professor in MBA         |

**✓ Frequency of the Board Meetings and Academic Advisory Body:**

Governing Body Meetings are conducted twice a year. Academic Advisory Body Meeting takes place every month and whenever necessary.

✓ Organizational chart and processes:



**✓ Nature and Extent of involvement of faculty and students in academic affairs/ improvements:**

**a) Board of Management:-**

The Provincial Superior and President Rev.Sr.Ernestine Fernandes; Correspondent and Vice-President Dr.Sr.Marietta Pudota; Principal and Secretary Dr.Sr.Marietta D' Mello and other members of Board of Management, plan, direct, organize and control the activities of the institution. The Board fixes the norms and approves the decisions evolved by other bodies on matters relating to finance, appointment of staff, admission policies, fee structure, discipline, expansion needs of the college, and the overall development of the institutions. The Board meets once a year.

**b) Governing Body:-**

The Governing Body reviews the quarterly reports of the college activities. It decides over the admission policy, academic and administrative development, infrastructural needs of the college; student welfare and discipline, in consonance with the policies of the management. It also reviews the annual budget, and the examination results. The Governing Body meets twice in a year.

**c) Staff Council:-**

The staff council, chaired by the Principal, plans and discusses matters relating to academic and administrative importance. The secretary of the staff council prepares the agenda, which is approved by the Principal. Preparation of annual academic calendar, examination schedule, reforms in curriculum and evaluation are discussed in the meeting. The Head of the Departments inform the members, the special activities of the departments. Matters relating to student discipline, conferment of awards and merit scholarships are also decided in the staff council. The council meets once a month.

**d) Student Union:-**

Every year at the beginning of the academic year, elections are held to elect the Student Union President, Vice President, Secretary and association presidents. They collaborate with the Management and Staff in the smooth functioning of the academic activities.

**e) Departments:-**

The departmental meetings will be conducted by the Heads of the departments. The decisions taken by the staff council is informed to the members. They draw up the action plan for the smooth running of the department and for quality enhancement. They also review the academic work accomplished during the month. The effectiveness of the feed back mechanism and measures of progress are also taken up.

#### **f) Ward-tutor:-**

Each Ward tutor is entrusted with a group of 25 students. She performs the multiple roles as counselor, guide and mentor. The ward tutor meets the students thrice a week, attends to their communication skills, remedial classes and value education. She maintains the progress reports of the students and their bio-data. Holds parent-teacher meetings and informs the parent of the progress of the student.

#### **✓ Mechanism/Norms & Procedure for democratic/good Governance:**

##### **Academic Audit:-**

The academic audit is conducted by the Principal once in every semester, department-wise, examines and evaluates the work done in every department. The following is the agenda for the academic audit department wise.

- Ø Checking of the completion of the syllabus.
- Ø Teaching plans of individual staff.
- Ø Teaching diaries.
- Ø Time-table.
- Ø Marks register, progress reports.
- Ø Attendance register for the remedial classes.
- Ø Performance appraisal of students.
- Ø Peer evaluation results of the staff.
- Ø Students' grievances obtained from the grievance redressal cell.
- Ø Checking Stock registers.
- Ø Human power requirements.
- Ø Appraisal Staff efficiency.

##### **Boards of studies meetings:**

At the annual meetings of the Boards of Studies attended by internal and external subject experts, the syllabi are revised, addressing relevancy and competency.

##### **Academic Council:**

This meeting is attended by the internal subject experts, university nominees in each subject, Principals of other colleges and academicians. The changes brought about in the syllabi is endorsed and approved by the members.

##### **Commissions – Auditing of Departments and Courses:**

The University and UGC entrust the work of Departmental auditing and sanction ratification of courses to various Commissions comprising of experts. These expert bodies visit the departments periodically to audit and assess.

### **The Citizen's Committee:**

This committee was established in 2002, as liaison to the public while planning the golden jubilee celebration of the college. The members comprising of doctors, engineers, professionals and parents, representing the core section of the society.

These meetings and audit measures help to promote transparency in all matters relating to academic and administrative planning and promotes total quality management.

### **Transparency in administration policies:**

The institution is governed by the principles of participation and transparency. Academic and administrative planning with the inclusion of staff, non-teaching staff and the stakeholders in the process of decision- making.

Transparency is followed in the Admission Policy and process the Admission process, Recruitment policy and Performance Appraisal . Specific methods are followed to ensure the democracy and transparency in admission and recruitment policies.

### **Welfare schemes/privileges/grants, concessions to constituencies:-**

The Staff enjoy privileges such as :-

- Ø Promotion through seniority, financial benefit status built.
- Ø Membership in GLIC.
- Ø Availing of all kinds of loans with the management as guarantors.
- Ø Privilege of the EPF.
- Ø Provision to participate in FIP and F.D.Programmes.
- Ø Provision for on-job-training
- Ø Permission to take up part-time research
- Ø Physical facilities – Gym, Games and Sports, Rest Rooms etc.
- Ø Permission for Medical facilities.

### **Students:-**

- Ø Deserving students are given scholarships such as –
  - Merit Scholarships
  - UGC Scholarships
  - Prathibha Awards
  - Scholarships for SCs, STs, BCs
  - Scholarships for physically handicapped
  - Economically backward students get financial assistance from Poor students fund.
  - Fee concession and exemption for deserving students.
  - Scholarship for Jindal Educational Trust
  - Awards by benefactors and alumnae
  - Financial assistance to children of ex-servicemen

✓ **Student Feedback on Institutional Governance/faculty performance:**

Twice a year, at the end of every Semester, evaluation is taken from the students.

✓ **Grievance redressal mechanism for faculty, staff and students:**

St.Theresa's Grievance Cell is established on 01.07.2012 as per the norms with an aim and objective to provide the staff and students an easy and readily accessible mechanism for prompt disposal of their day to day grievances. A special feature of the College is setting up of a box where in students and staff can freely drop in suggestions/grievances. This box is strictly under the custody of the Principal who opens it once a week and takes necessary action on the matters in question.

**Mechanism:**

1. Awareness is created by publicizing about these committees among the staff and students by displaying the details of the members.
2. Any student, faculty member or non-teaching staff can submit their grievances with/without disclosing their identity.
3. Normally, after the approval of the grievance, the concerned student/faculty/non-teaching staff will be intimated about the consideration of their grievance and the probable time that may take to address the same.
4. The resolution of the committee with respect to any grievance will be recorded and the intimation given to the concerned person in this regard will also be recorded.

**Committee Members:**

- |                                                            |            |
|------------------------------------------------------------|------------|
| 1. Dr.Sr.Marietta D' Mello, Principal                      | - Chairman |
| 2. Dr.Sr.P.Sunila Rani, Conroller of Examinations          | - Member   |
| 3. Dr.D.Fathima Rani, Associate Professor, English         | - Member   |
| 4. Dr.K.Sreelatha, Associate Professor, Physics            | - Member   |
| 5. Dr.R.S.N.Sarma, Assistant Professor, Management Studies | - Member   |

✓ **Establishment of Anti Ragging Committee:**

As per the notification in regard to prevention and prohibition of ragging in the University, AICTE and UGC act, the Committee has been initiated on 01.07.2012. The vision of the committee is to prohibit, prevent and eliminate the ragging including any conduct by any student or students whether by words – spoken and written or by actions which has an effect of teasing or rudeness with a fresher which causes annoyance, hardship or psychological harm.

**Committee Members:**

- |                                       |            |
|---------------------------------------|------------|
| 1. Dr.Sr.Marietta D' Mello, Principal | - Chairman |
| 2. D.S.P., Eluru                      | - Member   |
| 3. Rev.Fr.Moses, NGO, Social Service  | - Member   |

- |                                                          |                          |
|----------------------------------------------------------|--------------------------|
| 4. Mr.K.Murali Mohan, Electronic Media                   | - Member                 |
| 5. Dr.P.Ratna Mary, Associate Professor, Social Sc.      | - Member                 |
| 6. Capt.Dr.P.M.Celine Rose, Asst.Professor,Physical Edn. | - Member                 |
| 7. Mr.K.A.Tomy, System Administrator                     | - Member                 |
| 8. Ch.Anjana, III B.Sc. MBN                              | - Student Representative |
| 9. Saifa Banuy, II M.Sc. Org.Chemistry                   | - Student Representative |
| 10. B.Manali Jain, II MBA                                | - Student Representative |

✓ **Establishment of Online Grievance Redressal Mechanism:**

The College has its own Counselling Cell headed by the Principal.

✓ **Establishment of Grievance Redressal Committee in the Institution and Appointment of OMBUDSMAN by the University:**

The College Students admission form contains all the Affidavits mentioned as per the AICTE guidelines

✓ **Establishment of Internal Complaint Committee (ICC)**

As per the norms of the University and UGC Internal Complaint Committee (ICC) is established on 07.06.2019.

**Mechanism:**

- § To promote a social and psychological environment and to raise awareness on sexual harassment in various forms.
- § To develop permanent troubleshoot mechanism by raising awareness on sexual harassment cases and other acts of gender based violence.
- § To organize workshops and awareness sessions on sexual harassment infringes on the following two fundamental rights provided by the Constitution of India: One is right of a woman to gender equality Under Article 14 and the other in the Women's right to life and live with dignity Under Article 21.

**Committee Members:**

- |                                                      |                          |
|------------------------------------------------------|--------------------------|
| 1. Dr.Sr.Marietta D' Mello, Principal                | - Chairman               |
| 2. Dr.D.Madhupalathi, Associate Professor, Economics | - Member                 |
| 3. Dr.Sr.K.Showrilu, Vice Principal                  | - Member                 |
| 4. Sr.M.Inyasamma, Administrative Officer            | - Member                 |
| 5. Mrs.V.Lakshmi Devi, Office Assistant              | - Member                 |
| 6. Saifa Banu, II M.Sc. Org.Chemistry                | - Student Representative |
| 7. B.Manali Jain, II MBA                             | - Student Representative |
| 8. Ch.Anjana, III B.Sc. MBN                          | - Student Representative |

#### ✓ **Establishment of Committee for SC/ST:**

SC/ST Committee is established on 07.06.2019 to bring the students of SC/ST Community at par with the main stream student body.

- § Faculty with expertise and specialized knowledge are invited to offer classes and help students in their subjects.
- § The Cell is committed to provide assistance to the SC/ST through counseling, personality development, and development of communication skills, remedial coaching, tutorial classes and preparatory classes for professional and employment purposes.

#### **Committee Members:**

1. Dr.Sr.Marietta D' Mello, Principal - Chairman
2. Dr.Y.Neeraja, Asst.Professor, Microbiology - Member
3. Mrs.G.Rani, Asst. Professor, Botany - Member
4. D.Mounika, II MBA - Student Representative
5. K.Kalyani, II M.Sc. - Student Representative

#### ✓ **Internal Quality Assurance Cell (IQAC):**

IQAC was established in the year 2003. It shall be strengthened further to implement all the quality initiatives of the College through various and non-academic activities.

- § Improve the existing quality benchmarking / parameters.
- § Development of on-line feedback mechanism.
- § Strengthening the ICT enabled learning mechanism.
- § Organization of Inter Institutional Workshops/Seminars on quality improvement.
- § Strengthening the documentation and database through MIS.
- § Acting as nodal agency for quality related activities.
- § Creation of exclusive window on institutional website for regular reporting.
- § Strengthening research and consultancy in the College.
- § Strengthening faculty improvement programs.

#### **IQAC Committee Members:**

Chairperson	Dr.Sr.Marietta D' Mello, Principal
Coordinator	Dr.R.Madhavi, HOD English
Addl. Coordinator	Dr.Sr.K.Showrilu, Vice Principal
Secretary	Dr.N.Gayathri Devi, Chemistry
Joint Secretary	Dr.M.Padmaja, Home Science
Senior Staff Members	Dr.Ch.A.Jyothirmayi, Chemistry Dr.A.Nirmala Jyothsna, Physics Dr.M.Rama, Chemistry Dr.R.Indira, Zoology

Dr.V.Nagalakshmi, Chemistry  
Dr.K.S.V.K.S.Madhavi Rani, Zoology  
Dr.P.Ratna Mary, Social Sciences  
Dr.BBRG Vijayalakshmi, Botany  
Dr.A.Padmavathi, Microbiology  
Mrs.G.Durga Vyshnavi, English

External Experts

Dr.M.V.Prasad, Principal Scientist  
Mr.D.Satyanarayana, Advocate  
Mrs.C.S.N.Jyothi, C.T.O. (Alumnae)  
Dr.M.Nagi Reddy, Industrialist  
Dr.P.Subbalakshmi, Retired Faculty

## 6. PROGRAMMES:

- ✓ Name of the Programmes approved by the AICTE : M.B.A.
- ✓ Name of the Programmes accredited by NBA : Not applicable
- ✓ Status of Accreditation of the Course : NAAC accreditation 4<sup>th</sup> cycle – A+ 3.56 (CGPA).
- ✓ For each Programme the following details are given :
  - \* Name : M.B.A.
  - \* Number of Seats : 60
  - \* Duration : 2 years
  - \* Cut off marks / rank for admission during the last three years : Qualified in ICET Rank holders are only admitted in to MBA Programme, every year.
  - \* Fee : Fees collected as per the guidelines, University prescribed.
  - \* Placement Facilities : Highly experienced Placement Team.  
Placement Cell.  
An auditorium with the capacity of 1000+ for Corporate presentations and training.  
Dedicated rooms for conducting group Discussions and A/C Seminar Halls.  
Campus Interviews/Offcampus Interviews and Online examination.  
Pre-Placement training programmes.  
Career Counselling

- \* Campus placement in last three years:  
with minimum salary, maximum salary and average salary

Year	No.of students Placed	Mini. salary	Max.Salary	Average salary
2018-19	25	12,000/-	25,000/-	18,000/-
2019-20	12	10,000/-	25,000/-	15,000/-
2020-21	15	11,000/-	15,000/-	13,000/-

- ✓ Name and duration of programme(s) having Twinning and collaboration with Foreign University(s) and being run in the Campus along with status of their AICTE approval. If there is Foreign Collaboration, give the following details:

- No Foreign collaboration.

- ✓ Details of the Foreign Institution/University:

- \* Name of the University/Institution
- \* Address
- \* Website
- \* Is the Institute/University Accredited in its Home Country
- \* Ranking of the Institution/University in the Home Country
- \* Whether the degree offered is equivalent to an Indian Degree? If yes, the name of the agency which has approved equivalence. If no, implications for students in terms of pursuit of higher studies in India and abroad and job both within and outside the country.

Not applicable

- \* Nature of collaboration
- \* Conditions of Collaboration
- \* Complete details of payment a student has to make to get the full benefit of collaboration

- ✓ For each Collaborative/affiliated Programme give the following:

- \* Programme Focus
  - \* Number of Seats
  - \* Admission Procedure
  - \* Fee
  - \* Placement Facility
  - \* Placement Records for last three years with minimum salary, maximum salary and average salary.
- Not applicable


- ✓ Whether the Collaborative Programme is approved by AICTE? If not whether the Domestic/Foreign Institution has applied to AICTE for approval.

- Not applicable


**7. FACULTY:**

- ✓ Branch wise list faculty members :
- \* Permanent Faculty : 8
  - \* Visiting Faculty : --
  - \* Adjunct Faculty (PTL) : --
  - \* Guest Faculty : --
  - \* Permanent Faculty: Student Ratio : 1:20
- ✓ Number of faculty employed and left during the last three years : Employed - 2  
Left - 2


## 8. Profile of the Principal

I.	Name	Dr.Sr.Marietta D' Mello	
II	Date of Birth	17.09.1960	
III	Unique ID	1-9317757836	
IV	Education Qualifications	M.A. Psychology, M.Phil, Ph.D. B.Ed., M.Ed., SLET	
V	Work Experience		
	Teaching	24 Years	
	Research	4 years	
	Industry	--	
VI	Area of Specialization	Psychology & Para Psychology / Education	
VII	Courses Taught at Under graduate/ Post Graduate Level	Psychology, Counseling	
VIII	Research Guidance (Number of students)		
§	No. of Papers Published in National/International Journals/ Conferences	--	
§	Master (completed/Ongoing)	--	
§	Ph.D. (completed/Ongoing)	--	
IX	Projects Carried Out	--	
X	Patents ( Filed& Granted)	--	
XI	Technology Transfer	--	
XII	Research Publications ( No.of papers published in National /International Journals/Conferences)	National Journals - 10 International Journals: 7 International Conference:2	
XIII	No.of Books published with details (Name of the Book, Publisher with ISBN, year of Publication,etc.)	Book - Educational Leadership and the Community: Strategies for Improvement through Community Engagement - International Multidisciplinary Research Foundation ISBN 978-93-86435-96-5, Nov.2019	


## Profile of the Staff

<b>8.I</b>	Name of the Teaching Staff	Dr.Santosh Jhawar			
	Designation	Associate Professor, Head of the Department			
II	Date of Birth	22-04-1981			
III	Unique ID	1-9317757836			
IV	Education Qualifications	Name of the Degree	Class	Grade	
	UG	B.Com	First	A	
	PG	MBA	First	A	
	Ph.D	Management			
	Other	M.Com, B.Ed,.			
V	<b>Work Experience</b>				
	Teaching	12 Years			
	Research	---			
	Industry	----			
Vi	<b>Area of Specialization</b>	Human Resource Management			
Vii	<b>Courses Taught at Under graduate/ Post Graduate Level</b>	Retail Marketing Management, Services Marketing, Managerial Communication Skills, Marketing Management, Human Resource Management, Organizational Behavior, Industrial Relations, Compensation & Welfare management, International Human Resource Management, Strategic Human Resource Management, Performance management & Counseling, Consumer Behavior & Customer Relationship Management, Perspectives of Management, Event Management, Logistics & Supply Chain Management, Management Process, E-Business, Business Environment, Marketing of Banking Services.			
Viii	<b>Research Guidance</b>	-----			
	<b>No. of Papers Published</b>	National Journals-	International Journals-		


		National Conference-	International Conference	
			Completed	ongoing
		Master		
		Under graduate		
IX	Projects Carried Out	RUSA Funded Minor Research Project: "A Study on Absenteeism-It's impact on Productivity with Reference to Jute Industry in Andhra Pradesh"		
X	Patents ( Filed& Granted)			
XI	Technology Transfer			
XII	Research Publications ( No. of papers published in National /International Journals/Conferences)	National-5, International-5		
XIII	No. of Books published with details ( Name of the Book, Publisher with ISBN, year of Publication, etc.)			

<b>8.I</b>	Name of the Teaching Staff	Dr.R.S.N.Sarma		
	Designation	Asst. Professor		
	Date of Birth	05.04.1965		
	Unique ID	1-9317757836		
IV	Education Qualifications	Name of the Degree	Class	Grade
	UG	B.Com.	First	A
	PG	M.Com. MBA	First First	A A
	Ph.D	Ph.D.		
	Other	SLET		


V	Work Experience	24 years		
	Teaching	24 Years		
	Research	--		
	Industry	--		
Vi	Area of Specialization	Accounting and Finance		
Vii	Courses Taught at Under graduate/ Post Graduate Level	Accounting for Management, Financial Management, Advertising and Brand Management, Human Resource Management, Organization behavior, Principles of Management.		
Viii	Research Guidance	Students Projects		
	No. of Papers Published	National Journals	International Journals	
		National Conference-	International Conference	
			Completed	ongoing
		Master		
		Under graduate		
IX	Projects Carried Out	<b>Minor Research Project</b>		
X	Patents ( Filed& Granted)	---		
XI	Technology Transfer	----		
XII	Research Publications ( No.of papers published in National /International Journals/Conferences)	National Journals – 11 International Journals - 14		
XIII	No.of Books published with details ( Name of the Book, Publisher with ISBN, year of Publication,etc.)	---		

8.I	<b>Name of the Teaching Staff</b>	Mrs.P.Vijaya Lakshmi		
	<b>Designation</b>	Assistant Professor		
II	<b>Date of Birth</b>	02-07-1987		
III	<b>Unique ID</b>	1-9317757836		
IV	<b>Education Qualifications</b>	Name of the Degree	Class	Grade
		UG	BBM	First A
		PG	MBA	Distinction O
V	<b>Work Experience</b>			
	Teaching	5 Years		
	Research	-----		
	Industry	1 Year		
Vi	<b>Area of Specialization</b>	Finance, Human Resource Management		
Vii	<b>Courses Taught at Under graduate/ Post Graduate Level</b>	Accounting For Management, Perspectives of Management, Financial Management, Operations Management, Operations Research, VUCA Management, Financial Markets & Services, Security Analysis & Portfolio Management, Financial Derivatives, Behavioral Finance, International Financial Management, Accounting For managers, Human Resource Management, Business Strategy, International Business, E-Business, Management Accounting, Merchant Banking, Advertising, Banking		
Viii	<b>Research Guidance</b>	-----		
	No. of Papers Published	National Journals-	International Journals-	
		National Conference-	International Conference	
			Completed	ongoing
		Master		


		Under graduate		
IX	<b>Projects Carried Out</b>	----		
X	<b>Patents ( Filed&amp; Granted)</b>	----		
XI	<b>Technology Transfer</b>	-----		
XII	<b>Research Publications ( No.of papers published in National /International Journals/Conferences)</b>	International- 2		
XIII	<b>No.of Books published with details ( Name of the Book, Publisher with ISBN, year of Publication,etc.)</b>	----		

<b>8.I</b>	Name of the Teaching Staff	Mrs.G.Hephzibah Beulah			
	Designation	Assistant Professor			
II	Date of Birth	17-08-1987			
III	Unique ID	1-9317757836			
IV	Education Qualifications	Name of the Degree	Class	Grade	
		UG	B.Sc	First	A
		PG	MBA	Distinction	O
V	Work Experience				
	Teaching	04 years			
	Research				


	Industry	01 year		
Vi	Area of Specialization	Human Resource Management, Marketing Management		
Vii	Courses Taught at Under graduate/ Post Graduate Level	Marketing Management, Human Resource Management, Organizational Behavior, Compensation & Welfare management, International Human Resource Management, Strategic Human Resource Management, Corporate Legal Frame Work, Consumer Behavior & Customer Relationship Management, Perspectives of Management, Event Management, Logistics & Supply Chain Management, Business Environment, Business Law, Banking, Advertising.		
Viii	Research Guidance			
	No. of Papers Published	National Journals	International Journals-	
		National Conference-	International Conference	
			Completed	ongoing
		Master		
		Under graduate		
IX	Projects Carried Out			
X	Patents ( Filed& Granted)			
XI	Technology Transfer			
XII	Research Publications ( No.of papers published in National /International Journals/Conferences)	International- 02		
XIII	No.of Books published with details ( Name of the Book, Publisher with ISBN, year of Publication,etc.)			

