

# **JVR GOVT. COLLEGE**

## **SATHUPALLY, KHAMMAM Dist.**

### **Commerce Department Profile**



**WELCOME  
TO  
THE DEPARTMENT OF COMMERCE**

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## Vision

**“Empowering students by providing all kind of knowledge of commerce with healthy practices and providing guidance, inspiring atmosphere and opportunities to the aspirants for quality Education in Commerce.”**

## OUR MISSION

1. Develop Teaching & Learning practices of commerce knowledge with practically.
2. Enhancing the employ-ability of the Commerce Students by providing motivating environment for availing their full potential.
3. Inculcate moral and ethical values and developing social consciousness among students.
4. Enable overall development of the personality of the commerce students by developing Commercial global outlook with social responsibility.
5. To enable the students as practical oriented according to the present demand of the human resource.

## History of the Department

The Department of Commerce was started ever since the inception of the College in the year 1976 Initially B.Com (General T/M) was started with an intake of 40 students. However, in the later years in view of the demand for the course and to cater the needs of the local students and also due to the rising demand for Commerce education and the changes that were taking place in the field of accountancy such as usage of computers in accounting and income tax filing B.Com (Computer Applications) was started in the year 1989-90 with an intake of 40 students. Presently the Department offers B.Com (Computer Applications) in English as well as Telugu medium with an intake of 90 students in each medium. Ever since the inception of the department it has been striving to give its best in nurturing the students in the field of commerce. The faculty of this Department has a rich experience and is committed to quality in teaching. They keep themselves abreast of the rapidly changing world of business and Industry.

**Number of teaching posts**

<b>Designation</b>	<b>Sanctioned</b>	<b>Filled</b>
Assistant Professors	03	03

**WORK LOAD OF THE DEPARTMENT****(I, III & V semester Work Load)**

<i>Semester</i>	<i>Course Title</i>	<i>HPW</i>	<i>Total</i>
<b>I</b>	Financial Accounting-I	<b>5+5=10</b>	<b>10</b>
<b>I</b>	Business Organization and Management	<b>5+5=10</b>	<b>10</b>
<b>III</b>	Principles of Insurance	<b>2+2=4</b>	<b>4</b>
<b>III</b>	Advanced Accounting	<b>5+5=10</b>	<b>10</b>
<b>III</b>	Business Statistics-I	<b>5+5=10</b>	<b>10</b>
<b>V</b>	Business Economics	<b>4</b>	<b>4</b>
<b>V</b>	Cost Accounting	<b>5</b>	<b>5</b>
<b>V</b>	Computerized Accounting	<b>5</b>	<b>5</b>
	<b>Total</b>		<b>58</b>

**(II, IV & VI semester Work Load)**

<i>Semester</i>	<i>Course Title</i>	<i>HPW</i>	<i>Total</i>
<b>II</b>	Financial Accounting-II	<b>5+5=10</b>	<b>10</b>
<b>II</b>	Business Laws	<b>5+5=10</b>	<b>10</b>
<b>IV</b>	Practice of General Insurance	<b>2+2=4</b>	<b>4</b>
<b>IV</b>	Regulation of Insurance Business	<b>2+2=4</b>	<b>4</b>
<b>IV</b>	Income Tax/	<b>5+5=10</b>	<b>10</b>
<b>IV</b>	Business Statistics-II	<b>5+5=10</b>	<b>10</b>
<b>VI</b>	Research Methodology and Project Report	<b>6</b>	<b>6</b>
<b>VI</b>	Cost Control and Management Accounting	<b>5</b>	<b>5</b>
<b>VI</b>	Theory and Practice of GST	<b>5</b>	<b>5</b>
	<b>Total</b>		<b>64</b>

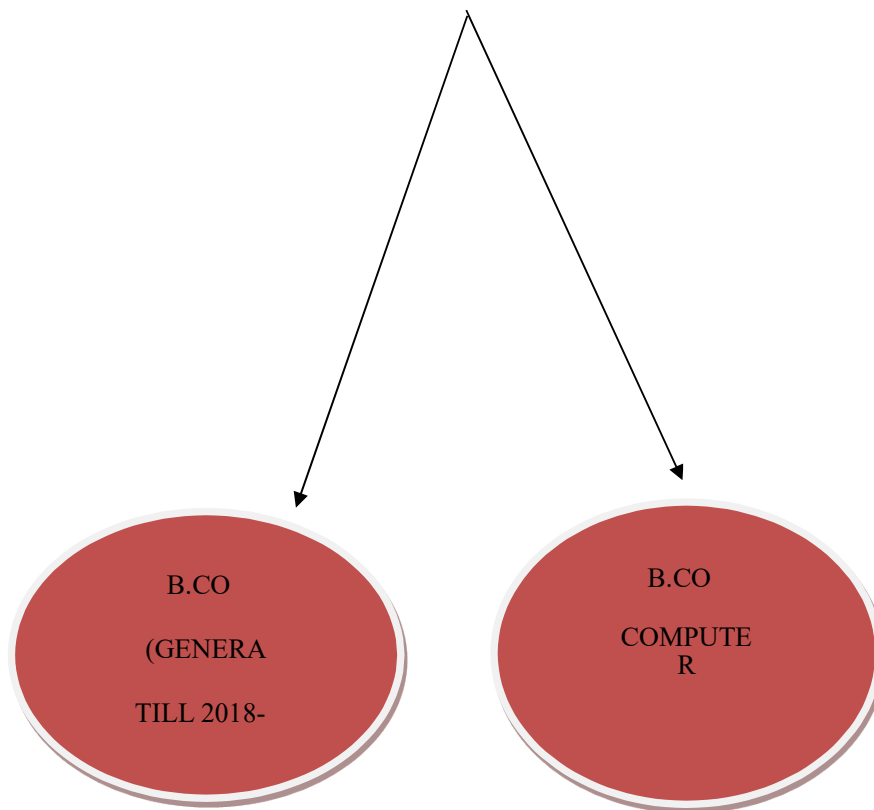
1. Dr.A.Sarangapani PPW (4+6+10=20) ( B.Laws, BSS-II, RM & Project Report)
2. O.Chenna Rao PPW (2+ 6+8+5=21) (FA-II, B.Laws, Insurances, CCM)
3. T.Krishna Rao PPW (8+10+5=23) (FA-II, Income Tax, GST)

### ***COURSE OFFERED***

The Department of Commerce offers B.Com [General] and B.Com [Computer Applications] programs.

### **BACHELOR OF COMMERCE**

**[B.Com]**



## FACULTY INFORMATION

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

<b>Name</b>	<b>Qualification</b>	<b>Designation</b>	<b>No. of Years of Experience</b>
<b>Dr. A. Sarangapani</b>	M.Com, MBA,NET, NET, Ph.D	Assistant Professor	11+16=27
<b>O. Chenna Rao</b>	M.Com, M. Phil	Lecturer in commerce	18
<b>T. Krishna Rao</b>	M.Com, M. Phil' MA (Telugu)	Lecturer in commerce	18

### **List of senior visiting faculty:**

1. Dr. Sarveshwar Rao Asst of Commerce SR&BGNR college, Khammam.
2. Dr.S. Mhadhava Rao Asst. of Commerce SR&BGNR college, Khammam.

