

**K.H.GOVERNMENT DEGREE COLLEGE DHARMVARAM**

**DEPARTMENT OF COMMERCE**



Certificate Course

on

**Retail Marketing**

**2018-2019**

# K.H.GOVERNMENT DEGREE COLLEGE DHARMAVARAM.

Department of Commerce

Minutes of the Department meeting for the Conduct of Certificate Course in Retail Marketing

Date: 05-11-2018

The Department of Commerce convened with the objective of launching a Certificate Course in Retail Marketing, recognizing the significance of providing students with practical knowledge, key concepts, and strategies essential for a successful career in this dynamic field. The retail marketing sector, offering a wide range of opportunities, caters to individuals with diverse skills and interests. The evolving retail landscape continually introduces new roles, making it an exciting arena for those aspiring to thrive in their careers.

Given the need for continuous adaptation to market trends, strong interpersonal skills, and a customer-centric approach, the Department of Commerce has decided to introduce a comprehensive 45-day Certificate Course in Retail Marketing. This program aims to equip students with the necessary skills and insights to navigate the ever-changing landscape of retail marketing and establish a solid foundation for a successful and fulfilling career in the field.

Signature of the Faculty Members

  
Lecturer in Commerce  
K.H. Govt. Degree College  
DHARMAVARAM-515671  
Anantapuramu Dist.

  
Principal

PRINCIPAL  
K.H. Govt. Degree College  
Dharmavaram - 515671  
Anantapur (Dist) A.P



# K.H.GOVERNMENT DEGREE COLLEGE DHARMAVARAM

## PROPOSAL FOR THE CERTIFICATE COURSE IN RETAIL MARKETING

DATE: 08-11-2018

From  
A. Adinarayana  
Lecturer in Commerce,  
Department in charge,  
K.H Govt. Degree College,  
Dharmavaram.

To  
The Principal  
K.H Govt. Degree College,  
Dharmavaram.

Respected Sir,

**Subject:** Request for Permission to Conduct Retail Marketing Certificate Course

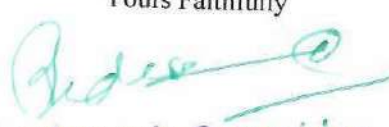
I'd like to make a proposal to you regarding the Conducting of Retail Marketing Certificate Course for our College's B.Com Students students. This course is designed to provide valuable insights and practical knowledge in the field of retail marketing, offering participants a comprehensive understanding of key concepts and strategies. With all of these considerations in mind, the Department of commerce would like to launch the course. Hence, I Requesting to you give me Permission for Conducting of Certificate course.


Thanking you Sir

The details of the program are:

1. Name of the proposed program : Retail Marketing Certificate Course
2. Duration and timings of the program : 45 days (4pm to 5pm)
3. Start date of the program : 12-11-2018 to 06-02-2019
4. Course fee : NIL
5. No. of students expected for admission: 50

Yours Faithfully

  
Lecturer in Commerce  
K.H. Govt. Degree College  
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Anantapuramu Dist.

  
PRINCIPAL  
K.H. Govt. Degree College  
Dharmavaram - 515671  
Anantapur (Dist.) A.P.



# K.H.GOVERNMENT DEGREE COLLEGE DHARMAVARAM

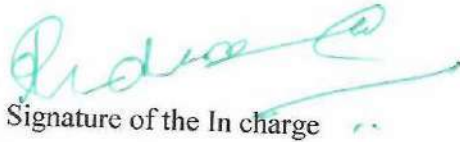
## DEPARTMENT OF COMMERCE

### Circular

Date: 09-11-2018

All the B.Com students are hereby informed that the Department of Commerce is going to start a certificate course in Retail Marketing the duration of the course is 45 days. Students need not pay any fee for the course. The classes will commence from 12-11-2018. Interested students are required to register their names in the commerce Department. After successful completion of the course certificate will be provided to the students.

Course Timing: 4.00 pm to 5.00 pm.



Signature of the In charge

**Lecturer in Commerce**  
**K.H. Govt. Degree College**  
**DHARMAVARAM-515671**  
**Anantapuramu Dist,**



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Anantapur (Dist.) A.P




**K.H. GOVERNMENT DEGREE COLLEGE DHARMAVARAM**  
Certificate Course in Retail Marketing (2018-2019)


**Course Objectives:**

- To provide insight on Retail Marketing and its operations
- To create awareness of various avenues in Retail Marketing as a career option
- To acquaint the students with developments in retailing at the national and international level

**Learning Outcomes:**

- Demonstrate an in-depth understanding of the context and environment in which retail sector operates
- Apply a strategic approach in resolving retailing issues
- Exhibit an in-depth awareness of best practices in retailing

  
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# K.H.GOVERNMENT DEGREE COLLEGE DHARMAVARAM

Department of Commerce

## CERTIFICATE COURSE IN RETAIL MARKETING

AY-2018-2019

### SYLLABUS

#### Unit - I

Introduction: Meaning, nature, scope, importance, growth and present size. Career options in retailing, Technology induction in retailing, future of retailing in India.

#### Unit -II

Types of retailing: stores classified by owners, stores classified by merchandising categories. Retailing formats, cash and carry business; Retailing models- franchiser franchisee, directly owned; wheel of retailing and retailing life cycle; cooperation and conflict with other retailers.

#### Unit -III

Retail planning- importance and process; developing retailing strategies: objectives, action plans, pricing strategies and location strategies, visual merchandising and displays.

#### Unit -IV

Retail Selling Skills: Pre-Check, Opening the Sale, Probing, Demonstration, Trial, Handling Objections, Closing, Confirmations & Invitations. Retail Audits, Online Retailing, changing role of retailing in globalized world.

  
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**K.H GOVERNMENT DEGREE COLLEGE DHARMAVARAM**

**Department of Commerce**

**Certificate Course on Retail Marketing**

**Time – Table**

Time	Faculty Name
4.00 pm – 5.00 pm Everyday	A. Adinarayana Lecturer in Commerce


Course Coordinator: A.Adinarayana

No. of Students enrolled: 42

Resource Persons : 1. Dr.T. Mahadeva Reddy  
Lecturer in Commerce  
K.S.N Govt. Degree College &PG(W)  
Anantapur.

  
Lecturer in Commerce  
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# K.H.GOVERNMENT DEGREE COLLEGE DHARMAVARAM

## Department of Commerce

### List of Registered Students in Certificate Course in Retail Marketing

2018-2019

Sl. No	Register Number	Name of the Student	Group	Signature
1	170045001	Y. Chakravarthi	III B.Com(Gen)	Y. chakravarthi
2	170045031	B.Narashimhulu	III B.Com(Gen)	B. Narashimhulu
3	170045032	C.Chenna Kesava	III B.Com(Gen)	C. Chenna Kesava
4	170045033	G.Murali	III B.Com(Gen)	G. Murali
5	170045034	J.Hari	III B.Com(Gen)	K. Sivaiah
6	170045035	K.Sivaiah	III B.Com(Gen)	J. Hari
7	170045038	P.Mahesh	III B.Com(Gen)	P. Mahesh
8	170045041	V.NagaRanganath Mohan	III B.Com(Gen)	V. Naga Ranganath Mohan
9	170045071	D. Manjunath	III B.Com(CA)	D. Manjunath
10	170045073	S. Abdula	III B.Com(CA)	S. Abdula
11	170045074	A. Vyshnavi	III B.Com(CA)	A. Vyshnavi
12	170045075	A.Murali Krishna	III B.Com(CA)	A. