



Sri Venkateswara University
Tirupati

Department of
COMMERCE



VISION:

“To promote accounting and finance professionals through a process of quality and value-based education, consultancy, counseling, persistent skill development and infusion of human values for vibrant future.”

MISSION:

“To groom competent and committed professionals in the field of accounting and finance through access to inclusive facilities to meet the needs of industry and society.”

ABOUT THE DEPARTMENT

The Department of Commerce was one of the oldest departments established during the academic year 1969-70 in SV University (Estd. 1954) to offer M.Com degree course under the aegis of Economics Department, S.V. University College of Arts and Sciences and subsequently it emerged as an independent entity during the year 1971, with Dr. O.R. Krishna Swamy as the founder member of the Department. Under the re-organized set-up during 2006, the Department became a part of the College of Commerce, Management and Information Sciences. For the new millennium, a new course i.e., MFM was started in the year 1999 under semester system. And M.Com (A&F) was started during the academic year 2005-06. Both M.Com and MFM courses were modified to incorporate Choice Based Credit System (CBCS) during the academic year 2006-07. The Department of Commerce is one of the biggest Departments in Sri Venkateswara University campus with a total strength of 320 students. To meet the overwhelming demand for accounting and finance professionals, the Department offers three courses viz., M.Com on Regular basis, M.Com (FM) and M.Com (A&F) on self-supporting basis besides PhD program. Currently, based on NEP guidelines syllabi is restructured to include core, generic electives, compulsory foundations, skill oriented course, mandatory project report, and open electives.

HEAD OF THE DEPARTMENT : Prof. M. Venkateswarlu



Prof. M. Venkateswarlu was joined as lecturer in 1992, obtained Ph.D. degree from S.V. University in the year 1994, Associate Professor in 2001 subsequently became Professor during the year 2009. He received A P State best teacher award during the year 2022.

BOS :: Prof. P.V. Narasaiah



Dr. P. V. Narasaiah did his M.Com and obtained first rank. He acquired M.Phil., and Ph.D. Degree during 1987 and 1990. He was appointed as Lecturer at S.V. U. PG Centre, Kadapa during 1992, and promoted as Associate Professor during 2001.



Prof. Mamilla Rajasekhar did his M.Com in SV University, Tirupati and MBA (Marketing) in REC (now known as NIT), Trichy in Tamilnadu during 1984 and 1987 successively. Further he did his Ph.D. from SV University in 1995. He entered into the SV University service as Lecturer in 1989 and was promoted as Reader and Professor during 1998 and 2006 serially.



Prof. P. Mohan Reddy did his M.com and Ph.D. from S.V. University in 1985 and 1990 respectively. He has obtained MBA from University of Madras. He served as Assistant Professor in Dr. Ambedkar Open University for 6 months prior to his appointment as lecturer at the S.V.U P G Centre, Kadapa during 1992. He became Associate Professor during 2001. He was repatriated to S.V. University Tirupati during 2008 when erstwhile S.V.U. PG Centre, Kadapa was elevated to Yogi Vemana University (YVU). He was promoted as Professor of Commerce during 2009.



Dr. K. Jayachandra Reddy has obtained his M.Com in 1997 and Ph.D. in 2003 from the S.V. University. Later he completed his M.B.A. from Dr. B.R. Ambedkar Open University during the year 2006. Dr. Reddy appointed as Associate Professor in the Dept. of Commerce of S.V. U. P.G. Centre, Kavali in the year 2007 and transferred to S.V. University, Tirupati during the year 2012. He promoted as Professor of Commerce during the year 2013.

1. Dr. M. Sivasankar, M.Com. MBA., Ph.D.
2. Dr. B. Malleswari, M.Com., MBA., Ph.D
3. Dr. K. Manciah, M.Com., MBA., Ph.D.
4. Dr. N.K. Pradeep Kumar, M.Com., M.Phil., Ph.D.
5. Dr. K. Kishore Kumar Reddy, M.Com., Ph.D
6. Dr. S. Sivasankar, MBA., M.Com., Ph.D.
7. Dr. G. Damodhar, M.Com., MBA., Ph.D.