## List of Commerce Faculty worked at this College

SL NO	NAME OF THE FACULTY	QUALIFICATION	PERIOD
1	Dr T. Siva Rama Krishna	M.COM	1977-80
2	K. Rama Rao	M.COM	1980-86
3	K.Jagadeshwara Rao	M.COM	1980-84
4	L.Rama Chandra Rao	M.COM	1981-92
5	K Venkat Rao	M.COM	1987-90
6	P.VenkateswaRlu	M.COM	1984-91
7	K.Venkataiah	M.COM	1991-94
8	N.Madhava Varma	M.COM	1994-96
9	ALN Sastri	M.COM NET	1996-2004
10	R.Venkati	M.COM	1996-04
11	B.RAJU	M.COM	1997-99
12	R.Ranga Reddy	M.COM	1999-04
13	Y.CinnaAppaiah	M.COM; M.B.A	2002-04
14	O.Chenna Rao	M.COM	2004-13
15	P.Sujatha	M.COM	2004-13
16	T.Krishna Rao	M.COM	2004-05
17	M.Venkat Reddy	M.COM	2008-2-10
19	J.Sarala Jhansi Rani	M.COM; MPhil	2010-18
20	CH.Laxmi Bharathi	M.COM; M.B.A	2013-18
21	T.Krishna Rao	M.COM; MPhil	2013-till date
22	O .ChennaRao	M.COM; MPhil	2018-till date
23	SK Chand Pasha	M.COM; M.B.A	2018-2022
24	Dr. A.Sarangaphani	M.COM; M.B.A , NET, Ph.D	2022-till date

## PROFILES OF STAFF MEMBERS

### PERSONAL PROFILE

#### Publications:

S.No	Name of the Faculty	Total Publications	Publications in last five years
01	Dr.A.Sarangapani	04	(Details shown in separate table)
02	O.Chennarao	01	
03	T. Krishna Rao	Nil	--



**Seminars/Workshops/FDP/ RCs attended during the last five years**

***Dr.A.Sarangapani:***

**Courses and Trainings attended from 2016-17 to 2020-21**

S.No	Title of the course /Programme Attended	Venue	Date
1	Sodhana	Sponsored by RUSA CCE, Hyderabad	2-3, May, 2016
2	Innovative Online Teaching , Learning and Effective Content Management “E-SAMPADA”	Dr.MCR Human Resource Development and TrainingCentre, Hyderabad.	12-05-2017 to 14-05-2017
3	Refresher Course inEntrepreneurship in Social Sciences	Two Weeks - HRDC, OsmaniaUniversity, Hyderabad	15.07. 2019 to 27.09.2019
4	Refresher Course inEntrepreneurship Development (Online mode)	Two Week Refresher Course(UGC-HRDC, OsmaniaUniversity, Hyderabad )	03.08.2020 to 18.08.2020
5	Faculty Improvement Programme on ReportWriting in Commerce and Business Management (Online mode)	UGC-HRDC OsmaniaUniversity, Hyderabad	08-06-2020 to 13-06-2020
6	Short term Course on Motivation and Leadership for Teachers (Online mode)	UGC-HRDC Osmania University, Hyderabad	22-06-2020 to 27-06-2020
7	Refresher Course in Entrepreneurship Development (Online mode)	UGC-HRDC Osmania University, Hyderabad	03-08-2020 to 18-08-2020
8	Refresher Course in Business Analytics (Online mode)	UGC-HRDC Osmania University, Hyderabad	13-09-2021 to 25-09-2021

**Seminars/workshops attended /papers presented 2016-17 to 2020-21**

1. Presented a paper at national seminar titled “ **Language Skill in Business Communication**”, organized by Department of English, Government Degree & PG College, Bhadrachalam (Telangana State), on 30<sup>th</sup> & 31<sup>st</sup> January, 2016.
2. Presented a paper at national seminar titled on “**Emerging Trends in Indian Banking Sector with special Reference to IT- Governance**”, organized by Department Commerce & Business Management, C.K.M. Arts & Science College, Warangal on 13<sup>th</sup> February, 2016.
3. Presented a paper at national seminar titled “**Corporate Social Responsibilities – Issues & Challenges**”, organized by Department of Commerce & Business Management, University Arts & Science College (Autonomous), Kakatiya University Warangal District (Telangana State), on 4<sup>th</sup> & 5<sup>th</sup> February, 2017.
4. Presented a paper at national seminar titled “**Role of Information Technology in Indian Banking Sector**”, organized by Government Degree College for Women, Karimnagar Dist. (Telangana State), on 17<sup>th</sup> & 18<sup>th</sup> March, 2017
5. Presented a paper at national seminar titled “**Make in India – Issues & Challenges**”, organized by Department of Commerce & Business Management, University College for Women, Kakatiya University Warangal District (Telangana State), on 23<sup>rd</sup> & 24<sup>th</sup> March, 2017.
6. Presented a paper at national seminar Development of Telangana Economy: An Alternative Model in Indian context, titled “**Problems and prospects of Rural entrepreneurs in Telangana State**”, organized by Department of Economics, University Arts and science College, (Autonomous) Kakatiya University Warangal District (Telangana State), on 23<sup>rd</sup> & 24<sup>th</sup> February, 2018.
7. Presented a paper at national seminar, Transforming Indian Economy during 25 years of Economic Reforms, titled “**Demonetization: It’s Impact on Cashless transactions**”, organized by Department of Commerce & Business Management, University Arts and science College, (Autonomous) Kakatiya University Warangal District (Telangana State), on 6<sup>th</sup> & 7<sup>th</sup> March, , 2018.
8. Participated in Online Workshop on “**Research Methodology & Project Report**”, Organized by the Department of Commerce, Osmania University, Hyderabad Telangana State on 13<sup>th</sup> April, 2022’
9. Participated in Online Workshop on “**NATIONAL INTELLECTUAL PROPERTY AWARENESS MISSION**” (NIPAM), Organized by the Intellectual Property Office, Govt. of India, Ministry of Commerce and Industry on 13<sup>th</sup> July, 2022
10. Presented a paper at national seminar, Accreditation and Quality Enhancement of HEI’s, titled “**NAAC Assessment on Development of college with special reference to Impact of Libraries:**

- **A Study**", organized by IQAC Pingle Govt. College, (Autonomous) Waddepally, Hanumakonda, (Telangana State), on 18<sup>th</sup> & 19<sup>th</sup> August, 2022.

## **Details of the Publications:**

1. Changing Dimensions of Financial and Banking Systems in India, **"Role of Information Technology in Indian Banking Sector"**, organized by Government Degree College for Women, Karimnagar Dist. (Telangana State), on 17<sup>th</sup> & 18<sup>th</sup> March, 2017
2. Published an article in International Journal of Research Culture and Society (IJRCS) online journal, Transforming Indian Economy during 25 years of Economic Reforms, titled **"Demonetization: It's Impact on Cashless transactions"**, special issue March, 2018.
3. Published an article in Development of Telangana Economy – An alternative model in Indian Context, titled **"Problems and prospects in Rural Women Entrepreneurs in Telangana State"**. Organized Department of Economics, University Arts and Science College, Warangal, 2018.

