



NATIONAL EDUCATION SOCIETY (R.),,
SHIVAMOGGA



ACHARYA TULSI NATIONAL COLLEGE OF COMMERCE

(Affiliated to Kuvempu University)

(Accredited by NAAC at the "B" Grade Level, with CGPA of 2.56-April 16)

Balraj Urs Road, SHIVAMOGGA Ph: 08182 279180

E-mail : atncc.smg@gmail.com

Website : www.atncc.org

COLLEGE WITH POTENTIAL FOR EXCELLENCE



PROSPECTUS

MEMBERS OF THE EXECUTIVE COMMITTEE

NATIONAL EDUCATION SOCIETY ®. SHIVAMOGGA



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Director



Sri. H.C. Shivakumar
Director

ACHARYA TULSI NATIONAL COLLEGE OF COMMERCE

About our College:

National Education Society is a registered body, established in 1946, by the freedom fighters and philanthropists of Shivamogga District. Their selfless dedication, vision and concerns found expression, especially, in the field of education. Their services and contribution in the field of education have earned them a formidable but a well-deserved reputation as educators par excellence.

Founded in 1966 by NES, ATNCC has been training and imparting education in commerce and management at the undergraduate level. The college has responded well to the sweeping changes that are ushered in by globalization, liberalization and privatisation by enabling the students to build up their career. BBM degree course which was started in 1974 has been preparing promising managers, executives, entrepreneurs and other experts in various service sectors. The college also offers PG Course. (M.Com., Degree) We are proud to say that our college has been awarded the status of "College with potential for Excellence"

VISION

Our vision is commitment to pursue excellence and the highest goals of Commerce and Management Education, to transform students into national assets, capable of generating national wealth and to pursue national objectives of integrity of character, patriotism, sacrifice and moral and ethical uprightness.

MISSION

To be a lead institution of par excellence in Commerce and Management area.
To prepare job creators and not job seekers.
To prepare students for global challenges and the consequent societal transformation.
To instil qualities of integrity, patriotism and international outlook.
To sow the seeds of research abilities, a dispassionate mind & skills of conducting surveys & project work.
Promoting and facilitating education in conformity with the statutory and regulatory requirements.]
Planning and Establishing necessary infrastructure and learning resources.
Supporting faculty development programmes and continuing education programmes.
Initiating and sustaining meaningful research activity.
Promoting institution industry interaction and collaboration at all levels.
Ensuring harmonious and mutually rewarding relationships among all stakeholders of the institution.



Dear Aspirant,

I warmly welcome you to Acharya Tulsi National College of Commerce which is one of the prestigious colleges of National Education Society. Our college is one of the leading premier institutions offering Commerce and Management Degree courses for over four decades. Thanks to the visionary and missionary zeal and commitment of the members of the Management Committee. we have taken giant strides in the realm of higher education. We at ATNCC, help you realize your goals and dreams and commit yourself to excellence in everything.

Prof. B.R. Dayananda,^{M.Com., M.Phil}
Principal

RANK HOLDERS 2015-2016



RISHAB S.
B.Com.
II Rank



SHARATH R.S.
B.Com.
VII Rank



GOWTHAMI B.
B.B.M.
VII Rank

Please fill in the application form and submit it before the due date.

Separate applications should be submitted if the students wish to apply for more than one course.

Eligibility for admission to B.Com and B.B.A Courses:

B.Com:

A candidate who has passed the two-year Pre-university Examination (PUC) conducted by the Karnataka Pre University Board or any other Examination considered equivalent thereto by this university is eligible for admission to the first Semester of B.Com, BBA Degree Course.

A candidate who has passed the Three-year Diploma course in Commercial or Secretarial Practice conducted by the Department of Technical Education, Government of Karnataka, is eligible for admission to the third semester B.Com., directly, without the benefit of exemption in any subject of the third, fifth and sixth Semesters of B.Com.

