



Since 1952

SRI G.V.G. VISALAKSHI COLLEGE FOR WOMEN

Venkatesa Mills Post, Udumalpet - 642 128.

- An Autonomous College & Affiliated to Bharathiar University
- Re - Accredited at A⁺ Grade by NAAC (4th Cycle)
- An ISO 9001:2015 Certified Institution



ISO 9001:2015



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Dr. N. Rajeswari M.Sc., M.Phil., M.C.A., PGDOR., Ph.D.,
Principal

Date : 21.03.2023

No. GVGVC/582/2022 - 2023

To
Joint Director of Collegiate Education
Coimbatore Region
Coimbatore - 18

Respected Madam,

Sub : Permission for Industrial Visit for **Commerce (Aided) students** – reg.
Ref: Director of Collegiate Education, Chennai Letter No.44042/No.3/2016
dt.14/11/2016.

We are planning to take our Commerce (Aided) students for an industrial visit to TRACO Cable Company at Cochin on 5th & 6th April 2023 to provide practical exposure in relation to core subjects: Strategic Management, Institutional Support for International Trade, Export Management, Environmental Studies and Financial Services for better understanding of the subjects and will enable to get new ideas and insight of business environment. This educational trip in 6th Semester & 4th Semester of the UG and PG degree program is relevant to bring awareness on the application of the subjects in the real world environment. The Industrial Visit to Cochin provides a chance for planning and organizing activities.

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

Details of the trip:

Total Number of students	: 82
Total Number of Staff	: 06
Total	: 88
Proposed Date of travelling	: 5 th & 6 th April 2023

Thanking You,

Yours sincerely,

Rajeswari N

PRINCIPAL

SRI GVG VISALAKSHI COLLEGE
FOR WOMEN (AUTONOMOUS)
VENKATESA MILLS POST,
UDUMALPET - 642 128

From

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

To

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

Respected Madam,

Sub : Permission for Industrial Visit - II M.Com and B.Com(Aided) Students – Reg.

Department of Commerce (Aided) is planning to organize an industrial visit to Cochin & Wagamon on 5th & 6th April 2023 for II M.Com and B.Com (Aided) students. We kindly request you to grant us permission to take our students to the above trip so as to provide practical exposure in relation to core subjects and to understand the need for environmental protection.

Thanking You.

Place:Udumalpet

Date:13.03.2023

Yours faithfully,

N. Lakshmi

NL
13.3.23

Program Details of Industrial Visit

Date	Place
<p>05.04.2023 (Wednesday)</p>	<p>Wagamon:</p> <ul style="list-style-type: none">• Pine Forest• Meadows• Thangal Para• Eco Point• Kurusu Malai
<p>06.04.2023 (Thursday)</p>	<p>Industrial Visit: TRACO Cable Company Ernakulam, Kerala. 682 030</p> <p>Subjects related:</p> <ul style="list-style-type: none">• Cost Accounting• Marketing Management• Services Marketing• Environmental Studies• Women Entrepreneurial Development and• Goods and Service Tax <p>Places to be visited:</p> <ul style="list-style-type: none">• Chottanikara Temple• Cherai Beach• Lulu Mall• Marine Boating

Rajiswari N.
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SRI G.V.G. VISALAKSHI COLLEGE FOR WOMEN (AUTONOMOUS)
UDUMALPET.
DEPARTMENT OF COMMERCE
STUDENTS NAME LIST
INDUSTRIAL VISIT ON 05.04.2023 and 06.04.2023

I B.COM (AIDED)

S.No	Name of the Student	Age	Gender
1.	ABINAYA.B	19	Female
2.	AKSHYA.R	18	Female
3.	DHARSHINI.B	18	Female
4.	JEEVITHA.S	18	Female
5.	JEGADHEESWARI.K	19	Female
6.	KRITHIKA.S	19	Female
7.	KALAIVANI.S	19	Female
8.	MADHUSREE.D	19	Female
9.	MOHANASURYA.S	19	Female
10.	PRABHA.R	18	Female
11.	RAKSHANA.R.K	19	Female
12.	RITHANAYAA.G	18	Female
13.	SUBHASHINI.G	19	Female
14.	SUJITHA.R	18	Female