## ***O. Chenna Rao***

**Details of the Publication** Changing Dimensions of Financial and Banking Systems in India, **"E-banking system in Indian – An Overview"**, organized by Government Degree College for Women, Karimnagar Dist. (Telangana State), o 17<sup>th</sup> & 18<sup>th</sup> March, 2017.



**NAME** : **Dr.A. SARANGAPANI**

**FATHER NAME** : **RAJAMALLU**

**sex** : **MALE**

**DATE OF BIRTH** : **16-06-1971**

**MARITAL STATUS** : **MARRIED**

**NATIONALITY** : **INDIAN**

**LANGUAGES KNOWN** : **TELUGU, HINDI & NGLISH**

**MOTHER TONGUE** : **TELUGU**

**QUALIFICATION** : **MCOM , M.B.A, NET, Ph.D**

**DESIGNATION** : **Asst. prof. of Commerce**

**CATEGORY** : **BC-D**

**PHONE NO** : **6281309918**

**EMAIL – ID** : **[drasarangapani@gmail.com](mailto:drasarangapani@gmail.com)**

**OFFICE ADDRESS** : **JVR Government College , Sathupally, Khammam Dist**

**TEACHING EXPERIENCE** : **11 Years**



## 1. PERSONAL PROFILE

**NAME** : **O CHENNARAO**

**FATHER NAME** : **Venkateswarlu**

**SEX** : **MALE**

**DATE OF BIRTH** : **15-05-1980**

**MARITAL STATUS** : **MARRIED**

**NATIONALITY** : **INDIAN**

**LANGUAGES KNOWN** : **TELUGU, HINDI &**

**ENGLISH MOTHER TONGUE:** **TELUGU**

**QUALIFICATION** : **MCOM , M.B.A, NET, Ph.D**

**DESIGNATION** : **Asst. prof. of Commerce**

**CATEGORY** : **BC-D**

**PHONE NO** : **9440548194**

**EMAIL – ID** : **[orugantichennarao@gmail.com](mailto:orugantichennarao@gmail.com)**

**OFFICE ADDRESS** : **JVR Government College , Sathupally, Khammam Dist**

**TEACHING EXPERIENCE** : **18 Years**



### 3 PERSONAL PROFILE

**NAME** : **T. KRISHNA RAO**

**FATHER NAME** : **Venkatesu**

**SEX** : **MALE**

**DATE OF BIRTH** : **06-07-1979**

**MARITAL STATUS** : **MARRIED**

**NATIONALITY** : **INDIAN**

**LANGUAGES KNOWN** : **TELUGU, HINDI &**

**ENGLISH MOTHER TONGUE:** **TELUGU**

**QUALIFICATION** : **M.COM , M.Phil;**

**DESIGNATION** : **Asst. prof. of Commerce**

**CATEGORY** : **BC-D**

**PHONE NO** : **9492958503**

**EMAIL – ID** : **[krishnaraotellagorla@gmail.com](mailto:krishnaraotellagorla@gmail.com)**

**OFFICE ADDRESS** : **JVR Government College , Sathupally, Khammam Dist**

**TEACHING EXPERIENCE** : **18 Years**

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## CRITERION-I - CURRICULAR ASPECTS

Later it has been thoroughly revised by universities and common core syllabus was introduced for the I, II and III year. Lessons are taught regularly by strictly adhering to the academic schedule as per the almanac issued by Kakatiya University, Warangal .The faculty members prepare Semester academic plans at the beginning, which is regularly scrutinized by in charge of the department and principal.

The staff has been regularly attending orientation and Refresher courses for upgrading their skills in view of the changes that have been taking place in the syllabi. Besides this the department attends departmental meetings and conference of the university where curriculum design is reviewed, discussed and finalized.

Apart from teaching the curriculum designed by the university, the department is also teaching some additional curricular inputs to the students to bridge the gap between the prescribed syllabi and some of the latest trends and development in the subject.

<i>Sem</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>
I	Financial Accounting-I	5	5
I	Business Organization and Management	5	5
II	Financial Accounting-II	5	5
II	Business Laws	5	5
III	Principles of Insurance	2	2
III	Advanced Accounting	5	5
III	Business Statistics-I	5	5
IV	Practice of General Insurance	2	2

<b>IV</b>	Income Tax/	<b>5</b>	<b>5</b>
<b>IV</b>	Business Statistics-II	<b>5</b>	<b>5</b>
<b>V</b>	Business Economics	<b>4</b>	<b>4</b>
<b>V</b>	Cost Accounting	<b>5</b>	<b>5</b>
<b>V</b>	Computerized Accounting	<b>3T+4P</b>	<b>5</b>
<b>VI</b>	Research Methodology and Project Report	<b>2T+4P</b>	<b>4</b>
<b>VI</b>	Cost Control and Management Accounting	<b>5</b>	<b>5</b>
<b>VI</b>	Theory and Practice of GST	<b>3T+4P</b>	<b>5</b>

### **Certificate Courses / Add on Courses:**

The Department has a practice of introducing a short term Certificate Course once a year. The main intension of the certificate course is to impart additional and contemporary skills to the students in the field of Commerce apart from the regular course as prescribed by the university. The details of the certificate courses dealt during the last five years are as follows:

<b>Sl.No</b>	<b>Academic Year</b>	<b>Title of the certificate Course</b>	<b>Duration</b>	<b>Number of Students Enrolled</b>	<b>Number of Students completed</b>
01	2016-17	TALLY	60 days	22	22
02	2017-18	TALLY	60 days	20	20
03	2018-19	TALLY	60 days	20	20
04	2019-20	TALLY	60 days	20	20
05	2020-21	TALLY	60 days	41	41

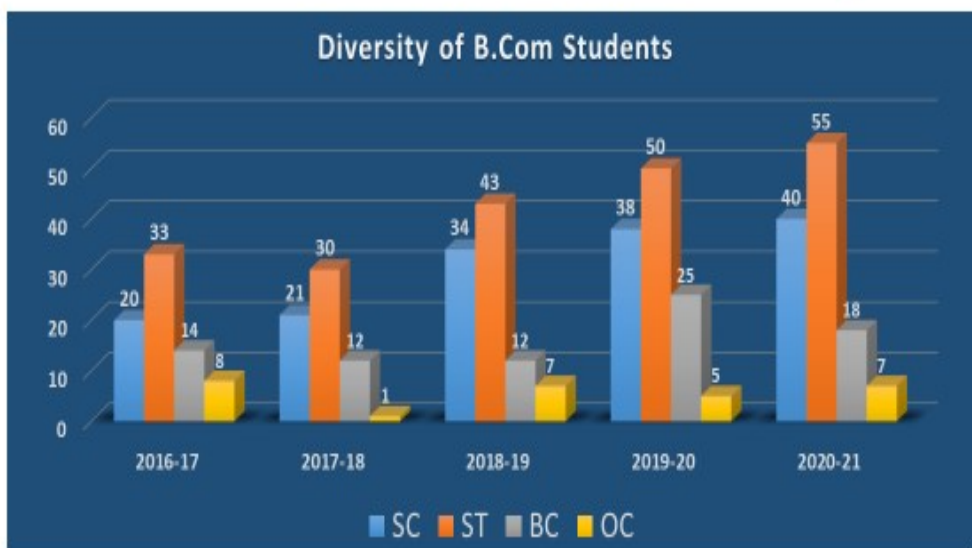


# DEPARTMENT COMMERCE

## Diversity of B.Com Student Admissions of strength particulars

Academic Year	SC	ST	BC	OC	BOYS	GIRLS	TOTAL
2016-17	20	33	14	8	40	35	75
2017-18	21	30	12	1	50	14	64
2018-19	34	43	12	7	60	36	96
2019-20	38	50	25	5	68	50	118
2020-21	40	55	18	7	70	50	120

### Admissions of B.Com Students for the last 5 years



## DEPARTMENT OF COMMERCE

### PROGRAM OUTCOMES

After completing the programme, the B.Com graduate will be able to:

- PO 1 :** Develop wide range of business ,legal' statistical, financial , Entrepreneurial and analytical expertise.
- PO 2 :** Apply the managerial skills, abilities sand knowledge in a Business organization and be

capable of maintaining business accounts.

