



DEPARTMENT OF COMMERCE and MANAGEMENT

1.	Name of the department	COMMERCE and MANAGEMENT
2.	Year of Establishment	Commerce : 1970 Management : 2007
3.	Names of Programmes / Courses offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., etc.)	B.Com. BBM CPT Coaching
4.	Names of Interdisciplinary courses and the departments/units involved	NIL
5.	Annual/ semester/choice based credit system (programme wise)	Semester System : Prior to 2014 - 15 Choice Based Credit system: 2014 - 15 onwards
6.	Participation of the department in the courses offered by other departments	NIL
7.	Courses in collaboration with other universities, industries, foreign institutions, etc.	NIL
8.	Details of courses/programmes discontinued (if any) with reasons	NIL
9.	<b>Number of teaching posts</b>	
	<b>Designation</b>	<b>Sanctioned</b>
	<b>Filled</b>	
	Professors	NIL
	Associate Professors	8
	Asst. Professors	10



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

Sl. No.	Name of the Faculty	Educational Qualification	Experience (in years) Teaching	Specialization
1	D.P.Ravindra	M.Com , M.Phil	27	Costing and Banking
2	H.N.Gururaja Rao	M.Com, M.Phil, AICWA, ACA.	20	Finance, taxation, Costing and tax
3	N. Vijayaranga	M.Com , MBA	20	Finance in costing and tax
4	R Venkatesh	M.Com(mgt), M.Com(fin), MBA, PGDMM, M.Phil	18	Finance, tax, management
5	Sapna Kumari Khated	M.Com	14	Costing and Taxation
6	Anil kumar S	M.Com, M.Phil	13	Costing and Taxation
7	Rekha S Gurav	M.Com, M.Phil	14	Accountancy and Taxation
8	K.V.N.Lakshmi	M.Com, M.Phil	10	Accountancy and Taxation
9	Vani.D.J	M.Com	07	Accountancy and Taxation
10	Pavitra Sandeep	M.Com	07	Finance
11	Priyadarshini N	M.Com.	10	Costing and Taxation
12	Anjana Padaki T R	M.com	05	Accountancy and Taxation
13	Chennathur Gunashree	M.Com., MHRM., M.Phil.,	14	Costing, Taxation and HR
14	L.M.Rashmi	MBA, M.Com	04	Finance and HR.
15	Krupa Sindhu	MBA, M.Phil	08	Finance
16	Vidya Saraswathi K	M.Com	05	Marketing



Sl. No.	Name of the Faculty	Educational Qualification	Experience (in years) Teaching	Specialization
17	Preethi Maheshwari	M.Com	03	finance
18	Soujna Bhat	M.Com	02	Marketing

11.	<b>List of senior visiting faculty</b>							
	<ul style="list-style-type: none"> <li>Prof. K R Nayak, Retd. Professor of Commerce, Vijaya College</li> </ul>							
	<ul style="list-style-type: none"> <li>Prof. R Rajagopala Shastry , Retd. Professor of Commerce, Vijaya College</li> </ul>							
	<ul style="list-style-type: none"> <li>Prof. R Ravishankar, Retd. Professor of Commerce, Vijaya College</li> </ul>							
12.	Percentage of lectures delivered and practical classes handled (programme wise) by temporary faculty	NIL						
13.	Student -Teacher Ratio (programme wise)	B.Com. : 62 : 1 BBM : 9 : 1 TOTAL : 71 : 1						
14.	Number of academic support staff (technical) and administrative support staff	NIL						
15.	Qualifications of teaching faculty with D Sc/ D.Litt. / Ph.D. / MPhil / PG	<table border="1"> <tbody> <tr> <td>Ph.D</td> <td>00</td> </tr> <tr> <td>M.Phil.</td> <td>08</td> </tr> <tr> <td>PG</td> <td>10</td> </tr> </tbody> </table>	Ph.D	00	M.Phil.	08	PG	10
Ph.D	00							
M.Phil.	08							
PG	10							
16.	Number of faculty with ongoing projects from	NIL						
	National Funding Agency	NIL						
	International Funding Agency	NIL						
	Grants Received	NIL						



17.	Departmental projects funded by DST - FIST; UGC, DBT, ICSSR, etc. and total grants received.	NIL
18.	Research Centre /facility recognized by the University	NIL
19.	Publications	NIL
	Publication per faculty	0
	Number of papers published in peer reviewed journals	00
	National Journals	00
	International Journals	00
	Books Edited	06
	<b>List of books authored by Prof. S Anil Kumar</b>	
	<ul style="list-style-type: none"> <li>Vyavahaara Adhyayana (Business Studies) Part – I : Kannada Publisher : Subhas Publications, Chamarajpet Year : 2010 – 11, 2014 – 15 (New Syllabus)</li> </ul>	
	<ul style="list-style-type: none"> <li>Vyavahaara Adhyayana (Business Studies)Part – II : Kannada Publisher : Subhas Publications, Chamarajpet Year : 2010 – 11, 2014 – 15 (New Syllabus)</li> </ul>	
	<b>List of books authored by Prof. R Venkatesh</b>	
	<ul style="list-style-type: none"> <li>Auditing Part – II for VI Sem B.Com. Publisher : Skyward Publication Year : 2015</li> </ul>	
	<ul style="list-style-type: none"> <li>Management Accounting for VI Sem B.Com. Publisher : Skyward Publication Year : 2014</li> </ul>	
	<ul style="list-style-type: none"> <li>Cost Accounting for IV Sem B.Com. Publisher : Skyward Publication Year : 2014</li> </ul>	
	<ul style="list-style-type: none"> <li>Advanced Financial Accounting for V Sem B.Com. Publisher : Skyward Publication Year : 2014</li> </ul>	
	Books Edited with ISBN Numbers	NIL



	Impact factor	NIL
	h - index	NIL

20.	Areas of consultancy and income generated	NIL
21.	Faculty as members in	
	a. National Committees	NIL
	b. International Committees	NIL
	c. Editorial Boards	NIL
22.	Student projects	
	a) Percentage of students who have done in-house projects including inter departmental/programme	100% by BBM Final Year Students
	b) Percentage of students placed for projects in organizations outside the institution i.e.in Research laboratories/Industry/ other agencies	NIL

**23. Awards and Recognitions received by faculty and students**

- a. **Gold medalist** : **Nagashree B.V** (2011-12)
- b. **University rank holder** : **Suriya Banu .S** (2012-13)
- c. University chess championship  
**Gold medal winner** : **Shyamu . S** (2013)



24.	<b>List of eminent academicians and scientists / visitors to the department</b>	
a.	<b>Manjunath</b>	Chartered Accountant
b.	<b>Vijaya Raja</b>	Chartered Accountant
c.	<b>Chandrashekar Shetty</b>	Chartered Accountant
d.	<b>Prof. Mr. Kishore Meherwada</b>	Faculty, Stock Market Institute, Jayanagar
e.	<b>Mr. Anil Shetty</b>	CEO of B (PAC) NGO; Peace Auto Movement

