



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

07/01/2019
Chennai

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

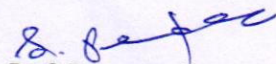
To
The Dean Engineering
Bharath Institute of Higher Education and Research,
Chennai

Sub: Permission to conduct value- added course: Accounts & Marketing - reg.,

Respected Sir,

With reference to subject mentioned above, the department proposes to conduct a value-added course titled: Accounts & Marketing on 05/02/2019. We kindly solicit your kind permission to commence the program.

Warm Regards,


Dr S Praveen Kumar


DEAN- Engineering



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School of Management Studies & Commerce

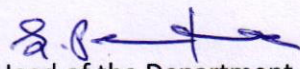
Circular

07/01/2019

Sub: Organising Value-added Course: Accounts & Marketing - 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"**. 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 28th January 2019; 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- 2019

Value Added Course: Accounts & Marketing

S.No	Register Number	Student Name	Signature
1	U18BC171	DEVAKUMAR R	Devakumar R
2	U18BC172	SURYA PRAKASH K	Surya Prakash K
3	U18BC173	VIGNESH N	Vignesh N
4	U18BC174	SRINIVASAN D	Srinivasan D
5	U18BC175	RAJSARAN M	Rajsaran M
6	U18BC176	MADHAN KUMAR K	Madhan Kumar K
7	U18BC177	YOKESH P	Yokesh P
8	U18BC178	GOPI R	Gopi R
9	U18BC179	BASHID AHAMED M	Bashid Ahamed M
10	U18BC180	CIRANJEEVI D	Ciranjeevi D
11	U18BC181	KARTHIK M	Karthik M
12	U18BC182	MAGLAN VINAYAK S	Maglan Vinayak S
13	U18BC183	SARAVANAN P	Saravanan P
14	U18BC184	NIJANTHAN S	Nijanthan S
15	U18BC185	VIJAY KUMAR D	Vijay Kumar D
16	U18BC186	SHANKAR T	Shankar T
17	U18BC187	VIGNESH S	Vignesh S
18	U18BC188	YESHWANTH VK	Yeshwanth VK
19	P18BA012	JOSHVA S	Joshva S
20	P18BA013	ANKIT BOSE	Ankit Bose
21	P18BA014	GOPINATHAN K.	Gopinathan K.
22	P18BA015	NINUSHAA R M.	Ninushaa R M.
23	P18BA016	NAVEEN KUMAR D G.	Naveen Kumar D G.
24	P18BA017	J ROBINSON.	J Robinson.
25	P18BA019	MAKISHA . R.	Makisha . R.
26	P18BA020	SOORAJ S NAIR .	Sooraj S Nair .
27	P18BA021	VIGNESH V.	Vignesh V.
28	P18BA022	MADDU SURESH .	Maddu Suresh .
29	P18BA023	LAKSHMI PRIYA A .	Lakshmi Priya A .
30	P18BA024	JOSEPHINE CECILY D .	Josephine Cecily D .
31	P18BA025	SARAVANA KUMAR A .	Saravana Kumar A .
32	P18BA026	CHILUKURI KIREETI REDDY .	Chilukuri Kireeti Reddy .
33	P18BA027	KRISHNAVENI S .	Krishnaveni S .
34	P18BA028	PREMALATHA K .	Premalatha K .
35	P18BA029	THILRUKSHAN G .	Thilrukshan G .
36	P18BA030	KEVIN INFANT F .	Kevin Infant F .
37	P18BA031	MUTHUKUMARASAMI R .	Muthukumarasami R .
38	P18BA032	SAMSAD AHAMED .	Samsad Ahamed .

39	U18BC161	DEVARAJ M	Devaraj
40	U18BC162	HARIPRIYA E	Haripriya
41	U18BC163	NAGALAKSHMI M	Nagalakshmi
42	U18BC164	GOWTHAM S	Gowtham
43	U18BC165	DEEPAK M	Deepak

Bharath Institute of Higher Education & Research				
School of Management studies and Commerce				
Value Added Course: Accounting & Marketing for faculty of life sciences			Course Duration:30 Hrs	
S.No	Date	Topic	Time	Hour
1	05-02-2019	Meaning and Scope of Accounting	4.00-5.00 Pm	1
2	06-02-2019	Objectives of Accounting	4.00-5.00 Pm	1
3	07-02-2019	Basic Accounting Concepts and conventions	4.00-5.00 Pm	1
4	08-02-2019	Accounting Transactions	4.00-6.00 Pm	2
5	11-02-2019	Introduction – manufacturing accounting	4.00-5.00 Pm	1
6	12-02-2019	Preparation of Final Accounts of a Sole Trading Concern	4.00-5.00 Pm	1
7	13-02-2019	Liability	4.00-5.00 Pm	1
8	14-02-2019	Asset (Non - current; tangible and intangible assets and current assets)	4.00-6.00 Pm	2
9	15-02-2019	Introduction- Concept & nature of marketing	4.00-5.00 Pm	1
10	18-02-2019	Scope and Importance of marketing	4.00-5.00 Pm	1
11	19-02-2019	Marketing mix	4.00-5.00 Pm	1
12	20-02-2019	Strategic marketing planning – an overview.	4.00-6.00 Pm	2
13	21-02-2019	Market segmentation and positioning	4.00-5.00 Pm	1
14	22-02-2019	Buyer behavior; consumer versus organizational buyers	4.00-5.00 Pm	1
15	25-02-2019	Consumer decision making process	4.00-5.00 Pm	1
16	26-02-2019	Product Decisions: Concept of a product	4.00-6.00 Pm	2
17	27-02-2019	Classification of products	4.00-5.00 Pm	1
18	28-02-2019	Product line and product mix	4.00-5.00 Pm	1
19	01-03-2019	Product life cycle – strategic implications	4.00-5.00 Pm	1
20	05-03-2019	New product development and consumer adoption process.	4.00-6.00 Pm	2
21	06-03-2019	Pricing Decisions	4.00-5.00 Pm	1
22	07-03-2019	Factors affecting price determination	4.00-5.00 Pm	1
23	08-03-2019	Pricing policies and strategies	4.00-5.00 Pm	1
24	11-03-2019	Discounts and rebates	4.00-6.00 Pm	2



S. S. S.

Course Feedback form

Date: 05-02-2018

Course Title: Accounts & Marketing

Name: Vignesh

RegNo: U18BC187

Department: Commerce

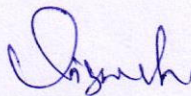
S.No	Particulars	1	2	3	4	5
(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)						
1.	objectives of the course clear to you			✓		
2.	The course contents met with your expectations				✓	
3.	The lecture sequence was well planned				✓	
4.	The lectures were clear and easy to 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:

Excellent & nice


 Signature

*** Thank you ***

Course Feedback form

Date: 05/02/2018

Course Title: Accounts & Marketing

Name: Shrinivasan

RegNo: V18BA174

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:

Good.

Shrinivasan
Signature

*** Thank you ***



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SCHOOL OF MANAGEMENT STUDIES & COMMERCE
CERTIFICATE OF PARTICIPATION

This is to Certify that

MADHAN KUMAR

has participated in the Value added course: **ACCOUNTS & MARKETING**, a unique and special programme held at **Bharath Institute of Higher Education & Research**

on 05/02/2019

Ms. Manjini

COURSE CO-ORDINATOR



Dr. S. Praveen Kumar

HEAD OF THE DEPARTMENT



Value Added Course: Accounts & Marketing on 05/02/2019