A candidate, who has passed the Two - Year Diploma course in Business Administration conducted by the department of technical education, Government of Karnataka is eligible for admission to the fifth Semester of B.Com., course directly without the benefit of exemption in any subject of the fifth and sixth semesters of B.Com. Further more, the candidate has to pass the language papers of the first, second, third and fourth Semesters of B.Com.,

A Candidate who has passed Dip in Job Oriented course of Karnataka Technical Education Board is eligible for admission to First year BBA/ B.COM degree if he/she had studied Accountancy & Auditing / Accountancy & Costing / Accountancy & Taxation / Banking / Office Management / Co-operation / Marketing & Salesmanship and Material Management Technology, as one of the optional subjects in JOC course.

Duration of the Courses:

The course of study for B.Com., & B.B.A. degree shall extend over a period of Three academic years, each academic year is comprised of two semesters and each semester is comprised of 16 weeks of class work, provided that the candidate completes his/her degree within Six years from the date of admission to the first semester of the B.Com.,/ B.B.A. degree course.

Documents to be Enclosed at the time of submitting duly filled in Application Form:

1. Duly filled in application Form
2. Xerox copy of id card.
3. Revised caste Certificate.
4. Pass port Size photo to be affixed in the box provided.

Documents to be produced at the time of admission:

1. Original Marks Card or Provisional Marks card duly singed by the Head of the Institution.
2. T.C. Original + one xerox copy.
3. Caste Certificate: ST/SC (Five xerox copies)
4. Income Certificate if within Rs.44,500/- (1+4 copies for IIA, IIB, IIIA, IIIB,) for SC / ST/Cat-1- Below 2.5 Lakhs.
5. Passport size Photos - 2 ,stamp size Photo - 2
6. Undertaking - 2 copies.
7. Form - I.D. Card Format.
8. Aadhaar Card Xerox Copy
9. Bank Pass Book Xerox

FACILITIES:

1. LIBRARY AND INFORMATION CENTRE:

Housed independently, the library has separate reading, and reference sections. The library resources have been computerised with e-Lib Software. It has acquired more than 40,000 volumes with the latest publications in commerce, business management, language and literature and general reference books pertaining to research, competitive examinations like BSRB, CA, ICWAI, ACS, MBA, MCA, IAS, KAS, Staff Selection Commission, Railway Commission and Defense Academy etc., Services provided to the readers are:

1. Special library services to the meritorious students of the college.
2. Book-Bank-Book facilities to Sc/ST students and the other poor and deserving students.
3. Career guidance to final B.Com., and B.B.A. Students to pursue higher studies like CA, ICWAI, ACS, MCA, MBA, CAT and MAT exams.
4. Xerox facilities to the students.
5. Audio Visual Facilities to the readers.
6. Inter library loan facilities to the readers.
7. User Education to the new students.
8. Internet with Broad-Band and Wi-Fi facility.

2. COMPUTER SECTION

A well-equipped computer lab is provided to the college students. It has 100 computers with NT Network lab. Internet facilities will be provided at www.atnccshimoga.org website.

3. GYMNASIUM

4. CHANDANA HALL

5. LADIES HOSTEL

6. MULTI MEDIA HALL

7. FOOD COURT

There is a ladies hostel, managed by National Education Society. Girl students can make use of this facility. A new ATNCC Hostel is ready for occupation from this Academic Year.

EXTRA - CURRICULAR ACTIVITIES:

- * Sports and Games
- * Cultural activities
- * National Service Scheme (NSS)
- * National Cadet Corps (NCC)
- * Youth Red Cross, Nature Club, Quiz club
- * Co-operative Society
- * Wall magazine - Annual Magazine
- * Women Empowerment Cell

SCHOLARSHIPS :