25.	Seminars/ Conferences/Workshops organized & the source of funding	NIL
	National International	

**Conferences Attended**

**i. International Conferences**

Sl. No.	Name of the faculty	Title of the Workshop/ Seminar/ Conference	Date	Organized by (Name of the institution or university)	Title of the paper presented
1	K. V. N. Lakshmi	Managing HR at work Place	14th and 15th December 2012	Sri Dharmasthala Manjunatheshwara Institute For Management Development	Age and its Influence on Deposit Service Quality of Retail Banks in India
2	K. V. N. Lakshmi	Challenges and Sustainability and Growth in Indian Industry	20th and 21st December 2012	BMS College of Engineering	Age and its bearing on Service Quality in Indian Retail Banking Industry



Sl. No.	Name of the faculty	Title of the Workshop/ Seminar/ Conference	Date	Organized by (Name of the institution or university)	Title of the paper presented
3	K. V. N. Lakshmi	6th International Conference- Global Business Opportunities and Challenges	22nd and 23rd November 2012	PES Institute of Technology in association with Indiana University of Pennsylvania, USA	Gender Perception On Service Quality Dimension: A Study of Retail Loan Product in India
4	K. V. N. Lakshmi	Global Impact of Indian Management	27th and 28th April 2011	Oxford college of Engineering	Service Quality and Youth Perspective

### ii. National Conferences

Sl. No.	Name of the faculty	Title of the Workshop/ Seminar/ Conference	Date	Organized by (Name of the institution or university)	Title of the paper presented
1	Rafeeq Ahmed Khan	The national seminar on Global interface of technology and Business, Dimensions and directions for business education	07 <sup>th</sup> and 8 <sup>th</sup> March 2014	Tumkur University	The impact of New Companies Bill -2013
2	K V N Lakshmi	retail Sector in India- Opportunities and Challenges	25th August 2012	Tumkur University, Tumkur	Service Quality Dimension in Retail Banking in India

### iii. Regional Conferences / Workshops

Sl. No.	Name	Title of Conference / Workshop	Organized by	Date
1	Prof. D.P Ravindra	2 workshops on re-orientation of B.com and BBM syllabus	Sheshadripuram college BMS College	10 <sup>th</sup> NOV 2012 12 <sup>th</sup> JUNE 2013
2	Prof. H.N Gururaj Rao	2 workshops on re-orientation of B.com and BBM syllabus	Sheshadripuram college BMS College	10 <sup>th</sup> NOV 2012 12 <sup>th</sup> JUNE 2013



Sl. No.	Name	Title of Conference / Work shop	Organized by	Date
3	Prof. N. Vijaya Ranga	2 workshops on re-orientation of B.com and BBM syllabus. . Presented papers in 2 national level seminar	Sheshadripuram College SSMRV College	10 <sup>th</sup> NOV 2012 8 <sup>th</sup> FEB 2014
4	Prof. R. Venkatesh	Attended a workshop on re-orientation of B.com and BBM syllabus	BMS College SSMRV College	12 <sup>th</sup> JUNE 2013 8 <sup>th</sup> FEB 2014
5	Prof. Sapna Kumari Khated	Attended a workshop on re-orientation of B.com and BBM syllabus	BMS College SSMRV college	12 <sup>th</sup> JUNE 2013 8 <sup>th</sup> FEB 2014
6	Prof. S.Anil Kumar	Attended 3 workshops on re-orientation of B.com and BBM syllabus	Sheshadripuram college BMS College SSMRV College	10 <sup>th</sup> NOV 2012 12 <sup>th</sup> JUNE 2013 8 <sup>th</sup> FEB 2014
7	Prof. Rekha S Guruv	Attended 2 workshops on re-orientation of B.com and BBM syllabus	Sheshadripuram college BMS College	10 <sup>th</sup> NOV 2012 12 <sup>th</sup> JUNE 2013
8	K.V.N Lakshmi	Attended 2 workshops on re-orientation of B.com and BBM syllabus	Sheshadripuram college BMS College	10 <sup>th</sup> NOV 2012 12 <sup>th</sup> JUNE 2013
9	D.J. Vani	attended 2 workshops on re-orientation of B.com and BBM syllabus	Sheshadripuram college BMS College	10 <sup>th</sup> NOV 2012 12 <sup>th</sup> JUNE 2013
10	N. Priyadarshini	Attended a faculty development program. Attended a workshop on re-orientation of B.com and BBM syllabus	BMS College SRN Adarsh College	12 <sup>th</sup> JUNE 2013 13 <sup>th</sup> AUG 2014
11	Anjana Padaki	Attended a workshop on re-orientation of B.com and BBM syllabus	BMS College SRN Adarsh College	12 <sup>th</sup> JUNE 2013 13 <sup>th</sup> AUG 2014
12	Chennathur Gunashree	attended 2 workshops on re-orientation of B.com and BBM syllabus	Sheshadri puram college BMS College	10 <sup>th</sup> NOV 2012 12 <sup>th</sup> JUNE 2013
13	L.M Rashmi	attended a workshop on re-orientation of B.com and BBM syllabus	BMS College SSMRV College	12 <sup>th</sup> JUNE 2013 8 <sup>th</sup> FEB 2014





Sl. No.	Name	Title of Conference / Work shop	Organized by	Date
14	Krupa Sindhu	attended a workshop on re-orientation of B.com and BBM syllabus	Sheshadripuram college BMS College	12th JUNE 2013 8th FEB 2014
15	Vidya Saraswathi	attended 2 workshops on re-orientation of B.com and BBM syllabus	S.S.M.R.V college BMS College SRN Adarsh College	12th JUNE 2013 8th FEB 2014 13th AUG 2014
16	All Faculty members handling V Sem B. Com and BBM	New Syllabus orientation program -	Bangalore University Council of Commerce and Management	21 <sup>st</sup> June 2014
17	Faculty members of the entire department	New Syllabus Orientation for IV Sem B. Com 2014 batch	SSMRV, Jayanagar 4T block	8 <sup>th</sup> February 2014
18	N. Priyadarshini	Syllabus orientation Workshop Indian Financial System	BMS college, Basavanagudi	9 <sup>th</sup> June 2012
19	Anjana Padaki	Syllabus orientation Workshop - Quantitative Analysis in Business Decision - I	BMS college, Basavanagudi	9 <sup>th</sup> June 2012
20	Vidya. K. Saraswathi	Syllabus orientation Workshop on Corporate Governance	BMS college, Basavanagudi	9 <sup>th</sup> June 2012
21	All Faculty members handling I Sem B.Com.	New Syllabus orientation program	SRN Adarsh College, Chamarajpet	Aug-14
22	S Anil Kumar	Faculty Development Program on "Latest Trends in Indian Stocks and Commodity Markets"	Sri Bhagawan Mahaveer Jain Evening College	29 <sup>th</sup> January 2015



