



SHREE GOKARNANATHESHWARA COLLEGE

DEPARTMENT OF PG STUDIES IN COMMERCE

NAAC Re-accredited with B+ Grade (CGPA 2.73)

(Affiliated to Mangalore University)

GANDHINAGAR, MANGALURU- 575 003

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Master of Commerce PROSPECTUS



Sponsored and Managed by :

Shree Venkatesha Shiva Bhakthi Yoga Sangha (R)

Gandhinagar, Mangaluru - 575 003.

Courses Offered :

- Shree Gokarnanatheshwara P U College – Arts/Com/Science
- Shree Gokarnanatheshwara Degree College – B.A. & B.Com.
- Shree Gokarnanatheshwara Post Graduation – M.Com.
- Shree Gokarnanatheshwara College of Education – B.Ed.



VISION

Provision of sound liberal education, to all who need, particularly to economically and socially backward and repressed sections of the society and contributing useful, intelligent, strong, confident, healthy and socially contributing youth.

MISSION

- To impart quality education to every willing mind irrespective of merit and means.
- To kindle innate strength hidden within each student by encouraging them to unearth the potentialities through various activities.
- To propagate the true idealism of humanity and brotherhood through value based education. The vision of the college is to impart quality education to those who desire it, irrespective of their affordability, and to generate the younger generation to become quality citizens of civilized society, and to make each student, a complete global individual

ABOUT THE COLLEGE AND THE PG DEPARTMENT OF COMMERCE

Higher education is the first and foremost element in enhancement and empowerment of knowledge and wider vision of students as participants in the process of learning. In the fitness of things, Shree Gokarnanatheshwara College saw the light of the day in the year 1982 as a brain child of Shree Venkatesha Shiva Bhakthi Yoga Sangha (R). The college was established on the foundation of the principles of the great Saint and Social reformer of 18th century Brahmashree Narayana Guru who was considered as one of the greatest champions of the cause of downtrodden. The College has been acknowledged as a premier educational institution in the District of Dakshina Kannada, Udupi and neighbouring Kasaragod district. Since its inception the college has promoted the cause of downtrodden especially deprived sections, contributing to their social and economic empowerment. Two year Post Graduate programme M.Com (affiliated to Mangalore University) offered by the Department of PG studies in Commerce with committed and dedicated faculty members, provide vibrant academic environment for the students to sharpen their intellect, personality and communication skills. A number of associations under the guidance of faculty members monitor the involvement and performance of the students in co-curricular and extra-curricular activities.

MANAGEMENT

The institution is managed by Shree Venkatesha Shiva Bhakthi Yoga Sangha, Mangalore - 575 003. The college governing council has eminent personalities drawn from different walks of life known for their expertise in their chosen fields as well as their commitment to education.

THE COLLEGE CAMPUS

Situated in the midst of serene greenery, away from the din and buzz of Mangalore City, the college is ideally located at Gandhinagar, behind Mangala Stadium. The institution with its well planned, spacious buildings has student friendly facilities in the campus. Spacious library, sufficient volumes of books, journals, magazines and newspapers are available. The well equipped computer lab has adequate number of computers and internet facility. The multi-gym facilities are the evidences of catering to the needs of the students. Well qualified teachers with multiple talents get trained and oriented with update knowledge and lend a supportive hands in reaching out the student fraternity.

SUBJECTS OF STUDY

I SEMESTER CMS402 Business Economics CMS403 Innovation in Business CMH404 Business Statistics CMH405 Management Science CMH406 Advanced Financial Accounting	II SEMESTER CME451 Personality Development CMS452 Entrepreneurship Development CMS453 Strategic Marketing Management CMH455 Business Research Methods CMH456 International Business CMH457 Advanced Cost Accounting
III SEMESTER CME501 Personal Savings and Investment Management CMH502 Artificial and Business Intelligence CMH503 Business Ethics and CSR CMH504 E-Commerce	IV SEMESTER CMS551 Retail Management CMS552 Dissertation CMH553 Risk and Insurance Management CMH554 International Financial Management
Optional Stream -1: Financial Management and Investment Science (FMAIS) CMS 505: Optional (FMAIS): Indian Accounting Standards and Practice CMS506 : Optional (FMAIS): Capital Market Operations Optional Stream -2 Taxation (TXN) CMS511 Optional (TAX): Direct Taxes CMS512 Optional (TAX): Goods and Services Tax	Optional Stream -1: Financial Management and Investment Science (FMAIS) CMS555 Optional (FMAIS): Financial Derivative Markets CMS556 Optional (FMAIS): Portfolio Management Optional Stream -2 Taxation (TXN) CMS561 Optional (TAX): Corporate Tax Planning CMS562 Optional (TAX): Custom Duty and GST Analysis

HOW TO APPLY

Admission to the college begins immediately after the results of the Mangalore University degree examinations are announced. Eligible candidates are required to apply for admission using the prescribed application form, which can be obtained along with prospectus at the college office on payment of Rs. 150/- or by visiting our website. The duly filled in application forms (along with a DD/Cheque for Rs. 150/-, if downloaded from the website) must be submitted at the college office on or before stipulated date along with attested copies of conduct certificate, study certificate, transfer certificate (TC) and marks card of the qualifying examination.

INTERVIEW

After scrutiny of application, the short listed candidate will be invited for interview with the Principal. The candidate must be accompanied by parent / guardian while appearing for the interview. The candidate is required to be present with all the original documents such as Conduct Certificate, Transfer Certificate, Study Certificate, Marks Card of Degree Examination, Caste Certificate (for SC/ST/Other backward classes) Income certificate if he /she belongs to low-income group for verification at the time of interview.

ADMISSION

Following the interview, the candidate, if selected, shall be admitted to the college after payment of the prescribed fee. However, students are requested to note that their admission remains provisional till the Mangalore University formally approves it. Students who have completed their degree course in states other than Karnataka are required to submit an eligibility certificate, which can be obtained from the Mangalore University upon payment of prescribed fee. Admission to the college implies that the student shall abide by the rules and regulations of the college, as modified from time to time. The parent/guardian accompanying the candidate at the time of admission is expected to personally keep in touch with the college during the course of his/her study to ascertain the progress of the student.

CODE OF CONDUCT

Every student is expected to be well behaved both inside and outside the college. He/she should be loyal and sincere to the institution. Students are expected to be modestly dressed. Ragging is a criminal offence as per Karnataka Educational Act 1983 and Hon'ble Supreme Court of India. Parents should keep in touch with the Principal and attend P.T.A. meetings regularly in order to ascertain the progress of their wards..

ನವೀಕೃತ ಶ್ರೀ ಗೋಕರ್ಣನಾಥ ಕ್ಷೇತ್ರ, ಕುದ್ರೋಳಿ, ಮಂಗಳೂರು