1. National Post matric Scholarship
2. National Merit Scholarship
3. National Loan Scholarship
4. Jindal Trust Merit Scholarship
5. Sanchi Honnamma student Scholarship
6. Gowda Saraswatha student Scholarship
7. Service Personal Scholarship
8. Acharya Tulsi Cash Award.
9. B.L. Prabhavathi Cash Award.
10. Late H. Dattari Shastri Cash Award
11. Sri. D.Chandulal Cash Award
12. Sri. K.C.Devadas and smt. R.R.Prabhavathi Cash Award.
13. Late Smt. Mohana Cash Award
14. Sultan Chand Drupati Devi Foundation Scholarship
15. Smt. Tulasabai Cash Award
16. Varada Ramanuja Cash Award
17. Late Kumari Sahana Amaranath Memorial Cash Award.
18. Late Lakshmanappa Cash Award.
19. Karnataka State Govt. scholarship for the physically handicapped.
20. Karnataka State Post Matric Scholarship for the Backward.
21. Vasanth Rao Education Foundation & Research Scholarship



Health Check-up Camp under Red-Cross



Soft Skill Training by Gallagher Company



Well Established Computer Lab



Digital Library



Indian Blind Cricket Captain and other sportsmen



Student Secured Team Championship

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NATIONAL EDUCATION SOCIETY (R.)..
SHIVAMOGGA

**NATIONAL INSTITUTE
OF POST GRADUATE STUDIES**
(M.Com. Department)

**ACHARYA TULSI
NATIONAL COLLEGE OF COMMERCE**

(Affiliated to Kuvempu University) Accredited by NAAC at 'B' Grade Level at 2.56 Points.

Balraj Urs Road, Shivamogga 577201 (Karnataka)

www.atncc.org, E-mail: nipgs.atncc@gmail.com

Phone No. 08182 - 640325



For M.Com. Course 2016-2017



PROSPECTUS
For B.Com & B.B.A., Courses 2019-2020

NATIONAL EDUCATION SOCIETY (R.) SHIVAMOGGA

Members of the Executive Committee



Sri A.S. Vishwanath
President



Sri D.H. Srinivasamurthy
Vice President



Sri H.M. Mallappa
Secretary



Sri D.R. Amarendra Kiriti
Joint Secretary



Sri Vijayakumar J. Dattanar
Treasurer



Sri G. Nanjundappa
Director



Sri G.S. Nagaraj
Director



Sri N.T. Narayana Rao
Director



Sri G.S. Narayana
Director



Sri M. Narayana Setty
Director



Smt. S.R. Susheela Lamma
Director



Sri P. Mylarappa
Director



Dr. P. Narayana
Director



Sri S.L. Srirangaraju
Director



Sri H.R. Sarangapani
Director



Prof. T.S. Hoovaiah Gowda
Registrar

N I P G S

OUR MOTTO

"VANIJYE VASATHE LAKSHMEEHI"

OUR VISION

Our vision is commitment to pursue excellence and the highest goals of Commerce and Management Education, to transform students into national assets, capable of generating national wealth and to pursue national objectives of patriotism, sacrifice and moral and ethical uprightness.

MISSION

- v To be a lead institution of par excellence in Commerce and Management area.
- v To prepare job creators and not job seekers.
- v To prepare students for global challenges and the consequent societal transformation.
- v To instil qualities of integrity, patriotism and international outlook.
- v To sow the seeds of research abilities, the necessary attitude and skills of conducting surveys and project work.
- v Promoting and facilitating education in conformity with the statutory and regulatory requirements.
- v Planning and establishing necessary infrastructure and learning resources.
- v Supporting faculty development programmes and continuing education programmes.
- v Initiating and sustaining meaningful research activity.
- v Promoting institution industry interaction and collaboration at all levels.
- v Ensuring harmonious and mutually rewarding relationships among all stakeholders of the institution

Objectives

- Ø To impart knowledge and skills through innovative teaching, participatory learning and reliable evaluation.
- Ø To create opportunities for character building by inculcating the values of discipline, leadership, tolerance, the spirit of enquiry and scientific temperament.
- Ø To redesign the existing programmes to make them career-oriented and conducive to self-employment and entrepreneurship.
- Ø To enable students to be responsible, responsive and productive by providing them effective counseling in academic, career and personal areas.
- Ø To sponsor programmes aiming at the enhancement of cognitive and learning skills among teachers and students, through faculty development programmes and continuing Education programmes.