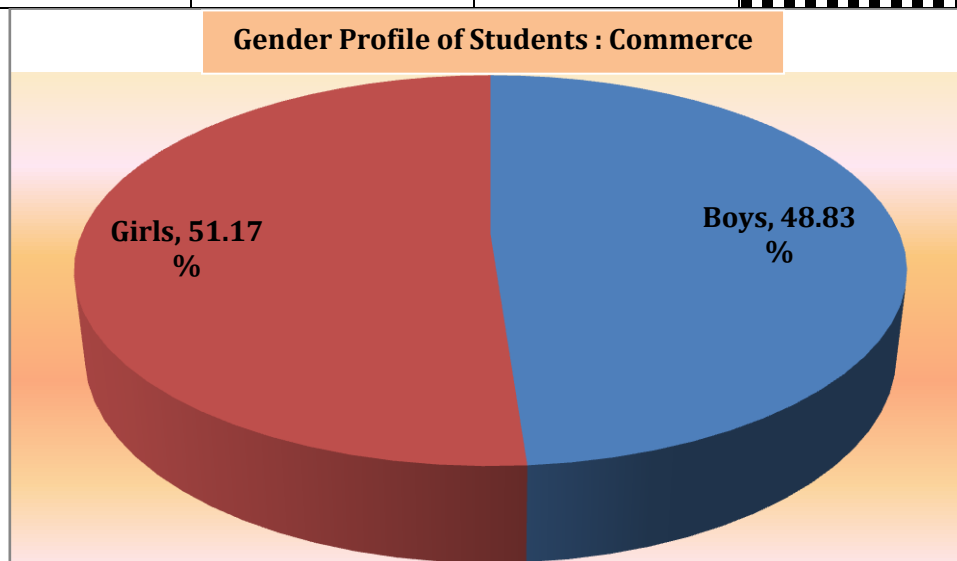
Sl. No.	Name	Title of Conference / Work shop	Organized by	Date
23	S Anil Kumar	“Faculty Development Program” on ‘Business Taxation & IFRS’	SSMRV College & HIREGANGE ACADEMY	7 <sup>th</sup> January 2015

**26. Student profile programme / course wise**  
**Stream : Commerce**

Year	Name of the Course / Programme	Applications Received	Selected	Enrolled in I Year		TOTAL All Years	Pass Percentage (outgoing students)
				Male	Female		
2010 - 11	B.Com.	1793	316	170	146	925	87.97%
2011 - 12		1665	304	136	168	899	93.14%
2012 - 13		1758	355	177	178	926	86.11%
2013 - 14		1630	400	195	205	1004	96.68%
2014 - 15		1663	400	200	200	1113	

**Gender Profile of Commerce Students**

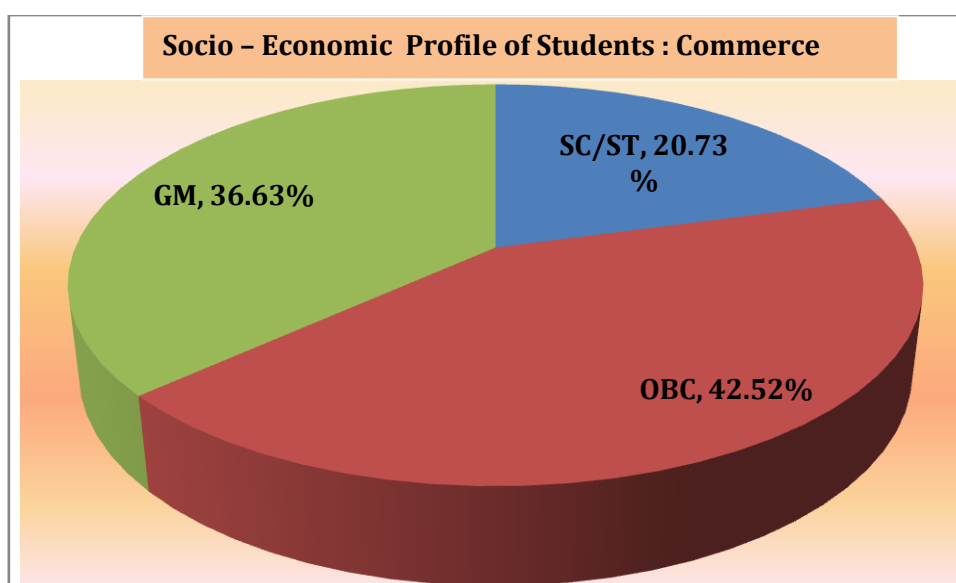
Academic Year	Boys	Girls	Total
2011 – 12	443	456	899
2012 – 13	456	470	926
2013 – 14	475	529	1004
2014 – 15	551	562	1113
<b>Average Percentage</b>	<b>48.83%</b>	<b>51.17%</b>	





**Socio - economic profile of Commerce students**

Academic Year	SC/ST	OBC	GM	Total
2011 - 12	167	336	396	899
2012 - 13	198	394	334	926
2013 - 14	217	409	378	1004
2014 - 15	235	537	336	1113
<b>Average Percentage</b>	<b>20.73%</b>	<b>42.52%</b>	<b>36.63%</b>	

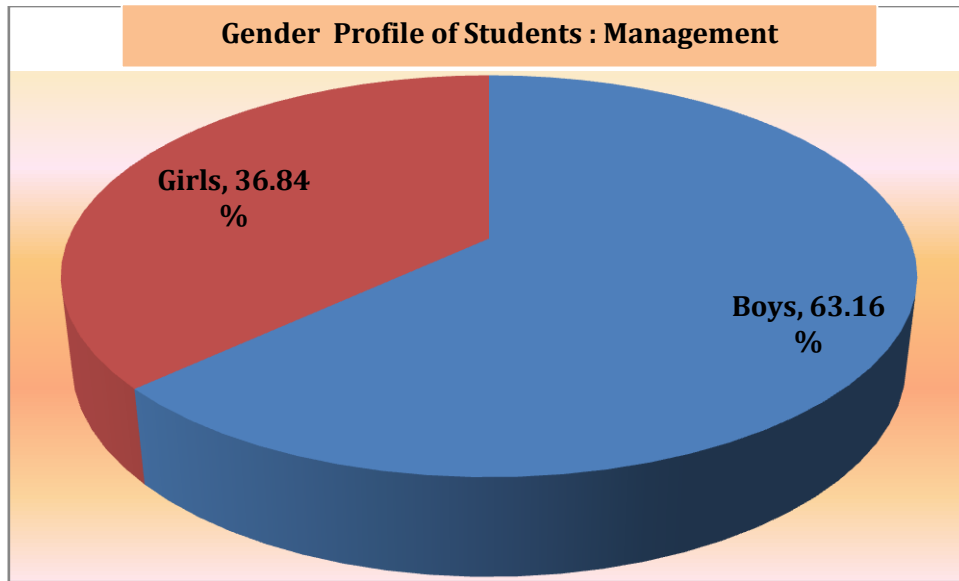


**Stream : BBM**

Year	Name of the Course / Programme	Applications Received	Selected	Enrolled in I Year		TOTAL All Years	Pass Percentage (outgoing students)
				Male	Female		
2010 - 11	BBM	251	54	31	23	155	87.76%
2011 - 12		190	49	27	22	153	80.00%
2012 - 13		174	39	27	12	135	82.00%
2013 - 14		124	68	43	25	138	91.11%
2014 - 15		196	63	42	21	163	