II B.COM (AIDED)

S.No	Name of the Student	Age	Gender
1.	ABIRAMI.K	19	Female
2.	AISHWARYA.R	20	Female
3.	ATAM SYED RABIYA.K	19	Female
4.	DHANALAKSHMI.P	20	Female
5.	DHIVYA DHARSHINI.J	19	Female
6.	GAYATHRI.S	20	Female
7.	GOWRI.L	20	Female
8.	HARINI.R	20	Female
9.	JANAPRIYA.B	20	Female
10.	JAYALAKSHMI.M	19	Female
11.	JAYASREE.S	20	Female
12.	JAYASREE.U.S	19	Female
13.	JOAN SALLY.R	19	Female
14.	KALPANA.N	20	Female
15.	KANIMOZHI.P	20	Female
16.	KAVIMALAR.N	20	Female
17.	KEERTHANA.V	19	Female
18.	LAKSHMIPRIYA.S.P	19	Female
19.	MYTHILIU.R.S	20	Female
20.	NAVEENA.J	20	Female

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21.	RUSHMITHA PARVEEN.S	20	Female
22.	SAVITHA.R	19	Female
23.	SHOWMYAA.N.P	20	Female
24.	SIVA KAVYA.S	20	Female
25.	SHOBICA.K	19	Female
26.	SREENITHI.S	20	Female
27.	SUBARANJANI.S	19	Female
28.	SUJITHA.S	20	Female

III B.COM (AIDED)

S.No	Name Of The Student	Age	Gender
1.	BHAVATHAARANI.R	21	Female
2.	DAISY.S	20	Female
3.	DEVADHARSHINI.M.L	21	Female
4.	DHARSHNI.N	20	Female
5.	DIVYA.D.M	21	Female
6.	GOKULALAKSHMI.K	21	Female
7.	ILAKKIYA.T	21	Female
8.	JAYASRI.M	20	Female
9.	JAYASRI.T	20	Female
10.	JOTHIKA.N	21	Female
11.	KAAVIYA.G	20	Female
12.	KALEESWARI.D	21	Female
13.	KANIMOZHI.M	20	Female
14.	KARTHIGA.M	20	Female
15.	KAVINAYA.C	20	Female
16.	KAVISNEHA.S	21	Female
17.	KAVIYAPRIYA.S	21	Female
18.	KEERTHANA.A	21	Female
19.	MENAKA.E	21	Female
20.	NARMADHA.S	21	Female
21.	NAVEENA.N	20	Female
22.	PAVITHA.L	20	Female
23.	PRIYADHARSHINI.P	22	Female
24.	ROJA.M	21	Female
25.	SANGAVI.R	21	Female
26.	SANGEETHA.S	20	Female
27.	SAPNA YASMINE.R	21	Female
28.	SHARMELA.S	21	Female
29.	SHENBAGAPRIYA.P	22	Female
30.	SHIFANA.N	21	Female

Rajiswari N.
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31.	SOUNDARYA.M.C	20	Female
32.	SRIVARSHA.C	21	Female
33.	TAMILSANGEETHA.K	21	Female

II M.Com

S.No	Name Of The Student	Age	Gender
1.	Haripriya.S	22	Female
2.	Parkavi.G	22	Female
3.	Regila.M	22	Female
4.	Santhiya	22	Female
5.	Saranya.M	22	Female
6.	Soundharya. V	22	Female
7.	Vishruti. S.V	22	Female

STAFF NAME LIST

S.NO	NAME	DESIGNATION	AGE	GENDER
1	Dr.N.Lakshmi	HOD of Commerce	59	Female
2	Dr.C.Pushpalatha	Associate Professor in Commerce	49	Female
3	Dr.S.Bhuvaneswari	Assistant Professor in Commerce	52	Female
4	Dr.R.Vanamadevi	Assistant Professor in Commerce	56	Female
5	Dr.C.Brindhadevi	Assistant Professor in Commerce	40	Female
6.	Dr.M.Rajapriya	Assistant Professor in Commerce	45	Female

Rajiswari D.