<b>8.I</b>	Name of the Teaching Staff	Ms.M.Sai Pallavi Jenifar			
	Designation	Assistant Professor			
II	Date of Birth	18-08-1993			
III	Unique ID	1-9317757836			
IV	Education Qualifications	Name of the Degree	Class	Grade	
	UG	B.Sc M.P.Computer	First	A	
	PG	MBA	First	A	
V	Work Experience	3 years			
	Teaching				
	Research				
	Industry				
Vi	Area of Specialization	Finance and Marketing			
Vii	Courses Taught at Under graduate/ Post Graduate Level	Management Process, Business Environment, Quantitative Techniques for Managers, Operations Management, Fundamentals of Research Methodology, Business Law, E-Business, Financial Markets and Services, Advertising and Media Management, Advertising and Sales Promotion, Banking, Advertising, Perspectives of Management, Marketing management, Quantitative Techniques for Management, Security Analysis and Portfolio Management, Corporate Legal Frame Work, Financial Derivatives, Advertising and Brand Management, Research Methodology for Management, Logistics and Supply Chain Management.			
Viii	Research Guidance				
	No. of Papers Published	National Journals	International Journals-		
		National Conference-	International Conference		
			Completed	ongoing	
		Master			

		Under graduate		
IX	Projects Carried Out			
X	Patents ( Filed& Granted)			
XI	Technology Transfer			
XII	Research Publications ( No.of papers published in National /International Journals/Conferences)	International - 01		
XIII	No.of Books published with details ( Name of the Book, Publisher with ISBN, year of Publication,etc.)			

<b>8.I</b>	Name of the Teaching Staff	Ms.V.V.L. Krishna Priya			
	Designation	Assistant professor			
II	Date of Birth	17-11-1995			
III	Unique ID	1-9317757836			
IV	Education Qualifications	Name of the Degree	Class	Grade	
		UG	B.Com Computers	First	A
		PG	MBA(Finance Single Specialization), M.Com	Distinction	O
V	Work Experience				
	Teaching	3 Years			
	Research				
	Industry				
Vi	Area of Specialization	Finance Single Specialization and Accounting			

Vii	Courses Taught at Under graduate/ Post Graduate Level	Accounting for Managers, Marketing Management, Financial Markets and Services, Business Environment, Organizational Behavior, BBA Practical, Computerized Accounting Through Tally, Taxation, International Business, Life contingencies, Financial Accounting, Entrepreneurship, Consumer Behavior and Customer Relationship Management, Sales and Distribution Management, Strategic Management, Accounting for Service Organization, Banking, Operations Management, Computer Applications in Management, Advertising.		
Viii	Research Guidance	-----		
	No. of Papers Published	National Journals	International Journals	
		National Conference-	International Conference	
			Completed	ongoing
		Master		
		Under graduate		
IX	Projects Carried Out	----		
X	Patents ( Filed& Granted)	---		
XI	Technology Transfer	----		
XII	Research Publications ( No.of papers published in National /International Journals/Conferences)	International Journals-03 International Conferences-03		
XIII	No.of Books published with details ( Name of the Book, Publisher with ISBN, year of Publication,etc.)	---		

<b>8.I</b>	Name of the Teaching Staff	Mrs.R.Harika			
	Designation	Asst. Professor			
II	Date of Birth	01/07/1995			
III	Unique ID	1-9317757836			
IV	Education Qualifications	Name of the Degree	Class	Grade	
	UG	B.Com.	First	A	
	PG	MBA	First	A	
V	Work Experience				
	Teaching	3 Years			
	Research	--			
	Industry	--			
Vi	Area of Specialization	Finance			
Vii	Courses Taught at Under graduate/ Post Graduate Level	Advertising and Brand Management, Human Resource Management, Consumer Behaviour and Customers Relationship, Financial Management, Marketing Management, Principles of Management.			
Viii	Research Guidance	-----			
	No. of Papers Published	National Journals	International Journals		
		National Conference-	International Conference		
			Completed	ongoing	
		Master			
		Under graduate			
IX	Projects Carried Out	----			
X	Patents ( Filed& Granted)	---			
XI	Technology Transfer	----			

XII	Research Publications ( No.of papers published in National /International Journals/Conferences)	International Journals- International Conferences-
XIII	No.of Books published with details ( Name of the Book, Publisher with ISBN, year of Publication,etc.)	---

## 9. FEE :

- ✓ Details of fee, as approved by State fee Committee, for the Institution : The Institution charges the same fee as stipulated by the Adikavi Nnnaya University.
- ✓ Time schedule for payment of fee for the entire programme : Duration of 2 months time is given for payment of fee.
- ✓ No.of Fee waivers granted with amount And name of students : Nil
- ✓ No.of Scholarship offered by the Institute, Duration and amount : 2/Two years / 10000
- ✓ Criteria for fee waivers/scholarship : Fee concession for Economically Backward students.
- ✓ Estimated cost of Boarding and Lodging in Hostels : Rs.30,000/- p.a.
- ✓ Any other fee please specify : --

## 10. ADMISSION:

§ Number of seats sanctioned with the year of approval : MBA - 60 - 2008-09

§ Number of students admitted under various categories each year in the last three years		2018-19	2019-20	2020-21
--	S.C.	08	10	02
	S.T.	--	--	--
	A.A.C.	--	--	--
	L.B.C.	08	11	07
	O.C.	10	08	03

§	Number of applications received during Last two years for admission under Management Quota and number admitted	:		2019-20	2010-21
		:	Applns. Received	12	09
			Admitted	10	05

**11. ADMISSION PROCEDURE:**

§ Mention the admission test being followed, Name and address of the Test Agency and Its URL (Website) : ICET

§ Number of seats allotted to different Test Qualified candidates separately (AIMCET/ CET/State conducted test/University tests)/ Association conducted test) : Not applicable

§ Calendar for admission against management/ vacant seats:

- Last date for request for applications : 13.03.2021
- Last date for submission of applications : 13.03.2021
- Dates for announcing final results : 22.03.2021
- Release of admission list (main list and waiting list should be announced on the same day) : Follows the AICTE guidelines
- Date for acceptance by the candidate (time given should in no case be less than 15 days) :
- Last date for closing of admission : 24.03.2021
- Starting of the Academic session : 19.02.2021
- The waiting list should be activated only on the expiry of date of main list : As per AICTE norms
- The policy of refund of the fee, in case of withdrawal, should be clearly notified : As per AICTE/University orders

**12. CRITERIA AND WEIGHTAGES FOR ADMISSION:**

§ Describe each criteria with its respective Weightages i.e. Admission Test, marks in Qualifying examination etc. : Pass marks in the Degree course with minimum of 50%

§ Mention the minimum level of acceptance, If any. : Should have passed in the ICET Test of the current year and secured rank card. Minority students are given preference. Admission open to other categories only

in case there are no Minority candidates applied for it.

§ Mention the cut-off levels of percentage & scores of the candidates in the admission test for the last three years.	Year	Marks	Rank
	2018-19	40	45037
	2019-20	40	43524
	2020-21	61	20267
§ Display marks scored in Test etc. and in Aggregate for all candidates who were admitted	:		

S.No.	Name of the student	ICET Rank	Aggregate of Marks – Degree (CGPA)
1	A. Bavana	676	9.57
2	P. Susmitha	3280	8.77
3	K.Dharani Devika	4673	9.46
4	M.Rani	12101	7.41
5	N.Achuta Gowthami	16159	8.7
6	J.Nohitha Veni Pradeepthi	17993	8.64
7	A.Kusalama	20267	9.28

### 13. List of Applicants

- § List of candidate whose applications have been received along with percentile/percentage score for each of the qualifying examination in separate categories for Open seats. List of candidate who have applied along with percentage and percentile score for Management quota seats (meritwise)

S.No.	Name of the student	Aggregate of Marks – Degree (CGPA)
1	P.Vanaja	6.26
2	N.Kalyani	6.60
3	Y.Sripavani	6.77
4	K.Sravani	7.40
5	K.Stella Angel	8.88

### 14. Results of Admission under Management seats/Vacant seats

- § Composition of selection team for admission under Management Quota with the brief profile of members : Not applicable
- § Score of the individual candidate admitted arranged in order or merit :
- § List of candidate who have been offered admission :
- § Waiting list of the candidate in order of merit to be operative from the last date of joining of the first list candidate.
- § List of the candidate who joined within the date, :  
vacancy position in each category before operation of waiting list.

**15. INFORMATION ON INFRASTRUCTURE AND OTHER RESOURCES AVAILABLE**

- § Number of Classrooms and size of each : 2 - 83 sq.mts. each
- § Number of Tutorial rooms and size of each : 2 - 54 sq.mts.
- § Number of Laboratories and size of each : 1 - 155 sq.mt.
- § Number of Drawing halls and size of each : 2 - 54 sq.mts.
- § Number of Computer Centers with capacity of each: --
- § Central Examination Facility, Number of rooms :  
and capacity of each : 8 rooms – 24 in each room.
- § Occupancy Certificate : Enclosed
- § Fire and Safety Certificate : Enclosed
- § Hostel Facilities : Available

**✓ Library:**

- § Number of Library books/Titles/Journals Available - MBA : No.of Library books - 2035  
No.of Titles - 965  
No.of Journals -  
National - 24  
International - 5
- § List of online National/International Journals subscribed : Subscribed for IEEE Digital Library, USA For e-journals.
- § E-Library facilities : Available.

## ▼ Laboratory and Workshop:

§ List of Major Equipment/Facilities : LCD Projector, Digital Class rooms, Incubation Centre, Media Centre.

## Computing Facilities:

§ Internet bandwidth : Lease line with 40 mbps.

§ Number and Configuration of Systems : 68

§ Total Number of systems connected by LAN: 68

§ Total Number of systems connected to WAN: --

§ Major software packages available : Available

§ Special purpose facilities available : LCD Projector, Delnet, Inflebinet & IEEE.

§ Facilities for conduct of classes/courses in online mode (Theory & Practical):

Digital Class rooms, Computer Lab, LMS software, Google Suit.

## § Innovation Cell:

The Ministry of Education (MOE and erstwhile MHRD) in the year 2018, through MOE'S Innovation Cell (MIC) had launched the Institute's Innovation Council (IIC) program in collaboration with AICTE for Higher Education Institutions (HEIs) to encourage the creative energy of our student population as well as to systematically foster the culture of innovation and start-up/entrepreneurial ecosystem in educational institutions.

## Committee Members

S. No.	Name of the Member	Member type (Teaching/ Non – teaching/ External Expert)	Key Role/ Position assigned in IIC
1	Dr.Sr.Marietta D’Mello, Principal	Teaching	President
2	Dr.Sr.Showrilu, Vice-Principal	Teaching	Vice President
3	Dr.R.Madhavi – Assoc. Prof, HOD English	Teaching	Coordinator
4	Dr.Nirmala Jyotsna – Asso.Prof, HOD Physics & Electronics	Teaching	In charge of Incubation Center

5	Dr.R.Indira- Asso.Prof, HOD Zoology	Teaching	In Charge of Partnership with Govt., Non-Govt. agencies
6	Dr.R.S.N.Sharma- Asst.Prof., HOD Commerce	Teaching	In charge of Generating Innovative Projects & Business Ideas
7	Dr. Santosh Jhavar- Asst.Prof., HOD Management Studies	Teaching	In charge or Promotion of Innovation & Startups on Campus
8	Mr.K.Kumar Gupta – Proprietor---Industry	External Expert	Industrialist
9	Mr.K.Satyanarayana	External Expert	Advocate
10	Mr.V.Govinda Rao	External Expert	Tech Expert
11	Dr. Mrs. Uttama Durga Devi	External Expert	Liaison Office & Expert
12	Ch. Anjana		Student Representative
13	Hannah Mathew		Student Representative

### § Social Media Cell:

The Media Cell has been established to maintain and update College Website and to design innovative messages for hosting on social media accounts of the College such as Face book, Instagram, Youtube etc.

### Committee members

S.No.	Name of the Member	Designation
1	Dr.Sr.Marietta D' Mello	Principal
2.	Dr.Sr.K.Showrilu	Vice Principal
3.	Mrs.G.Durga Vyshnavi	Member – Faculty
4.	Mr.Md.Sharif	Member – Faculty
5.	Mr.P.Srinivas	Member - Faculty

§ Compliance of the **National Academic Depository (NAD)**, applicable to PGCM/PGDM Institutions and University Departments

S.No.	Name of the Member	Designation
1	Dr.Sr.Marietta D' Mello	Principal
2.	Dr.R.Madhavi	Member – Faculty
3.	Mrs.Ume Salma	Member – Faculty
4.	Mr.K.A.Tomy	Member – Technical Incharge
5.`	Mr.Md.Sharif	Member – System administrator

**List of facilities available:**

§ **Games and Sports Facilities:**

The Institution is endowed with excellent infrastructure and equipments to promote sports and games on the campus.

Playground Measurement : 83,160 Sq.Ft.

			<u>Equipment</u>
1.	200 mts. Track	- 100/60 mts Straight – 40 mts. Curve radius – 20 mts.	
2.	Jumps	- 9/3 mts.	
3.	Shot put	- Diametre 2.35 mts. Radius – 20 mts.	2
4.	Discus Throw	- Diametre 2.50 mts. Radius – 1.25 mts.	2
5.	Javelin	- Maximum 36.5 mts. Minimum 33 mts.	2

**GAMES**

1.	Volley Ball Court	- 18/9 mts.	Balls 13	Nets 3
2.	Basket Ball Court	- 28/15 mts.	Balls 12	Nets 3 pairs
3.	Hand Ball Court	- 40.20 mts.	Balls 10	
4.	Badminton Court	- 1340/518 cms	Cocks(1 barral)	Nets 3 Ball Badminton Balls – 10 Nets-2 Bats – 16
5.	Kho-Kho court	- 29/16 mts.	Shuttle Rackets – 33	
6.	Kabadi Court	- 11/8 mts.	Tenikoit (rings) - 5	
7.	Table Tennis	- 2.74/1.52 mts.	T.T.Balls – 17	Nets – 2 Bats – 16 Measuring Tapes - 2 Knee & Ankle Caps – 19 (Pairs)

8. Ball Badminton court - 25/12 mts.      Skipping Ropes - 12  
 Kolattem Sticks - 7 (Pairs)  
 Drum + Stick – 1  
 TT Uprights – 3 (Pairs)  
 Chess Boards + Coins (8+5 Sets)

**Incentives:**

Financial benefits to the participants of Sports and Games:

1. By giving free lodging and boarding.
2. Free construction
3. By providing scholarship facilities
4. Proficiency award (cash award) once in a year is given to the students who gets maximum prizes or championship in sports events conducted by the College Physical Education Department.
5. By giving attendance at the time of her participation in sports and games at various competitions.
6. Reconducting exams. No failure mark or 2<sup>nd</sup> attempt is given to the students in absence of her exams.
7. By sending the players to participate in sports and games competitions at District, State and National levels. Some of our girls secured gold medals, cash awards and best players certificates.

- § Extra Curriculum Activities : Competitions, extension programmes, Management Meet, Exhibitions, Celebrations of important days, Field trips. Seminars, Guest lectures, Workshops, Projects, Internships.
- § Soft skill Development Facilities : Language Lab, Certificate course in Soft skills, IELTS courses, Professional Training sessions.
- ✓ **Teaching Learning process** : Theory classes – Lecture method, group discussion, seminars, workshops, PPTs.. Practical classes – Lab facilities provided. Guest lectures, attending seminars, Workshops externally.
- § Curricula and syllabi for each of the : The Department uses the syllabus and the

Programmes as approved by the University

curricula, which are approved by the University.

§ Academic Calendar of the University : Enclosed.

§ Academic Time Table with the name of the Faculty members handling the Course

### MBA 1<sup>st</sup> Semester Time Table

	1	2	3	4	LUNCH BREAK	5	6
<b>Mon</b>	POM	MCS	ME	A/C		OB	POM
<b>Tue</b>	BE	A/C	MCS	ME		QT R/C	A/C RC
<b>Wed</b>	ME	BE	QTM	BE		POM	OB
<b>Thu</b>	POM	QTM	BE	A/C		MCS	LIB
<b>Fri</b>	OB	MCS	SEMINAR	ME		OB	QTM
<b>Sat</b>	A/C	QTM	BE	CLUB			

### MBA 2<sup>nd</sup> Semester Time Table

	1	2	3	4	LUNCH BREAK	5	6
<b>Mon</b>	RM	OM	HRM	Computer		FM	CLUB
<b>Tue</b>	COMP	MM	OM	FM		RM	SEMIN
<b>Wed</b>	MM	FM	RM	HRM		OM	GD
<b>Thu</b>	RM	MM	HRM	OM		COMP	LIB
<b>Fri</b>	MM	COMP	FM	RM		HRM	FM
<b>Sat</b>	FM	COMP	OM	CLUB			

### MBA 3<sup>rd</sup> Semester Time Table

	1	2	3	4	LUNCH BREAK	5	6
<b>Mon</b>	CBCRM	ES	FMS/CWM	SAPM/IR		CLFW(J)	PROJECT
<b>Tue</b>	SM	VUCA	SAPM/IR	CBCRM		ES	PROJECT
<b>Wed</b>	CBCRM	CLFW(J)	VUCA	ES		FMS/CW M	LIB
<b>Thu</b>	SAPM/IR	CBCRM	FMS/CWM	VUCA		SM	SEMINA R
<b>Fri</b>	VUCA	SM	FMS/CWM	CLFW (R)		ES	CLUB
<b>Sat</b>	SAPM/IR	CLFW (R)	CLUB	SM			

### MBA 4<sup>th</sup> Semester Time Table

	1	2	3	4	LUNCH BREAK	5	6
<b>Mon</b>	ADV	S&DM	ST.MGT	PMC/BF		FD/SHRM	RM
<b>Tue</b>	RM	PMC/BF	FD/SHRM	ADV		S&DM	ST.MGT
<b>Wed</b>	ADV	IFM/IHRM	PROJECT	ST.MGT		PMC/BF	CLUB
<b>Thu</b>	RM	ADV	FD/SHRM	PROJECT		ST.MGT	IFM/IHRM
<b>Fri</b>	RM	IFM/IHRM	FD/SHRM	GD		S&DM	
<b>Sat</b>	S&DM	PMC/BF	IFM/IHRM	CLUB			

#### Ø Teaching Load for Each Faculty

S.No	Name of the Faculty	No. of Theory Hours	Subjects Taught
1	Dr.Santosh Jhawar	6x4= 24 hrs	MCS, MM, SM, IR, RM PMC
2	Dr.R.S.N.Sarma	4x4= 16 hrs	Accounts, M.Eco, FM, BF
3	Mrs. P. Vijaya Lakshmi	6x4= 24hrs	OB, OM, VUCA, FMS, St. M, IFM
4	Mrs.G. Hephzibah Beulah	6x4= 24 hrs	POM, HRM, CLFW,CWM, IHRM, SHRM
5	Ms.M.S.P.Jenifar	4x4= 16 hrs	QT,RM, SAPM,FD
6	Ms.V.V.L.Krishna Priya	4x4= 16 hrs	BE, COMP,ES,S&DM
7	Mrs.R.Harika	3x4= 12 hrs	OR, CBCRM, ADV

#### Ø Internal Continuous Evaluation System and Place:

- Sessional Examinations, assignments, Seminars, class tests, live projects.

#### Ø Students assessment of Faculty System and place:

- Student's assessment of faculty is conducted in each Semester through a questionnaire schedule both on-line and off-line.
- Feed back on the syllabus completion by the faculty is taken by the students at the end of each Semester.

#### 16. Enrolment and Placement details of students in the last 3 years.

Details	2018-19	2019-20	2021-21
Enrolment	43	24	29
Placement	25	12	15

## 17. List of Research Projects/Consultancy Works:

§ Number of Projects carried out, funding agency, Grant received: Nil

§ Publications (if any) out of research in last three years out of masters projects:

Nil

§ Industry Linkage :

1. East India Commercial Limited, Eluru
2. Cloud Mellow Technologies, Eluru
3. Coco-cola Plant, Atmakuru
4. Krishna Hessains, Kothuru.

§ MoUs with Industries : Enclosed.

18. LoA and subsequent EoA till the current Academic Year: Enclosed

19. Accounted audited statement for the last three years: Enclosed

20. **Best Practices** adopted, if any:

### § **Education Through Entertainment**

Education through Entertainment “Edutainment”. The State level **Management Fest - INNOMAN** will be organized every year in the month of February This State level inter-collegiate business edutainment event is aimed at nurturing and inspiring innovative imagination of management students.

### § **Management Exhibition- Knowledge Plaza**

Knowledge Plaza, the management exhibition organized by the Department of Management Studies help the students of the management and enhance them by showing how it applicable in the real world. Students will be divided into groups and given opportunity to them to show their talents. Different companies are invited to exhibit their products and banks from different sectors to exhibit their products.

### § **Management CLUB- LAKSHYA**

The Management Studies course in St. Theresa’s College For Women, Eluru is perceived to be a cradle of intellect and marketing acumen which is highly motivated. We believe to work towards a synergy of book knowledge and practical application. We aim to be a centre of excellence for value based management education through continuous learning, societal responsiveness and strategic partnerships.

### **§ Skill orientation Entrepreneurship Program:**

Students are trained under skill oriented programmes like online shopping and event management. Students manufacture products like jute bags, cell phone covers, bangles, earrings, chains and market them through online and in the college gift shop “ Giftique”. These programs aim to ignite creative thinking and nurture entrepreneurial instincts in students.

### **§ Giftique:**

This venture is a small store which supplies students with many fun and trendy novelty items, some are handmade too. This venture combines skills with hands on experience rather than book driven business concepts.

### **§ Retail Outlet Competition:**

Retail Outlet Competition is conducted every year for final MBA Students which give the students hands on experience to show case the different lay outs in a modular form.

### **§ Orientation Programme**

Orientation Programme is conducted for the first year students every year so as to make them set their goals and keep them focused in the right direction. Such programmes not only give knowledge to students but also inculcate morals and give a vision and mission to their future. One week orientation classes will be conducted for them on self introduction, basic grammar, body language, communication, career mapping etc.

### **§ Extension Programmes**

Students are involved in the extension programmes like Pan Card Mela and Passport Mela for both students and faculty members. Students are involved in various community development programmes, social and environment awareness campaigns through participation in extension programmes such as general awareness programs, special coaching classes and conducting sports and games for the poor children.

### **§ Training & Placements**

Students are provided with Placement Opportunities as various esteemed companies visit the campus for placements. Students are also given pre placement training to meet the expectations of the employers. Career Counseling is conducted for the outgoing batch by experts from various fields about career choices available for the students so that they can make right choice.

### **§ Departmental Library**

Departmental Library is established with 200 books of management along with journals where faculty and economically backward students can take the books for reference.