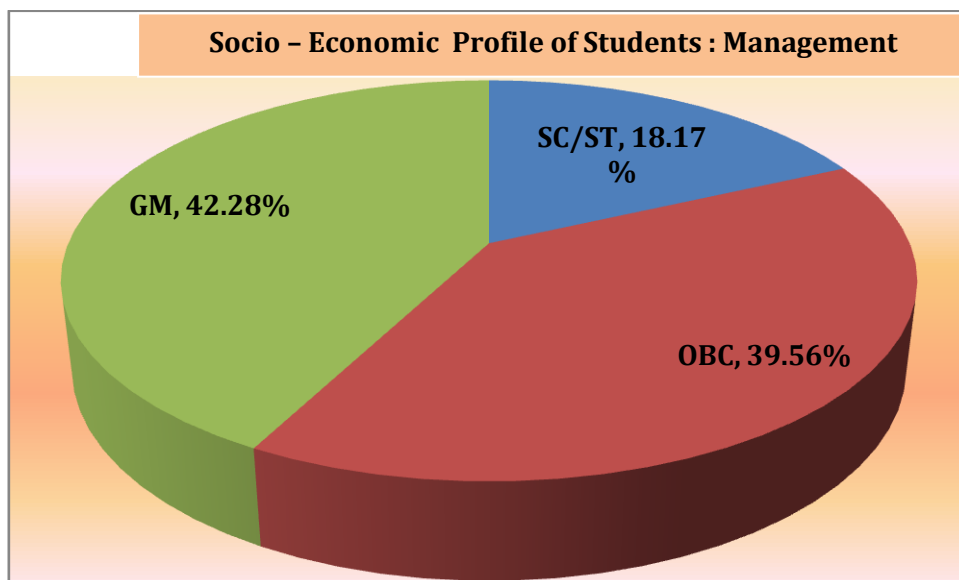
**Gender Profile of Management Students**

Academic Year	Boys	Girls	Total
2011 - 12	94	59	153
2012 - 13	80	55	135
2013 - 14	93	45	138
2014 - 15	105	58	163
<b>Average Percentage</b>	<b>63.16%</b>	<b>36.84%</b>	



**Socio - economic profile of Management students**

Academic Year	SC/ST	OBC	GM	Total
2011 - 12	23	65	65	153
2012 - 13	21	65	49	135
2013 - 14	26	49	63	138
2014 - 15	37	54	72	163
<b>Average Percentage</b>	<b>18.17%</b>	<b>39.56%</b>	<b>42.28%</b>	





27. Diversity of students

Name of the course	% of students from the same state	% of the students from the other states	% of students from abroad
<b>B.Com.</b>	100%	0%	0%
<b>BBM</b>	100%	0%	0%

28. How many students have cleared national and state competitive examinations such as NET, SLET, GATE, Civil services, Defence services, etc.?

- **Sushma Singh** (2006-09) batch student got selected in CAT during 2010 with 4<sup>th</sup> Rank and got admitted into IIM, Ahmedabad

29. Student progression

Student progression	Against % enrolled
UG to PG	20%
PG to M.Phil.	NA
PG to Ph.D.	NA
Ph.D. to Post-Doctoral	NA
<b>Employed</b>	20%
• Campus selection	
• Other than campus recruitment	30%
Entrepreneurship/Self-employment	5 %

30.	Details of Infrastructural facilities	
a.	LIBRARY	
	<b>Books</b> Main Library	7473 Books
	Department Library	2000 Books



b.	Internet facilities for Staff & Students	Available
c.	Class rooms with ICT facility	02 Class rooms One Portable LCD Projector for use in any class room
d.	Laboratories	01
	Area of the Laboratories	1200 sq.ft. Shared with Vijaya Evening College Computer Center
31.	Number of students receiving financial assistance from college, university, Government or other agencies	Data furnished under student support services
32.	<b>Details of Student Enrichment Programmes</b>	
a.	Conduct of <b>Skill Development</b> programmes and <b>Soft Skills</b> programmes by <b>ISOL Talent Consulting Pvt. Ltd</b>	
b.	An <b>Eco- Friendly Product Sale Fair</b> was organized for students to know real market situations on 16 <sup>th</sup> and 17 <sup>th</sup> September 2014. The event consisted of – Preparation of eco-friendly products, Advertising, Putting up Stalls, Promotion, Sale, Stock Clearance, Collection of funds	
c.	<b>Manjunath</b> , Chartered Accountant, delivered a lecture on “ <b>Demergers</b> ”, 12 <sup>th</sup> August 2010	
d.	<b>Vijaya Raja</b> , Chartered Accountant, delivered a lecture on “ <b>VAT</b> ”, 1 <sup>st</sup> September 2011	
e.	<b>Chandrashekar Shetty</b> , Chartered Accountant, delivered a lecture on “ <b>Challenges of Modern Chartered Accountants</b> ”, 23 <sup>rd</sup> January 2012	
f.	<b>Prof. Kishore</b> , an eminent stock broker, delivered a lecture on “ <b>Opportunities in Stock Markets</b> ”, 04 <sup>th</sup> March 2013	
g.	<b>Mr. Anil Shetty</b> – CEO of B(PAC) [Bangalore Political Action Committee] an NGO, spoke on “ <b>Peace Auto Movement</b> ” – 06 <sup>th</sup> August 2014	

### 33. Teaching methods adopted to improve student learning

- Chalk and talk method
- Power point presentation method
- Problem solving sessions
- Frequent assignments.



e. Student seminars.

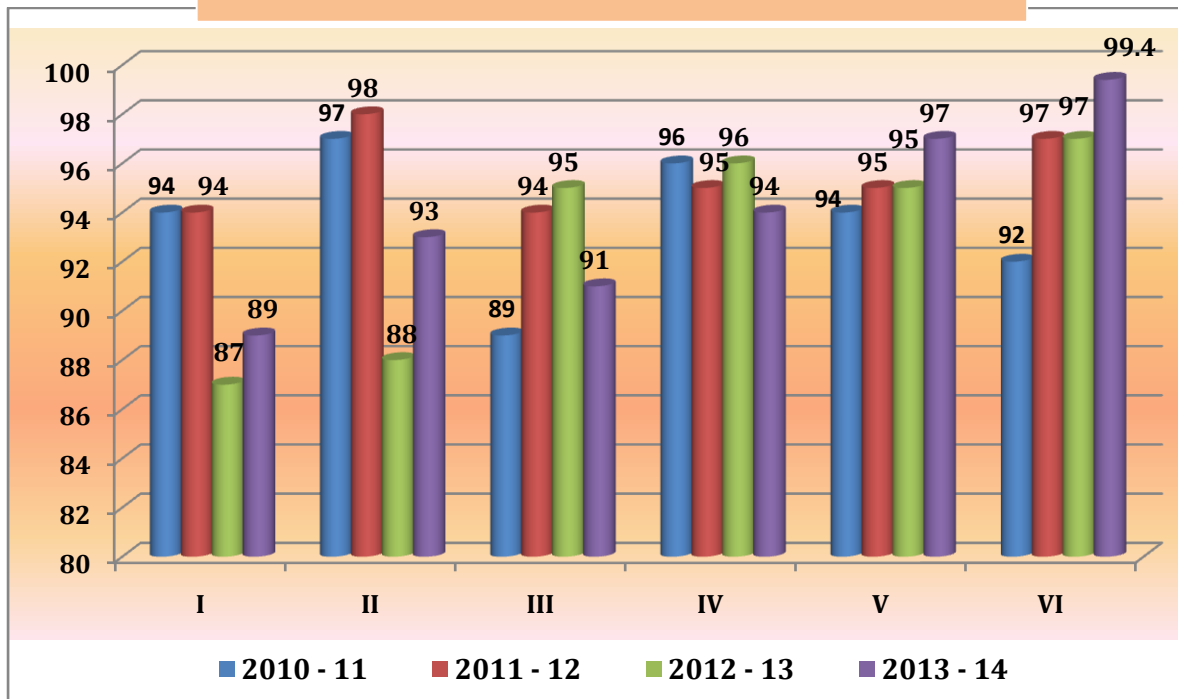
34. **Participation in institutional social responsibility (ISR ) and extension activities –**