- PO 3 :** Enhance the capability of decision making at personal and professional levels.
- PO 4 :** Makes students industry ready and develop various managerial and accounting skills for better professional opportunities.
- PO 5 :** Understand how to operate a business successfully in a continuously changing Environment.
- PO 6 :** Develop an entrepreneurship spirit and participate effectively in social, commercial issues Ultimately leading to notional Development, examinations: Thus, after completing their graduation learners develop a thorough understanding the fundamentals in commerce and finance.

#### **PROGRAM SPECIFIC OUT COMES**

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- PSO 1:** Learners venture into managerial positions, Accounting areas, Banking sectors, Auditing, Company secretary ship , Teaching, Professor ,Stock Agents, Government Employment etc.
- PSO2:** Enables learners to prove themselves in different Professional examinations like CA , CS, ICWA,CMA and other diploma courses such as Tally ERP 9.0 and MS –Excel.
- POS3:** Gain through systematic and subject skills within various disciplines of commerce' business, business law, business statistics, banking, accounting tax ,finance cost accounting, entrepreneurship, auditing, strategic management and marketing.
- POS4:** Learners further move towards research in the field of commerce.
- POS5:** Enables students to demonstrate Progressive learning of various tax issues and tax forms related to individuals and businessmen and setting up their own business start-up.
- POS6:** The vast syllabi covers various fields covers various fields of commerce and accountancy which helps students grasp practical and theoretical knowledge.

#### **B.Com - CO's**

Commerce is the whole system of an economy that constitutes an environment for business. The subject kept many students at the top of their lives and as successful persons.

The B.Com program aims at producing qualified, skilled and trained personnel for the fields such as insurance, accounting, banking, marketing, stock markets, e-commerce and computer based accounting besides teaching jobs at different areas of commerce education. Indeed this program gets overwhelming response from various corners of the region. B. Com

is one of the most sought after career oriented program offered at the under graduation and post-graduation level. This program opens up huge career options and opportunities at the aspiring people in the field of commerce and management. This program also prepares one to start his or her own business as an entrepreneur. Based on the core purpose of the program, following will be listed as program objectives:

- Skill enhancement, knowledge acquisition and preparing students with all other needy abilities for employment are the vital elements in its primary objectives of the program
- Preparing students to deal with the latest issues of commerce and management in one hand and nurture the competencies among them, so as to constantly challenge and push themselves towards continuous improvement.
- Developing accounting and managerial skills besides imparting knowledge in networking and system based recording of business transactions.
  
- Another pivotal objective of the program is ensuring the development of core competencies, such as written and oral communication, quantitative reasoning, financial literacy and critical thinking and evaluation of business results.

# Course objectives

## SEM-I

### FINANCIAL ACCOUNTING-I

- *To acquire conceptual knowledge of basics of accounting and preparation of final accounts of sole trader*

- the process by which an organization's revenue, receivables, and expenses are collected, measured, recorded and finally reported
- Across financial accounting, companies have two basic ways they can structure their business's accounting

- *To acquaint the students with the basics of Commerce and Business concepts and functions, forms of Business Organization and functions of Management*

### BUSINESS ORGANIZATION & MANAGEMENT

- The organizational objectives of management refer to the main objectives required to fulfill the economic goals of any business organization

- Every organization is a part of the society. Thus it has certain social obligations to fulfill.

## SEM-II

### FINANCIAL ACCOUNTING-II

- To acquire accounting knowledge of bills of exchange and other business accounting methods.
- The American is an industry leading organization in the area of financial accounting.

- In the United States, financial reporting standards are set forth by the FASB and required under GAAP for publicly traded companies.
- *To understand basics of contract act, sales of goods act, IPRs and legal provisions applicable for establishment, management and winding up of companies in India.*
- Establishing standards identifies what types of behavior are and are not accepted in society. For example, damage to person or property is considered a crime because it is not tolerated by society.

### BUSINESS LAWS

- Businesses large and small must comply with the same legal regulations. Often, this involves the expertise of a specialist who can help entrepreneurs succeed in an area

such as law or finance.

### **SEM-III**

PRINCIPLES OF INSURANCE

PRACTICE OF LIFE INSURANCE

- *To acquire accounting knowledge of partnership firms and joint stock companies*
- Objectives of accounting in any business are; systematically record transactions, sort and analyzing them, prepare financial statements, assessing the financial position, and aid in decision making with financial data and information about the business

ADVANCED ACCOUNTING

- The primary object of accounting is to identify the financial transactions and to record these systematically in the books of accounts
- Every business concern is interested to know its operating results at the end of a particular period.
- *to inculcate analytical and computational ability among the students.*
- Demonstrate knowledge of probability and the standard statistical distributions.

BUSINESS STATISTICS –I

- Demonstrate knowledge of fixed-sample and large-sample statistical properties of point and interval estimators
- Demonstrate understanding of how to design experiments and surveys for efficiency.

### **SEM-IV**

INCOME TAX

- *To acquire conceptual and legal knowledge about Income Tax provisions relating to computation of Income from different heads with reference to an Individual Assesses*
- The primary purpose of taxation is to raise revenue to meet huge public expenditure
- One of the important objectives of taxation is economic development. Economic development of any country is

largely conditioned by the growth of capital formation

- Second objective is the full employment. Since the level of employment depends on effective demand, a country desirous of achieving the goal of full employment must cut down the rate of taxes.
- *to inculcate analytical and computational ability among the students.*
- Demonstrate knowledge of probability and the standard statistical distributions.
- Demonstrate knowledge of fixed-sample and large-sample statistical properties of point and interval estimators
- Demonstrate understanding of how to design experiments and surveys for efficiency.

## BUSINESS STATISTICS –II

## SEM-V

### COST ACCOUNTING

- *To make the students acquire the knowledge of cost accounting methods*
- Cost Accounting refers to the classifying, recording and appropriate allocation of expenditure for the purpose of determining the costs of products or services
- The objective of the cost accounting is to determine the methods by which expenditure on materials, wages and overhead are recorded, classified and allocated.
- *To understand basics of contract act, sales of goods act, IPRs and legal provisions applicable for establishment, management and winding up of companies in India.*
- Establishing standards identifies what types of behavior are and are not accepted in society. For example, damage to person or property is considered a crime because it is not tolerated by society

### BUSINESS LAW

- Businesses large and small must comply with the same legal regulations. Often, this involves the expertise of a specialist who can help entrepreneurs succeed in an area such as law or finance.