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VENKATESA MILLS POST,
UDUMALPET - 642 128

**M.Com
Semester -I**

M.Com
Semester –I

(For the students admitted from the academic year 2021 – 2022 onwards)

Course: Core II -Marketing Management	Course Code: 21MC02
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Syllabus:

Unit I : Modern Marketing Concept and Environment	14 hrs
Modern marketing concept: approaches to the study of marketing- evolution of marketing concept- changing concepts of marketing- features of marketing concept- importance of marketing concept. Marketing management- meaning – objectives – marketing effectiveness – responsibilities- marketing management process. Marketing environment and marketing system: micro environment-macro environment.	
Unit II : Consumer Behaviour and Market Segmentation	13 hrs
Consumer behaviour: need for understanding consumer behaviour - factors influencing consumer buying behaviour- consumer buying decision process – consumer buying behaviour theories. Market segmentation: requirements of effective segmentation - benefits - bases of segmentation.	
Unit III : Marketing Mix and Product Mix	13 hrs
Marketing Mix: elements - importance -factors determining marketing mix. Product Mix: concept of product- levels of a product- product planning- significance of product planning- product mix - factors affecting product mix- product item and product line trading up and down. new product development: steps in new product development- Product Life Cycle	
Unit IV : Price Mix and Promotion Mix	12 hrs
Price mix: significance - factors affecting price of a product- pricing objectives- pricing policies- kinds of pricing decisions.Promotion mix: promotion strategies- objectives - kinds - methods - factors affecting promotion mix.	
*Unit V : Channels of Distribution and Consumer Protection Act	13 hrs
Channels of Distribution: importance of distribution channel- selection of distribution channel- marketing middlemen-functions of middleman. Wholesaler: functions. Retailer: functions. Green Marketing – online marketing. Consumer Protection Act: rights and responsibilities - redressal of consumer grievances.	

M.Com
Semester –III

(For the students admitted from the academic year 2021 – 2022 onwards)

Course: Core XIII - Services Marketing	Course Code: 21MC13
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Syllabus:

Unit I: Services Marketing	13 hrs
Services Marketing: features - need - significance- behavioural profile of users - marketing information system – market segmentation.	

Unit II : Management of Services Marketing	14 hrs
Management of services marketing: concept of marketing mix – product mix – price mix – promotion mix- place mix- expanded mix for services marketing-capacity planning - internal marketing.	

Unit III : Transport Marketing	13 hrs
Transport Marketing: users of transport services- behavioural profile of users – market segmentation for transportation -railways -road transportation - civil aviation.	

Unit IV :Tourism Marketing	12 hrs
Tourism Marketing: users of tourism services - behavioural profile of users - product planning and development - market segmentation for tourism - marketing information system for tourism - marketing mix for tourism.	

*Unit V :Hotel Marketing and Hospital Marketing	13 hrs
Hotel Marketing : hotel and its typology - users of hotel services - behavioural profile of users - market segmentation for hotels - marketing information system for hotels - product planning and development - marketing mix for hotels.	
Hospital Marketing: rationale behind marketing health care services - users of health care services- behavioural profile of users - market segmentation - marketing information system - formulation of marketing mix.	

M.Com
Semester –II

(For the students admitted from the academic year 2021 – 2022 onwards)

Course: Core IX – Women Entrepreneurial Development	Course Code: 21MC09
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Syllabus:

Unit I: Entrepreneur	10 hrs
Entrepreneur: Evolution of the concept of Entrepreneur –Characteristics of successful Entrepreneurs– Entrepreneurial decision process-Functions- Types. Entrepreneurship: Growth of Entrepreneurship in India- Factors affecting Entrepreneurship growth- Role of Entrepreneurship in Economic Development.	