- a. Majority of NSS volunteers are from Commerce departments.
- b. Prof. S Anil Kumar and Prof. R Venkatesh are involved in free lecture classes to II PU students organized by Yuvaka Sangha and Udaya Bhaanu Kala Sangha.
- c. The students organize every year inter and intra collegiate commerce fest under the banner VINYAAS, an acclaimed Commerce Fest in Bangalore University.
- d. Participation by students in various commerce fest organized by other institutions.
- e. Participation in tree planting programs

**I. Trend in success rate of Commerce Students : 2010 – 2014**

Sem	2010 - 11	2011 - 12	2012 - 13	2013 - 14
I	94	94	87	89
II	97	98	88	93
III	89	94	95	91
IV	96	95	96	94
V	94	95	95	97
VI	92	97	97	99.4

**Success Rate of Students : Commerce - 2010 - 2014**

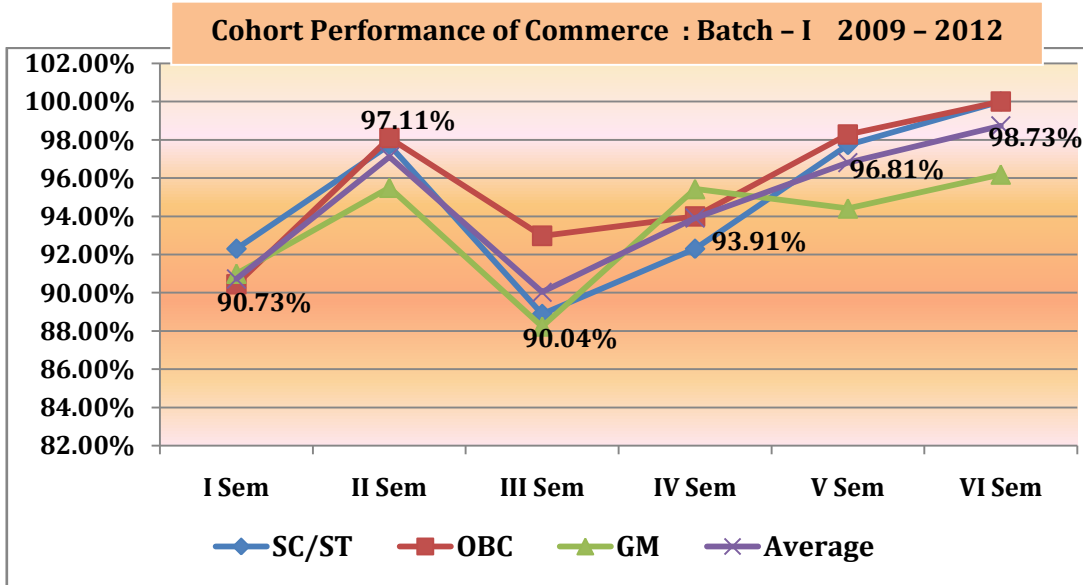




**II. Cohort Performance of Commerce Students : 2009 - 2014**

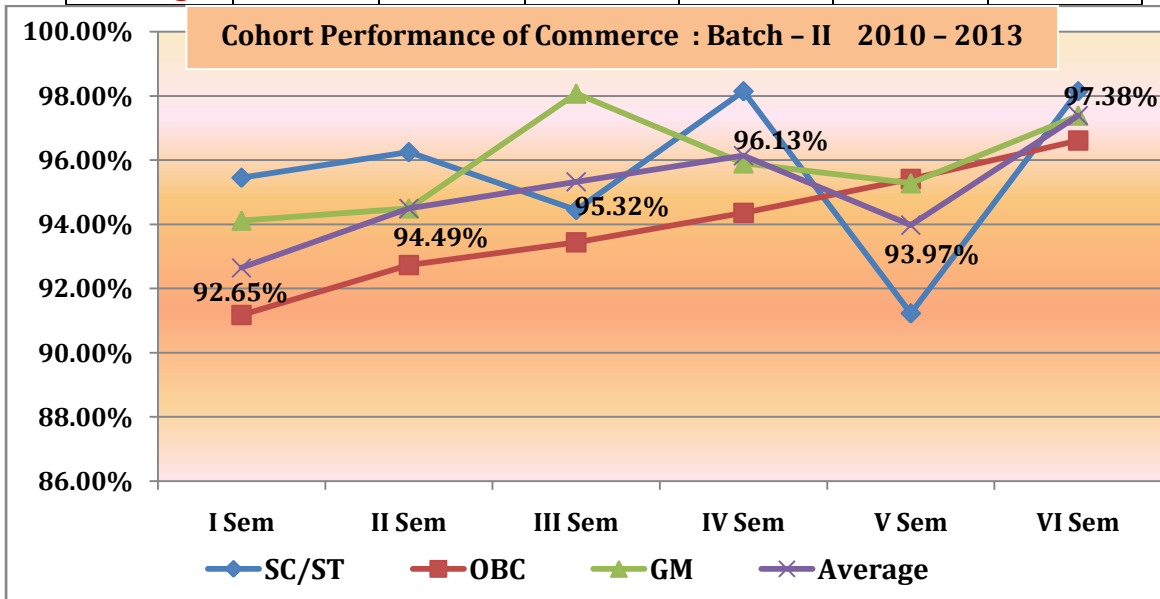
**Batch - I : 2009 - 12**

Category	I Sem	II Sem	III Sem	IV Sem	V Sem	VI Sem
SC/ST	92.30%	97.73%	88.89%	92.30%	97.73%	100.00%
OBC	90.45%	98.10%	92.98%	94.00%	98.28%	100.00%
GM	91.00%	95.50%	88.24%	95.43%	94.41%	96.19%
<b>Average</b>	<b>90.73%</b>	<b>97.11%</b>	<b>90.04%</b>	<b>93.91%</b>	<b>96.81%</b>	<b>98.73%</b>



**Batch - II : 2010 - 13**

Category	I Sem	II Sem	III Sem	IV Sem	V Sem	VI Sem
SC/ST	95.45%	96.25%	94.44%	98.15%	91.23%	98.15%
OBC	91.18%	92.73%	93.44%	94.35%	95.41%	96.61%
GM	94.12%	94.50%	98.08%	95.90%	95.28%	97.39%
<b>Average</b>	<b>92.65%</b>	<b>94.49%</b>	<b>95.32%</b>	<b>96.13%</b>	<b>93.97%</b>	<b>97.38%</b>

