



Bharath
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Declared as Deemed - to - be - University under section 3 of UGC Act 1956)
ACCREDITED WITH 'A' GRADE BY NAAC

13/03/2022
Chennai

From
Dr S Praveen Kumar,
Professor & Head,
Department of Management Studies,
Bharath Institute of Higher Education and Research,
Chennai

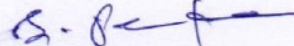
To
The Dean Engineering
Bharath Institute of Higher Education and Research,
Chennai


Sub: Permission to conduct value- added course: Accounts & Marketing for Faculty of life Sciences - reg.,

Respected Sir,

With reference to subject mentioned above, the department proposes to conduct a value-added course titled: **Accounts & Marketing for Faculty of life Sciences** on 24/04/2022. We kindly solicit your kind permission to commence the program.

Warm Regards,


Dr S Praveen Kumar


DEAN- Engineering



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13/03/2022

School of Management Studies & Commerce

Circular

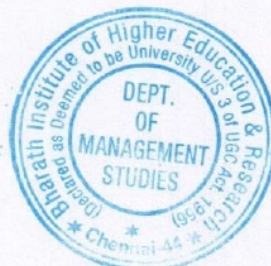
Sub: Organising Value-added Course: Accounts & Marketing for Faculty of life Sciences- reg.,

With reference to the above-mentioned subject, it is to bring it to your notice that School of Management Studies & Commerce, Bharath Institute of Higher Education & Research is organising "Value added course: Accounts & Marketing for Faculty of life Sciences". The Course content and registration form is enclosed below.

The application must reach the institution along with all the necessary documents as mentioned. The hard copy of the application should be sent to the institution by registered/speed post only to reach on or before 20th April 2022; application received after the mentioned date shall not be entertained under any circumstances.

Head of the Department

Encl: A copy of Syllabus & Registration form



Bharath Institute of Higher Education & Research

School of Management Studies & Commerce

Participant List- 2022

Value Added Course: Accounts & Marketing for faculty of life sciences

S.No	Register Number	Student Name	Remarks
1	U16BC002	ABIRAMI S	
2	U16BC003	SUJAY S	
3	U16BC004	KISHORE V	
4	U16BC005	ARAVIND S	
5	U16BC006	KISHORE KANNA G	
6	U16BC007	K ABISHEK KUMAR	
7	U16BC008	SAM GIDEON P	
8	U16BC009	PREM KUMAR M	
9	U16BC011	HARIKARAN P	
10	U16BC012	MADHAN KUMAR D	
11	U16BC013	AKSHAYA A	
12	U16BC014	PRADEEP B	
13	U16BC015	ELAMPARITHI G	
14	U16BC016	SANGEETHA P S	
15	U16BC017	SURYA PRAKASH E	
16	U16BC018	HARDIK L	
17	U16BC019	RAKESH S	
18	U16BC020	DINESH R	
19	U16BC021	SIEON H	
20	U16BC022	RAGHURAM M	
21	U16BC023	KARTHICK V K	
22	U16BC024	NISHAJITH S	
23	U16BC025	VIJAYA KUMAR R	
24	U16BC026	HOORNESHWARAN S	
25	U16BC027	NICKSON JEBASTIN J	
26	U16BC028	DINESH P	
27	U16BC029	VIGNESH S	
28	U16BC030	SANTHOSH M	
29	U16BC031	K VEDAKSHI	
30	U16BC033	DHANASEKAR V	