### BANKING THEORY & PRACTICE COMPUTERIZED ACCOUNTING

- *to acquire knowledge of working of Indian Banking system*
- Students will get exposure for banking operations Students will be exposed to various dimensions of day to day operations. Students will have practical applications of banking aspects in real life situations
- Banking Sector Reforms: Liberalization of banking sector, Narsimham Committee- 1st and 2nd generation reforms, Capital adequacy: introduction, Basel II norms (new capital adequacy framework)

- To make the students to acquire the knowledge of computer software.
- It ensures efficient performance in accounting records.
- Greater accuracy computerized Accounting make sure accuracy in accounting records and statements.
- It prevents clerical errors and omissions in records.
- Relieve monotony: Computerized accounting reduces the monotony of doing repetitive Accounting jobs.

### FINANCIAL MANAGEMENT PRINCIPLES OF MARKETING

- To understand the basics in financial management
- To expose to the basics of marketing management as a functional area and to

understand the various decisions under this discipline

- To study and critically analyze the basic concepts and trends in marketing
- To aware the recent changes in the field of marketing

### SEM-VI

ADVERTISING

- Updates students about current trends in advertising. • Acquaints students about various tools of IMC and careers in advertising.

MANAGERIAL ACCOUNTING

- to acquire Managerial Accounting decision-making techniques and reporting methods.
- Management accounting also is known as managerial accounting and can be defined as a process of providing financial information and resources to the managers in decision making.
- Financial accounting is the recording and presentation of information for the benefit of the various stakeholders of an organization

COMPANY LAW

- to understand legal provisions applicable for establishment management and winding up of companies in India as per Companies Act2013.
- In view of the important developments that have taken place in the corporate sector, the course is designed to understand the formation, management and other activities of the companies.
- This course aims to impart the students, the corporate management, control, possible abuses, the remedies and government regulation of corporate business and winding up of companies.

FINANCIAL INSTITUTIONS & MARKETS

- *To familiarize with various Financial Institutions and Markets*
- Financial institutions, such as banks, credit unions, stockbrokers, finance and insurance companies, often have a business plan with a set list of goals and objectives
- Many financial institutions manage people's personal money. Since fees, investments, insurance and other services may cost the customer money, a financial institution may have an objective to provide services and savings plans that will save the customer money

COMMERCE LAB

- To become familiar with various business documents and acquire practical knowledge , which improve over all skill &Talent

HUMAN RESOURCE MANAGEMENT

- Refurbishes students with fundamental aspects of HRM, the role, functions and process of HRM. • Explains students the applications of HRIS and different theories of leadership and motivation. • Updates learners with recent trends in HRM and make students aware about challenges faced by HR managers

TAX PLANNING MANAGEMENT

- To equip with the conceptual and legal knowledge about Tax planning and management with reference to various Heads of Income to relating to an individual assesses

# CRITERION-II

## II .Teaching –Learning and Evaluation

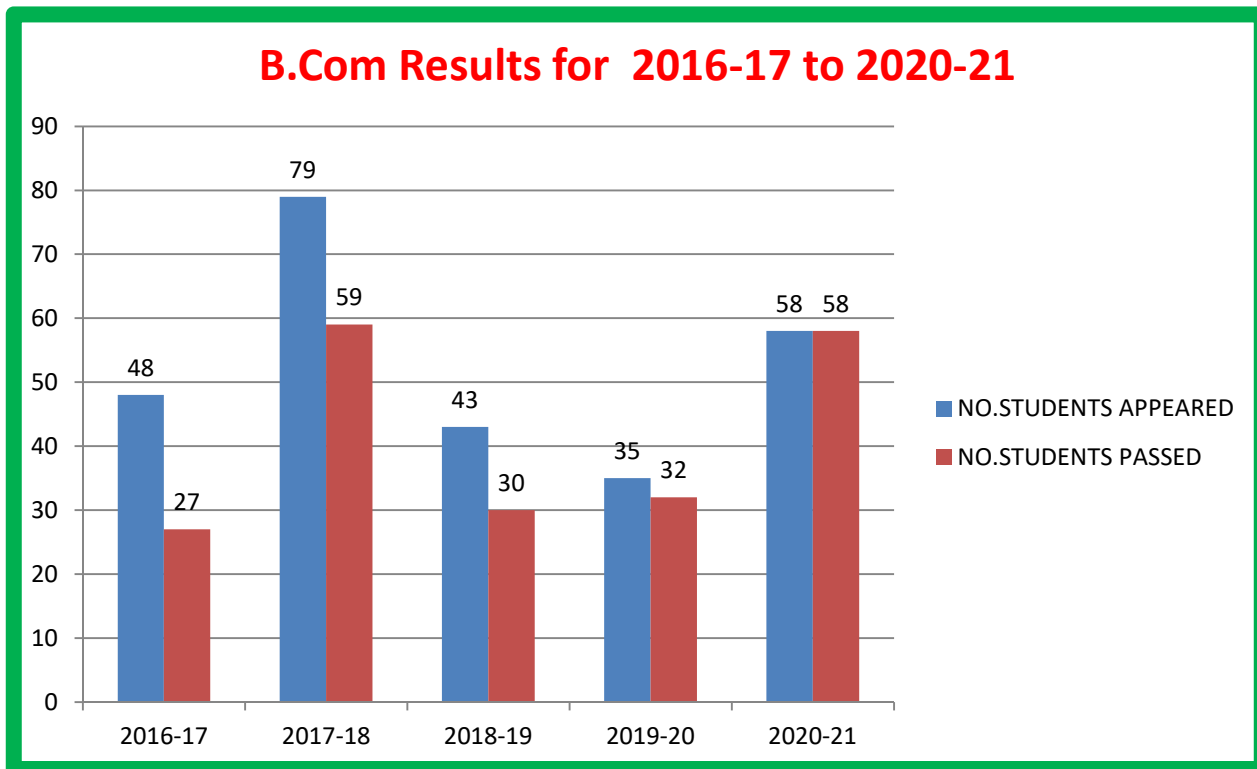
### A] Teaching

- 1) *prepares annual academic plan*
- 2) *Teaching synopsis*
- 3) *teaching diaries*
- 4) *Remedial classes conducted slow learners*
- 5) *Assignments.*
- 6) *students Study Project*
- 7) *Students Seminars*
- 8) *Extensions Lecturers*
- 9) *National Consumer Day Celebration*
- 10) *Field Trip*
- 11) *Quiz*



## B.Com Results for the last five academic years:

SL. No.	Year	Number of Students appeared	No. of students passed	Pass Percentage
01	2016-17	48	27	56
02	2017-18	79	59	74
03	2018-19	43	30	70
04	2019-20	35	32	91
05	2020-21	58	58	100



## ***B/ Learning.***

1. In order to promote independent skills and research outlook ,students are involved in study projects
2. Surveys, by providing necessary primary information to the students
3. They are submitting their study projects and survey reports to the departments as a part their learning, to improve their learning abilities.
4. The department is assigning study project and survey to bright students, assignments and seminar to average students and remedial classes for slow learners.
5. The department take steps for the expansion of general awareness of subject among the students by providing latest news items, press clippings, magazines, journals and books. Extension lectures are arranged every year by inviting experts from outside.
6. These lectures are helpful to the students in gaining latest knowledge