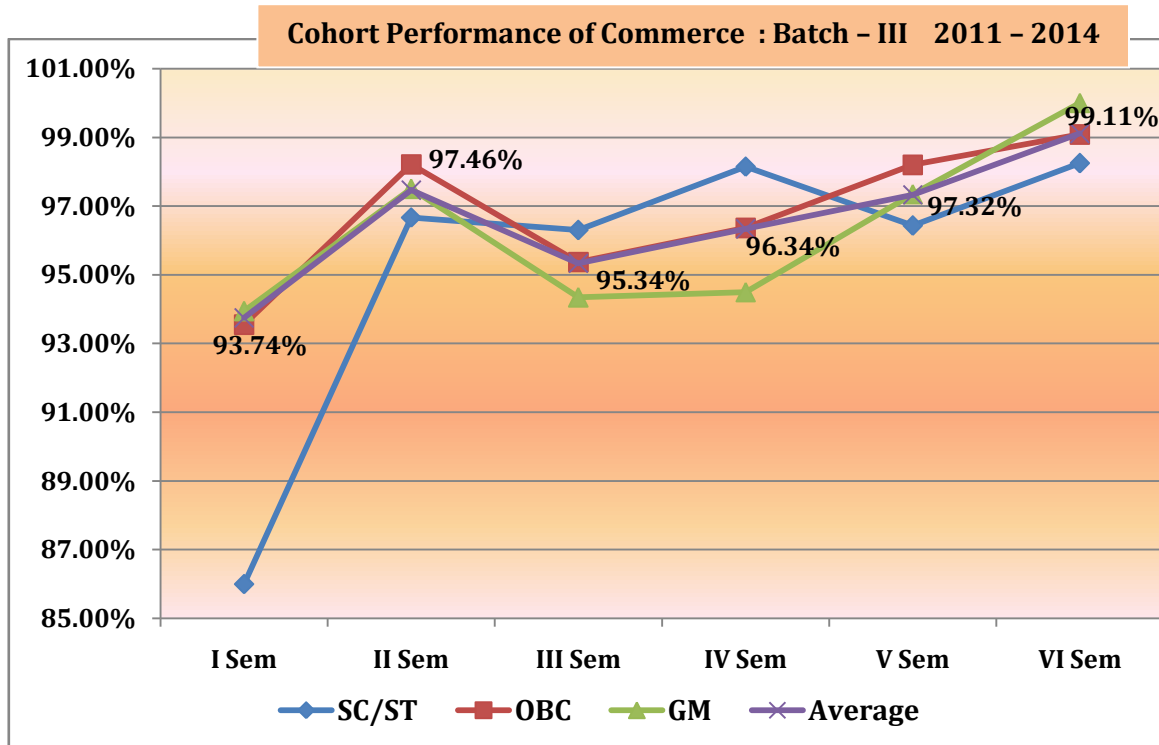






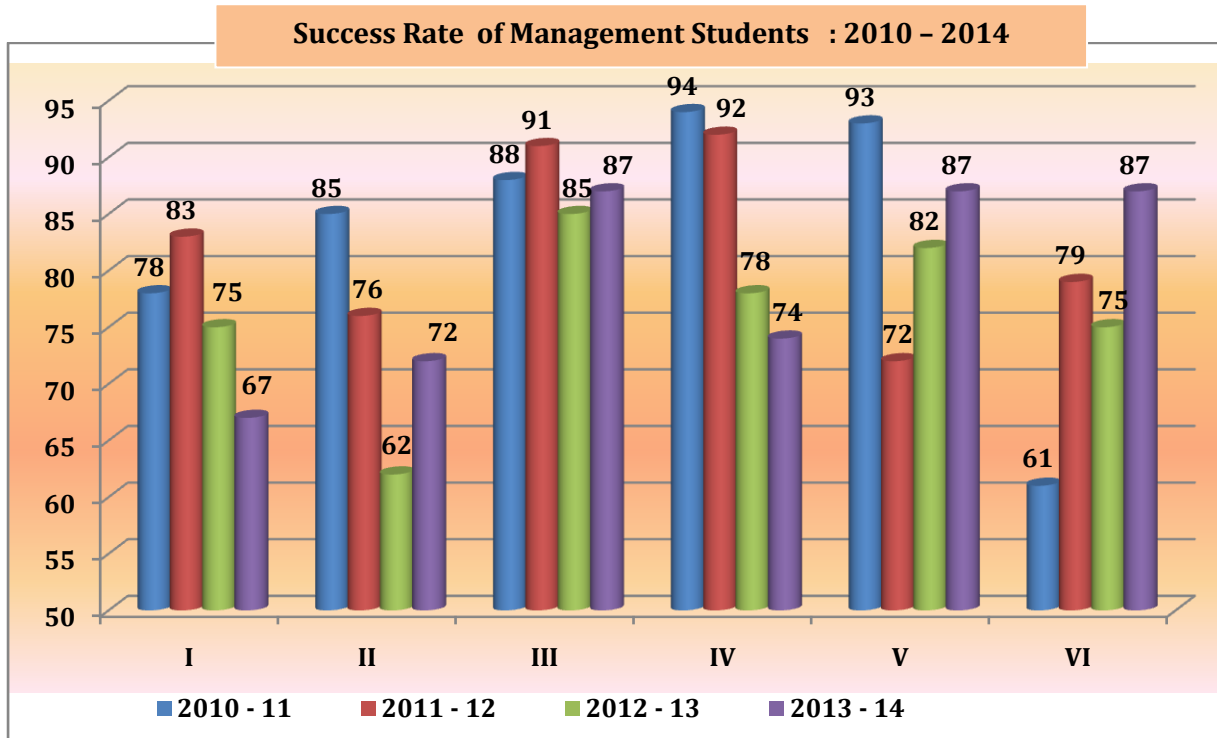
**Batch - III : 2011 - 14**

Category	I Sem	II Sem	III Sem	IV Sem	V Sem	VI Sem
SC/ST	86.00%	96.67%	96.30%	98.15%	96.43%	98.25%
OBC	93.55%	98.21%	95.37%	96.36%	98.20%	99.08%
GM	93.94%	97.50%	94.34%	94.50%	97.35%	100.00%
<b>Average</b>	<b>93.74%</b>	<b>97.46%</b>	<b>95.34%</b>	<b>96.34%</b>	<b>97.32%</b>	<b>99.11%</b>



**III. Trend in Success rate of Management students : 2010 - 2014**

Sem	2010 - 11	2011 - 12	2012 - 13	2013 - 14
I	78	83	75	67
II	85	76	62	72
III	88	91	85	87
IV	94	92	78	74
V	93	72	82	87
VI	61	79	75	87