ACADEMIC CONSULTANTS

COURSES OFFERED:

Sl. No.	Name of the Course offered	Duration	Intake
01.	M.Com (Regular)	2 years (4semesters)	50 students +10 sponsored students
02.	M.Com (Financial Management)	2 years (4semesters)	50 students
03.	M.Com (Accounting & Finance)	2 years (4semesters)	50 students
04.	Ph.D. (Full-time)	4 years (without M.Phil) 3 years (with M.Phil)	1 to each teacher on every SVURESET notification
05.	Ph.D. (Part-time)	5 years (without M.Phil) 4 years (with M.Phil)	--do--

MASTER OF COMMERCE – ACCOUNTING & FINANCE

	TITLE OF THE PAPER		TITLE OF THE PAPER
S E M E S T E R I	Accounting Standards & Reporting	S E M E S T E R II	Advanced cost Accounting
	Organizational Behaviour		Financial Management
	Business Environment and Policy		Marketing Management
	Managerial Economics		Accounting Practices in Banks
	Corporate Governance		Quantitative Techniques for Business Decisions
	Research Methodology in Social Sciences		Legal Aspects of Business
	Banking and Insurance Services		Risk Management
	Business Communication Skills		e-Banking Operations
	Principles of Management		Management Information Systems
Human Values and Professional Ethics – I	Human Values & Professional Ethics-II		

MASTER OF COMMERCE – FINANCIAL MANAGEMENT

SEMESTER	SLNo	TITLE OF THE PAPER	SEMESTER	SLNo	TITLE OF THE PAPER
I	1	Accounting Standards & Reporting	III	1	Security Analysis and Portfolio Management
	2	Financial Management		2	Accounting for Managerial Decisions
	3	Business Environment and Policy		3	Tally with GST Applications
	4	Organisational Behaviour			International Financial Management
	5	Quantitative Techniques for Business Decisions			Tax planning & Management
		Research Methodology in Social Sciences		Entrepreneurship & MSMEs	
		Managerial Economics		4	Internal Audit and standard Audit Practices
6	Business Communication Skills	5	Fundamentals of Accounting		
	Principles of Management		Personal Financial Planning		
7	Human Values and Professional Ethics -I				
II	1	Advanced cost Accounting	IV	1	Financial Derivatives
	2	Financial Markets and Services		2	Project Planning & Control
	3	Strategic Financial Management		3	Insurance Management
	4	Corporate Governance			Personality Development and Soft Skills
	5	Working Capital Management			International Accounting & Reporting
		Legal Aspects of Business		GST and Customs Duty	
		Risk Management		4	Project Report & Viva-Voce
6	e-Banking Operations	5	Security Market Operations		
	Management Information Systems		Business Ethics		
7	Human Values and Professional Ethics-II				

SEMESTER	SLNo	TITLE OF THE PAPER	SEMESTER	SLNo	TITLE OF THE PAPER
III	1.	Financial Derivatives	IV	1	Strategic Financial Management
	2.	Financial Markets and Services		2	Investment Management
	3.	Tally with GST Applications		3	International Financial Management
		Accounting for Managerial Decisions			Personality Development and Soft Skills
		Tax planning & Management			Mergers & Acquisitions
		International Accounting & Reporting			GST and Customs Duty
	4.	Internal Audit and standard Audit Practices		4	Project Report & Viva-Voce
5.	Fundamentals of Accounting	5	Security Market Operations		
	Personal Financial Planning	6	Business Ethics		

MASTER OF COMMERCE – REGULAR

SEMESTER	SLNo	TITLE OF THE PAPER	SEMESTER	SLNo	TITLE OF THE PAPER	
I	1	Accounting Standards & Reporting	II	1	Human Resource Management	
	2	Organisational Behaviour		2	Financial Management	
	3	Business Environment and Policy		3	Marketing Management	
	4	Managerial Economics		4	Advanced Cost Accounting	
		5		Quantitative Techniques for Business Decisions	5	Corporate Governance
				Research Methodology in Social Sciences		Legal Aspects of Business
		Banking and Insurance Services		Risk Management		
6	Business Communication Skills	6	e-Banking Operations			
	Principles of Management		Management Information Systems			
7	Human Values and Professional Ethics-I	7	Human Values and Professional Ethics - II			
III	1	Financial Markets and Services	IV	1	International Financial Management	
	2	Accounting for Managerial Decisions		2	Tax Planning & Management	
	3	Tally with GST Applications		3	GST and Customs Duty	
		Security Analysis and Portfolio Management			Strategic Management	
		Entrepreneurship & MSMEs			Personality Development and Soft Skills	
	4	Total Quality Management			E-Commerce	
		Internal Audit and standard Audit Practices		4	Project Report & Viva-Voce	
5	Fundamentals of Accounting	5	Security Market Operations			
	Personal Financial Planning		Business Ethics			