OFFICE OF THE DEAN, ACADEMIC AFFAIRS  
**ADIKAVI NANNAYA UNIVERSITY**  
RAJAMAHENDRAVARAM

No.ANUR/DAA/UG Academic Calendar/2021-22/01

Date: 08-10-2021

**PROCEEDINGS OF THE VICE-CHANCELLOR**

**Sub:-** ANUR - DAA – UG Academic Calendar 2021-22 – Orders - Issued.

**Ref:-** G.O.RT. No.242 dated 13.09.2021

**Read:-** Note Orders of the Vice-Chancellor dated 08.10.2021

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**ORDERS**

The Vice-Chancellor has approved the *Academic Calendar 2021-22 for UG courses* offered by the University colleges and affiliated colleges.

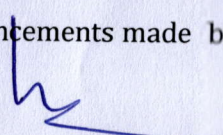
Semester	Details	UG	
		1 <sup>st</sup> &2 <sup>nd</sup> year	3 <sup>rd</sup> year
ODD	Commencement of class work	21-10-2021	05-10-2021
	1 <sup>st</sup> Mid	21-12-2021	11-11-2021
	2 <sup>nd</sup> Mid	05-02-2022	21-12-2021
	Last Instruction Day	19-02-2022	05-02-2022
	Commencement of Examination	21-02-2022	07-02-2022
EVEN	Commencement of class work	07-03-2022	21-02-2022
	1 <sup>st</sup> Mid	11-04-2022	24-03-2022
	2 <sup>nd</sup> Mid	19-05-2022	28-04-2022
	Last Instruction Day	27-06-2022	05-06-2022
	Commencement of Examination	28-06-2022	06-06-2022

**Note:** Due to COVID 19, the blended teaching system should be followed to complete the syllabus during Second Saturdays, Sundays, Public holidays, and Vacation periods to cover the academic year loss.

1. As per the vide GO RT. 1963, dated 15.12.20 issued by the Govt. of AP regarding guidelines for the commencement of Academic year 2020-21, all the colleges have to ensure that it is prepared in all respects to carry out the academic activities and also follow necessary advisories/guidelines/directions issued by the Central/State Government, Ministry of Education (MoE) or UGC from time to time to prevent the spread of COVID-19.

2. Regarding the date(s) of the festivals be followed as per the announcements made by the Govt. of AP.

(BY ORDER)

  
DEAN  
(Academic Affairs)

To

All the Principals'/ Sost of University colleges/affiliated colleges  
Dean, Examination, Director, Admissions, Controller of Examinations  
Dean, CDC

Copies to

The AR Exams, Wardens' University hostels  
The Dean, Student Affairs  
The PS to VC, PA to R  
The Webmaster for uploading University website,  
OFF



OFFICE OF THE DEAN, ACADEMIC AFFAIRS  
**ADIKAVI NANNAYA UNIVERSITY**  
RAJAMAHENDRAVARAM

No.ANUR/DAA/PG Academic Calendar/2021-22/02

Date: 08-10-2021

**PROCEEDINGS OF THE VICE-CHANCELLOR**

**Sub:-** ANUR - DAA – PG Academic Calendar 2021-22 – Orders - Issued.

**Ref:-** G.O.RT. No.242 dated 13.09.2021

**Read:-** Note Orders of the Vice-Chancellor dated 08.10.2021

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**ORDERS**

The Vice-Chancellor has approved the *Academic Calendar 2021-22 for PG courses* offered by the University colleges and affiliated colleges.

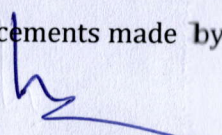
Semester	Details	PG	
		2 <sup>nd</sup> yr Arts	2 <sup>nd</sup> yr Science
ODD	Commencement of class work	05-11-2021	05-11-2021
	1 <sup>st</sup> Mid	13-12-2021	13-12-2021
	2 <sup>nd</sup> Mid	17-01-2022	17-01-2022
	Last Instruction Day	27-02-2022	27-02-2022
	Commencement of Examination	28-02-2022	28-02-2022
EVEN	Commencement of class work	10-03-2022	10-03-2022
	1 <sup>st</sup> Mid	18-04-2022	18-04-2022
	2 <sup>nd</sup> Mid	20-06-2022	20-06-2022
	Last Instruction Day	30-06-2022	30-06-2022
	Commencement of Examination	01-07-2022	01-07-2022

**Note:** Due to COVID 19, the blended teaching system should be followed to complete the syllabus during Second Saturdays, Sundays, Public holidays, and Vacation periods to cover the academic year loss.

1. As per the vide GO RT. 1963, dated 15.12.20 issued by the Govt. of AP regarding guidelines for the commencement of Academic year 2020-21, all the colleges have to ensure that it is prepared in all respects to carry out the academic activities and also follow necessary advisories/guidelines/directions issued by the Central/State Government, Ministry of Education (NoE) or UGC from time to time to prevent the spread of COVID-19.

2. Regarding the date(s) of the festivals be followed as per the announcements made by the Govt. of AP.

(BY ORDER)

  
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RAJAMAHENDRAVARAM

No.ANUR/DAA/Prof. Courses/Acad. Cal./2021-22/03

Date: 08-10-2021

**PROCEEDINGS OF THE VICE-CHANCELLOR**

**Sub:-** ANUR - DAA - Professional Courses - Academic Calendar 2021-22 - Orders - Issued.

**Ref:-** G.O.RT. No.242 dated 13.09.2021

**Read:-** Note Orders of the Vice-Chancellor dated 08.10.2021

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**ORDERS**

The Vice-Chancellor has approved the *Academic Calendar 2021-22 for Professional courses* offered by the University colleges and affiliated colleges.

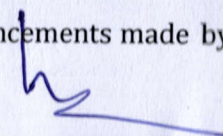
Semester	Details	Professional courses	
		MCA/MBA 2 <sup>nd</sup> year	MCA 3 <sup>rd</sup> Year
ODD	Commencement of class work	05-11-2021	06-09-2021
	1 <sup>st</sup> Mid	13-12-2021	21-10-2021
	2 <sup>nd</sup> Mid	17-01-2022	29-11-2021
	Last Instruction Day	26-02-2022	31-12-2021
	Commencement of Examination	28-02-2022	02-01-2022
EVEN	Commencement of class work	10-03-2022	Project work From 10.01.2022 to 30.04.2022
	1 <sup>st</sup> Mid	18-04-2022	
	2 <sup>nd</sup> Mid	20-06-2022	
	Last Instruction Day	30-06-2022	
	Commencement of Examination	01-07-2022	

**Note:** Due to COVID 19, the blended teaching system should be followed to complete the syllabus during Second Saturdays, Sundays, Public holidays, and Vacation periods to cover the academic year loss.

1. As per the vide GO RT. 1963, dated 15.12.20 issued by the Govt. of AP regarding guidelines for the commencement of Academic year 2020-21, all the colleges have to ensure that it is prepared in all respects to carry out the academic activities and also follow necessary advisories/guidelines/directions issued by the Central/State Government, Ministry of Education (NoE) or UGC from time to time to prevent the spread of COVID-19.

2. Regarding the date(s) of the festivals be followed as per the announcements made by the Govt. of AP.

(BY ORDER)

  
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No.ANUR/DAA/UG Law/Acad. Calendar/2021-22/04

Date: 08-10-2021

**PROCEEDINGS OF THE VICE-CHANCELLOR**

**Sub:-** ANUR - DAA – UG Law Academic Calendar 2021-22 – Orders - Issued.

**Ref:-** G.O.RT. No.242 dated 13.09.2021

**Read:-** Note Orders of the Vice-Chancellor dated 08.10.2021

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**ORDERS**

The Vice-Chancellor has approved the **Academic Calendar 2021-22 for UG Law course** offered by the University colleges and affiliated colleges.

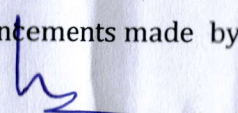
Semester	Details	UG(LAW) (3/5 Year Course)		
		3 <sup>rd</sup> Year	4 <sup>th</sup> Year	5 <sup>th</sup> Year
ODD	Commencement of class work	01-10-2021	01-10-2021	01-10-2021
	1 <sup>st</sup> Mid	11-11-2021	11-11-2021	11-11-2021
	2 <sup>nd</sup> Mid	20-12-2021	20-12-2021	20-12-2021
	Last Instruction Day	24-01-2022	24-01-2022	24-01-2022
	Commencement of Examination	27-01-2022	27-01-2022	27-01-2022
EVEN	Commencement of class work	07-02-2022	07-02-2022	07-02-2022
	1 <sup>st</sup> Mid	14-03-2022	14-03-2022	14-03-2022
	2 <sup>nd</sup> Mid	19-03-2022	19-03-2022	19-03-2022
	Last Instruction Day	23-05-2022	23-05-2022	23-05-2022
	Commencement of Examination	01-06-2022	01-06-2022	01-06-2022

**Note:** Due to COVID 19, the blended teaching system should be followed to complete the syllabus during Second Saturdays, Sundays, Public holidays, and Vacation periods to cover the academic year loss.

1. As per the vide GO RT. 1963, dated 15.12.20 issued by the Govt. of AP regarding guidelines for the commencement of Academic year 2020-21, all the colleges have to ensure that it is prepared in all respects to carry out the academic activities and also follow necessary advisories/guidelines/directions issued by the Central/State Government, Ministry of Education (MoE) or UGC from time to time to prevent the spread of COVID-19.

2. Regarding the date(s) of the festivals be followed as per the announcements made by the Govt. of AP.

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No.ANUR/DAA/B.Tech. Acad. Calendar/2021-22/05

Date: 08-10-2021

**PROCEEDINGS OF THE VICE-CHANCELLOR**

**Sub:-** ANUR - DAA – B.Tech. Academic Calendar 2021-22 – Orders - Issued.

**Ref:-** G.O.RT. No.242 dated 13.09.2021

**Read:-** Note Orders of the Vice-Chancellor dated 08.10.2021

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**ORDERS**

The Vice-Chancellor has approved the **Academic Calendar 2021-22 for B. Tech courses** offered by the University constituent college.

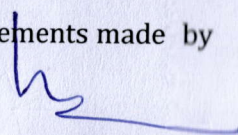
Semester	Details	B. Tech		
		2 <sup>nd</sup> year	3 <sup>rd</sup> year	4 <sup>th</sup> year
ODD	Commencement of class work	06-10-2021	01-09-2021	06-09-2021
	1 <sup>st</sup> Mid	15-11-2021	21-10-2021	21-10-2021
	2 <sup>nd</sup> Mid	27-12-2021	29-11-2021	29-11-2021
	Last Instruction Day	24-01-2022	24-12-2021	24-12-2021
	Commencement of Examination	27-01-2022	29-12-2021	29-12-2021
EVEN	Commencement of class work	07-02-2022	17-01-2022	17-01-2022
	1 <sup>st</sup> Mid	14-03-2022	14-02-2022	14-02-2022
	2 <sup>nd</sup> Mid	25-04-2022	28-03-2022	28-03-2022
	Last Instruction Day	23-05-2022	05-05-2022	05-05-2022
	Commencement of Examination	01-06-2022	11-05-2022	11-05-2022

**Note:** Due to COVID 19, the blended teaching system should be followed to complete the syllabus during Second Saturdays, Sundays, Public holidays, and Vacation periods to cover the academic year loss.

1. As per the vide GO RT. 1963, dated 15.12.20 issued by the Govt. of AP regarding guidelines for the commencement of Academic year 2020-21, all the colleges have to ensure that it is prepared in all respects to carry out the academic activities and also follow necessary advisories/guidelines/directions issued by the Central/State Government, Ministry of Education (MoE) or UGC from time to time to prevent the spread of COVID-19.

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No.ANUR/DAA/B.Pharma Acad. Calendar/2021-22/06

Date: 08-10-2021

**PROCEEDINGS OF THE VICE-CHANCELLOR**

**Sub:-** ANUR - DAA – B. Pharma Academic Calendar 2021-22 – Orders - Issued.

**Ref:-** G.O.RT. No.242 dated 13.09.2021

**Read:-** Note Orders of the Vice-Chancellor dated 08.10.2021

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**ORDERS**

The Vice-Chancellor has approved the *Academic Calendar 2021-22 for B. Pharma course* offered by the University constituent college (AKNU Campus, TP Gudem).

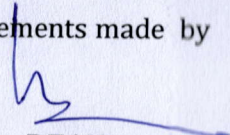
Semester	Details	3 <sup>rd</sup> year
ODD	Commencement of class work	01-09-2021
	1 <sup>st</sup> Mid	21-10-2021
	2 <sup>nd</sup> Mid	29-11-2021
	Last Instruction Day	24-12-2021
	Commencement of Examination	29-12-2021
EVEN	Commencement of class work	17-01-2022
	1 <sup>st</sup> Mid	14-02-2022
	2 <sup>nd</sup> Mid	28-03-2022
	Last Instruction Day	05-05-2022
	Commencement of Examination	11-05-2022

**Note:** Due to COVID 19, the blended teaching system should be followed to complete the syllabus during Second Saturdays, Sundays, Public holidays, and Vacation periods to cover the academic year loss.

1. As per the vide GO RT. 1963, dated 15.12.20 issued by the Govt. of AP regarding guidelines for the commencement of Academic year 2020-21, all the colleges have to ensure that it is prepared in all respects to carry out the academic activities and also follow necessary advisories/guidelines/directions issued by the Central/State Government, Ministry of Education (MoE) or UGC from time to time to prevent the spread of COVID-19.

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**ADIKAVI NANNAYA UNIVERSITY**  
**Rajamahendravaram- 533296**



**Department of Management Studies**

**MBA., Syllabus**  
**(With effect from 2016 – 2017)**

**Adikavi Nannaya University**  
**Rajahmundry**  
**Department of Management Studies**  
**MBA, Syllabus**  
**(With effect from 2016 – 2017)**

MBA- COURSE STRUCTURE								
				Intrl	Extrl	Total	Hrs/ Week	Credits
<b>SEMESTER-I</b>								
1	CP	101	Perspectives of Management	25	75	100	4	4
2	CP	102	Accounting for Management	25	75	100	4	4
3	CP	103	Business Environment	25	75	100	4	4
4	CP	104	Managerial Economics	25	75	100	4	4
5	CP	105	Managerial Communication Skills	25	75	100	4	4
6	CP	106	Organisational Behaviour	25	75	100	4	4
7	CP	107	Quantitative Techniques for Management	25	75	100	4	4
<b>SEMESTER-II</b>								
1	CP	201	Marketing Management	25	75	100	4	4
2	CP	202	Financial Management	25	75	100	4	4
3	CP	203	Human Resource Management	25	75	100	4	4
4	CP	204	Operations Management	25	75	100	4	4
5	CP	205	Operations Research	25	75	100	4	4
6	CP	206	Computer Applications in Management	25	75	100	4	4
7	CP	207	Research Methodology for Management	25	75	100	4	4
<b>SEMESTER-III</b>								
1	CP	301	Entrepreneurship	25	75	100	4	4
2	CP	302	VUCA management	25	75	100	4	4
3	CP	303	Corporate Legal Framework	25	75	100	4	4
4	E-I/1	304	Paper-1 from First Elective	25	75	100	4	4
5	E-I/2	305	Paper-2 from First Elective	25	75	100	4	4
6	E-2/1	304	Paper-1 from Second Elective	25	75	100	4	4
7	E-2/2	305	Paper-2 from Second Elective	25	75	100	4	4
<b>SEMEST -IV</b>								
1	CP	401	Strategic management	25	75	100	4	4
2	E-I/3	402	Paper-3 from First Elective	25	75	100	4	4
3	E-I/4	403	Paper-4 from First Elective	25	75	100	4	4
4	E-I/5	404	Paper-5 from First Elective	25	75	100	4	4
5	E-2/3	402	Paper-3 from Second Elective	25	75	100	4	4
6	E-2/4	403	Paper-4 from Second Elective	25	75	100	4	4
7	E-2/5	404	Paper-5 from Second Elective	25	75	100	4	4
			Project Report			100		6
			Comprehensive Viva Voce			100		4
			<b>GRAND TOTAL</b>			3000		

MBA- ELECTIVE PAPERS (DUAL SPECIALISATION)

SEMESTER-III			
	GROUP-A		FINANCIAL MANAGEMENT
	FM	304	Financial Markets & Services
	FM	305	Security Analysis & Portfolio Management
	GROUP-B		MARKETING MANAGEMENT
	MM	304	Consumer Behaviour & Customer Relationship Management
	MM	305	Services Marketing
	GROUP-C		HUMAN RESOURCE MANAGEMENT
	HRM	304	Industrial Relations
	HRM	305	Compensation & Welfare Management
SEMESTER-IV			
	GROUP-A		FINANCIAL MANAGEMENT
	FM	402	Financial Derivatives
	FM	403	Behavioral finance
	FM	404	International Financial Management
	GROUP-B		MARKETING MANAGEMENT
	MM	402	Sales & Distribution Management
	MM	403	Advertising and Brand Management
	MM	404	Retail Marketing Management
	GROUP-C		HUMAN RESOURCE MANAGEMENT
	HRM	402	Performance Management & Counseling
	HRM	403	Strategic Human Resources Management
	HRM	404	International Human Resources Management

**(MBA) DEGREE EXAMINATION  
(With effect from 2016 – 2017)**

**MBA SEMESTER I**

**CP 101: PERSPECTIVES OF MANAGEMENT**

**Objective:** to familiarize the students with the theory and practice of management .

Unit I: Management – Evolution of Management Thought -Principles of Management – Functions of Management - Social Responsibility of Management.

Unit II: Planning – Nature, Purpose and Importance of Planning-Types of Plans-Steps in Planning-Planning Premises and Forecasting – process of Decision Making-Decision Tree Analysis.

Unit III: Organization – Principles of Organization – Formal and informal Organization – types of Organization Structure – Line and Staff Relations – Delegation – Decentralization –Span of Control.

Unit – IV: Directing- Leadership Theories and Styles –Motivation –Theories: Maslow’s Theory and Herzberg’s Theory.

Unit- V: Control-Importance, Steps, Processes, Techniques-PERT/CPM-Total Quality Management.

(Case Study is compulsory in all Units)

Suggested Books:

1. Louis A Allen, Management & Organisation, McGrawHill,New York
2. A.Pardhasardhy & R.Satya Raju: Management Text and Cases, Prentice Hall of India.
3. AS Lather, M Handa, Cases in Management, Wsdom, Delhi
4. Heinz Weihrich & Harold Koontz, Essentials of Management, Tata-McGraw Hill,ND
5. JS Chandan, Management: Theory & Practice, Vikas, New Delhi
6. RW Griffin, Management: Principles and Applications, Cengage,New Delhi
7. Prem Vrat,KK Ahuja & PK Jain, Management Cases, Vikas, New Delhi
8. Laura P Hartman, A Chatterjee, Perspectives in Business Ethics, TMH, ND
9. Earnest Dale, Great Organisers, McGraw Hill
10. Peter F Drucker, The Practice of Management, McGraw Hill

## CP 102: ACCOUNTING FOR MANAGEMENT

**Objective:** to develop an insight of postulates, principles and techniques of accounting and utilization of financial and accounting information for planning, and decision-making

Unit-I : Accounting for Management –Nature and Scope – Management Process and Accounting – Financial Accounting Vs Cost Accounting Vs Accounting for Management – Role of Account in Modern Organization

Unit – II: Financial Accounting System – Generally Accepted Accounting Principles and Accounting Standards Governing Financial Statements – Contents of Profit and Loss Account – Balance Sheet (Theory only)

Unit- III: Elements of Cost – Cost Sheet Preparation – Absorption Vs Marginal Costing –Cost – Volume – Profit Analysis – Cost Behaviour – Breakeven Analysis – Contribution Approach – Profit Planning.

Unit-IV: Cost Concepts for Decision making – Decision Making Process – Decision Situations- Sales Volume Decisions – Pricing and Special Order Pricing – Make / Buy Decisions – Product Decisions- Addition, Deletion and Alteration of Mix – Plant Shutdown Decision.

Unit- V: Budgeting – Types of Budgets – Financial Vs Operation Budgets – Short Term Vs Long Term Budgets – Construction of Cash Budget- Flexible Budget – Master Budget – Management Control and Budgeting – Performance Budgeting and Zero Based Budgeting.

(Case Study is compulsory in all Units)

Suggested Books:

1. I. M. Pandey : Management Accounting Vikas Publishing House.ND
2. Needles, Financial Accounting, Cengage, New Delhi
3. Jawaharlal, Accounting for Management, Himalaya, Mumbai
4. Hilton,Ramesh & Jayadev, Managerial Accounting, TMH, New Delhi
5. B.Banerjee, Financial Policy & Management Accounting,PHI, New Delhi
6. P Periasamy, A Text Book of Cost & Management Accounting, Himalaya, Mumbai
7. Horngren, C.T., Introduction of Management Accounting,, Prentice Hall of India.
8. Khan and Jain, Management Accounting, Tata Mc Graw Hill , Delhi.
9. Blocher, Chen, Cokins and Lin, Cost Management, A Strategic Emphasis, TMH, ND
10. Porwal, LS, Accounting Theory, TMH, New Delhi

## CP 103: BUSINESS ENVIRONMENT

**Objective:** to familiarize the students with the business environment conditions prevailing in India and international and understand its implications to business.

Unit-I Business Environment: Components and Significance – Economic Scope – Cultural, Political, Technological and External Factors Influencing Business Environment – Dimensions of International Business Environment – Challenges.

Unit-II: Structure of Indian Economy ; Economic systems- Economic planning with special reference to last three plans, public, private joint and cooperative sectors - Industrial Policy of the Government - Policy Resolutions of 1956, 1991 Industrial Policy and Economic Policy - Subsequent policy Statements

Unit-III Indian Companies - Competitiveness, Changes and Challenges, Sustainable Development, Social Responsibilities, Ethics in Business- Competition Act 2002 - Emerging Trend in Indian Business Environment.

Unit – IV: International Trade Theories, Balance of Payments – Concepts, Disequilibrium in BOP: Methods of Correction - Trade Barriers and Trade Strategy - Free Trade vs. Protection - World Financial Environment: Foreign Exchange Market Mechanism, Exchange Rate Determination, and Euro Currency.

Unit – V: International business environment: Globalisation: International Economic Integration, Country Evaluation and Selection, Foreign Market Entry Methods, International Trading Blocks – Their Objectives; WTO Origin, Objectives, Organization Structure and Functioning – WTO and India.

(Case Study is compulsory in all Units)

Suggested Books:

1. Chidambaram, Indian Business Environment, Vikas, New Delhi
2. Suresh Bedi: Business Environment, Excel, New Delhi.
3. K.V.Sivayya and VBM Das: Indian Industrial Economy, Sultan Chand Publishers, Delhi.
4. Pandey G.N., Environmental Management, Vikas Publishing House.
5. Sundaram & Black, International Business Environment – The Text and Cases, Prentice Hall of India.
6. Ghosh PK., Business Environment, Sultan Chand & Sons, New Delhi
7. Daniel John D and Redebough, Lee. H., International Business, Addison Wesley India
8. Saleem, Business Environment, Pearson, New Delhi.
9. Bhalla, V.K., & S. Sivaramu, International Business Environment and Business, Annual Publications

## CP 104: MANAGERIAL ECONOMICS

**Objective:** to enable the students to understand economic concepts and theories and their application in management decision-making.