Women Entrepreneurship: functions-Growth of women Entrepreneurship in India-problems-developing women Entrepreneurship-limitations of women Entrepreneurship.

***Unit II : Rural & Tourism Entrepreneurship**

9 hrs

Rural Entrepreneurship: Need- Rural Entrepreneurship in retrospect-problems –measures to develop rural entrepreneurship-NGOs and rural entrepreneurship.

Tourism Entrepreneurship: The perspective-policy measures for tourism Entrepreneurship in India-Eco-Tourism/Nature Tourism/Rural Tourism-Tourism in the Indian Economy.

Agri –Preneurship: need-Opportunities for developing Agri –Preneurship-Challenges.

Unit III : Entrepreneurial Motivation

11 hrs

Social Entrepreneurship: The perspective of Social Entrepreneurship-Boundaries of Social Entrepreneurship.

Entrepreneurial Motivation: Nature of motivation-motivational process-theories- Entrepreneurial Motivating factors. Achievement motivation-Entrepreneurial Motivational behaviour.

Entrepreneurial competencies: Major Entrepreneurial competencies-developing Entrepreneurial competencies.

Unit IV : Micro Small and Medium Enterprises (MSME)

10 hrs

Micro Small and Medium Enterprises (MSME): Features-relationship between micro and macro Enterprises –Rationale behind micro and small enterprises- Objectives- Enterprise and society Package for promotion of Micro and small scale Enterprises - problems.

Opportunity Identification and selection: Need-Environmental dynamics and change–Business opportunities in various sectors-Identification of Business opportunity- Steps for setting up of a small business enterprise-Formulation of business plan.

Project appraisal: Methods of project appraisal-Environmental clearance for SMEs.

Unit V: Intellectual Property Rights (IPR) and Social Responsibility of Business

10 hrs

Intellectual Property Rights (IPR) and MSMEs: Patent: Types-Process. Copyrights: Objectives. Trade Marks: Categories-registration of trademark- Geographical indications- Industrial designs- Trade secrets- Integrated circuits- Significance of IPR.

Franchising: Difference between Franchising and Distributionship -Types-advantages and disadvantages -Evaluation of franchise arrangement-Franchising in India.

Social Responsibility of Business: Introduction-Corporate philanthropy- Corporate citizenship-Evolution and Development of Corporate Social Responsibility-need-Forms of CSR- Dimensions of CSR.

B.Com

Semester IV

(For the students admitted from the academic year 2021 – 2022 onwards)

Course: Part III – Core X – Cost Accounting

Course Code:421B10

Syllabus:

Unit I : Introduction to Cost Accounting (Problem and Theory)

12 hrs

Cost Accounting: scope – concept and classification – costing an aid to management – elements of cost – types and methods of cost – preparation of cost sheet-tender and quotations.

Unit II: Materials (Problem and Theory)	14 hrs
Material Control- levels of material control – purchases and stores control: purchasing of materials – procedure and documentation involved in purchasing - stores control – perpetual inventory - economic order quantity – ABC analysis. Methods of valuing material issue: FIFO, LIFO, Simple average and weighted average.	
Unit III: Labour and Overhead (Problem and Theory)	14 hrs
System of wage payment – idle time – control over idle time – labour turnover. Overhead: classification of overhead – allocation and absorption of overhead-calculation of machine hour rate.	
Unit IV: Process Costing (Problem Only)	12 hrs
Features of process costing – process loss- normal loss – abnormal loss- abnormal gain. (excluding inter process profits and equivalent production) - Operating costing.	
Unit V: Contract Costing (Problem Only)	13 hrs
Contract costing – reconciliation of cost and financial accounts.	