9. Laboratories in the department --No--**10. Ph.D's awarded : 28****11. Post Doc's - Number + Details : 03**

Sl.No.	Name of the Research fellow	Year of enrolment	Duration of fellowship	Type of the fellowship
1.	Dr. A. Padmavathi	2014-15	5 years (2014-19)	UGC - PDF
2.	Dr. S. Sankarappa	2017-18	2 YEARS (2017-19)	ICSSR – PDF
3.	Dr. B. Amarnath Reddy	2018-19	2 Years (2018-20)	ICSSR –PDF
4.	Dr. P.M. Siva Prakash	2018-19	2 Years (2018-20)	ICSSR –PDF
5.	Dr. J. Muni Narendra	2018-19	2 Years (2018-20)	ICSSR –PDF

12. Department projects – Details

Sl. No.	Project	Period	Thrust area	Sanctioned Rs.
1.	UGC-SAP-DRS-II	1-4-2013 To 31-3-2018	Entrepreneurship & Small industry development, HRM, Marketing and Consumerism and E-Commerce	47,00,000
2.	ICSSR	18 months 2016-17	Production, Marketing and Socio-Economic Conditions of FCV Tobacco Growers in Prakasam District of Andhra Pradesh	3,50,000

13. Fellowships – Research Scholars

Sl. No.	Name of the Research fellow	Year of enrolment	Duration of fellowship	Type of the fellowship	Granting agency
1.	D. Krupavathi	2015-16	5 years (2016-2021)	RGNFSC	UGC
2.	K. Kalesha	2019-20	5YEARS (2020-25)	NET-JRF	UGC
3.	A. Dhanunjayulu	2019-20	5YEARS (2020-25)	NET-JRF	UGC
4.	A. Anil Kumar	2019-20	5YEARS (2020-25)	NET-JRF	UGC
5.	M.C.Upendra	2019-20	5YEARS (2020-25)	NET-JRF	UGC
6.	G. N. S. Niveditha	2019-20	2 Years (2021-2023)	DF	ICSSR
7.	K. Keerthi	2019-20	5YEARS (2020-25)	NFOBC	UGC
8.	S. Sreekanth	2019-20	5YEARS (2020-25)	NFSC	UGC
9.	K. Siva	2019-20	5YEARS (2020-25)	NFOBC	UGC

14. Conferences / Seminars / Workshops – organized – details – Date, Title of Seminar / Conferences / Workshop, Funding agency grant aid.

Year	Name of the Seminar	Funding agency
24 th -25 th Jan, 2019	UGC-SAP-DRS-II (Dept. Of Commerce, SV University, Tirupati, AP) sponsored 1-day national seminar on “Consumer protection in India: Issues and challenges”	UGC
21 st -22 nd Feb, 2019.	GST TRAJECTORY : CHALLENGES AND OPPORTUNITIES	ICSSR & RBI
4 th - 5 th Nov, 2019.	National Seminar on Inclusive growth through Navaratnalu in Andhra Pradesh: Challenges and future prospects	ICSSR & RBI

15. Extension outreach activities conducted by department – date / year activity name, with photograph.

Year of Activity	Name of the activity
December, 2017-18	Swachh Bharat, Aids Awareness
2017-18 (July 24 th)	Swachh Bharat
2017-18 (Dec 1st)	Aids awareness
2017-18	Plantations
January 2017-18	Donation Collection
October 2017-18	Blood Donation
NSS	Swachh Bharat, Aids Awareness
2018-19 (July 24 th)	Swachh Bharat
December, 2017-18	Swachh Bharat
2017-18 (July 24 th)	Aids awareness

16. If any centers attached to department – give department details latest department Details photographs – 1 to 20 photos. : --- No---