Unit I- Introduction: Nature and Scope of Managerial Economics; Objectives of the Firm-Traditional Theory, Sales and Revenue Maximizing Theories, Managerial Theories and Behavioral Theories; Profit Maximization. Vs. Wealth Maximization.

Unit II- Demand Analysis : Demand-Meaning, Determinations Of Demand, Demand Function; Law of Demand; Elasticity of Demand –Price, Income, Cross and Promotional or Advertising Elasticity of demand, Managerial Uses of Elasticity of Demand; Demand Forecasting. Demand Forecasting Methods for Existing and New Products, Criteria for Good Forecasting Method.

Unit III- Production Analysis: Production Function –Law of Variable Proportions, Isoquant and Isocost Curves, Least Cost Combination, and Returns to Scale; Economies of Large Scale; Cobb-Douglas Production Function - Cost concepts and Cost Oriented Pricing Methods.

Unit-IV Market Analysis: Price and Output Determination under Perfect Competition, monopoly, monopolistic competition, oligopoly.

Unit – V: Introduction to Economic Optimization techniques- constrained and unconstrained techniques, National Income concepts, inflation – types and causes of inflation – measures to control inflation. Phases of business cycles.

(Case Study is compulsory in all Units)

Suggested Books:

1. Dean,Joel: Managerial Economics, PHI., New Delhi
2. DN Dwivedi, Managerial Economics, Vikas, New Delhi
3. Trivedi M.L: Managerial Economics, Theory and Applications, TMH,ND
4. Mark Hirschey, Managerial Economics: An Integrative Approach, Cengage, New Delhi
5. Mehta, P.L: Managerial Economics, Text and Csaes, S.Chand & Co
6. Mittal A., . Managerial Economics, Text and Csaes, Wisdom, Delhi
7. Mithani, D.M: Managerial Economics, Theory and Applications, Himalaya Publishing.
8. Attmanad; Managerial Economics, Excel publications.
9. G.S.Gupa, Macro Economics: , Theory and Applications, Tata McGraw Hill.
10. Dwivedi, D.N. Macro Economics: Theory and Applications, Tata McGraw Hill

## 105: MANAGERIAL COMMUNICATION SKILLS

**Objective:** to equip the students with the necessary techniques and skills of communication to inform others, inspire them enlist their activity and willing cooperation in the performance of their jobs.

Unit – I : Role of Communication in Business – Objective of Communication – The Process of Human Communication – Media of Communication, Written Communication – Oral Communication – Visual Communication, Audio Visual Communication – Silence - Developing Listening Skills – Improving Non-verbal Communication kills – Understanding Cultural Effects of Communication.

Unit – II: Managing Organization Communication - formal and Informal Communication- Intra and Personal Communication – Models for Inter Personal Communication – Exchange Theory, Johari Window and Transactional Analysis.

Unit-III: Managing Motivation to Influence Interpersonal Communication – Inter-Personal Perception – Role of Emotion in Inter Personal Communication- Communication Styles – Barriers of Communication – Gateways to Effective Interpersonal Communication

Unit-IV: Business Writing Skills – Significance of Business Correspondence, Essentials of Effective Business Correspondence, Business Letter and Forms, Oral Presentations – Meetings, Telephone Communication – Use of Technology in Business Communication, E-mail Messages.

Unit-V: Report Writing – Meaning and Significance; Structure of Reports; Negative, Persuasive and Special Reporting; Informal Report – Proposals; Formal Reports; Organization of Press Report.

(Case Study is compulsory in all Units)

Suggested Books:

1. K Bhardwaj, Professional Communication, IK Int Pub House, New Delhi
2. Krizan, Merrier, Logan and Williams, Effective Business Communications, Cengage, New Delhi
3. HC Gupta, SG Telang, Business Communication, Wisdom, Delhi
4. Penrose, Business Communication for Managers, Cengage, New Delhi
5. McGrath, Basic Managerial Skills for All 5<sup>th</sup> ed., Prentice Hall of India.
6. Urmila Rai & S.M. Rai, Business Communication, Himalya Publishers,
7. Meenalshi Raman—Business Communication Oxford University Press.
8. Lesikar I Flatley, Basic Business Communication, Tata McGraw Hill.

## **CP 106 ORGANISATIONAL BEHAVIOUR**

(The objective of this course is to teach the student about the organizational theories, dynamics, conflict, change, culture etc)

Unit-I: Meaning and scope of OB-Challenges and opportunities – Foundations of Individual behaviour, values, attitude, job satisfaction, personality, perception and emotions.

Unit – II: Motivation-Theories, Group dynamics – Leaderships styles..

Unit –III: Organizational conflict-causes and consequences-conflict and Negotiation.

Unit-IV: Organisational change, change process resistance to change and Organisational Development

Unit – V: Organisational Culture-Creating an Ethical Organisation-Managing Stress-Organisational Effectiveness..

(Case Studies are Compulsory)

Suggested Books:

1. Udai Pareek, Organizational Behaviour, Oxford University Press.
2. Karam Pal, Management Process and Organisational Behaviour, IK Int Pub House,ND
3. Moorhead & Griffin, Introduction to Organizational Behaviour, Cengage, New Delhi
4. Arun Kumar and Meenakshi, Organizational Behaviour, Vikas, ND
5. Fred Luthans, Organisational Behaviour, McGraw Hill, New Delhi
6. RK.Suri, Organizational Behaviour, Wisdom Publication
7. Aswathappa K, Organisational Behaviour, Himalaya, Mumbai
8. Neeraj Kumar, Organisational Behaviour, Prentice Hall

## CP 107: QUANTITATIVE TECHNIQUES FOR MANAGEMENT

**Objective:** to make the students familiar with the statistical and mathematical techniques and their applications in business decision making.

Unit-I: Concept – Nature, Scope and importance of quantitative techniques – Applications of quantitative techniques in business decision making.

Unit – II: Measures of Central Tendency – Measures of Dispersion –Simple Correlation and Regression Analysis – Concept and Applications of Multiple Regressions.

Unit –III: Concept of Probability- Probability Rules – Joint and Marginal Probability – Baye’s Theorem- Probability Distributions- Binomial, Poisson, Normal and Exponential Probability Distributions.

Unit-IV: Sampling and Sampling Distributions – Estimation – Point and Interval Estimates of Averages and proportions of small and Large Samples –Concepts of Testing Hypothesis –One Sample Test for Testing Mean and Proportion of Large and Small Samples.

Unit – V: Tests Two Samples –Tests of Difference between Mean and Proportions of Small and Large Samples – Chi-square Test of Independence and Goodness of Fitness- Analysis of Variance.

### Suggested Books:

1. K.V.Sivayya and K.Satya Rao Business Mathematics
2. Anderson, Quantitative Methods for Business, Cengage, ND
3. Nagar, Das – Basic Statistics, Oxford University press
4. CR Kothari, Quantative Techniques, Vikas, ND
5. Shenoy, Sarma and Srivatsava, Quantitative Techniques for Management, New Age,ND
6. N.D.Kothari, Quantitative Techniques, in Management, Tata McGraw Hill, 2001.
7. S.P.Gupta Statistical Methods for Management
7. Anand Sharma, Quantitative Techniques for Decision Making, Himalaya, Mumbai

## **II SEMESTER**

### **201: MARKETING MANAGEMENT**

Objective: to develop an understanding of the concepts, issues and strategies in marketing and its management.

Unit – I Importance and Scope of Marketing: Concepts of Marketing; Marketing Management Tasks; Marketing Environment; Marketing and Customer Value - Industrial Marketing, Services Marketing, Global Marketing.

Unit –II: Marketing Information System and Marketing Research; Consumer Behaviour and Buying Decision Process – Organization Buyer Behaviour – Market Segmentation and Targeting.

Unit – III: Development of Marketing Offerings Strategy – New Product Development– Product line and Decisions–Product-mix–Product Differentiation – Product Life Cycle Management - Brand Management - Packaging.

Unit – IV: Pricing Strategies and Programs; Setting the Price – Adapting the Price – Initiating Response to Price Changes - Delivering Value: Designing and Managing Value Networks – Channels of Distribution.

Unit – V : Communicating Value: Designing and Managing Marketing Communications – Advertising – Direct Marketing and Personal Selling – Sales Promotion – Events and Public Relations and Public Relations : Competitive Marketing Strategies- Emerging Trends in Marketing: Networking Marketing-Viral Marketing-Ambush/Guerilla Marketing-Green Marketing-Direct Marketing etc.

(Case Study is compulsory in all Units)

#### Suggested Books

1. Kotler, Keller, Koshy & Jha, Marketing Management, Pearson, New Delhi
2. William J Stanton, Fundamentals of Marketing, McGraw-Hill, New Delhi.
3. Arun Kumar and Meenakshi, Marketing Management, Vikas, New Delhi
4. Pride and Ferrell, Marketing Management: Planning, Implementation & Control, Cengage, ND
5. Rajan Sexena, Marketing Management: Text cases in Indian Context.
6. Keith Blois - Oxford Textbook of Marketing Oxford University Press.
7. Zinkota & Kotabe : Marketing Management , Prentice Hall of India.
8. Joel R. Evans & Barry Berman : Marketing, Wiley India, New Delhi.

## 202: FINANCIAL MANAGEMENT

**Objective:** to equip the students with basic principles of Financial Management and Techniques.

Unit- I: Nature , Scope and Objectives of Financial Management, Goals of FM-Profit Maximization Vs Wealth Maximization – Finance Functions – Financial Planning and Forecasting - Role of Financial Manager – Funds Flow Analysis – Cash Flow Analysis.- Ratio Analysis.

Unit-II: Financing Decision: Financial Leverage – EPS-EBIT Analysis –Cost of Capital – Weighted Average Cost Capital – Capital Structure – Factors Affecting Capital Structure Theories of Capital Structure.

Unit – III: Investment Decision: Nature and Significance of Investment Decision- Estimation of Cash Flows – Capital Budgeting Process – Techniques of Investment Appraisal: Pay Back Period; Accounting Rate of Return, Time Value of Money- DCF Techniques –Net Present Value, Profitability Index and Internal Rate of Return.

Unit-IV: Dividend Decision: Meaning and Significance – Theories of Dividend – Determinants of Dividend – Dividend policy – Bonus Shares – Stock Splits.

Unit – V: Working Capital Decision: Meaning – Classification and Significance of Working Capital – Component of Working Capital - Cash Management Models – Cash Budgeting – Accounts Receivables – Credit Policies – Inventory Management.

(Case Study is compulsory in all Units)

Suggested Books:

1. Brealey,Myers,Allen and Mohanty, Principles of Fin Management, TataMcGrawhill,ND
2. Pandey IM - Financial Management, Vikas, New Delhi
3. JC Varshney, Financial Management, Wisdom, Delhi
4. Brigham and Houston, Fundamentals of Financial Management, Cengage, New Delhi
5. Banerjii, B., Fundamentals of Financial Management, PHI, New Delhi
6. Weston & Brigham, Managerial Finance, The Dryden Press,Illinois
7. James C.Van Horne -- Financial Management & Policy, Prentice Hall of India.
8. Khan & Jain - Financial Management, Tata McGraw Hill.
9. RM Srivasthava: Financial Management and Policy, Himalaya Publication.
10. Robert F Bruner, Case Studies in Finance: Managing for Corporate Value Creation,TMH,New Delhi

## 203: HUMAN RESOURCE MANAGEMENT

**Objective:** to equip the students with basic concepts of Human Resource Management and the various functions of HRM including Industrial Relations in the liberalized environment

Unit-I: Introduction: Definition and Functions of HRM; Principles of HRM; Changing Environment of HRM; Challenges; Ethical Aspects of HRM.

Unit –II: HR Planning; Concepts; Factors Influencing ; HR planning ; HR Planning Process; Job Analysis ; Recruitment and Selection; Tests and Interview Techniques .

Unit –III: Training and Development – Need, Process, Methods and Techniques, Evaluation, Management Development; Evaluating Employee Performance; Career Development and Counselling.

Unit – IV: Compensation – Concepts and Principles; Influencing Factors; Current Trends in Compensation – Methods of Payment – Incentives and Rewards.

Unit –V: Managing Industrial Relations – Trade Unions – Employee Participation Schemes – Collective Bargaining – Marketing Knowledge Workers.  
(Case Study is compulsory in all Units)

Suggested Books:

1. Venkata Raman C.S., and Srivastava BK Personnel / Human Resource Management, TMH,ND
2. Cynthia D. Fisher & Lyle F. Schoenfeld; / Human Resource Management, Wiley India, New Delhi.
3. DK Tripathi, Human Resource Management: Text & Cases, Wisdom, Delhi
4. Fisher, Managing Human Resource, Cengage, ND
5. N.K.Singh / Human Resource Management, Excel Publications.
6. Jyothi - / Human Resource Management, Pearso Education, New Delhi.
7. Biswajeet Pattnayak / Human Resource Management, Prentic hell of India New Delhi.
8. P.S Rao , Essentials of Human Resource Managemen & IR, Himaliya ,Mumbai
9. Dwivedi &Agarwal, Human Resource Management, Vikas, ND
10. R.Wayne Mondy and Robert M.Noel, Human Resource Management, Pearson

## 204: OPERATIONS MANAGEMENT

Objective: to acquaint the students with decision making process and various aspects of Production Management.

Unit –I : Introduction : Nature and Scope of Production and Operation Management- Historical Evolution – Types of Manufacturing Systems – Differences Between Manufacturing and Service Operations Role of Production and Operation Manager.

Unit-II: Production Planning and Control: Stages in PPC – Gantt – PPC in Mass, Batch, and Job Order Manufacturing-Aggregate Planning – Maintenance Management – Industrial Safety.

Unit-III: Plant Location: Facility Location and Layout Planning –Types of Layouts – Material Handling Equipments – Material Handling Principles – Models Used in Lay Out Designs.

Unit- IV: Productivity: Factors, Affecting Productivity – Job Design – Process Flow Charts – Methods Study – Work Measurement – Engineering and Behavioral Approaches.

Unit –V: Material Management –Cost Associated with Inventory – Economic Order Quantity – ABC Analysis - Materials Requirement Planning – Just In – Time Production Total Quality Management – Acceptance Sampling – Control Charts – Quality Circle – Zero Defects Programmes – ISO 9000 – Application of Computer in Production and Operations.

(Case Study is compulsory in all Units)

Suggested Books:

1. Gaither & Frazier, Operations Management, Cengage, New Delhi
2. Panner Selvem, Production and Operation Management, Prentice Hall of India.
3. Chunnawals, Production & Operation Management Himalaya, Mumbai
4. Kanishka Bedi, Production & Operation Management, University Press.
5. Upendra Kachru: Operation Management, Excel Publications.
6. Adam, E.E& Ebert; R.J. Production and Operation Management, 6<sup>th</sup> Ed., Prentice Hall
7. Chary , S.N.Production and Operation Management, New Delhi, Tata McGraw Hill
8. K Aswathappa & Sridhar Bhatt, Production & Operations Management, Himalaya, Mumbai

## 205 : OPERATIONS RESEARCH

Objective: To make the students familiar with operations research tools in the business decision making.

**UNIT-I :** Introduction – Define Operations Research – Significance of OR -Nature of OR – Characteristics OR -Scope of OR in Management – Types of Models in OR – Methodology of OR - Linear Programming - Definition – Assumptions in LP Models – Applications of LP – Limitations of LP models – Graphical Method – Canonical and Standard Forms of LPP – Simplex Method – Big-M Method – Two Phase Simplex Method – Duality – Dual Simplex Method.

**UNIT-II :** Transportation Models – Northwest Corner Method – Least Cost Method – Vogel's Approximation Method – Test for Optimality using MODI method – Assignment Models – Hungarian Methods-Minimisation – Maximisation –Travelling Salesman Problem.

**UNIT-III :** Game Theory – Game – Value of the Game –Saddle Point – Two Person Zero Sum Game – Pure Strategy – Mixed Strategy – Rule of Dominance – Graphical Methods –  $2 \times n$  –  $m \times 2$  – Method of Matrices approach – Method of LPP – Simulation – Event Type Simulation - Queing Problem – Job Sequencing Problem.

**UNIT-IV :** Decision Theory - Types of Decision Making Environments – Maximax Criterion – Wald Criterion –Savage Criterion – Hurwicz Criterion – Baye's Criterion –Expected Monetary Value Criterion – Expected Opportunity Loss Criterion –Expected Value of Perfect Information –Decision Tree Analysis(including problems) - Queing Theory- M/M/1 , M/M/c Models only.

**UNIT-V :** Dynamic Programming – Capital Budgeting Problem – Product Allocation Problem – Shortest Path Problem – Assignment Problem – Network Analysis – Critical Path Method – Project Evaluation and Review Technique – Crashing.

(Case Studies are compulsory in all Units)

### TEXT BOOKS:

1. B.S. GOEL, S.K. MITTAL, OPERATIONS RESEARCH, PRAGATI PRAKASHAN PUBLISHERS, MEERUT.
2. PREM KUMAR GUPTA, DR.D.S HIRA,AARTI KAMBOJ, INTRODUCTION TO OPERATIONS RESEARCH, S.CHAND PUBLICATIONS,NEW DELHI.
3. V.K.KAPOOR, OPERATIONS RESEARCH TECHNIQUES FOR MANAGEMENT, SULTAN CHAND&SONS
4. KALAVATHY.S, OPERATIONS RESEARCH, VIKAS PUBLISHERS HOUSE PVT LTD

### REFERENCES:

1. ANAND SHARMA, OPERATIONS RESEARCH, HIMALAYA PUBLISHING HOUSE PVT LTD
2. WINSTON, OPERATIONS RESEARCH,CENGAGE,ND
3. J K SHARMA, OPERATIONS RESEARCH – THEORY AND APPLICATIONS, MAC MILLAN PUBLISHERS.

## **CP – 206: COMPUTER APPLICATIONS IN MANAGEMENT**

Objective: The objective of this course is to provide an insight into basic features of Computer Systems and their Applications in Managerial Decision Making.

Unit-I: Introduction to Computer Concepts – Elements of computer – Characteristics of a Computer – Classification of Computers – Basic Computer Architecture – Input-output Devices

Unit-II Software Concepts: Types of software – Software: its nature and qualities — Windows Operating System Functions -

Unit-III: MS Office- Applications of MS Word in Business Correspondence: letters, tables, mail merge, labels

Applications of MS Excel: Graphs and Charts – Calculation of various financial functions - Ms Access: Tables and Queries

Unit-IV: MS Power Point: Introduction – Toolbar, their Icons and Commands – Navigating in Power point - Creation of slides, animation, and templates - Designing Presentations – Slide show controls – Making notes on Pages and Handouts – Printing Presentations – Customizing Presentations - Auto content Wizard.

Unit-V: Computer Networks: Overview of a Network – Communication processors – Communications Media – Types of Network – Network Topologies- Network protocols – Network Architecture.

Exercises in the above areas is a must

### ***Suggested Books:***

1. Sanjay Saxena and Prathpreet Chopra, Computer Applications in Management, Vikas, New Delhi
2. Aksoy, Introduction to Information Technology, Cengage, ND
3. Parameswaran: Computer Application in Business – S Chand, New Delhi.
4. Management Information Systems by Mahadeo Jaiswal, Monika Mittal, Oxford University Press.
5. PS Gill, Database Management Stystems, IK Int Pub House, New Delhi
6. Management Information Systems by D.P. Goyal, MacMillan Publishers.
7. The Compact guide to Microsoft office, Mansfield Rom, BPB Publications, Delhi.
7. Sudalaimuthu & Anthony Raj, Computer Applications in Business, Himalaya, Mumbai

## **CP - 207: RESEARCH METHODOLOGY FOR MANAGEMENT**

Objective: To equip the students with the basic understanding of research methodology and to provide insight into the application of modern analytical tools and techniques for the purpose of management decision making.

Unit – I: Meaning and Importance of Research – Research Process – Types of Research – Defining Research Problem – Formulation of Hypothesis – Testing of Hypothesis.

Unit – II: Research Design – Exploratory Research – Descriptive Research – Casual Research – Sampling and Sampling Design – Sampling Methods – Simple Random Sampling – Stratified Sampling – Systematic Sampling – Cluster Sampling – Multistage Sampling, Non-Probability Sampling – Convenience Sampling – Judgement Sampling – Quota Sampling.

Unit – III: Data Collection – Primary and Secondary Data – Designing of Questionnaire – Measurement and Scaling – Nominal Scale – Ordinal Scale – Interval Scale – Ratio Scale – Guttman Scale – Likert Scale – Schematic Differential Scale.

Unit – IV: Editing – Coding – Classification of Data – Tables and Graphic Presentation – Preparation and Presentation of Research Report.

Unit – V: Non Parametric Tests – Kolmogorov – Smirnov Test – Runs Test for Randomness – Sign Test – Median Test – Multivariate Analysis – Multiple Regression Analysis – Concepts and Application of Discriminate Analysis and Factor Analysis.

### **Suggested Books:**

1. Mark Saunders, Philip Lewis, Adrian Thornbill, Research Methods for Business Students, Pearson,ND
2. Churchill, Iacobucci & Israel, Marketing Research: A South Asian Perspective, Cengage, New Delhi
3. C.R. Kothari, Research Methodology, New Age International.
4. Carver & Nash, Data Analysis with SPSS, Cengage, New Delhi
5. Alan Bryman & Emma Bell, Business Research Methods, Oxford University Press.
6. Donald R. Cooper & Pamela S. Schindler, Business Research Methods 8<sup>th</sup> Edition, Tata McGraw Hill.
7. K.V.S. Sarma, Statistics made sample, do it yourself on PC, Prentice Hall.
8. V P Michael, Research Methodology in Management, Himalaya, Mumbai

### III SEMESTER

#### CP 301: ENTREPRENEURSHIP

Objective: The objective of this course is to expose the students to the subject of entrepreneurship and small business management, so as to prepare them to establish and a new enterprise and effectively manage the same.

Unit – I: Entrepreneurship: Importance, Characteristics and Qualities of Entrepreneurship; Entrepreneurial; Role of Entrepreneurship, Ethics and Social Responsibilities.

Unit – II: Role of Government; Role of IDBI, NIESBUD, SISI, DIC Financial Institutions Commercial Banks, Entrepreneurial Development Institutes, Universities and other Educational Institutions Offering Entrepreneurial Development Programme.

Unit – III: Training: Designing Appropriate Training Programme to Inculcate Entrepreneurial Spirit, Training for New and Existing Entrepreneurs, Feedback and Performance of Trainees.