Bharath Institute of Higher Education & Research				
School of Management studies and Commerce				
Value Added Course: Accounts&Marketing for faculty of life sciences Course				
S.No	Date	Topic	Time	Hour
1	24-04-2022	Meaning and Scope of Accounting	4.00-5.00Pm	1
2	25-04-2022	Objectives of Accounting	4.00-5.00Pm	1
3	26-04-2022	Basic Accounting Concepts and conventions	4.00-5.00Pm	1
4	27-04-2022	Accounting Transactions	4.00-6.00 Pm	2
5	28-04-2022	Introduction – manufacturing accounting	4.00-5.00Pm	1
6	29-04-2022	Preparation of Final Accounts of a Sole Trading Concern	4.00-5.00Pm	1
7	02-05-2022	Liability (Non - current and current)	4.00-5.00Pm	1
8	03-05-2022	Asset (Non - current; tangible and intangible assets)	4.00-6.00 Pm	2
9	04-05-2022	current assets	4.00-5.00Pm	1
10	05-05-2022	Concept, nature of marketing	4.00-5.00Pm	1
11	08-05-2022	scope and importance of marketing	4.00-5.00Pm	1
12	09-05-2022	Marketing mix	4.00-6.00 Pm	2
13	10-05-2022	Strategic marketing planning – an overview	4.00-5.00Pm	1
14	11-05-2022	Market segmentation and positioning	4.00-5.00Pm	1
15	12-05-2022	Buyer behaviour; consumer versus organizational buyers;	4.00-5.00Pm	1
16	15-05-2022	Consumer decision making process.	4.00-6.00 Pm	2
17	16-05-2022	Concept of a product- Classification of products	4.00-5.00Pm	1
18	17-05-2022	Product line and product mix	4.00-5.00Pm	1
19	18-05-2022	Product life cycle – strategic implications	4.00-5.00Pm	1
20	19-05-2022	New product development and consumer adoption process	4.00-6.00 Pm	2
21	22-05-2022	Pricing Decisions	4.00-5.00Pm	1
22	23-05-2022	Factors affecting price determination	4.00-5.00Pm	1
23	24-05-2022	Pricing policies and strategies	4.00-5.00Pm	1
24	25-05-2022	Discounts and rebates	4.00-6.00 Pm	2

Course Feedback form

Course Title: *accounts & marketing for Faculty of life Science*

Name: *Green*

RegNo: *U16BC021*

Department: *Commerce*

S.No	Particulars	1	2	3	4	5
(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)						
1.	objectives of the course clear to you				✓	
2.	The course contents met with your expectations				✓	
3.	The lecture sequence was well planned				✓	
4.	The lectures were clear and easy to understand				✓	
5.	The teaching aids were effective			✓		
6.	The instructors encourage interaction and were helpful					✓
7.	The level of the course				✓	
(1. Very poor 2. Poor 3. Average 4. Good 5. Excellent)						
8.	Overall rating of the course:	1	2	3	4	5

Please give Suggestion for the improvement of the course:

Weakness of the course:

Strength of the course:

Green
Signature

*** Thank you ***

Course Feedback form

Course Title: *Account and marketing for faculty of life science*

Name: *Prem Kumar*

RegNo: *U16B2001*

Department: *Commerce*

S.No	Particulars	1	2	3	4	5
(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)						
1.	objectives of the course clear to you				/	
2.	The course contents met with your expectations				/	
3.	The lecture sequence was well planned				/	
4.	The lectures were clear and easy to understand				/	
5.	The teaching aids were effective				/	
6.	The instructors encourage interaction and were helpful					/
7.	The level of the course					/
(1. Very poor 2. Poor 3. Average 4. Good 5. Excellent)						
8.	Overall rating of the course:	1	2	3	4	5

Please give Suggestion for the improvement of the course:

Weakness of the course:

Strength of the course:

nice

Prem Kumar
Signature

*** Thank you ***



Bharath

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SCHOOL OF MANAGEMENT STUDIES & COMMERCE

CERTIFICATION OF PARTICIPATION

SANGEETHA PS

has participated in the Value-added course: **Accounts & Marketing for Faculty of life Sciences**, a unique and special programme held at **Bharath Institute of Higher Education & Research** on 24/04/2022



Mr. Ravi Mohan

COURSE CO-ORDINATOR

Dr S Praveen Kumar

HEAD OF THE DEPARTMENT



Value added course: Accounts & Marketing for Faculty of life Sciences on 24-04-2022