About the Management

National Education Society (R.), Shivamogga was established in 1946 in response to the call given by the Father of the Nation Mahatma Gandhi. The leading freedom fighters of Shivamogga such as Late. Sri. H.S. Rudrappa, Revenue minister, Late. Sri. S.V. Krishna Murthy Rao, Ex-deputy chairman of Rajya Sabha, Late. Sri. S.R. Nagappa Shetty, Ex-MLA and other Gandhians started the society with a view to prepare educated man power which was badly needed at that time to carry forward the ideals of freedom fighters. Infact, the real aim behind the establishment of NES was to provide opportunities to young boys and girls of the malnad region to accelerate the pace of the development of the country. It is a matter of pride for the society to claim that it has opened vocational and professional courses through which the faculty imparts skill based education. These courses have provided employment to the thousands of young people of this district. It is a matter of pride to say that 36 institutions are imparting education to about 20,000 students with more than 1,500 employees working in NES.

About the College

Acharya Tulsi National College of Commerce was established in the year 1966. The aim of the establishment of the college is to impart education commerce and management, to the students of malnad regions. The college has been helping the students to enter into employment field and to go for professional courses with confidence, by providing necessary inputs in terms of attitude and skills.

The college responded well to the sweeping changes that have occurred as a result of globalization, liberalization and privatization. At present, the college offers B.Com & B.B.M. Programmes. The college has offered Post- Graduate Diploma courses in Marketing and Taxation from 1992-93 to 1999-2000.

Acharya University had recognized ATNCC as Research Centre in 2003 to carryout Research in Commerce & Management. 8 scholars of the centre have been awarded Ph.D. Degree in Commerce & Management.

About M.Com Department

National Education Society @, Shivamogga, introduced M.Com Programme in Acharya Tulsi National College of Commerce, Shivamogga in the year 2011. The course is affiliated to Kuvempu University and Recognized by the Govt. of Karnataka. Four Batches have already come out from our M.Com Department. We are very happy to inform that the department has recorded 100% results in all the Four years. The department offers facilities to the students to develop their personality. For the purpose, the department organizes seminars, Workshops, group discussions, special lectures, Teaching Assistantship Training Programme, Programme of Orientation on Communicative English and Grammar and other skills development programmes.



M.Com Present
Batch 2015-17



M.COM., I Batch 2011-13



M.COM., II Batch 2012-14



M.Com III Batch 2013-15



M.Com IV Batch 2014-16

Faculty

	Prof. B.R. Dayanand Principal 31 Years in Teaching & 4 Years in Research Experience		Dr. A. Venkataraju Director 45 Years in Teaching & 22 Years in Research Experience		Dr. Srikant G. Sugur M.Com., Ph.D. Faculty 14 Years in Teaching & 7 Years in Research Experience		Mr. Jagadeesh N. K.A. H.S.A. Faculty 88 Years in Teaching & 4 Years in Research Experience		Mr. Nagaraju T.D. Faculty 05 Years in Teaching Experience
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Ladies' Hostel

A New Ladies Hostel has been constructed under UGC XI plan at Ashwath Nagar, Shivamogga and is available for occupancy.

Library

Housed independently, the library has separate reading, and reference sections. The library resources have been fully computerized with e-lib Software. It has acquired more than 36,000 volumes with the latest publications in commerce and business management, Language and literature. It has also general reference books pertaining to research and Competitive Examinations. There is special section for providing current knowledge of events where the students / staff have to access to a number of dailies, academic and professional journals and general magazines.

Details of Books and Journals :

Total number of books :	38,434
Back volumes :	650
CD :	175
Video cassettes :	35



M.Com., Department Library details

Total number of books :	1738
News papers :	6
Magazine :	6



Computer and Internet Facilities

The Department provides Computer and Internet facilities. Well equipped labs is available for the use of the students. The department has also WiFi facility.