Unit – IV: Women Entrepreneurship – Role & Importance, Profile Women Entrepreneur, Problems of Women Entrepreneurs, Women Entrepreneurship Development in India.

Unit – V: Creativity and Entrepreneurship Sources and Methods of Ideas Planning and Development of Programmes E-Business Ventures; New Venture Management.

(Case Studies are Compulsory)

#### **Suggested Books:**

1. NVR Naidu and T.Krishna Rao, Management and Entrepreneurship, IK Int Pub House, New Delhi
2. S Anil Kumar, Small Business and Entrepreneurship, IK Int Pub House, New Delhi
3. Balraj Singh, Entrepreneurship Development, Wisdom, Delhi
4. Timmons and Spinelli, New Venture Creation:Entrepreneurship for 21<sup>st</sup> Century, TMH, ND
5. Tabarrok – Entrepreneurial Economics, Oxford University Press.
6. C.V. Bakshi, Entrepreneurship Development, Excel Publications.
7. Jain, Hand Book of Entrepreneurs, Oxford University Press.
8. Vasant Desai, Small Business in Entrepreneurship, Himalaya Publishing House.

## CP 302 VUCA Management

**UNIT I:** Introduction to Volatility, Uncertainty, Complexity, Ambiguity (VUCA) – Significance – Challenges in Business - digitalization, globalization, and social inclusion.

**UNIT II:** Sensitive Analysis – Capital Expenditure decisions under risk & Uncertainty – Introduction to Financial Derivatives – Turnaround Strategies (theory only).

**UNIT III:** Merger Strategies, Acquisitions/Takeovers, Joint Ventures, Strategic Alliances (theory only) restructuring - challenge of business sustainability.

**UNIT IV:** Crisis Management – Types, Strategies, Talent Management- triple bottom line approach. (People – social bottom line; Planet – ecological bottom line, Profit – economic bottom line).

**UNIT V:** Issues of VUCA in Product Management – Pricing, Promotion – Distribution, Strategic Leadership – Developing core competencies.

### Books:

1. The VUCA Company, Suhayl Abidi, Manoj Joshi, JAICO Publishing company, Jaipur
2. Strategic Planning, Formulation of Corporate Strategy – V S Ramaswamy & S Namakumari, Macmillan India Ltd,
3. Financial Management – I.M.Pandey, Vikas Publications.
4. Financial Management – Khan & Jain - Tata Mc Graw Hill.
5. Business Policy & Strategic Management – Azar Kazmi –Tata Mc Graw Hill.
6. Strategic Management – Francis Cherunilam – Himalaya Publishing House.
7. Strategic Management – P.Subba Rao, Himalaya Publishing House.
8. Crisis Management, Plannin for the inevitable, Steven Fink, Iuniverse Publication.
9. Crisis Management – Jonathan Bernstein, Tata Mc Graw Hill.
10. Managing Talent – Marion Devine & Michel Syrett, The Economist Publication.
11. Strategic Talent Development – Janice Caplan.

## CP 303: CORPORATE LEGAL FRAMEWORK

**Objective:** to assist the students in understanding Corporate laws affecting the operations of a business enterprise.

- UNIT-- I:** Significance of Business Laws—Indian Contract Act, 1872: Meaning and classification of contracts—Essential of a valid contract—Performance of a contract-- Discharge of contract—Remedies for breach of contract.
- UNIT-II:** The Sale of Goods Act, 1930: Meaning and Essentials of contract of sale— Sale and Agreement to sell—Conditions and Warranties—Transfer of property-- Performance of a contract of sale—Unpaid seller.
- UNIT-III:** The Indian Partnership Act, 1932: Meaning and Essentials of partnership-- Registration of partnership—Kinds of partners—Rights and Liabilities of Partners—Relations partners to third parties—Dissolution.
- UNIT-IV:** The Consumer Protection Act, 1986: Meaning of Consumer, Service, Goods, Deficiency, Defect, Unfair Trade Practices—Rights of Consumers—Machinery for redressal of Grievances—Remedies available to injured consumers
- UNIT-V:** The Companies Act, 2013: Nature and Registration—Kinds of Companies— Memorandum of Association—Article of Association—Kinds of Shares—Powers and duties of Directors—winding up.

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### SUGGESTED BOOKS:

- \*\* N.D.Kapoor—Commercial Law—Sultan chand publishers, New Delhi.
- \*\* S N Maheswaru & Suneed Maheswari—Commercial Laws—Mayoor . Paper Backs—NOIDA
- \*\* Tulisian P.C.—Business Laws—Tata Mc Graswhill Publishing house— . New Delhi
- \*\* Kucchal—Business Law—Vikas Publishing House, New Delhi.
- \*\* Avatar Singh—Mercantile Law--EBC—New Delhi.

**SEMESTER – IV**  
**401: STRATEGIC MANAGEMENT**

**Objective:** to enlighten the students with the Concepts and Practical applications of Business Policy and the Process of the Strategic Management

Unit-1: Overview of Strategic Management of Strategic Management – Business Policy and Strategic Management - Strategic Management Model – Business Ethics and Strategic Management.

Unit-II: Business Vision, Mission, Objectives – Characteristics of Mission Statement Types of Strategies – Integration strategies – Intensive strategies – Diversification strategies- Diversification strategies- Michael Porter Generic Strategies

Unit-III: Strategic formulation: Environmental Analysis – External and industry analysis – Internal analysis –Strategic analysis and choice – Input stage –Matching stage – decision stage – Cultural aspects of strategy choice.

Unit-IV: Strategic Implementation: The nature of strategic implementation resource allocation – Strategy and structure – Creating – Supportive culture – Implementing strategies in functional areas.

Unit – V: Strategy Evaluation: The nature of strategy evaluation –Review and Control – Characteristics of effective evaluation systems – Criteria for strategy control –Mechanism for strategic control.

(Case Study is compulsory in all Units)

**Suggested Books**

1. Hill & Jones, An Integrated Approach to Strategic Management, Cengage, ND
2. Glueck, William F. Strategic Management and Business Policy, New York McGraw Hill.
3. Sukul Lamesh, Business Policy and Strategic Management, Vikas, ND
4. Hugh McMillan- Strategic Management, Oxford University Press.
5. Budhiraja, S.B. and Athereya, MB.Cases in Strategic Management, Tata McGraw-Hill,ND
6. Hax A.C and Majluf, N.S. Strategic Management, Englewood Cliffs, New Jersey , Prentice Hall of India.
7. Mathur U.C. Strategic Management, Macmillan.
8. Gupta, Strategic Management, Prentice Hall of India.
9. PS Rao, Business Policy & Strategic Management, Himalaya, Mumbai

# **SPECIALIZATION PAPERS**

## **FINANCIAL MANAGEMENT**

### **FM 304: FINANCIAL MARKETS AND SERVICES**

**Objective:** to enlighten the students with the Concepts and Practical dynamics of Financial Markets and Financial Services

UNIT – I : Structure of Financial System – role of Financial System in Economic Development – Financial Markets and Financial Instruments – Capital Markets – Money Markets – Primary Market Operations – Role of SEBI – Secondary Market Operations – Regulation – Functions of Stock Exchanges – Listing – Formalities – Financial Services Sector Problems and Reforms.

UNIT – II : Financial Services: Concept, Nature and Scope of Financial Services – Regulatory Frame Work of Financial Services – Growth of Financial Services in India – Merchant Banking – Meaning-Types – Responsibilities of Merchant Bankers – Role of Merchant Bankers in Issue Management – Regulation of Merchant Banking in India. Leasing – types of Leases – Evaluation of Leasing Option Vs. Borrowing.

UNIT – III : Venture Capital – Growth of Venture Capital in India – Financing Pattern under Venture Capital – Legal Aspects and Guidelines for Venture Capital. Factoring, Forfeiting and Bill Discounting – Types of Factoring Arrangements – Factoring in the Indian Context.

UNIT – IV : Credit Rating – Meaning, Functions – Debt Rating System of CRISIL, ICRA and CARE. Mutual Funds – Concept and Objectives, Functions and Portfolio Classification, Organization and Management, Guidelines for Mutual Funds. Working of Public and Private Mutual Funds in India. Debt Securitization – Concept and Application – De-mat Services-need and Operations-role of NSDL and CSDL.

UNIT – V : **Microfinance:** Over view of Microfinance, Indian Rural financial system, introduction to Microfinance, Microfinance concepts, products, (savings, credit, insurance, pension, equity, leasing, hire-purchase service, Microfinance in kind, Micro-remittances, Micro-Securitization. Microfinance models: Generic models viz. SHG, Grameen, and Co-operative, variants SHG NABARD model, SIDBI model, SGSY model, Grameen Bangladesh model, credit unions. Poverty and Need of Microfinance. Gender issues in Microfinance

(Case Studies are Compulsory)

**Suggested Books:**

1. Bhole & Mahakud, Financial Institutions and Market, TMH, New Delhi
2. V.A.Avadhani, Marketing of Financial Services, Himalayas Publishers, Mumbai
3. DK Murthy, and Venugopal, Indian Financial System, IK Int Pub House
4. Anthony Saunders and MM Cornett, Fin Markets & Institutions, TMH, ND
5. Edminister R.D., Financial Institution, Markets and Management:6.
7. Punithavathy Pandian, Financial Markets and Services, Vikas, New Delhi
8. Vasanth Desai, Financial Markets & Financial Services, Himalaya, Mumbai
9. Meir Khan – Financial Institutions and Markets, Oxford Press.
10. Madura, Financial Markets & Institutions, Cengage, ND

## FM 305: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

**Objective:** to enlighten the students with the Concepts and Practical applications of Security Analysis and Portfolio Management

Unit-1: Concept of Investment, Investment Vs Speculation, and Security Investment Vs Non-security Forms of Investment-Investment Environment in India. Investment Process - Sources of Investment Information, Security Markets – Primary and Secondary – Types of securities in Indian Capital Market, Market Indices. Calculation of SENSEX and NIFTY

Unit-II: Return and Risk – Meaning and Measurement of Security Returns. Meaning and Types of Security Risks: Systematic Vs Non-systematic Risk. Measurement of Total Risk - Intrinsic Value Approach to Valuation of Bonds - Preference Shares and Equity Shares.

Unit-III: Fundamental Analysis – Economy, Industry and Company Analysis, Technical Analysis – Concept and Tools and Techniques Analysis – Technical Analysis Vs Fundamental Analysis - Efficient Market Hypothesis; Concept and Forms of Market Efficiency.

Unit-IV: Elements of Portfolio Management, Portfolio Models – Markowitz Model, Efficient Frontier and Selection of Optimal Portfolio. Sharpe Single Index Model and Capital Asset Pricing Model, Arbitrage Pricing Theory.

Unit-V: Performance Evaluation of Portfolios; Sharpe Model – Jensen’s Model for PF Evaluation, Evaluation of Mutual Fund.

(Case Studies are Compulsory)

Suggested Books:

1. Fisher DE and Jordon RJ, Security Analysis and Portfolio Management, PHI, New Delhi
2. Ambika Prasad Dash, Security Analysis and Portfolio Management, IK Int Pub House, New Delhi
3. Hirt and Block, Fundamentals of Investment Management, TataMcGrawHill, New Delhi
4. Reily Frank K, Investment Analysis and Portfolio Management, Cengage, New Delhi
5. Bodie, Kane, Marcus and Mohanty, Investments, TataMcGraw Hill, New Delhi
6. Peter Lynch, One Up on Wall Street, Simon & Schuster Paperbacks, New York
7. Sharpe W, Alexander, GJ., & Baily JV., Investments, TMH, New Delhi
8. Avadhani, VA, SAPM, Himalaya Publishers.
9. Bhalla, VK Investment Management, S.Chand., New Delhi
10. Preeti Singh, Investment Management, Himalaya Publishers.
11. Timothy Vick, How to Pick Stocks like Warren Buffett, TMH, New Delhi

## FM 402: FINANCIAL DERIVATIVES

**Objective:** to enlighten the students with the Concepts and Practical applications of derivatives in the Security markets

Unit – I : Introduction to Financial Derivatives – Meaning and Need – Growth of Financial Derivatives in India – Derivative Markets – Participants – Functions – Types of Derivatives – Forwards – Futures – Options – Swaps – The Regulatory Framework of Derivatives Trading in India.

Unit – II : Features of Futures – Differences Between Forwards and Futures – Financial Futures – Trading – Currency Future – Interest Rate Futures – Pricing of Future Contracts – Value At Risk (VAR) – Hedging Strategies – Hedging with Stock Index Futures – Types of Members and Margining System in India – Futures Trading on BSE & NSE.

Unit – III : Options Market – Meaning & Need – Options Vs futures – Types of Options Contracts – Call Options – Put Options – Trading Strategies Involving Options – Basic Option Positions – Margins – Options on stock Indices – Option Markets in India on NSE and BSE.

Unit – IV : Option Pricing – Intrinsic Value and Time Value - Pricing at Expiration – Factors Affecting Options pricing – Put-Call Parity Pricing Relationship – Pricing Models – Introduction to Binominal Option Pricing Model – Black Scholes Option Pricing Model.

Unit – V: Swaps – Meaning – Overview – The Structure of Swaps – Interest Rate Swaps – Currency Swaps – Commodity Swaps – Swap Variant – Swap Dealer Role – Equity Swaps – Economic Functions of Swap Transactions – FRAs and Swaps. (Case Studies are Compulsory)

### Suggested Books:

1. Rene M Stulz, Risk Management and Derivatives, Cengage, New Delhi
2. David Thomas. W & Dubofsky Miller. Jr., Derivatives Valuation and Risk Management, Oxford University, Indian Edition.
3. N.D.Vohra & B.R.Baghi, Futures and Options, Tata McGraw-Hill Publishing Company Ltd.
4. Red Head: Financial Derivatives: An Introduction to Futures, Forward, Options” Prentice Hall of India.
5. David A. Dubofsky, Thomas W.Miller, Jr.: Derivatives: Valuation and Risk Management, Oxford University Press.
6. Sunil K.Parameswaran, “Futures Markets: Theory and Practice” Tata-McGraw-Hill Publishing Company Ltd.
7. D.C.Parwari, Financial Futures and Options, Jaico Publishing House
8. T.V.Somanathan, Derivatives, Tata McGraw-Hill Publishing Company Ltd.
9. NSE manual of Indian Futures & Options & www.Sebi.com

## **FM 403: BEHAVIORAL FINANCE**

### **UNIT – 1**

Introduction to Behavioral finance – Nature, scope, objectives and application; Investment Decision Cycle: Judgment under Uncertainty :Cognitive information perception - Peculiarities (biases) of quantitative and numerical information perception - Weber law -Subjective probability – Representativeness – Anchoring - Asymmetric perception of gains and losses framing and other behavioral effects - Exponential discounting - Human economic behavior - Discount factors for short and long horizons - Experimental measurement of the discount factor - Hyperbolic discounting

### **UNIT – 2**

Utility/ Preference Functions: Expected Utility Theory [EUT] and Rational Thought: Decision making under risk and uncertainty - Expected utility as a basis for decision-making – Theories based on Expected Utility Concept – Decisionmaking in historical prospective - Allais and Elsborg's Paradoxes - Rationality from an economics and evolutionary prospective – Herbert Simon and bounded rationality- Investor rationality and market efficiency - Empirical data that questions market efficiency.

### **UNIT – 3**

Behavioral Factors and Financial Markets: The Efficient Markets Hypothesis – Fundamental Information and Financial Markets - Information available for Market Participants and Market Efficiency -Market Predictability –The Concept of limits of Arbitrage Model - Asset management and behavioral factors - Active Portfolio Management: return statistics and sources of systematic underperformance. - Fundamental information and technical analysis – the case for psychological influence.

### **UNIT – 4**

Behavioral Corporate Finance: Behavioral factors and Corporate Decisions on Capital Structure and Dividend Policy - Capital Structure dependence on Market Timing - Mergers and Acquisitions. Systematic approach to using behavioral factors in corporate decisionmaking.External Factors and Investor Behavior: Mechanisms of the External Factor influence on risk perception and attitudes - Connection to human psychophysiology and emotional regulation Active portfolio management – the source of the systematic underperformance.

### **UNIT – 5**

Emotions and Decision – Making: Experimental measurement of risk-related - Measuring Risk - Emotional mechanisms in modulating risk-taking attitude - Neurophysiology of risktaking. Personality traits and risk attitudes in different domains.

### **Reference Books**

- Behavioral Finance: Psychology, Decision-Making, and Markets", by Ackert and Deaves.
- Understanding Behavioral Finance by Ackert→ The Psychology of Investing by John R. Nofsinger, Pearson Prentice Hall, (4th Edition)
- What Investors Really Want - Learn the lessons of behavioral Finance, Meir Statman, McGraw-Hill

- Handbook of Behavioral Finance – Brian R. Bruce
- Behavioral finance - Wiley Finance - Joachim Goldberg, Rüdiger von Nitzsch
- Plous, Scott, 1993, The Psychology of Judgment and Decision Making, Ch 10-15
- Shleifer, Andrei, 2000, Are Financial Markets Efficient?, Chapter 1 in Inefficient Markets, Oxford University Press.
- Ackert, L., and R. Deaves, 2010, Behavioral Finance: Psychology, Decision-Making and Markets, South-Western Cengage Learning, Mason, Ohio.
- Nofsinger, J. R., 2001, Investment Madness, Prentice Hall.
- Mitchell, O. S., and S. P. Utkus, eds., 2004. Pension Design and Structure: New Lessons from Behavioral Finance (Oxford University Press, New York, New York).
- Shleifer, Andrei (2000): Inefficient Markets: An Introduction to Behavioral Finance, Oxford University Press, Oxford.
- Montier, James (2002): Behavioural Finance, John Wiley & Sons, New York.
- Plous, S. (1993). The psychology of judgment and decision-making NY: McGrawHill.

## **FM 404: INTERNATIONAL FINANCIAL MANAGEMENT**

**Objective:** to enlighten the students with the Concepts and Practical applications of International Financial Management.

Unit I : International Monetary and Financial System: Evolution; Breton Woods Conference and Other Exchange Rate Regimes; European Monetary System, South East Asia Crisis and Current Trends.

Unit II : Foreign Exchange Risk: Transaction Exposure; Accounting Exposure and Operating Exposure – Management of Exposures – Internal Techniques, Management of Risk in Foreign Exchange Markets: Forex Derivatives – Swaps, futures and Options and Forward Contracts (Cases).

Unit III : Features of Different International Markets: Euro Loans, CPs, Floating Rate Instruments, Loan Syndication, Euro Deposits, International Bonds, Euro Bonds and Process of Issue of GDRs and ADRs.

Unit IV : Foreign Investment Decisions : Corporate Strategy and Foreign Direct Investment; Multinational Capital Budgeting; International Acquisition and Valuation, Adjusting for Risk in Foreign Investment.

Unit V : International Accounting and Reporting; Foreign Currency Transactions, Multinational Transfer Pricing and Performance Measurement; Consolidated Financial Reporting.

(Case Studies are Compulsory)

### **Suggested Books:**

1. Buckley Adrin, Multinational Finance, 3<sup>rd</sup> Edition, Engle Wood Cliffs, Prentice Hall of India.
2. S.P.Srinivasan, B.Janakiram, International Financial Management, Wiley India, New Delhi.
3. Clark, International Financial Management, Cengage, ND
4. V.Sharan, International Financial Management, 3<sup>rd</sup> Edition, Prentice Hall of India.
5. A.K.Seth, International Financial Management, Galgothia Publishing Company.
6. P.G.Apte, International Financial Management, Tata McGraw Hill, 3<sup>rd</sup> Edition.
7. Bhalla, V.K., International Financial Management, 2<sup>nd</sup> Edition, New Delhi, Anmol, 2001.
8. V.A.Avadhani, International Financial Management, Himalaya Publishing House.
9. Bhalla, V.K., Managing International Investment and Finance, New Delhi, Anmol, 1997.

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## MARKETING MANAGEMENT (SPECIALIZATION PAPERS)

### MM 304 – CONSUMER BEHAVIOUR AND CUSTOMER RELATIONSHIP MANAGEMENT

**Objective:** to enlighten the students with the Concepts and Practical applications of Consumer Behaviour and CRM

Unit-I : Introduction to the study of Consumer Behaviour – Consumer and Marketing Strategy – Determinants of Consumer Behaviour – Profile of the Indian Consumer.

Unit – II : Perception – Nature – Perception and Marketing Strategy, Motivation – Motivation Theories and Marketing Strategy – Personality.

Unit – III : Attitude Measurement and Change – Self Concept and Life Style Marketing, Influence of Social and Cultural factors on Consumer Behaviour – Family, Reference groups, Cross Cultural Variations in Consumer Behaviour.

Unit – IV : Consumer Decision Process – Problem Recognition – Information Search – Evaluation of alternatives and selection – Post Purchase Behaviour – Organizational buyer Behaviour – Diffusion of Innovation.

Unit – V : Customer Relationship Management : Facets and Elements of CRF – CRM Process – Importance of CRM – Planning and Managing CRM Programme – Concept of Customer Loyalty – Customer Value Assessment – Customer Retention Strategies – CRM in services.

(Case Study is compulsory in all Units)

Suggested Books:

1. Hawkins, Best, Coney: Consumer Behaviour Building Marketing Strategy, Tata McGraw Hill.
2. Lindquist & Sirgy, Consumer Behaviour, Cengage, New Delhi
3. N Gautam & K Jain, Consumer Behaviour, Wisdom, Delhi
4. Kazmi : Consumer Behaviour, Excel Publishers.
5. H.Peer Mohammed: Customer Relationship Management, Vikas, ND
6. Panwar, J.S. Beyond Consumer Marketing, Sage Response Books, New Delhi.
7. Mukesh Chaturvedi and Abhivan Chaturvedi : Customer Relationship Management An Indian Perspective. Excel Books.
8. Deon – Buyer Behaviour, Oxford University Press.
9. Henry Assael: Consumer Behaviour, Willey India, New Delhi.

## MM 305: SERVICES MARKETING

**Objective:** to enlighten the students with the Concepts and Practical applications of Services Marketing.

Unit – I: Introduction to Services Marketing: Importance and characteristics of Services: Growth of Services Sector; Services in the Indian Economy; Services Strategy.

Unit – II: Consumer Behaviour in Services; Market Segmentation and Services Positioning; Service Demand Management Designing and Managing Service Product.

Unit – III: Service quality Management: Service Quality Audit – GAP Model of Service Quality – Total quality Services Marketing – Service Excellence, Pricing of Services – Pricing Strategies Linked to Value Perceptions.

Unit – IV: Service Distribution – Managing Physical Evidence – Internal Marketing.

Unit – V: External Marketing: Word of Mouth Communication. Interactive Marketing: Management of Moments of Truth - Service Deficiencies - consumer Grievance Recovery Strategies.