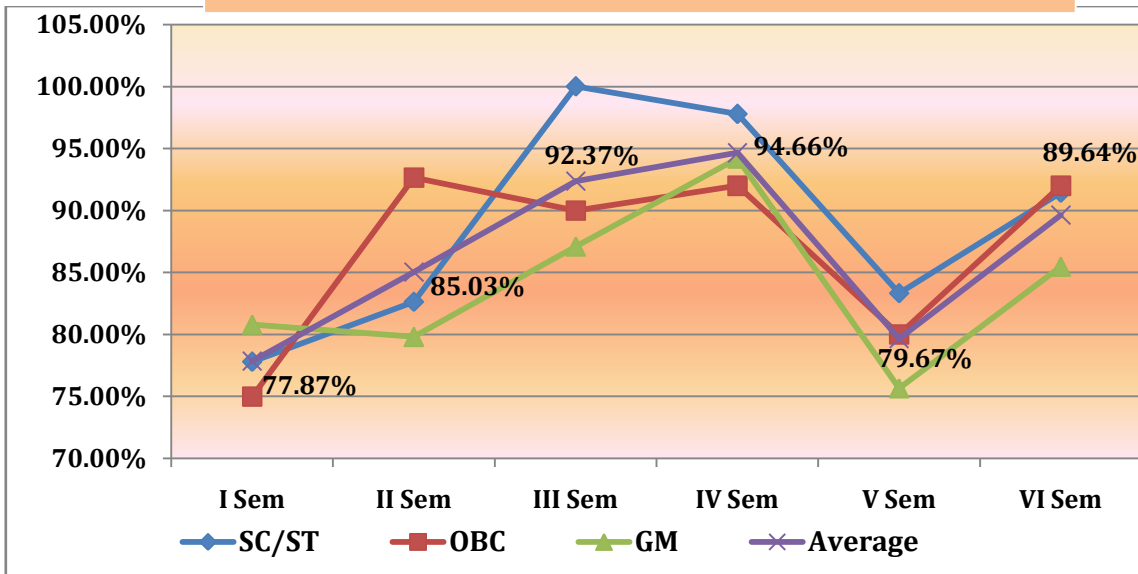
**IV. Cohort Performance of Management Students : 2009 - 2014**

**Batch - I : 2009 - 12**

Category	I Sem	II Sem	III Sem	IV Sem	V Sem	VI Sem
SC/ST	77.80%	82.64%	100.00%	97.78%	83.33%	91.43%
OBC	75.00%	92.65%	90.00%	92.00%	80.00%	92.00%
GM	80.80%	79.81%	87.10%	94.19%	75.67%	85.48%
<b>Average</b>	<b>77.87%</b>	<b>85.03%</b>	<b>92.37%</b>	<b>94.66%</b>	<b>79.67%</b>	<b>89.64%</b>



**Cohort Performance of Management : Batch -I 2009 - 2012**

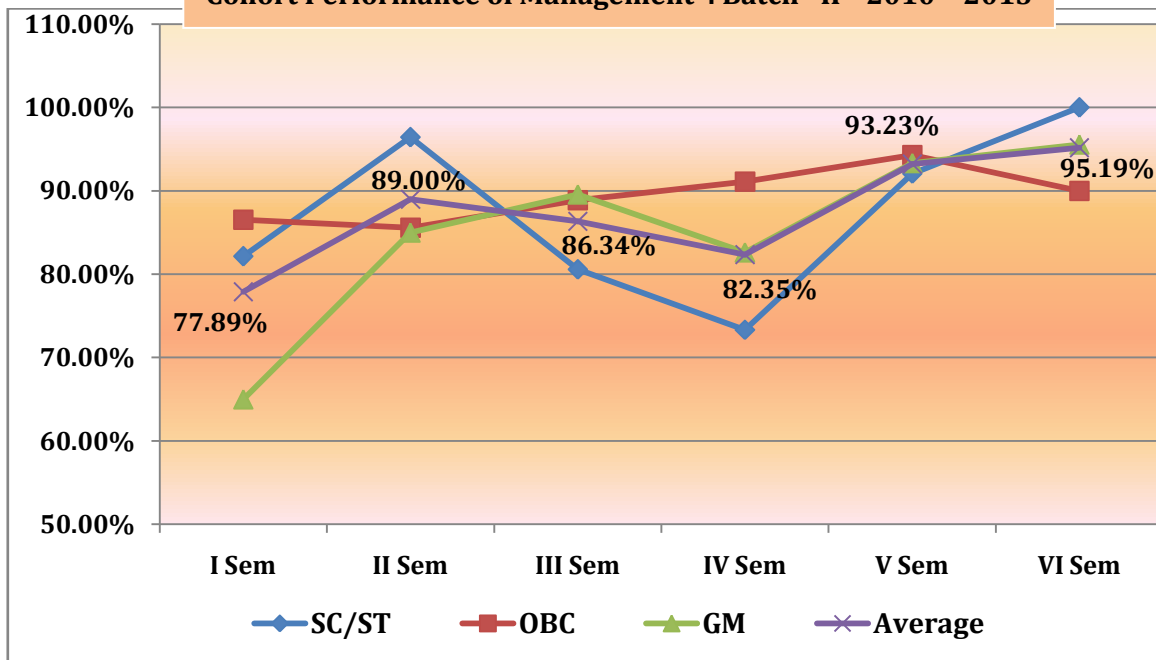


VIJAYA COLLEGE

**Batch - II : 2010 - 13**

Category	I Sem	II Sem	III Sem	IV Sem	V Sem	VI Sem
SC/ST	82.14%	96.43%	80.56%	73.33%	92.06%	100.00%
OBC	86.54%	85.58%	88.89%	91.11%	94.29%	90.00%
GM	65.00%	85.00%	89.58%	82.61%	93.33%	95.56%
<b>Average</b>	<b>77.89%</b>	<b>89.00%</b>	<b>86.34%</b>	<b>82.35%</b>	<b>93.23%</b>	<b>95.19%</b>

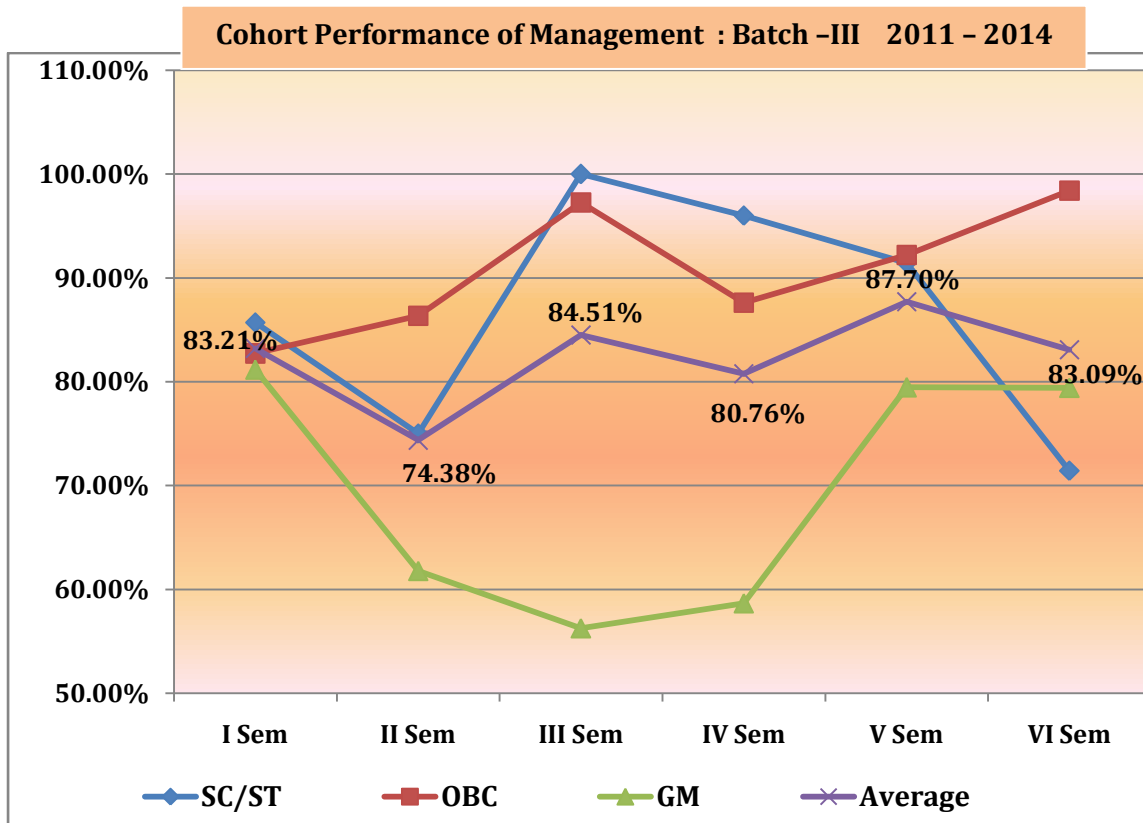
**Cohort Performance of Management : Batch -II 2010 - 2013**