Structure of Master of Commerce Course

Course Code	Academic Programme, Semester and Course	Teaching Hours per Week	Credits	Internal Assessment	Semester end Examination	Total	Examination Duration (hours)
M.Com., Semester - I							
HC301	Management and Behavioral Process	3	3	25	75	100	3
HC302	Economics for Business Decisions	4	4	25	75	100	3
HC303	Advanced Financial Management	4	4	25	75	100	3
HC304	Accounting Theory and Analysis	5	5	25	75	100	3
SC301	Soft Core Stream, Course - I	4	4	25	75	100	3
SC302	Soft Core Stream, Course - II	3	3	25	75	100	3
Semester - I Total		23	23	150	450	600	
M.Com., Semester - II							
HC201	Business Environment and Government Policy	4	4	25	75	100	3
HC202	Marketing Management	4	4	25	75	100	3
HC203	Managerial Communication	3	3	25	75	100	3
HC204	Quantitative Techniques for Managerial Decisions - I	4	4	25	75	100	3
SC201	Soft Core Stream, Course - III	4	4	25	75	100	3
SC202	Soft Core Stream, Course - IV	3	3	25	75	100	3
EE-1	Inter - disciplinary Course - I						
Semester - II Total		24	24	160	490	650	
M.Com., Semester - III							
HC305	Human Resource Management	4	4	25	75	100	3
HC302	E-Commerce for Business	3	3	25	75	100	3
HC303	Quantitative Techniques for Managerial Decisions - II	5	5	25	75	100	3
HC304	Business Research Methods	4	4	25	75	100	3
SC301	Soft Core Stream, Course - V	4	4	25	75	100	3
SC302	Soft Core Stream, Course - VI	3	3	25	75	100	3
EE-2	Inter - disciplinary Course - II	2	2	10	40	50	-
Semester - III Total		25	25	160	490	650	
M.Com., Semester - IV							
HC401	Corporate Strategy and Governance	3	3	25	75	100	3
HC402	International Business	4	4	25	75	100	3
HC403	Production and Operations Management	4	4	25	75	100	3
HC404	Entrepreneurship Development	3	3	25	75	100	3
HC405	In plant Training and Project Report	3	3	25	75	100	
SC401	Soft Core Stream, Course- VII	4	4	25	75	100	3
SC402	Soft Core Stream, Course - VIII	4	4	25	75	100	3
Semester - IV, Total		25	25	175	525	700	
Semesters - I to IV Grand Total		97	97	645	1955	2600	

Attendance:

75 Percent attendance in each subject is mandatory and is a requirement to take up the examination. The attendance is the integral part of the internal assessment and carries the following weightage in each semester.

< 75% attendance	0 mark
75-80% attendance	1 mark
80-85% attendance	2 marks
85-90% attendance	3 marks
90-95% attendance	4 marks
95-100% attendance	5 marks

NIPGS

Distribution of Internal Assessment Marks.

Two test	10 marks
Seminar (to be assessed on the basis of writing, Comprehension communication, articulation, presentation Skills)	5 marks
Field work and assignments	5 marks
Attendance	5 marks

Evaluation

100 marks in each paper is divided as 25 marks for internal assessment and 75 marks Theory examination. For interdisciplinary paper, Internal assessment carries 10 Marks and Theory examination carries 40 marks.

Last Date of Application Submission : 4-00 pm - 20th July, 2016

Eligibility for Admission to M.Com. Course

- Ø B.Com, B.B.M., B.B.A Degree from recognized University.
- Ø The minimum percentage of marks in the cognate subjects shall be:
45% for the candidates for GM, IIA, IIB, IIIA, IIIB,
40% for Category I Students and
35% incase of candidate belonging to SC/ST categories.

Note: Once the Admission process is over, no refund of fees shall be made to any students for whatsoever reason it may be.

Copies of the Documents to be Submitted with Application

- Ø S.S.L.C Marks Card
- Ø Caste & Income Certificate if Seat is sought under reservation.
- Ø Degree Marks Cards (All semesters)
- Ø 3 passport & 1 stamp size photos.



Group Discussion Programme for both the Semesters on 12-09-2011 Conducted by Students (Spectrum Forum)

Ragging is strictly forbidden & punishable in accordance with Anti Ragging Act. The students/parents are requested to bring to the notice of the principal any instance of ragging.