(Case Studies are Compulsory)

### **Suggested Books:**

1. K.Rama Mohana Rao: Services Marketing, Pearson Education, New Delhi.
2. Valeri Zeithmal and Mary Jo Bunter: Services Marketing, Tata McGraw Hill, New Delhi.
3. Apte – Services Marketing, Oxford University Press.
4. Bhattacharya: Servies Marketing, Excel Publishers.
5. Christopher Lovelock: Services Marketing, Pearson Education, Delhi.
6. Ravi Shanker: Services Marketing: Indian Perspectives, Excel Publishers.
7. Christian Gronrose: Services Management and Marketing, Maxwell Macmillan.
8. Kenneth E.Clow & David L.Kurtz, Servies Marketing, Wiley India, New Delhi.
9. S.L.Gupta, Marketing of Services, Wisdom Publication.

## MM 402: SALES AND DISTRIBUTION MANAGEMENT

**Objective:** to enlighten the students with the Concepts and Practical applications of Sales and Distribution Management.

Unit I: Modern Trends in Sales Management – Inter Departmental Relations – Organization of Sales Department – Different Types of Sales Organizations.

Unit II : Analysis of Market Potential – Sales Potential – Sales Volume – Forecasting Sales – Different Techniques of Forecasting Sales – Sales Budgets – time and Territory Management – Sales Quotas.

Unit III : Recruitment – Selection and Training of Salesmen – Salesmen’s Compensation Plans – Evaluation of Salesmen’s Performance – Sales Control Research.

Unit IV: Marketing Channels – Structure and Functions – Channel Design – Selecting Channel Members – Motivating Channel Members.

Unit V: Channel Conflicts – Reasons – Managing Channel Conflicts Evaluating Channel Member Performance – Supply Chain Management – Managing Logistics.

(Case Studies are Compulsory)

### Suggested Books:

1. Pingali Venugopal, Sales and Distribution Management: An Indian Perspective, Response Books, New Delhi.
2. Aftab Alam Sales and Distribution Management, Wisdom Publication
3. Richard R.Stire, Edward W.Candiff and Norman, A.P.Gavani, Sales Management Decisions, Policies and Cases – Prentice Hall.
4. Arun Mittal, Advertising & Sales Promotion, Wisdom, Delhi
5. Eugene. M.Johnson, David L.Kurty and Enirhard. E.Scheuing – Sales Management, Concepts, Practices and Cases by McGraw Hill International.
6. S.L.Gupta, Sales and Distribution Management: Text and Cases, Excel Publishers.
7. Berg Rosenbloom – Marketing Channels – a Management View – by the Dryden Press, Hinsdale, Illinois.
8. Aune T.Coughlan, Stern E.Ansary – Marketing Channels, Prentice Hall of India.
9. Panda – Sales & Distribution Management, Oxford University Press.
10. Matin Khan: Sales and Distribution Management, Excel Publishers.

## **MM – 403: ADVERTISING AND BRAND MANAGEMENT**

**Objective:** to enlighten the students with the Concepts and Practical applications of advertising and brand management.

Unit I: Role of Advertising in Promotional Mix – Introduction to Advertising – Advertising and Communication – Integrated Marketing (IMC) – Challenges and Opportunities in Advertising – Economic, Social and Ethical Aspects of Advertising.

Unit II : Audience Analysis in Advertising – Media Planning – Media Mix Decisions – Developing Media Strategy – Creative Strategy and Copy Writing – Different Types of Appeals – Layout Design.

Unit III: Advertising Budgets – Methods of Formulating Advertising Budgets – Evaluating of Advertising Effectiveness – Advertising Agencies.

Unit IV: Direct Response Advertising – Home Shopping – Direct Mail – Catalogs – Telemarketing – Internet Advertising – International Advertising – Impact of Culture – Customs – Law and Regulations.

Unit V: Brand Management: Brand Building and Positioning – Measuring Brand Performance – Designing Brand Marketing Programmes – Evaluating Brand Performance – Branding in Retail Business – Role of Own Label – Emerging trends in Brand Management.

(Case Studies are Compulsory)

### **Suggested Books:**

1. William Wills, John Burnett and Sandra Mriarty – Advertising Principles and Practice – Pearson,ND
2. YLR Murthy, Brand Management: Indian Cases . Vikas, ND
3. John. S. Wright Wills. L.Winter, Jr. and Sherliyer K.Leigler, Advertising – Tata McGraw Hill.
4. Manendra Mohan – Advertising Management Concepts and Cases – Tata McGraw Hill.
5. Percy & Elliot – Strategic Advertising Management, Oxford University Press.
6. AK.S.A.Chunnawala and K.C.Sethia – Foundations of Advertising Theory and Practice – Himalaya
7. George E.Belch and Michael A.Belch – Advertising and Promotion and Integrated Marketing Communication Perspective – Tata McGraw Hill.
8. Chunnawala, S.A., Compendium of Brand Management, Himalaya Publications House, 2004.
9. Mathur, U.G. Brand Management – Text and Cases, Macmillan India Ltd. 2006.

## MM 404: RETAIL MANAGEMENT

**Objective:** to enlighten the students with the Concepts and Strategies of Retailing

### UNIT-I

Concept of retailing – retail development – types and functions of retailers – multi channel retailing – organized retailing in India – special characteristics of retailing services retailing Global retailing

### UNIT -II

Retail strategy: market strategy – retail formats and target market selection – building sustainable competitive advantage – growth strategies – strategic retail planning process-retail life cycle.

### UNIT-III

Retail location – types, location opportunities – selection of location and Site analysis - financial strategy – strategic profit model – setting and measuring performance objectives- retail service quality.

### UNIT-IV

Store layout and design, store operations and inventory management merchandise planning and control, buying merchandise – developing assortment plan.

### UNIT -V

Retail pricing strategy, category management, customer services – retail branding- promotional strategies – advertising, sales promotion, store atmosphere.

### REFERENCES

1. Sheikh and Kaneez Fatima, “**Retail Management**”, Himalaya Publishing House, Mumbai, 2012
2. A.J. Lamba:”**The Art of Retailing**”, Tata McGraw Hill Education Pvt. Ltd. New Delhi.2011
3. Sivakumar, A, “**Retail Marketing**”, Excel Books, New Delhi, 2007
4. Swapna Pradhan, “**Retail management**”, Tata McGraw Hill Education Pvt. Ltd. New Delhi, 2012
5. Berman Barry, Joel R. Evans and Mini Mathur, “**Retail Management-A Strategic Approach**”, Pearson Education, New Delhi, 2011.
6. Chetan Bajaj RajnishTuli, Nidhivarma Srivastava:”**Retail Management**”, Oxford University Press, New Delhi, 2012.
7. Gibson G Vedamani, “**Retail Management**”, Jaico Publishing House, New Delhi.

8. Dunne: “**Introduction to Retailing**”, Cengage Learning, New Delhi, 2013 (Case Studies are Compulsory)

**Suggested Books:**

1. Wareen J.Keegan : Global Marketing Management
2. Keifer Lee, Steve Carter, Global Marketing Management, Oxford University Press.
3. Gillispe, International Marketing, Cengage, ND
4. Jean-Pierre Jennet & H. David Hennessey, Global Marketing Strategies, Wiley India, Delhi.
5. Vasudeva: International Marketing, Excel Publications.
6. Dana-Nicoleta Lascu, International Marketing, Wiley India, New Delhi.
7. Varshney R.L. & Bhattacharya : International Marketing Management
8. Subhash C.Jain : International Marketing Management
9. Saravanauel. P : International Marketing.

## HUMAN RESOURCE MANAGEMENT (SPECIALIZATION PAPERS)

### HRM 304: INDUSTRIAL RELATIONS

**Objective:** to enlighten the students with the Concepts and Practical applications of Industrial Relations.

Unit – I: Industrial Relations: Scope and Significance – Causes and Consequences of Industrial Disputes – Recent Trends in Industrial Relations

Unit—II : Trade Unions: Trade Union Structure and Movement in India – Changing Role in the Context of Liberalisation

Unit – III: Promotion of Harmonious Relations – Machinery for Prevention and Settlement of Industrial Disputes – Conciliation – Arbitration and Adjudication – Code of Discipline.

Unit-IV: Grievances and Discipline: Grievances Redressal Machinery – Discipline in Industry \_ Measures for dealing with Indiscipline.

Unit – V: Collective Bargaining (CB) – CB Practices in India – Participative Management Forms and Levels – Schemes of Workers’ Participation in Management in India.

(Case Studies are Compulsory)

#### Suggested Books:

1. Venkat Ratnam, C.S. – Industrial Relations, Oxford University Press.
2. SC Srivathava, Industrial Relations and Labour Laws, Vikas, ND.
3. M.Arora: Industrial Relations, Excel Publications.
4. P.R.N.Sinha, Indu Bala Sinha and Seema Priyadarshini Shekar, “Industrial Relations, Trade Unions and Labour Legislation”, Pearson Education, New Delhi.
5. Ramaswamy E.A. – The Strategic Management of Industrial Relations, Oxford University Press.
6. Cowling and James, The Essence of Personnel Management and Industrial Relations, Prentice Hall of India.
7. Ratna Sen, “Industrial Relations in India”, Macmillan India Ltd. New Delhi.
8. Michael Armstrong, Employee Reward, Universities Press (India) Ltd.

## **HRM 305: COMPENSATION AND WELFARE MANAGEMENT**

**Objective:** to enlighten the students with the Concepts and Strategies of Compensation and Welfare Management.

Unit – I : Employee Compensation – Factors Influencing Compensation Plan and Policies – Principles of Wage and Salary Administration – Wage as a Motivator – Methods of Wage Fixation – Factors Influencing Wage and Salary Determination.

Unit – II: Job Evaluation – Methods – Performance and Reward Systems – Methods of Wage Payment – Incentive Plans – Wage Differentials – Minimum Wages Act, 1948.

Unit – III : Employee Welfare – Concept, Scope and Significance – Welfare Policy and Five Year Plans – Role of Employee Welfare Agencies – State, Employers, Trade Unions and Voluntary Agencies.

Unit – IV: Employee Welfare Programmes – Statutory and Non-Statutory – Intra Moral, Extra Moral – Social Security – Social Assistance and Social Insurance.

Unit – V: Labour Welfare Administration – Plant Level, State and Central Levels – Labour Welfare Officer – Role, Status and Functions.

(Case Studies are Compulsory)

### **Suggested Books:**

1. Barry Gerhart and Sara L. Rynes, Compensation, Sage Response Books.
2. Thomson, R and Mabey, C. Developing Human Resources, Oxford, Butterworth Heinemann.
3. Hendorson, Richard I. Compensation Management: Rewording Performance, Englewood Cliffs, Prentice Hall of India.
4. Michael Aqrmstrong, Employee Reward, Universities Press (India) Ltd.

## **HRM 402: PERFORMANCE MANAGEMENT AND COUNSELLING**

**Objective:** to enlighten the students with the Concepts and strategies of Performance Management and Counselling

Unit – I: Introduction: Definition and Dimensions of Performance Management; Clarity of Roles and Functions; Performance Targets;

Unit – II: Performance Analysis; Objectives, Factors Influencing Performance Analysis; Methods of Appraisal Systems.

Unit – III: Performance Review Counselling (PRC); Objectives; Process; Conditions for Effective PRC.

Unit – IV: HRM and Performance Management – Need Identification for Training and Development; Rewards and Recognition; Team Performance.

Unit – V: Performance Management Practices; 360-Degree Appraisal; Assessment Centre; Potential Appraisal.

(Case Studies are Compulsory)

### **Suggested Books:**

1. TV Rao, Performance Management and Appraisal Systems, Sage Response Books.
2. G.K.Suri: Performance Measurement and Management, Excel Publications.
3. Michael Armstrong, Employee Reward, Universities Press (India) Ltd.
4. Cynthis D. Fisher, Lyle F. Schoenfeldt and James B.Shaw, “Human Resource Management”, Biztantra, New Delhi.
5. D.K.Srivastava: Strategies for Performance Management, Excel Publications.
6. R.K. Sahu: Performance Management System, Excel Publications.
7. Chadha-Performance Management, MacMillan.
8. Kanishka Bedi – Quality Management, Oxord.

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### **403: STRATEGIC HUMAN RESOURCE MANAGEMENT**

**Objective:** to enlighten the students with the Concepts and systems of Strategic Human Resource Management.

Unit-I : The Human Resource Environment – Technology and Organization Structure – Management of Diversity – HR Outsourcing – Global Competition – Global Sourcing of Labour.

Unit – II : Strategic Perspective of HRM – HR for Competitive Advantage – Business Strategy and HR Strategy – HR and Business Policy Linkages – Organizational Performance.

Unit – III : Strategic Responses of Organizations – Strategic Role of HR Planning – Selection of Employees – Career Paths for Technical Professionals – Strategically Oriented Performance Measurement Systems.

Unit – IV: Compensation Systems –Strategic Requirements – High Performance Practices Rewarding Individual and Team Contribution and Organization Performance.

Unit – V: Strategic Approach to Industrial Relations – Social Dialogue, Negotiation Skills, Dealing with Unions for Working towards Harmonious Relations.

(Case Studies are Compulsory)

#### **Suggested Books:**

1. Anuradha Sharma, Strategic Human Resource Management: An Indian perspective, Sage Response Books.
2. Nadler – competing by Design, Oxford University Press.
3. Mello, Strategic HR Management, Cengage, ND
4. Ramaswamy – Managing Human Resources – A Contemporary, Oxford University Press.
5. Charles R.Greer, “Strategic Human Resource Management”, Pearson Education, New Delhi.
6. Srinivas R.Kandula, “Strategic Human Resource Development”, Prentice Hall of India, New Delhi.
7. Freed R.David, Strategic Management, Prentice Hall of India.
8. Kandula Srinivas, Strategic Human Resource Development, Prentice Hall of India.
9. Agarwal – Strategic Human Resource Management, Oxford Press.
10. Prasad – Strategic Human Resource Management. MacMillan.

## **HRM 404: INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

**Objective:** to enlighten the students with the Concepts and strategies of International Human Resource Management.

Unit – I : Introduction to International HRM – Concept, HRM at International Perspective – Distinction between Domestic and International HRM – HR Challenges at International Level.

Unit – II: Cross Cultural Theories – International Recruitment and Selection Process, Culture and Values.

Unit – III: Expatriate Training – Developing Global Managers – Negotiations.

Unit – IV: Compensation Management: International Compensation – Objectives, Components – Approaches of Compensation in Global Assignments – Culture and Compensation.

Unit – V: Industrial Relations at Global Level: IR Scenario in Global Organizations – Trade Unions at International Level – Unions and International Industrial Relations.

(Case Studies are Compulsory)

### **Suggested Books:**

1. Anne-Wil Harzing & Joris Van Ruyssveldt (eds.), International Human Resource Management – Sage Publications, New Delhi.
2. Dowling, International HR Management, Cengage, ND
3. SPS Bedi, & M.Kishore, Global HRM, Widom, Delhi
4. Peter J.Dowling: International Human Resource Management, Excel Publications.
5. Tayeb – International HRM, Oxford University Press
6. C.S.Venkata Ratnam, Globalisation and Labour Management Relations, Sage, New Delhi.
7. PS Rao, International HRM, Himalaya, Mumbai
8. Lawrence Kleiman, Human Resource Management, Wiley India, New Delhi.

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**MEMORANDUM OF UNDERSTANDING  
(MoU)**

**BETWEEN**

**Ch.S.D.St.Theresa's Autonomous College for  
Women, Eluru**

**&**

**CloudMellow Technologies LLC, Eluru**

**FOR**

**Bachelor of Business Administration & Social Media Marketing  
Courses**

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**CloudMellow Technologies LLP**

# 24b-1/73, Pathebad, Suite #001, Eluru, AP, INDIA - 534002

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## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (herein after called as the MOU) is entered into on this the 25 OF –JUNE– Two Thousand and Twenty(2020), by and between

**CH.S.D.ST.THERESA'S AUTONOMOUS COLLEGE FOR WOMEN, GAVARAVARAM, ELURU, WEST GODAVARI DISTRICT**, (here in after referred as 'FirstParty', the institution which expression, unless excluded by or repugnant to the subject or context shall include its successors—in-office, administrators and assigns).

AND

**CLOUDMELLOW TECHNOLOGIES LLC SUITE, #001, GEETHA NILAYAM PATHEBAD, ELURU, WEST GODAVARI DISTRICT, THE SECONDPARTY**, and represented herein by its Zonal / Divisional Head **Mr K.H.R.K Raju** Head of the Organization(herein after referred to as"SecondParty", company which expression, unless excluded by or repugnant to the subject or context shall include its successors – in-office, administrators and assigns)

(First Party and Second Party are hereinafter jointly referred to as 'Parties' and individually as 'Party')as

### WHEREAS:

- A) First Party is a Higher Educational Institution named:
- (i) **CH.S.D.ST.THERESA'S AUTONOMOUS COLLEGE FOR WOMEN**
- B) First Party & Second Party believe that collaboration and co-operation between themselves will promote more effective use of each of their resources, and provide each of them with enhanced opportunities.

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**CloudMellow Technologies LLP**

# 24b-1/73, Pathebad, Suite #001, Eluru, AP, INDIA - 534002

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- C) The Parties intent to cooperate and focus their efforts on cooperation within area of Skill Based Training, Education and Research.
- D) Both Parties, being legal entities in themselves desire to sign this MOU for advancing their mutual interests.
- E) — **CLOUDEMELLOW TECHNOLOGIES LLC SUITE** , the Second Party is engaged in Business, Skill Development, Education and R&D Services in the fields of —**Social Media Marketing** and related fields.
- F) Give related information, its branches, and dimensional information about the industry concerned with whom the MoU is sworn.

**NOW THEREFORE, IN CONSIDERATION OF THE MUTUAL PROMISES SET FORTH IN THIS MOU, THE PARTIES HERE TO AGREE AS FOLLOWS:**

**CLAUSE 1  
CO-OPERATION**

- 1.1 Both Parties are united by common interests and objectives, and they shall establish channels of communication and co-operation that will promote and advance their respective operations within the **Institution** and its related wings. The Parties shall keep each other informed of potential opportunities and shall share all information that may be relevant to secure additional opportunities for one another.
- 1.2 First Party and Second Party co-operation will facilitate effective utilization of the intellectual capabilities of the faculty of First Party providing significant inputs to them in developing suitable teaching / training systems, keeping in mind the needs of the industry, the Second Party.

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- 1.3 The general terms of co-operation shall be governed by this MOU. The Parties shall cooperate with each other and shall, as promptly as is reasonably practical, enter into all relevant agreements, deeds and documents (the 'Definitive Documents') as may be required to give effect to the actions contemplated in terms of this MOU. The term of Definitive Documents shall be mutually decided between the Parties. Along with the Definitive Documents, this MOU shall represent the entire understanding as to the subject matter hereof and shall supersede any prior understanding between the Parties on the subject matter hereof.

## CLAUSE 2 SCOPE OF THE MoU

- 2.1 The budding graduates from the institutions could play a key role in technological up-gradation, innovation and competitiveness of an industry. Both parties believe that close co-operation between the two would be of major benefit to the student community to enhance their skills and knowledge.
- 2.2 **Curriculum Design:** Second Party will give valuable inputs to the First Party in teaching / training methodology and suitably customize the curriculum so that the students fit into the industrial scenario meaningfully.
- 2.3 **Industrial Training & Visits:** Industry and Institution interaction will give an insight in to the latest developments / requirements of the industries, the Second Party to permit the Faculty and Students of the First Party to visit its group companies and also involve in Industrial Training Programs for the First Party. The industrial training and exposure provided to students and faculty through this association will build confidence and prepare the students to have a smooth transition from academic to working career. The Second Party will provide its Labs / Workshops / Industrial Sites for the hands-on training of the learners enrolled with the First Party.

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- 2.4 **Research and Development:** Both Parties have agreed to carry out the joint research activities in the fields of - **CLOUDMELLOW TECHNOLOGIES LLC SUITE, SPECIALIZED IN SOCIAL MEDIA MARKETING**
- 2.5 **Skill Development Programs:** Second Party to train the students of First Party on the emerging technologies in order to bridge the skill gap and make them industry ready.
- 2.6 **Guest Lectures:** Second Party to extend the necessary support to deliver guest lectures to the students of the First Party on the technology trends and in house requirements.
- 2.7 **Faculty Development Programs:** Second Party to train the Faculties of First Party for imparting training as per the industrial requirement considering the National Occupational Standards in concerned sector, if available.
- 2.8 **Placement of Trained Students:** Second Party will actively engage to help the delivery of the training and placement of students of the First Party into internships/jobs, and will facilitate placements for at least 70% of the students. The Second Party will itself absorb at least —50%— percentage of the trained students.
- 2.9 Both Parties to obtain all internal approvals, consents, permissions, and licenses of whatsoever nature required for offering the Programmes on the terms specified herein
- 2.10 There is no financial commitment on the part of the **CH.S.D.ST.THERESA'S AUTONOMOUS COLLEGE FOR WOMEN**, the First Party to take up any programme mentioned in the MoU. If there is any financial consideration, it will be dealt separately.

### CLAUSE 3 INTELLECTUAL PROPERTY

- 3.1 Nothing contained in this MOU shall, by express grant, implication, Estoppel or otherwise, create in either Party any right, title, interest, or license in or to the intellectual property (including but not limited to know-how, inventions, patents, copy rights and designs) of the other Party.

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#### CLAUSE 4

##### VALIDITY

- 4.1 This Agreement will be valid until it is expressly terminated by either Party on mutually agreed terms, during which period **CLOUDMELLOW TECHNOLOGIES LLC SUITE** the Second Party, as the case may be, will take effective steps for implementation of this MOU. Any act on the part of **Training Partner**, the Second Party after termination of this Agreement by way of communication, correspondence etc., shall not be construed as an extension of this MOU
- 4.2 Both Parties may terminate this MOU upon 30 calendar days' notice in writing. In the event of Termination, both parties have to discharge their obligations

#### CLAUSE 5

##### RELATIONSHIP BETWEEN THE PARTIES

- 5.1 It is expressly agreed that **First Party** and **Second Party** are acting under this MOU as independent contractors, and the relationship established under this MOU shall not be construed as a partnership. Neither Party is authorized to use the other Party's name in any way, to make any representations or create any obligation or liability, expressed or implied, on behalf of the other Party, without the prior written consent of the other Party. Neither Party shall have, nor represent itself as having, any authority under the terms of this MOU to make agreements of any kind in the name of or binding upon the other Party, to pledge the other Party's credit, or to extend credit on behalf of the other Party.

FirstParty

SecondParty

Any divergence or difference derived from the interpretation or application of the MoU shall be resolved by arbitration between the parties as per the Arbitration Act, 1996. The place of the arbitration shall be at District Head Quarters of the First Party. This undertaking is to be construed in accordance with Indian Law with exclusive jurisdiction in the Courts of **Eluru**.