## ***Evaluation of students.***

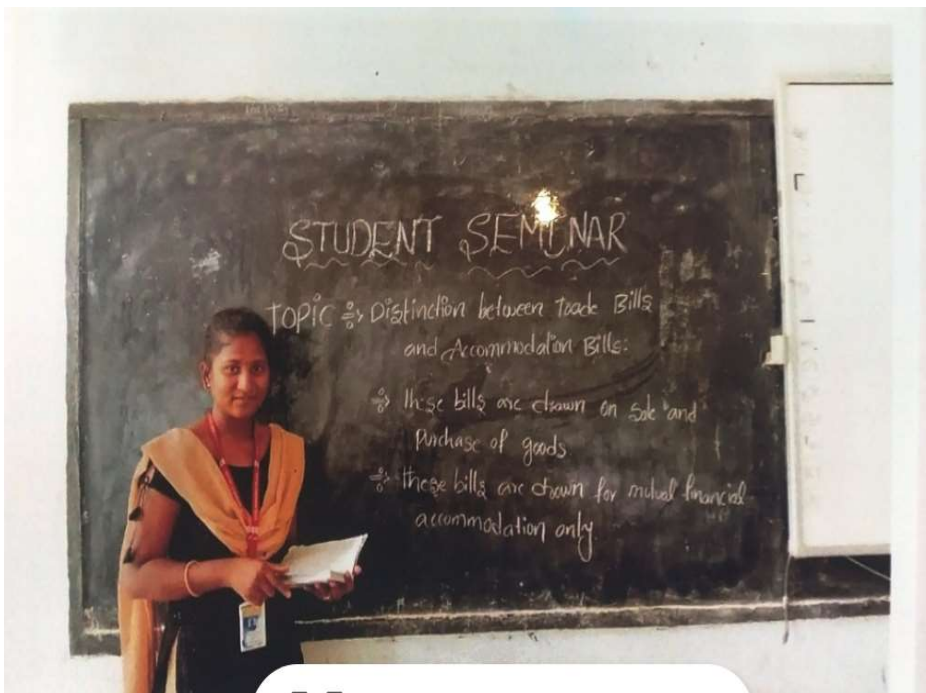
- The department involves in the process of continuous evaluation by conducting Two Internal Examination in each Semester and assignments regularly to all students to assess the extent of progression.
- The department is conducting seminars in each paper.
- On the basis of their performance in semester Examination, The Department categorization of students into three groups such as bright, average and slow learners is made. Study projects are assigned to bright students , assignments based on annual examination pattern are given to average students and
- The previous question papers are prepared andsupplied to the students.

# Student seminars:-

*Student seminars are conducted regularly in which they actively participate and the same is recorded in separate register*

S.No.	Academic Year	Number of seminars conducted	Number of Students participated
1	2021-22	6	10
2	2020-21	3	15
3	2019-20	2	20
4	2018-19	2	25
5	2017-18	2	19
6	2016-17	1	25

## Student seminar photos





**SUBJECT : FINANCIAL ACCOUNTING -II**

## Conducting Quiz - Conducted by Smt J. Sarala Jhansi & T. Krishna Rao



Quiz Master. T. Krishna Rao lecturing commu





## ‘జేవీఆర్’ కళాశాలలో జీఎస్టీపై వర్క్‌షాపు

నవతెలంగాణ-సత్తుపల్లి

సత్తుపల్లి పట్టణంలోని జేవీఆర్ ప్రభుత్వ డిగ్రీ కళాశాలలో వాణిజ్య శాస్త్ర విభాగం ఆధ్వర్యంలో బుధవారం జీఎస్టీపై వర్క్‌షాపును నిర్వహించారు. టాక్స్ కన్సల్టెంట్ ఎన్ సురేశ్ కుమార్ రిసోర్స్ పర్సన్ గా వ్యవహరించిన ఈ వర్క్‌షాపులో విద్యార్థులకు జీఎస్టీ ఫైలింగ్, రిజిస్ట్రేషన్, స్లాబులు, దేశ ఆర్థిక వ్యవస్థకు జీఎస్టీ తోడ్పాటు తదితర అంశాలపై అవగాహన కల్పించారు. కార్యక్రమంలో కళాశాల ప్రిన్సిపల్ పానెం రామచంద్రరావు, ఐక్యూఎస్ఐ కోఆర్డినేటర్ డాక్టర్ కె.విజయ్ కుమార్, వాణిజ్యశాస్త్ర విభాగాధిపతి ఏ.సారంగపాణి, కామర్స్ అధ్యాపకులు ఓ.చెన్నారావు, టీ.కృష్ణారావు, ఆర్థశాస్త్ర విభాగాధిపతి డాక్టర్ బియం వినోద్ కుమార్, జి.సుభాషిణి, విద్యార్థులు పాల్గొన్నారు.



## **Remedial coaching:**

Remedial classes are arranged in the department every year to the academically backward students to improve their academic standards. Department faculty actively participates in taking remedial classes for them.

Assignments and remedial coaching is given to slow learners. The department has been maintaining this practice for the last five years. The department also is preserving Question Banks of last Four years for the benefit of the students. The Government of Telangana is providing scholarships to the economically backward students. After completion of the program most of the students are joining in the post-graduation and teacher training course and others are taking up self-employment and family professions.

# CRITERION-III

## RESEARCH, INNOVATION AND EXTENSIONS

### **(a) Research:**

Teachers can update their knowledge by reading latest books, journals, attending seminars. The faculty members of the department are actively involving in the research activity and also guiding the students in the preparation of study project reports and conducting surveys.

### **Visiting Industry & Vegetable market at Sathupally Market as Field trip**



### **Entrepreneurship Development Cell Activity**





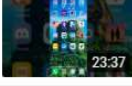





# You Tube Channel : Sarangapani@akuthota &JVR GC ABHYASA

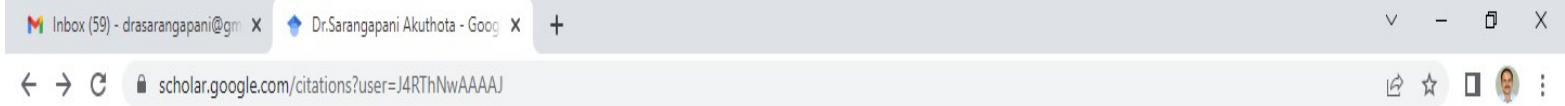
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<input type="checkbox"/>	 Core Banking Core Banking-meaning	Unlisted	None	Aug 26, 2020 Uploaded	1	0	-
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<input type="checkbox"/>	 Emerging trends in commercial banking ... Video from Dr A.Sarangapani.	Unlisted	None	Aug 25, 2020 Uploaded	13	0	50.0% 1 like
<input type="checkbox"/>	 Functions of commercial Bank Commercial Bank	Unlisted	None	Aug 24, 2020 Uploaded	13	0	100.0% 2 likes
<input type="checkbox"/>	 Types of Banks Types of Banks	Unlisted	None	Aug 21, 2020 Uploaded	16	0	100.0% 2 likes
<input type="checkbox"/>	 Types of Banking systems Banking systems	Unlisted	None	Aug 20, 2020 Uploaded	25	0	100.0% 3 likes