This is an affiliated college and follows the syllabus of Kuvempu University. The “Perspective plan” of the institution reminds the works force to develop the passion to practice the best practices without compromise. A series of group discussion programmes are conducted

- a. **“Merge to emerge”:-** The Institution extends unconditional support to the students’ with more humane and enlightenment.
- b. **Alternate teaching methods:-** Shift from traditional method to innovative method make students interactive and participative learning.
- c. **The learning Right is protected:-** The various activities which address the academic, socio economic and emotional issues of the students.

Feedback from students clearly indicates that the chalk and talk method is to some extent becoming inadequate to sustain the interest of the students. Students are involved in role play, case studies and puzzle solving, trouble shooting, brainstorming sessions, Panel discussions and management games etc. The freedom of expression of the students, students’ criticism and suggestions are treated with respect to ensure the quality of learning.

Every year we receive teaching plan from all the teachers in which probable number of classes available in each semester. Topics to be covered during those hours will be made known to the concerned head of the department. He in turn conducts periodical meetings with the staff and takes stock of the situation. Due to unforeseen circumstances if classes could not be conducted, special classes will be conducted to make good of the loss. Based upon the syllabus different teaching strategies are evolved to different category of the students ranging from slow learners to rank holders. For slow learners, repetitive teaching and remedial measures are taken in the class room. For rank holders, supply of materials through print and electronic media, discussions, seminars, extra assignments etc. are done. Outcome of these programmes are indicated in the results we receive. We are proud to say that our college result is far above the university average. Special attention given to rank holders has yielded fruits. It is indicated in the list of rank holders in our college.

Course outcomes can be adjudged in different manners also. In schemes like NSS, Red Cross, cultural forums, sports, student counseling we have direct contact with students. We get feedback directly from student in face-to face contacts. As we frequently conduct meetings with students’ representatives we come to know about the drawbacks of our programmes and steps to improve our performance. As we have various forums students are easily accessible. Mentors of classes are instructed to get programme outcomes, specific outcomes and outcomes for all programmes. We have programmes like placement cell, library, students counseling units, Red Cross, NSS, Sports etc. We introduce certain schemes to understand the grievances of the students. Mentors collect feedback from them. Opinions expressed by parents and alumni are passed on to the students.

The Institution caters to the rural student, who aspires for a basic degree. A marginalized, poor illiterate parent would always aspire for a literate, graduate child with prospects of a better life. The government of Karnataka provides financial aid in the form of scholarships to students who belong to the scheduled caste, scheduled tribes and other backward communities annually. These scholarships are distributed to the respective students through cheques. The institution is prepared to extend extra facilities to differently abled students. The college library has special book banks for SC, ST and meritorious students.

Based on the feedback from the students, weekend special tutorials are conducted along with regular tutorial classes. The slow learners are subjected to extensive class room training. Their morale is boosted by proper guidance and suggestions and their learning skills are improved. Teachers dedicate their extra time for developing the cognitive skills of the slow learners. The net result has tremendously helped in the improvement of the students' performance.

Mentoring of students followed in different forms-

- **Interactive sessions:-** The various departments conducts interactive sessions. Those who involve have displayed a remarkable change in their attitude to academic pursuits, bonds of appreciation and affection between teachers and students.
- **Student Fostering System:-** Students fostering system is practiced in the college. Each student from the junior class is attached to a senior fellow who will guide, help and monitor his/her performance at various stages and a co-operative learning environment is created.
- **Personal Counselors:-** The institution has tutor-ward system. The faculties actively participate in academic and personal counseling.
- In the beginning of the every academic year, a general orientation program briefs the students about the current trends and new inventions.
- The subject wise focus group discussions help the respective students to update and adopt the new areas of learning.
- IQAC develops and conducts entry and exit survey to assess the level of satisfaction generated through learning exercises. Institution sets periodical benchmarks for improvement of results, placement, skill development and overall quality enhancement in the learning process, by that the institution promotes confidence in the students to be expressive.
- Reprographic facility is provided both for the students and staff in the library.
- Computer training for both teaching and non-teaching staff is being conducted by the Management.

In the recent years college adopts internet facilities.