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**CloudMellow Technologies LLP**

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**AGREED:**

For Ch.S.D.St.Theresa's Autonomous  
College for Women, Eluru

*[Handwritten Signature]*

Authorized Signatory  
PRINCIPAL  
CH.S.D.ST.THERESA'S COLLEGE FOR WOMEN  
ELURU-534 003 WEST GODAVARI DT., A.P

For CLOUDMELLOW TECHNOLOGIES  
LLC SUITE ,Eluru

For Cloud Mellow  
*[Handwritten Signature]*  
Authorized Signatory Designated Partner

Ch.S.D.St.Theresa's Autonomous College For Women,Eluru	CLOUDMELLOW TECHNOLOGIES LLC ,Eluru
Gavaravaram, Eluru-534003 West Godavan Distnct	Suite#001, Geetha Nilayam,Pathebad,Eluru-534002 West Godavari District
Dr. Sr ManettaD'Mello, Prncipal 08812-250380	K.K.R.K.RAJU, Chairman 94929 45678
<a href="mailto:chsdtheresa@gmail.com">chsdtheresa@gmail.com</a>	Email: <a href="mailto:info@cludmellow.com">info@cludmellow.com</a>
<a href="http://www.chsd-theresacollege.net/">www.chsd-theresacollege.net/</a>	Website: <a href="http://www.cloudmellow.com">www.cloudmellow.com</a>

Witness1: B.B.R.G. Vijaya Lakshmi

Witness2: *[Handwritten Signature]*  
(A. DURGA PERMANI)

Witness3: Santosh Thawar

Witness4: B. PADMINI

**CloudMellow Technologies LLP**

# 24b-1/73, Pathebad, Suite #001, Eluru, AP, INDIA - 534002

+91 94909 55678 [info@cloudmellow.com](mailto:info@cloudmellow.com) [www.cloudmellow.com](http://www.cloudmellow.com)



**ACHARYA NAGARJUNA UNIVERSITY**  
**NAGARJUNA NAGAR, GUNTUR - 522 510, A.P., INDIA**  
**DEPARTMENT OF COMMERCE & BUSINESS**  
**ADMINISTRATION**



**Dr. R. SIVA RAMA PRASAD, Ph.D.**

**(0863) 2336019 (R)**

**Dept. of Commerce & B A**

**raminaminivaram@yahoo.co.in**

**Off. : (0863) 2346389 (O) HEAD OF THE DEPARTMENT**

**Mobile: 9849856589**

**E-mail:**

**Date: 05-10-2015**

**MEMORANDUM OF UNDERSTANDING (MOU)**

**Between**

**Department of Management Studies, of C.H. S.D. St. Theresa's College For Women  
Eluru( Andhra Pradesh),**

**And**

**Department of Commerce & Business Administration of Acharya Nagarjuna University,  
Nagarjuna Nagar, Guntur, A.P., India.**

The MOU is entered into on the 5<sup>th</sup> day of October 2015, by and between Department of Management Studies of C.H. S.D. St. Theresa's College, Eluru( Andhra Pradesh), and Department of Commerce & Business Administration of Acharya Nagarjuna University, Nagarjuna Nagar, Guntur, A.P., India.

**Objectives of MOU:**

1. Institution -Institution Partnership
2. To promote and enhance academic interest between Department of Management Studies of C.H. S.D. St. Theresa's College, Eluru( Andhra Pradesh), & Department of Commerce & Business Administration of Acharya Nagarjuna University, Nagarjuna Nagar, Guntur, A.P., India.
3. To provide advice for implementation of quality of education at Department of Management Studies of C.H. S.D. St. Theresa's College, Eluru( Andhra Pradesh)
4. To encourage students of Department of Management Studies of C.H. S.D. St. Theresa's College, Eluru, Andhra Pradesh to undergo student exchange programmes.
5. To promote research/continuing education activities in the form of guest lectures, conferences, projects, internship and training in employability skills.



ACHARYA NAGARJUNA UNIVERSITY  
NAGARJUNA NAGAR, GUNTUR - 522 510, A.P., INDIA  
DEPARTMENT OF COMMERCE & BUSINESS  
ADMINISTRATION



Dr. R. SIVA RAMA PRASAD, Ph.D.  
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E-mail:

Date: 05-10-2015

**Technical Areas of Collaboration:**

1. A continuing quality improvement program to improve quality of teaching among students.
2. Provide academic interaction by delivering special lectures at Department of Management Studies of C.H. S.D. St. Theresa's College, Eluru on topics of relevance to modern industry.
3. Provide necessary help in organizing workshops/conferences and personality development programs at Department of Management Studies of C.H. S.D. St. Theresa's College, Eluru for enhancement of skills in respect of Faculty, staff and students.
4. Any other appropriate mode of interaction agreed upon Department of Management Studies of C.H. S.D. St. Theresa's College, Eluru( Andhra Pradesh), and Department of Commerce & Business Administration of Acharya Nagarjuna University, Nagarjuna Nagar, Guntur, A.P., India.

On behalf of

*Santosh Shawar*

Department of Management Studies  
C.H. S.D. St. Theresa's College,  
Eluru, Andhra Pradesh  
A.P.

On behalf of

*[Signature]*

Department of Commerce & Business  
Administration of Acharya Nagarjuna  
University, Nagarjuna Nagar, Guntur,  
Acharya Nagarjuna University  
Nagarjuna Nagar-522 510



# EAST INDIA COMMERCIAL COMPANY LIMITED

Unit : SRI KRISHNA JUTE MILLS, G.T. Road, ELURU - 534 002. A.P., India  
Tel Dir : 08812-226907, Sales: 226904, Purchase: 252765, Fax: 08812-237370 / 252846  
e-mail: eicc@eiccltd.com www.eiccltd.com CTN: U51109WB1941PLCO10409

## MEMORANDUM OF UNDERSTANDING (MOU)

Between

Department of Management Studies, of C.H. S.D. St. Theresa's College, Eluru  
(Andhra Pradesh)

And

East India Commercial Co. Ltd., Unit: Sri Krishna Jute Mills, Eluru,  
West Godavari District, Andhra Pradesh.

The MOU is entered into on the .... 20 ..... day of .... June ..... 2017, by and between  
Department of Management Studies of C.H. S.D. St. Theresa's College, Eluru( Andhra  
Pradesh), and

East India Commercial Co. Ltd., Unit: Sri Krishna Jute Mills, Eluru, West Godavari  
District, Andhra Pradesh.

### Objectives of MOU:

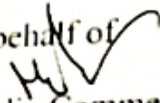
1. Industry - Institution Collaboration
2. To promote and enhance academic interest between between Department of Management Studies of C.H. S.D. St. Theresa's College, Eluru( Andhra Pradesh).& East India Commercial Co. Ltd., Unit: Sri Krishna Jute Mills, Eluru, West Godavari District.
3. To provide advice for implementation of quality of education at Department of Management Studies of C.H. S.D. St. Theresa's College, Eluru( Andhra Pradesh)
4. To encourage students of Department of Management Studies of C.H. S.D. St. Theresa's College, Eluru( Andhra Pradesh) to undergo industrial interactions and practical training
5. To promote research/continuing education activities in the form of projects, internship and training in employability skills.



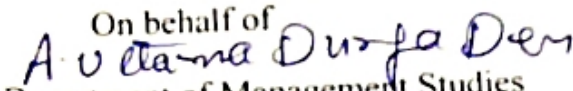
### Technical Areas of Collaboration:

1. A continuing quality improvement program to improve quality of teaching among students.
2. Provide academic interaction by delivering special lectures at Department of Management Studies of C.H. S.D. St. Theresa's College, Eluru on topics of relevance to modern industry.
3. Provide necessary help in organizing workshops/conferences and personality development programs at Department of Management Studies of C.H. S.D. St. Theresa's College, Eluru for enhancement of skills in respect of Faculty, staff and students.
4. Any other appropriate mode of interaction agreed upon Department of Management Studies of C.H. S.D. St. Theresa's College, Eluru( Andhra Pradesh), East India Commercial Co. Ltd., Unit: Sri Krishna Jute Mills, Eluru, West Godavari District.

On behalf of

  
East India Commercial Co. Ltd.,  
Unit: Sri Krishna Jute Mills,  
Eluru( Andhra Pradesh).



On behalf of  
  
Department of Management Studies  
C.H. S.D. St. Theresa's College,  
Eluru( Andhra Pradesh).

**Dr. A. Uttama Durga Devi**  
**Reader & Head**  
**Department of M.B.A.,**  
**St. Theresa College**  
**ELURU, Andhra Pradesh**

**MEMORANDUM OF UNDERSTANDING**

This Memorandum of Understanding (hereinafter referred to as the "MOU") is made and executed on this 11th day of August 2021 at Pune.

**BETWEEN**

Ch.S.D. St Theresa's College for Women(A), a college/institute recognized under Section 2(F) and 12 (B) of the UGC Act 1956 and having address at: Sivaramapeta Eluru, 514003, Andhra Pradesh, India

Through its Principal

(hereinafter referred to as "PARTNER INSTITUTE")



AND

**BAJAJ FINSERV LIMITED**, a company registered under the provisions of the Companies Act, 1956, having its registered office at: Bajaj Auto Ltd Complex, Mumbai-Pune Road, Pune 411 035

AND

**BAJAJ FINANCE LIMITED**, a company registered under the provisions of the Companies Act, 1956, having its registered office at: Akurdi, Pune 411 035

Through President (Legal and Taxation) – Bajaj Finserv Limited

(Bajaj Finserv Limited and Bajaj Finance Limited hereinafter referred to as "FINSERV")

The expressions "PARTNER INSTITUTE" and "FINSERV" shall, collectively be referred to as "Parties" and individually as "Party".

WHEREAS:

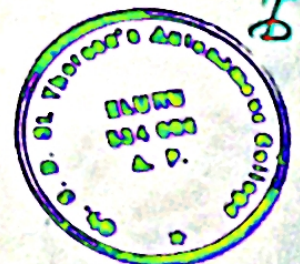
- A. PARTNER INSTITUTE established in 1953 by The Congregation Sister of St Ann of Providence, Eluru is affiliated to Adikavi Nanayya University, Rajamahendravaram.
- B. Bajaj Finserv Limited is the holding company for financial services businesses of the Bajaj Group.
- C. Bajaj Finance Limited is a Non-Banking Finance Company registered with Reserve Bank of India.
- D. FINSERV, as part of its Corporate Social Responsibility (CSR) activities, desires to create employment opportunities for educated youth in the Banking, Finance and Insurance Sector through a customized training programme encompassing product knowledge, communication and other soft skills, which is expected to benefit fresh graduates, especially those belonging to economically weaker sections of the society;
- E. FINSERV, in partnership with some of the leading educational institutes, has designed and developed a customized programme viz. Certificate Programme in Banking, Finance and Insurance (hereinafter referred to as CPBFI).
- E. The PARTNER INSTITUTE has expressed its willingness to partner with FINSERV to conduct CPBFI for its students and alumni, on terms and conditions set out herein below;
- F. FINSERV has accepted the offer of the PARTNER INSTITUTE and agreed to partner with the PARTNER INSTITUTE for conducting CPBFI, on terms and conditions set out below

NOW THIS AGREEMENT WITNESSETH AND IT IS AGREED BY AND BETWEEN THE PARTIES AS UNDER:

1. Purpose/Objective of CPBFI:

The objective of CPBFI is to impart practical knowledge and essential skills to final year graduation students and fresh graduates, especially those belonging to economically weaker sections of the society, with a view to create employment opportunities for them in the Banking, Finance and Insurance Companies.

2



- vi. FINSERV shall be responsible to arrange faculty, with requisite expertise and experience, through any of its CPBFI Official Training Partners. FINSERV shall provide necessary details of the concerned CPBFI Official Training Partner to the PARTNER INSTITUTE at least 2 weeks before start of every batch. FINSERV shall be responsible to arrange the online training platform for conducting CPBFI-ONLINE and CPBFI-BLENDED.
- vii. FINSERV and the PARTNER INSTITUTE, shall be responsible for award of "Certificate of Completion" at the completion of CPBFI to all successful candidates who meet eligibility criteria viz. requisite attendance and credits in the examinations conducted during CPBFI.
- viii. FINSERV, as part of its CSR, shall bear the full cost of faculty deployed by its CPBFI Official Training Partner, to ensure that CPBFI is affordable to students belonging to economically weaker sections of the society.
- ix. FINSERV along with its chosen academic partner/s, shall conduct an online examination at the end of CPBFI. Only students who pass this examination and have requisite attendance shall be eligible to receive the "Certificate of Completion". This examination shall be in addition to all other examinations conducted by the CPBFI Official Training Partner during CPBFI.
- x. The PARTNER INSTITUTE shall display the FINSERV name and logo prominently in all marketing and publicity material, notices for students and all other internal and external communications, in paper form or otherwise, relating to CPBFI.
- xi. Any other use of FINSERV brand names by the PARTNER INSTITUTE shall require prior written consent from FINSERV.
- xii. The PARTNER INSTITUTE shall provide to FINSERV, necessary information about all the students of CPBFI, in the format specified by FINSERV in Annexure 1. FINSERV shall be free to contact the students directly for the purpose of monitoring the impact of CPBFI and the career progression of students.
- xiii. The PARTNER INSTITUTE shall not conduct CPBFI or a programme with identical course structure except in partnership with FINSERV.
- xiv. The PARTNER INSTITUTE shall be solely responsible to comply with regulations of University Grants Commission or any other authority regulating educational activities in India. The PARTNER INSTITUTE agrees that FINSERV shall not have any liability including monetary or otherwise, in the event of any regulatory action taken against the PARTNER INSTITUTE in respect of conducting this programme. The PARTNER INSTITUTE agrees to fully compensate FINSERV in case an action is taken against FINSERV by any such regulatory authority in respect of conduct of CPBFI by the PARTNER INSTITUTE under this MOU.
- xv. The PARTNER INSTITUTE shall be solely responsible for payment of GST or any other taxes that may be applicable, in respect of fees collected by the PARTNER INSTITUTE for CPBFI and FINSERV shall not have any liability towards the same. The PARTNER INSTITUTE agrees that FINSERV shall not have any liability, monetary or otherwise, in the event of any action is taken against the PARTNER INSTITUTE by any tax authorities. The PARTNER INSTITUTE agrees to fully compensate FINSERV in case any action is taken against FINSERV by any such tax authority in respect of conduct of CPBFI by the PARTNER INSTITUTE under this MOU.
- vi. The PARTNER INSTITUTE shall submit the information specified in Annexure 3 before commencement of every batch to FINSERV.



#### 4. Batch Strength:

The parties agree that, each batch shall consist of minimum 45 and maximum 60 students. FINSERV and the PARTNER INSTITUTE may mutually decide to start a batch with less than 45 students.

#### 5. Term of the MOU:

The term of this MOU is for a period commencing from signing of this MoU till end of March 31, 2024, except Clause 3(xiii) and Clause 14, which shall continue to be in force for a further period of 3 years from the date of termination of this MOU. The parties may decide to further extend the term of this MOU by mutual consent on such terms and conditions as may be agreed between them.

#### 6. Course fees:

- i. PARTNER INSTITUTE shall charge a non-refundable fee of Rs. 1000 (Rupees One Thousand only) plus applicable GST and other taxes, to each of the students of CPBFI towards the course fees. The fee payable by each student shall not be less than Rs. 1,000 (Rupees one thousand only) plus applicable taxes and shall not exceed Rs. 3,000 (Rupees three thousand) plus applicable taxes. The fees specified here shall be valid for two years from signing of this MOU. The fees shall be reviewed on completion of this period and parties may mutually agree to revise the same from time to time.
- ii. On successful completion of every batch (i.e. If the overall attendance of the students is in excess of 75%) of CPBFI-CLASSROOM and CPBFI-BLENDED, FINSERV shall pay an amount of Rs. 500 (Rupees Five Hundred only) per student to the PARTNER INSTITUTE as a fee subsidy. The fee subsidy shall be paid by FINSERV within 2 weeks from completion of every batch and submission of bank account information as per Annexure 3. The method for calculating the overall attendance in respect of CPBFI batches, is included in Annexure 2.
- iii. The PARTNER INSTITUTE has agreed to suitably remunerate the coordinator and other staff members for their effort towards successful conduct of CPBFI Batch.
- iv. The PARTNER INSTITUTE, may at its own discretion, waive the fees of students from economically weaker sections, provided the number of such students does not exceed 15% of total enrolment in the respective batch.
- v. The PARTNER INSTITUTE shall ensure that no student shall be allowed to attend CPBFI without paying the full fees except those permitted under sub-clause iv above.
- vi. The PARTNER INSTITUTE shall submit to FINSERV, before commencement of any batch, extracts of bank statement or copies of cash receipts or a letter from the Principal or Vice-Principal confirming collection of fees from every participant.

#### 7. Duration and contents of CPBFI:

- i. CPBFI shall commence from August 2021. The said Programme will involve training of about 100 hours.
- ii. The PARTNER INSTITUTE has agreed to mobilize, on best effort basis, at least 40 students in first academic year and at least 80 students from second academic year onwards. The PARTNER INSTITUTE shall decide the batch schedule and timings and inform the schedule to FINSERV at least 45 days before commencement of the batch.



- iii. FINSERV shall arrange to make the faculty available as per the schedule informed by the PARTNER INSTITUTE.
- iv. Detailed schedule of the lectures and practical shall be given in advance to students before commencement of CPBFI.

8. Place of teaching:

- i. The CPBFI classroom teaching and practical shall be conducted at Ch.S.D. St Theresa's College for Women(A), Eluru by the CPBFI Official Training Partner, for up to four hours a day on such days, dates and at such timings as may be mutually decided between the parties.

9. Eligibility for CPBFI:

- i. Any student who is studying in the final year of Graduation Programme or pursuing any post-graduation programme shall be eligible to apply for admission to CPBFI.
- ii. Additionally, any fresh graduate i.e. a graduate with less than 2 years of work experience or no work experience, shall also be eligible to apply for admission to CPBFI.
- iii. Only candidates who are less than 27 years old, on the date of application, are eligible to apply for admission to CPBFI.
- iv. The PARTNER INSTITUTE shall select the final list of candidates for admission based on the criteria mutually agreed upon by the PARTNER INSTITUTE and FINSERV from time to time.

10. Discipline and right to expel:

- i. The students of CPBFI-CLASSROOM and CPBFI-BLENDED shall be subject to rules of discipline/code of conduct of the PARTNER INSTITUTE during course period. In case of CPBFI – ONLINE, the students shall be subject to rules of discipline/code of conduct of the CPBFI Official Training Partner.
- ii. If the concerned CPBFI Official Training Partner observes a breach of code of conduct by any student, it shall immediately report the same to the CPBFI Coordinator for necessary action.
- iii. If any participant commits breach of code of conduct of the PARTNER INSTITUTE, the faculty shall have full authority to expel such student for the remaining duration of CPBFI.

11. Faculty:

- i. FINSERV shall be solely responsible for arranging, through a CPBFI Official Training Partner, faculty, with requisite industry and teaching experience, and conducting CPBFI efficiently and effectively. The PARTNER INSTITUTE shall not be responsible for making any payments to the faculty of the CPBFI Official Training Partner.
- ii. Some of the lectures of CPBFI may be conducted by the experts from FINSERV as per the understanding between the parties. However, the PARTNER INSTITUTE shall not be liable to pay any amounts to FINSERV towards the said lectures and no amounts shall be deducted from the amounts payable to the PARTNER INSTITUTE.



## 12. Certification:

FINSERV and the PARTNER INSTITUTE shall issue a "Certificate of Completion" in "Certificate Programme in Banking, Finance and Insurance" to the eligible students of CPBFI-CLASSROOM and CPBFI-BLENDED. The certificates shall be printed by FINSERV and shall carry the logos of FINSERV, the PARTNER INSTITUTE and the concerned CPBFI Official Training Partner.

FINSERV shall issue a "Certificate of Completion" in "Certificate Programme in Banking, Finance and Insurance" to the eligible students of CPBFI-ONLINE. The certificates shall be in digital format and shall carry the logos of FINSERV, the PARTNER INSTITUTE and the concerned CPBFI Training Partner.

## 13. Further Agreements:

The parties agree that, they may mutually discuss and enter into further agreements, if needed.

## 14. Confidentiality:

- i. The Parties agree to maintain strict secrecy and confidentiality regarding any and all Confidential Information exchanged or to be exchanged between them in relation to this MOU
- ii. The PARTNER INSTITUTE agrees that all the course material provided by FINSERV or the CPBFI Official Training Partner, including but not limited to CPBFI structure, curriculum, lesson plans and evaluation methods, shall be deemed to be Confidential Information.
- iii. The PARTNER INSTITUTE agrees that any of FINSERV's technical or business or other information including information given for development of any case studies / development of any program modules / contents, made available by FINSERV or its personnel to the PARTNER INSTITUTE shall be deemed to be Confidential Information.
- iv. The PARTNER INSTITUTE agrees to restrict access and disclosure of Confidential Information to such of their employees, agents, vendors, and contractors strictly on a "need to know" basis, to maintain confidentiality of the Information disclosed to it in accordance with this clause.
- v. Information and material disclosed and provided by each party to the other party in pursuance of or in connection with performance of its obligation under this MOU shall, at all times, remain the sole and exclusive property of the disclosing Party.

## 15. Intimation about cancellation/postponement of CPBFI:

- i. If due to any cogent reasons, it appears to the PARTNER INSTITUTE that it is unable to arrange any batch as per schedule, the PARTNER INSTITUTE shall intimate about its inability to FINSERV at least 30 days in advance and the parties shall decide further schedule of CPBFI by mutual consent. FINSERV may decide to complete such batches through online classes.
- ii. However, if such postponement or cancellation is necessitated due to any last minute, unforeseen and unavoidable circumstances like Act of God, civil commotion, strike, bandh, disruption of traffic, epidemic, war, aggression, change in Government Policy or any other similar circumstances, the PARTNER INSTITUTE shall intimate the change in schedule as early as possible after such circumstances as stated above have arisen. In such circumstances, the PARTNER INSTITUTE shall not be held liable for payment towards any loss or damages caused to FINSERV due to delay in its schedule.



- iii. If for any reason, FINSERV, decides to discontinue support for CPBFI, it shall give a written notice to the PARTNER INSTITUTE, 30 days in advance. Such notice shall not impact any batch which is already in progress on the date of notice and the terms of this MOU shall continue to apply to the running batches.

**16. Amendment/Termination:**

- i. Any amendment to the terms of this MOU can only be made by mutual consent of the parties.
- ii. This MOU may be terminated by either party, for breach of terms and conditions of the present MOU or otherwise, by a written notice of at least one (1) month in advance. Such notice of termination shall not interfere with the batches underway at the relevant time. Such batches shall be allowed to continue until their conclusion.
- iii. Both the parties agree that Finserv shall have the right of terminating this MOU without any notice to the PARTNER INSTITUTE, if the PARTNER INSTITUTE charges a fee exceeding the amount prescribed under Clause 6(i) of this MOU. In such event, the batches underway at the relevant time, may also be terminated by FINSERV, unless the PARTNER INSTITUTE refunds the excess fee charged to every student of the batch.