**Batch - III : 2011 - 14**

Category	I Sem	II Sem	III Sem	IV Sem	V Sem	VI Sem
SC/ST	85.71%	75.00%	100.00%	96.00%	91.43%	71.43%
OBC	82.73%	86.36%	97.27%	87.62%	92.21%	98.41%
GM	81.18%	61.77%	56.25%	58.67%	79.46%	79.42%
<b>Average</b>	<b>83.21%</b>	<b>74.38%</b>	<b>84.51%</b>	<b>80.76%</b>	<b>87.70%</b>	<b>83.09%</b>



**35. SWOC analysis of the department and the future plans**

**Strengths**

- |    |  |
|----|--|
| 1. | Demand for seats and enrolment in the college is high compared to neighboring colleges   |
| 2. | Socially deprived classes appropriately represented as per the Govt. norms   |
| 3. | Gender equity is ensured with girl students outnumbering boy students establishing security and safety of the girl students in the system while addressing their educational needs |
| 4. | No delay in faculty appointments   |



5.	Balanced distribution of teachers based on experience ensuring training and orientation required for achieving a sustained long term objective and mission of the institution
6.	Pass percentage in commerce subjects is high (average being 95%) with large number of students with distinction and potential to secure ranks in the university. Ranks bagged have been oscillatory.
7.	Incremental performance of students has been ensured over years
8.	Adequate infrastructure for formal teaching - learning method
9.	Department library has 2000+ books to cater to the specific requirements of students and staff
10.	Alumni support in college activities is encouraging
11.	Student feedback is received and analyzed. Improvements introduced in the system based on feedback
12.	Student learning outcome issues well addressed in the system
13.	Management encouragement to conduct various extension activities
14.	Large number of students are progressing to higher education
15.	Employment opportunities in IT, ITeS, Banking and retail sector are available widely in Bangalore
16.	VINYAAS, an intercollegiate competition being conducted by the department annually from over a decade consistently has received a wide acclaim among academic fraternity
17.	A well established alumni base of more than three decades and conducted a grand union under the banner "MAHA MILANA" in October 2014, an exclusive conclave of all vijayiites of commerce and management stream

### Weaknesses

1.	Percentage of M.Phil. Qualified teachers less. No Ph.D holders in the department
2.	Student - teacher ratio is high though the ratio shows an encouraging trend over years
3.	Limited stacking of library resources and meagre expenditure on books
4.	Limited number of journals and magazines subscribed to the library



5. Lack of dedicated Business Lab. Business Lab being shared with evening college computer laboratory
6. Limited use of ICT
7. Lack of differential strategies for diversified cross sections of learners
8. Limited scope for expansion and availability of funds for ICT initiatives
9. Peer Feedback needs to be strengthened
10. Faculty attitude towards continuous learning needs constant review by higher authorities
11. Staff welfare schemes are limited
12. Lack of research projects
13. Lack of Conferences, Workshops, etc. being conducted in - house

### Opportunities

1. Organizing Seminars, conferences and workshops periodically
2. Exploring opportunities for research projects funded by UGC, AIMA and other agencies
3. Creating the necessary repository for learning to be stacked in the library
4. Floating add - on courses in e - commerce, Computerized Accounting, Retail, Banking , etc.
5. Deputing teachers to Refresher and orientation courses periodically
6. Entering into MOU that can be forged with industries for training and development and also for the placement.

### Challenges

1. More funding needs with limited financial resources owing to differential fee structure as per Govt. norms.
2. Attracting talented and well qualified personnel to teaching profession due to meagre pay packet of management and inconsistent work load policy



3. Mismatch between the knowledge acquired in the course curriculum and practical knowledge as well as skills required in the industry
4. Integrating curriculum to match the new technological innovations in the industry by the Bangalore University
5. Emergence of independent professions like Chartered Accountancy, Cost Works and Company Secretary has attracted the creamy layer of students and rendered commerce education as merely an academic discipline
6. Emergence of private and deemed universities providing dual degrees in collaboration with foreign universities
7. Underperformance in the system may be catastrophic due to large number of competing institutions in the neighborhood
8. Performance based funding by UGC and MHRD RUSA during the 12th Plan period poses hurdles for innovations and experimentations
9. Internationalization of financial market in the world

### **Plan of action for next 5 years**

1. Development of well equipped dedicated business lab
2. Adoption of ICT based teaching techniques by all the faculty.
3. Initiating certificate courses in banking, insurance, marketing, and other approved areas.
4. Entering into MOU with JK Shah Academy, CAPS, Yashas or any other professional academy to have an integrated course in Chartered accountancy, Cost accountancy and Company secretary course along with B.Com.
5. Conducting remedial coaching classes in various commerce and management subjects for SC, ST and academically weaker students to improve the results
6. Providing intervention strategies to enhance the performance by advanced learners and encourage them to secure ranks. Intervention strategies for their better performance in National level competitive examinations to be strengthened.

### **Highlights:**

***VINYAAS – the Intercollegiate Commerce Fest***



The department of Commerce and Management conducts the intercollegiate fest 'Vinyaas'. Many colleges participate and have become the quality symbol of intercollegiate competitions held in the field of commerce and management. Many events like Branding-a-logo, stock market proceedings, business quiz, etc. have made the events attractive and mind boggling.

**Best Practices:**

- ❖ Teachers are available half an hour early before the commencement of the college and half an hour after the close of the class hours for the benefit of students to seek clarifications in any of the subjects.
- ❖ Students absent the previous class must have completed notes and meet the concerned teacher and get a refresh of the topics taught in the previous class before attending the next class. This practice has yielded the following results:
  - Improvement in the class attendance
  - Has fostered good teacher-student rapport
  - Remarkable improvement in the examination performance.
- ❖ "Vinyaas" – an intercollegiate Commerce fest is conducted to encourage the students to showcase their talent in various events like Mad Ads, Branding a Logo, Stock Market issues, Economic Issues, etc. so that the students gain experiential learning
- ❖ Department ensures no student is left behind in learning.

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