B.Com
Semester I
Part – IV Environmental Science

Course Code:115EVS

Syllabus:

Hours:30

Unit I: Natural Resources
Scope and importance of environment studies- Types of resources- Forest resources- Water resources- Mineral resources- Food resources- Energy resources- Land resources.Role of individual in conservation of natural resources.
Unit II: Ecosystem
Concept of ecosystem- Structure and functions of ecosystem- Food chain- Food web- Ecological pyramids- Types of ecosystem :- Forest ecosystem- Grassland ecosystem- Dessert ecosystem- Aquatic ecosystem.
Unit III: Bio-Diversity
Functions- Value of biodiversity- Biodiversity in India- Threads to biodiversity- Endangered and endemic species of India- Conservation of biodiversity.
Unit IV: Pollution and Disaster Management
Causes, effects and control measures of : Air pollution- Water pollution- Soil pollution- Marine pollution- Noise pollution- Thermal pollution- Role of an individual in the prevention of pollution- Solid waste management- Disaster management.
Unit V: Social Issues and the Environment

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

**B.Com
Semester VI**

(For the students admitted from the academic year 2021 – 2022 onwards)

Course: Part III -Core Course XIX - Goods and Services Tax | Course Code: 621B19

Syllabus:

Unit I : Introduction to GST and Supply 10 hrs

Concept of GST – advent of GST in India-key features- benefits- constitutional provisions.
Concept of supply- composite and mixed supply.

Unit II : Levy of Collection, Place of Supply and Time Value of Supply 10 hrs

Territorial applicability of GST – reverse charge- taxable event-nature of supply- place of supply- time of supply-value of supply-valuation rules.

Unit III : Input tax credit, Registration 11 hrs

Conditions for availing input tax credit – apportionment and blocked credits-special circumstances- availment and utilization.
Nature of registration- liability to register – persons liable and not liable - compulsory registration- procedure for registration- certificate of registration- amendment – cancellation.

Unit IV : Tax invoice 10 hrs

Tax invoice provisions – credit and debit notes. Accounts and records – payment of tax – interest on delayed payments- Tax Deduction at Source - Tax Collection at Source.

Unit V : Returns and offences and Penalties 11 hrs

Returns under GST law- returns in case of unique identity number holders – revision of returns – late fee provisions. General penalty – detention, seizure and release of goods – confiscation of goods and levy of penalty. Logistics- national E-way system: salient features. Transitional provisions.



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Udumalpet-642128, Tamil Nadu, India.



Industrial Visit 2022-2023

Date: 5.4.23 and 6.4.23

Place: Cochin & Wagamon

Places Visited:

- TRACO Cable Company, Ernakulum, Kerala.
- Cochin port
- Pine Forest
- Meadows
- Eco Point
- Marine Boating
- Wagamon
- LULU Mall

No: of students: 82

No: of faculty: 06

1. Dr.N.Lakshmi
2. Dr.C.Pushpalatha
3. Dr.S.Bhuvaneswari
4. Dr.R.Vanamadevi
5. Dr.C.Brindhadevi
6. Dr.M.Rajapriya

Objectives:

1. To provide practical exposure in relation to core subjects
2. To get new ideas and insight of business environment
3. To bring awareness on the application of the subjects in the real world environment
4. To understand the need for environmental protection.

Outcomes:

1. Visit to TRACO Cable Company, Ernakulum, Kerala gave a practical knowledge to the students on the manufacturing process of cables and to understand the marketing strategies.
2. Visit to Cochin port helps the students to understand the functioning of port, the logistics involved in cargo handling and role of ports in global trade.
3. Visit to Pine Forest, Meadows, Eco point and Kurusu malai insisted the students to protect the nature thereby protect the environment.
4. Marine Boating offers opportunities to learn navigation, seamanship and water safety skills, promoting personal growth and knowledge and appreciation for marine life and eco system.
5. Visit to Wagamon creating a serene and refreshing ambiance.
6. Students gained knowledge on marketing by visiting the LULU Mall.

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