**17. Applicable Law and Dispute Settlement:**

- i. This MOU shall be governed by the Laws of India.
- ii. Any dispute arising between the parties in connection with or arising out of the performance of mutual obligations under this MOU shall be resolved by mutual discussion and consultation. If the dispute remained unresolved even after 30 days, then the dispute shall be referred to the Principal of Ch S D. St Theresa's College for Women(A) and Mr. V. Rajagopalan, President (Legal and Taxation), Bajaj Finserv Limited. The decision of the principal of Ch S D. St Theresa's College for Women(A) and Mr. Rajagopalan shall be final and binding on both parties.

**18. Originals:**

This MOU is executed in counterparts, each of which shall be deemed to be original and retained by each of the Parties but together they shall constitute one and the same MOU

IN WITNESS WHEREOF, the Parties hereto have put their hands the day, month and the year first hereinabove mentioned.

For Ch.S.D. St Theresa's College  
for Women(A)

*Dr. Sr. Marietta D'Mello*  
Name: Dr. Sr. Marietta D'Mello  
Designation: Principal

For Bajaj Finance Limited

*V. Rajagopalan*  
Name: V. Rajagopalan  
Designation: President (Legal and  
Taxation)

For Bajaj Finserv Limited

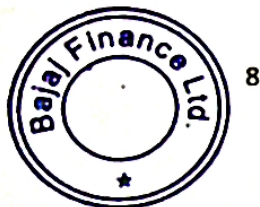
*V. Rajagopalan*  
Name: V. Rajagopalan  
Designation: President (Legal and  
Taxation)

*Santosh Thawar*

Witness  
Full Name: Dr. SANTOSH  
THAWAR  
Designation: ASSISTANT PROFESSOR

*Ajay Sathe*  
Witness  
Full Name: Ajay Sathe  
Designation: Group Head -  
Customer Experience and CSR

Witness  
Full Name: Ajay Sathe  
Designation: Group Head -  
Customer Experience and CSR



### Annexure 1: Format for submission of student information

The PARTNER INSTITUTE shall provide the following information in respect of every student of CPBFI

1. Full Name:
2. Gender:
3. Academic qualification: If already graduate mention the degree. If pursuing graduation, mention the degree for which studying.
4. Status: Mention "Complete" if the candidate is already a graduate. Mention "Pursuing" in case of final year students.
5. Date of Birth: in DD/MM/YYYY format
6. Mobile Number:
7. Email Address:

### Annexure 2: Methodology for Calculating Overall Attendance of the Batch

The steps and formula for calculating overall attendance are as under.

1. Enrollment: Number of students who have registered and paid fees for CPBFI
2. Drop-outs: Number of students who stopped attending CPBFI during the batch
3. Regular students: Enrollment minus Drop Out
4. Total available student days: Number of regular students multiplied by total duration of CPBFI (number of days. E.g. 40 days)
5. Actual student days: Sum of days attended by each regular student.
6. Overall attendance (%) = Actual Student Days / Available Student Days X 100

Example: In a CPBFI batch 43 students registered and paid fees. By end of first week 3 students stopped attending the batch. The batch was conducted for 40 days. Out of the 40 regular students – 10 attended every class, 15 attended for 35 days, 10 attended for 33 days and 5 attended by 30 days. Overall attendance will be calculated as under.

Enrollment: 43

Drop-out: 3

Regular students: 40

Available days: 40 X 40 i.e. 1600

Actual days: (10 X 40) + (15 X 35) + (10 X 33) + (5 X 30) = 400 + 525 + 330 + 150 = 1405

Overall attendance: (1405 / 1600) X 100 = 87.81%



**Annexure 3: Information required by FINSERV before commencement of every batch**

Information Required	
1	<p>Basic information about the PARTNER INSTITUTE viz.</p> <p>Name                      Year of establishment                      Name of the educational society                      Contact details                      Website URL                      NAAC rating                      Total number of students (by stream)                      Total final year students (by stream)                      Coordinator Details viz.</p>
2	<p>Name                      Designation                      Department (Commerce/Science etc )                      Contact details: Mobile and Email Address                      Bank Details for payment of subsidy viz</p>
3	<p>Beneficiary Name:                      Bank Account number:                      Bank Account Type: (Saving/current)                      Bank Name:                      Branch:                      IFSC Code:</p> <p>Permanent Account Number of the college (PAN):</p> <p>Please provide scanned copy of a cancelled cheque and PAN Card along with the above information</p>
4	<p>High resolution logo of the college for printing on the Certificate/CPBFI brochures etc.</p> <p>AJ, JPEG, PNG, PDF Format. The image should be high resolution</p>
5	<p>Brief write up about the institute – for inclusion on CPBFI website, CV book etc.</p>



**Annexure 4: Appointment Letter for appointing Coordinator for CPBFI**  
(to be printed on PARTNER INSTITUTE letterhead)

Date: \_\_\_\_\_

To \_\_\_\_\_

(Name of the coordinator)

(Designation of the coordinator)

**Subject: Your appointment as the official coordinator for the Bajaj Finserv CPBFI Programme**

Dear \_\_\_\_\_

I am pleased to inform you that you have been appointed as the official coordinator for conducting Bajaj Finserv's CPBFI Programme in our college. Congratulations!

As official coordinator of the CPBFI programme, you will be responsible for ensuring that the programme is successfully conducted in our college, in accordance with the terms and conditions prescribed in the MOU signed between our Institute and Bajaj Finserv Limited and Bajaj Finance Limited. Your specific responsibilities are mentioned in Clause 3(iii) of the said MOU. You will also abide by the other terms of the MOU, specifically those relating to confidentiality of information.

The college will be pay you a consolidated amount of Rs. \_\_\_\_\_ (Rupees \_\_\_\_\_) for every successful batch of CPBFI, coordinated by you. This amount shall be subject to applicable taxes.

This appointment is valid for the academic year \_\_\_\_\_, subject to satisfactory performance.

Kindly confirm your acceptance to this appointment by signing this letter.

For: (College name)

Authorized signatory  
(Name and designation)

I agree to the terms of this appointment letter.

Coordinator  
(name and signature)





# अखिल भारतीय तकनीकी शिक्षा परिषद् ALL INDIA COUNCIL FOR TECHNICAL EDUCATION

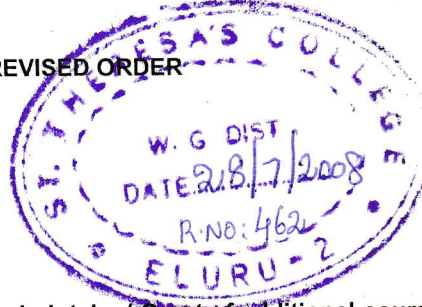
(भारत सरकार का एक सांविधिक निकाए) (A STATUTORY BODY OF THE GOVT. OF INDIA)

REVISED ORDER

File No. AP-033/ET-APR(CS)/96

Date: 15.07.2008

To  
The Principal Secretary, (Higher Education),  
Govt. of Andhra Pradesh,  
J Block, A.P Secretariat, Hyderabad- 5000 028



Sub: Extension of AICTE approval / Increase in intake / Grant of additional course to Ch S D St Theresa's College for Women, Gavaravaram, Sanivarapupet Post, Eluru - 534 006 for the academic year 2008-09.

Sir,

This is in partial modification to the Council's earlier letter no. AP-033/ET-APR(CS)/96 dated 26.05.2008, the revised status of the programme of the Institute as follows:

S.NO	Name of the course(s)	Existing Intake	Revised Intake	Period of Approval
1.	MCA	40	60 *	2008-09
Additional Course				
2.	MBA (FT)	00	60 *	

- The Institution is required to submit a joint FDR of Rs. 15 lakhs for the above sanctioned additional Course of MBA by 30th July, 2008 to the concerned Regional Office.

Note: \* The approval for increase in intake / additional course(s) / variation in intake is valid for two year from the date of issue of this letter for obtaining affiliation with concerned University and State Govt. requirements for admission.

**"That the institution shall take appropriate measures for prevention of ragging in any form, in the light of directions of Supreme Court of India in Writ Petition No. (C) 656/1998. In case of failure to prevent the instances of ragging by the institutions, the Council shall take appropriate action including withdrawal of approval".**

The additional intake is being granted based on the projection shown in the Detailed Project Report regarding additional built-up space, faculty and other facilities for the proposed intake. It may be noted that all facilities including additional built up area should be made available before the commencement of the next academic session. Random surprise inspection would be carried out to verify facilities and if the institute is found deficient in fulfillment of norms & standards of AICTE, appropriate action would be initiated by the Council.

Please note that others terms & conditions mentioned in the earlier letter of even no. dated 26.05.2008 will remain.

This approval is granted based on the Appraisal of the informed by the Institution on infrastructural facilities and academic faculty created for the proposed course(s). Therefore, the approval is subject to the verification of the claims made by the institution through an Expert Committee visit. In case the claims made by the institution is found to be false, the approval granted shall be liable to be withdrawn.

Yours Faithfully,

  
(Prof. Harish C. Rai)  
Advisor- M&T

Copy to:

- The Director / Principal,  
Ch S D St Theresa's College for Women,  
Gavaravaram, Sanivarapupet Post, Eluru - 534 006
- The Commissioner of Tech. Education, Govt. of Andhra Pradesh, V Floor, D Block, B R K Building, Tank Bund Road, Hyderabad 500 063
- The Regional Officer, AICTE Southern Regional Office, 26, Haddows Road, Shastri Bhawan, Chennai - 006
- The Registrar, concerned University
- Guard File (M&T).

7वाँ तल, चन्द्रलोक भवन, जनपथ नई दिल्ली-110001

7th Floor, Chander Lok Building, Janpath, New Delhi-110001

Phone : 011-23724151-57 Fax : 011-23724183 Website : www.aicte.ernet.in



**APPROVAL PROCESS 2021-22**

**Extension of Approval (EoA)**

F.No. South-Central/1-9317757836/2021/EOA

Date: 29-Jun-2021

To,

The Principal Secretary  
 (Higher Education) Govt. of Andhra Pradesh,  
 J Block, 4th Floor, Secretariat Building,  
 Hyderabad-500022

**Sub: Extension of Approval for the Academic Year 2021-22**

Ref: Application of the Institution for Extension of Approval for the Academic Year 2021-22

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Education) (1<sup>st</sup> Amendment) Regulations, 2021 notified on 24th February 2021 and other notifications as applicable and published from time to time, I am directed to convey the approval to

<b>Permanent Id</b>	1-502391041	<b>Application Id</b>	1-9317757836
<b>Name of the Institution /University</b>	CH.S.D.ST.THERESA'S COLLEGE FOR WOMEN, ELURU	<b>Name of the Society/Trust</b>	THE CONGREGATION SISTERS OF ST.ANN OF PROVIDENCE, SOUTHERN PROVINCE
<b>Institution /University Address</b>	GAVARAVARAM, SANIVARAPUPET POST ELURU - 534 003 WEST GODAVARI DISTRICT ANDHRA PRADESH, ELURU, WEST GODAVARI, Andhra Pradesh, 534003	<b>Society/Trust Address</b>	,ELURU, WEST GODAVARI, Andhra Pradesh, 534003
<b>Institution /University Type</b>	Private-Self Financing	<b>Region</b>	South-Central

**To conduct following Programs / Courses with the Intake indicated below for the Academic Year 2021-22**

Program	Level	Course	Affiliating Body (University /Body)	Intake Approved for 2020-21	Intake Approved for 2021-22	NRI Approval Status	FN / Gulf quota/ OCI/ Approval Status
MANAGEMENT	POST GRADUATE	MBA	Adikavi Nannaya University, Rajahmundry	60	60	NA	NA

**It is mandatory to comply with all the essential requirements as given in APH 2021-22 (Appendix 6)**

### **Important Instructions**

1. The State Government/ UT/ Directorate of Technical Education/ Directorate of Medical Education shall ensure that 10% of reservation for Economically Weaker Section (EWS) as per the reservation policy for admission, operational from the Academic year 2019-20 is implemented without affecting the reservation percentages of SC/ ST/ OBC/ General. However, this would not be applicable in the case of Minority Institutions referred to the Clause (1) of Article 30 of Constitution of India. Such Institution shall be permitted to increase in annual permitted strength over a maximum period of two years.
2. The Institution offering courses earlier in the Regular Shift, First Shift, Second Shift/Part Time now amalgamated as total intake shall have to fulfil all facilities such as Infrastructure, Faculty and other requirements as per the norms specified in the Approval Process Handbook 2021-22 for the Total Approved Intake. Further, the Institutions Deemed to be Universities/ Institutions having Accreditation/ Autonomy status shall have to maintain the Faculty: Student ratio as specified in the Approval Process Handbook.
3. Strict compliance of Anti-Ragging Regulation, Establishment of Committee for SC/ ST, Establishment of Internal Complaint Committee (ICC), Establishment of Online Grievance Redressal Mechanism, Barrier Free Built Environment for disabled and elderly persons, Fire and Safety Certificate should be maintained as per the provisions made in Approval Process Handbook and AICTE Regulation notified from time to time.
4. In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

**Prof.Rajive Kumar**  
**Member Secretary, AICTE**

Copy \*\* to:

1. **The Director of Technical Education\*\*, Andhra Pradesh**
2. **The Registrar\*\***,  
Adikavi Nannaya University, Rajahmundry
3. **The Principal / Director**,  
CH.S.D.ST.THERESA'S COLLEGE FOR WOMEN, ELURU  
Gavaravaram, Sanivarapupet Post  
Eluru - 534 003  
West Godavari District  
Andhra Pradesh,  
Eluru,West Godavari,  
Andhra Pradesh,534003
4. **The Secretary / Chairman**,  
  
ELURU,WEST GODAVARI  
Andhra Pradesh,534003
5. **The Regional Officer**,  
All India Council for Technical Education  
First Floor, old BICARD Building  
Jawaharlal Nehru Technological University  
Masab Tank, Hyderabad-500076
6. **Guard File(AICTE)**

Note: Validity of the Course details may be verified at <http://www.aicte-india.org/> .

\*\* Individual Approval letter copy will not be communicated through Post/Email. However, consolidated list of Approved Institutions(bulk) will be shared through official Email Address to the concerned Authorities mentioned above.

*This is a computer generated Statement. No signature Required*



5035

THE CONGREGATION SISTERS OF ST. ANN PROVIDENCE SOUTHERN PROVINCE  
GOWRAVARAM  
ST. THERESA DEGREE & P.G. COLLEGE - ELURU  
COLLEGE MBA ACCOUNT  
R & P ACCOUNT From 01/04/2018 To 31/03/2019

A/C	HEAD OF ACCOUNT	AMOUNT	AMOUNT	RECEIPTS	PAYMENTS
81000	CASH ACCOUNT			619.60	
	BANK A/CS				
81035	AB - 2709	248200.00			
	FEE COLLECTIONS			248200.00	
10000	Tution fee	1677400.00			
	INTEREST AND DIVIDENDS				
14000	Interest on Savings Account	11226.00			
	EMPLOYEES REMUNERATION AND BENEFITS				
20000	Salaries & Allowances		1455516.00		1455516.00
	ADMINISTRATION EXPENSES				
20100	Printing and Stationary		16125.00		
20101	Telephone and Telex		24094.00		
20107	Advertisement		28281.00		
21100	Bank Charges		272.00		
	REPAIRS AND MAINTANANCE OF FIXED ASSETS				
24000	R & M of Buildings		23959.00		
24001	R & M of Machinery		5700.00		
	EDUCATIONAL EXPENSES				
24405	Expenses on Functions		9757.00		
24422	Educational Expeness		289990.00		
24439	Refreshments		10030.00		
	FIXED ASSETS				
37103	LIBRARY		13082.00		
45014	CH. S. D. ST. THERESA'S COLL-EDU. MNG A/C			268000.00	
81000	CASH ACCOUNT				331.60
	BANK A/CS				
81035	AB - 2709		328308.00		

THE CONGREGATION SISTERS OF ST. ANN PROVIDENCE SOUTHERN PROVINCE  
GOWRAVARAM  
ST. THERESA DEGREE & P.G. COLLEGE - ELURU  
COLLEGE MBA ACCOUNT  
R & P ACCOUNT From 01/04/2018 To 31/03/2019

A/C	HEAD OF ACCOUNT	AMOUNT	AMOUNT	RECEIPTS	PAYMENTS
			-----		328308.00
***** TOTALS*****				2205445.60	2205445.60

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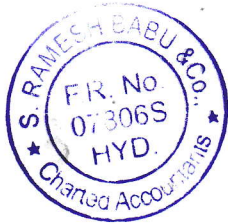
EXAMINED AND FOUND CORRECT  
FOR S. RAMESH BABU & CO.  
CHARTERED ACCOUNTANTS

Date : 14/06/2019  
Place : HYDERABAD



PARTNER

SISTER IN CHARGE



5035

THE CONGREGATION SISTERS OF ST.ANN PROVIDENCE SOUTHERN PROVINCE  
GOWRAVARAM  
ST.THERESA DEGREE & P.G.COLLEGE - ELURU  
COLLEGE MBA ACCOUNT  
R & P ACCOUNT From 01/04/2019 To 31/03/2020

A/C	HEAD OF ACCOUNT	AMOUNT	AMOUNT	RECEIPTS	PAYMENTS
81000	CASH ACCOUNT BANK A/CS			331.60	
81035	AB - 2709	328308.00			
	<b>FEE COLLECTIONS</b>			328308.00	
10000	Tution fee	1681250.00	23500.00		
	<b>INTEREST AND DIVIDENDS</b>			1681250.00	23500.00
14000	Interest on Savings Account	4576.00			
	<b>EMPLOYEES REMUNERATION AND BENEFITS</b>			4576.00	
20000	Salaries & Allowances		1404174.00		
	<b>ADMINISTRATION EXPENSES</b>				1404174.00
20100	Printing and Stationary		29938.00		
20101	Telephone and Telex		900.00		
20102	Postage and Telegrams		7385.00		
20106	News papers and Periodicals		43369.00		
21102	Staff Welfare		11807.00		
	<b>TRAVELLING AND CONVEYANCE</b>				93399.00
23002	Travelling and Conveyance		3500.00		
	<b>REPAIRS AND MAINTANANCE OF FIXED ASSETS</b>				3500.00
24000	R & M of Buildings		14700.00		
24001	R & M of Machinery		174.00		
24002	R & M of Vehicles		14073.00		
24003	R & M of Electrical & Electronic Equ		18401.00		
24004	R & M of Furniture		18813.00		
	<b>EDUCATIONAL EXPENSES</b>				66161.00
24405	Expenses on Functions		14900.00		
24407	Gifts and Prizes Distributed		2645.00		
24422	Educational Expenses		116840.00		
24446	Library/Books		44657.00		
24491	Cleanliness and Hygiene		1250.00		
	<b>INTERSTATMENT TRANSFERS</b>				180292.00
45012	CH.S.D.ST.THERESA'S-CLG EXAM.A/C-ELU	50000.00			

THE CONGREGATION SISTERS OF ST.ANN PROVIDENCE SOUTHERN PROVINCE  
 GOWRAVARAM  
 ST.THERESA DEGREE & P.G.COLLEGE - ELURU  
 COLLEGE MBA ACCOUNT  
 R & P ACCOUNT From 01/04/2019 To 31/03/2020

A/C	HEAD OF ACCOUNT	AMOUNT	AMOUNT	RECEIPTS	PAYMENTS
45014	CH.S.D.ST.THERESA'S COLL-EDU.MNG A/C	669614.00			
45020	CH.S.D.ST.THERESA'S UNAIDED-SPL.FEE	20000.00			
				739614.00	
81000	CASH ACCOUNT BANK A/CS				1945.60
81035	AB - 2709		981108.00		
***** TOTALS*****				2754079.60	2754079.60

<Page:2>

EXAMINED AND FOUND CORRECT  
 FOR S.RAMESH BABU & CO.  
 CHARTERED ACCOUNTANTS

*S. Ramesh Babu*

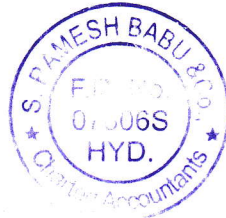
Date : 21/08/2020  
 Place : HYDERABAD

PARTNER

SISTER IN CHARGE

*S. Laxmi Devi*  
 PRINCIPAL

CH.S.D.ST.THERESA'S COLLEGE FOR WOMEN  
 ELURU-534 003 WEST GODAVARI DT., A.P



THE CONGREGATION SISTERS OF ST. ANN PROVIDENCE SOUTHERN PROVINCE  
GOWRAVARAM  
ST. THERESA DEGREE & P.G. COLLEGE - ELURU  
COLLEGE MBA ACCOUNT  
R & P ACCOUNT From 01/04/2020 To 31/03/2021

5035

A/C	HEAD OF ACCOUNT	AMOUNT	AMOUNT	RECEIPTS	PAYMENTS
				1945.60	
81000	CASH ACCOUNT BANK A/Cs				
81035	AB - 2709	981108.00		981108.00	
	<b>FEE COLLECTIONS</b>				
10000	Tution fee	570500.00		570500.00	
	<b>INTEREST AND DIVIDENDS</b>				
14000	Interest on Savings Account	14229.00		14229.00	
	<b>EMPLOYEES REMUNERATION AND BENEFITS</b>				
20000	Salaries & Allowances		1182750.00		1182750.00
	<b>ADMINISTRATION EXPENSES</b>				
20100	Printing and Stationary		14730.00		
20108	Legal charges		4000.00		
20113	Gardening Expenses		3590.00		
21100	Bank Charges		5.90		22325.90
	<b>TRAVELLING AND CONVEYANCE</b>				
23001	Travelling Allowance		500.00		500.00
	<b>EDUCATIONAL EXPENSES</b>				
24405	Expenses on Functions		19545.00		
24491	Cleanliness and Hygiene		19638.00		39183.00
	<b>CURRENT LIABILITES</b>				
30209	EMPLOYEES PROVIDENT FUND	121686.00	121686.00		
30212	ESI Recovery	8955.00	8955.00		
				130641.00	130641.00
81000	CASH ACCOUNT BANK A/Cs				2142.60
81035	AB - 2709		320881.10		320881.10
***** T O T A L S *****				1698423.60	1698423.60

<Page: 1>

EXAMINED AND FOUND CORRECT  
FOR S. RAMESH BABU & CO.  
CHARTERED ACCOUNTANTS

*S. Ramesh Babu*

PARTNER

*S. Ramesh Babu*

SISTER IN CHARGE