# Google Citations of Dr.A. Sarangapani



**Dr.Sarangapani Akuthota**

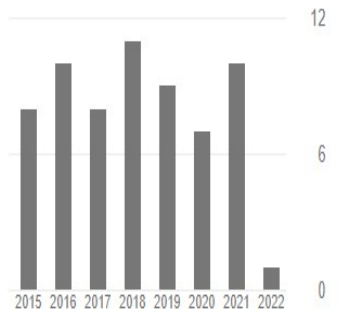
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TITLE	CITED BY	YEAR
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<input type="checkbox"/> Rural consumer behaviour with regard to selected FMCGs consumption patterns and brand usage: a study A Sarangapani, T Mamatha The ICFAI University Journal of Brand Management 5 (3), 22-61	17	2008
<input type="checkbox"/> A Textbook on Rural Consumer Behaviour in India-A Study of FMCGs A Sarangapani Laxmi Publications, Ltd.	15	2009
<input type="checkbox"/> Customer Relationship Management in Banking Sector A Sarangapani, T Mamatha Professional Banker 8 (ISSN 0972-5156), 39-42	10	2008
<input type="checkbox"/> A textbook on rural consumer behavior in India A Sarangapani New Delhi: University science	9	2009
<input type="checkbox"/> Rural Consumer Behavior in India A Sarangapani University Science Press, New Delhi	7	2009
<input type="checkbox"/> Investment Pattern of Indian Indian Investors A Sarangapani, T Mamatha. The Journal of Venture Capital & Financial Services 5 (ISSN 2249-8680). 17-26	4	2011



Co-authors [EDIT](#)

No co-authors



**LIST OF STUDY PROJECTS**

Year	Date	Name of the Project	Participated student list
2016-17	15-10-2016	1.TYPES OF INDUSTRIES	1.P MOUNIKA I BCOM
			2.SK SAKEELA I BCOM
			3.K AMULYA I BCOM
			4.K RAJESWARI I BCOM
			5.B MAHESWARI I BCOM
	11-07-2016	2.COLLECT INFORMATION FROM THEEXPERIENCE OF BUSINESS HOLDERS THROUH QUESTIONNAIRE	1.B RAMYA II BCOM
			2.B TULASI II BCOM
			3.G KRISHNAVENI II BCOM
			4.B KAVITHA II BCOM
			5.V RAJU II BCOM
			6.P GOPI II BCOM
	27-10-2016	3.CALCULATION OF CENTRAL MEASURES	1.M SIRISHA II BCOM
			2.CH VARA LAKSHMI II BCOM
			3.G BAVYA II BCOM
			4.P SUSEELA II BCOM
2017-18	31-08-2017	1. DIFINITIONS OF BUSINESS MANAGEMENT	1. B MAHESWARI I BCOM
			2. K AMULYA I BCOM
			3. P DHAYAMANI I BCOM
			4. P PARVATHI I BCOM
			5. M KALYAN KISHOR I BCOM
	13-11-2017	2.LIC NEW POLICIES	1.B SRIRAM II BCOM
			2.D SRIRAM MURTHY II BCOM
			3. I POTHURAJU II BCOM
			4.K SHAILAJA II BCOM
			5.M SHUSHEELA II BCOM
			6.P DURGA II BCOM
	24-11-2017	3.CONSUMER PROTECTION ACT 1986	1.J SEETHAMMA III BCOM
			2.K RAMESH III BCOM
			3.SK MASTHAN III BCOM
			4.P RAGHU III BCOM

			5.K RAVEENA III BCOM
			6.T ARUNA III BCOM
2018-19	08-01-2019	1.HISTORY OF E-MAIL	1.K AKHANSHA II BCOM
			2.T SRINU II BCOM
			3.S NAVEEN KUMAR II BCOM
			4.T MOUNIKA II BCOM
			5.M MAMATHA II BCOM
			6.K GOPAL KRISHNA II BCOM
	03-04-2019	2.TELANGANA STATE VOTE-ON-ACCOUNT BUDGET 2019-2020	1.R SATHYA VANI I BCOM
			2.P RANI IBCOM
			3.N SWAPNA I BCOM
			4.K SUMA I BCOM
			5.P BHASHA I BCOM
			6.D HARITHA I BCOM
	13-11-2019	3.THE SURVEY OF LPG GAS SAFETY AWARENESS	1.B.NAGA JYOTHI I BCOM
			2.K.MANASA I BCOM
			3.B.SRUTHI I BCOM
			4.J.SRI LATHA I BCOM
			5.T.SRI LATHA I BCOM
			6.S.NAGAMANI I BCOM
			7.P.NAGASUKANYA I BCOM
			8.M.SUKANYA I BCOM
			9.P.NAGAMANI I BCOM
			10.T.SUMITRA I BCOM
			11.V.MANSA I BCOM
			12.V.LAVNYA I BCOM 13.BHUVANESWARI
2019-20	30-10-2019	1. CENTRAL GOVERNMENT SCHEMES	1.M,RAVI VARMA II B COM
			2.N.BABU RAO II B COM
			3.V.SAKETH II BCOM
			4.K.VAMSI II BCOM
			5.D VINOD II BCOM
			6.B.SIVA NAGARAJU II BCOM

	04-11-2019	2.BRANDING	1.K VINEETH BABU II BCOM
			2.S SAI CHANDU II BCOM
			3.K PAVAN II BCOM
			4.S PRAVEEN II BCOM
			5.U ADI NARAYANA II BCOM
			6.K VEERABHADRAM IIBCOM
	22-01-2020	3.EMBROIDERY WORKS UNIT	1.S VIJIYA I BCOM
			2.S SOWJANYA I BCOM
			3.V .ANKITHA I BCOM
			4.K SANJEEVA RANI
			5.P NAGAMANI I BCOM
			6.K RUTHU
2020-21		1.A STUDY PROJECT ON MASK SALES	1.K SANDHYA III BCOM
			2.T SUMITRA III BCOM
			3.P NAGAMANI III BCOM
			4.P NAGA SUKANYA III BCOM
			5.K MANASA III BCOM
			6.P SRAVANI III BCOM
		2.A STUDY PROJECT ON SANITIZER SALES	1.B NAGAJYOTHI III BCOM
			2.V SRI LATHA III BCOM
			3. J REVATHI III BCOM
			4.P SRAVANI III BCOM
			5.S NAGAMANI III BCOM
			6.K SANDHYA III BCOM
		3.ASTUDY PROJECT ON ADVERTIS MENTS	1.V LAVANYA III BCOM
			2.B SRUTHI III BCOM
			3.T SATHYA VATHI III BCOM
			4.V MANASA III BCOM
			5.V LAHARI III BCOM
			6.V SWARNA KUMARI III BCOM



**(b) Consultancy:-**

The faculty members of the department are extending free income tax consultancy services to the other departments of the college.

**Guest Lecture on Tax Returns by Mr. Suresh Kumar CA, Sathupally**



***(c) EXTENSION LECTURERS***



***MR., SARVESHWAR RAO*** LECTURER IN COMMERCE, SR & BGNR COLLEGE, KHAMMAM



## *Consumer Awareness Programs:*



Our college is functioning not only as an academic center, but also as a center of services to the community. The Commerce department faculty members are actively taking part in social services such as Consumer awareness programme, Co-curricular and extracurricular activities like clean and green, N.S.S literacy, awareness programme and cultural activities

# **CRITERION-IV**

## **INFRASTRUCTURE AND LEARNING RESOURCES**

### **Infrastructure & Learning Resources**

- Central library is being used by the students to take the books. In addition to that we have Department Library from which guided text book reading is made possible
- Department library has 30 text books

- The magazines related to Commerce (Name)
- Our college is registered in N-LIST portal through which students can access e-books and e-journals also.

Sl.No.	Particulars	No. of Items
1	Staff room	1
2	Department of Commerce Computer	1
3	Class Rooms	3
4	Commerce Lab with 32 Computers	1
5	ICT enabled projector class Rooms	2

## Career Guidance



# **CRITERION-V**

## **STUDENT SUPPORT AND PROGRESSION**

### **STUDENT PROGRESSION**

**Details of students who have secured prominent PG/Other higher education seats during the last five years**

<b>S.No</b>	<b>Year</b>	<b>H.T.Number</b>	<b>Name of the Student</b>	<b>Seat Secured</b>	<b>University/ College</b>
-------------	-------------	-------------------	----------------------------	---------------------	----------------------------

01	2026-17	032142205	Kunja Janadrhan	MBA	Avanthi PG College, Hyderabad
02		032142018	U. Koteswar Rao	M.Com	University PG College, Khammam
01	2017-18	032162039	Shaik Musthan	M.Com	Geethams PG college, Sathupally
02		032162425	Y. Venkateswar Rao	M.Com	Kakatiya University Compus, Warangal
03		032162021	Nga Ratnam Babu	M.Com	Kakatiya University Compus, Warangal
04		032162404	Amar Kancharla	M.Com	Geethams PG college, Sathupally
05		032142203	K. Thirupathamma	M.Com	Geethams PG college, Sathupally
01	2018-19	032182211	K. Amulya	MSW	KU, Subedari, Warangal
02		032182005	K. Chinna Mutham	MSW	KU, Subedari, Warangal
03		032162023	M. Anada Rao	M.Com	GDC _ Bhadrachalam
01	2019-20	032172005	D. Sri Rama Murthy	MBA	Mother Terisa Science & Technology, Sathupally
02		032172006	Dulla Raviteja	MBA	Sravanthi institute of Management, Thiruvuru
03		032172036	Y. Madhava Rao	MBA	Mother Terisa Science & Technology, Sathupally
04		032172208	G. Naveen Kumar	MBA	KITS College, Khammam
01	2020-21	032192014	P. Sravani	M.Com	Geethams PG college, Sathupally
02		032172215	K. Kalyani	M.Com	Geethams PG college, Sathupally
03		032182231	V. Vamshi Krishna	MBA	JNTU, Hyderabad
04		032172015	K. Mangathayara	M.Com	Geethams PG college, Sathupally
05		032192203	P. Basha	M.Com	Geethams PG college, Sathupally

## ALUMNI OF THE DEPARTMENT

The department of commerce has a good number of alumni serving in different areas.

The details of a few follow as under.

SL NO	NAME	PROFESSION/DISIGNATI ON	MOBILE NO.
1	O. Chenna Rao	Asst. prof. of Commerce	9440548194

2	T. Krishna Rao	Asst. prof. of Commerce	9492958503
3	P. Sujatha	Asst. prof. of Commerce,	9177734879
4	J. Rama Krishna	CI of police, Khammam	9440987808
5	T. Chanti Babu	Teacher, Aswuraopet	9346475337
6	SK Chand Pasha	Bricks Business	7013867116
7	D. Ram Babu	Entrepreneur	9119456789
8	B. Venkateshwar Rao	VRO, Sathupally	9652940627
9	P. Anusha	Panchayat Secretary	6302417241
10	J. Satya Narayana	LIC CM Club member	9440766449
11	T. Laxmi Babu	CI of police, Karimnagar	9440795107
12	T. Naga Mani	Teacher, Dhammapeta	9640984582
13	D. Ravi Teja	Software IT	9030980982
14	K. Vijay kumar	Advocate	9704729726
15	G. Ram Babu	Electricity Department	9676193257
16	P. Laxman	Police Constable	9542721148
17	T. Dharma Rao	Police Constable	9652124255
18	K. Jamaiah	Police Constable	9491109454
19	I Venkateshwarulu	Health Department	9553957599
20	V N Kumar	Retd. Principal, GDC- Bhadrachalm	9849165668

# CRITERION-VI

## GOVERNANCE LEADERSHIP AND MANAGEMENT

### MENTER MENTEE SYSTEM

To identify the problems of the students the Mentor Mentee system is introduced. Bio-data of the students is collected and problems are solved through counseling.

S.L. NO	Name of the Mentor	Class	Remark
1	B.com III year	Dr.A.Sarangapani	



2	<b>B.com II year</b>	<b>O. Chenna Rao</b>	
3	<b>B.com I year</b>	<b>T.Krishna Rao</b>	

## **VI. ORGANIZATION AND MANAGEMENT**

The facilities updates their teaching knowledge by attending Orientation Courses and Refresher Courses regarding latest books, journals, news papers and are regularly interacting with Kakatiya University faculty and also with the faculty members of University P.G College, Khammam.

The faculty members are also discharging their duties in various committees, which are constituted for the purpose of efficient management. Meeting is conducted periodically to review the progress of academic plans and other departmental activities. The Government of Telangana has introduced performance indicators to improve the performance of individual lecturers of the departments.

# CRITERIA-VII

## INSTITUTIONAL VALUES AND BEST PRACTICES

### BEST PRACTICES

- The Department is organizing Bridge course for Non- Commence students in First Year
- The department is in the practice of organizing seminars and lectures at the department level.
- Debate, Quiz competitions are held periodically.

- Department maintains a departmental library for the purpose of the students and teachers learning,
- Taking effective measures to face the competitive examinations.
- The department maintains the Bio-Data information and maintains regular correspondence with the parents.
- The faculty is guiding the students for preparation of charts, taking up small projects works and preparing study reports and surveys.
- The department has even started free PG entrance coaching to the final year students.
- The department takes the students to the field visit and to industrial trips.
- Providing the Mid-Day meals for the students by the faculty and donors non-hostel students

## Best Practice photos

### Embroidery works:



Weekly one Business LOGO displayed by the B.Com students





**Conducting Study Hours for B.Com Students by the Commerce faculty**



**Mid-day meals programme participated by the students**





**Financial Support and help by the staff Rs. 50,000/- to Akbar Ali of B.Com 3<sup>rd</sup> year student our College who met with an accident**

# Action Plan of the Department

The Department of commerce , JVR Government college, Sathupally planned well in advance the agenda to complete the prescribed syllabus systematically and methodically keeping in view the next year 2022-23, apart from having a vision of the next academic year also in perspective .Besides chalking out of the academic plan, the department also keenly proposed extracurricular inputs for the inputs for the benefit of the students to prepare them to expose themselves the present scenario in the fast developing fields of commerce in the world and to meet the challenges and demands of the ever growing commerce study. The department also planned to help the students to keep themselves abreast of the potential career opportunities, jobs, placements and self-employment generations.

The Department Planned to introduce B.Com (Taxation), BBA and PG in M.com course in next academic Year.



**THANK YOU  
NAAC PEER TEAM**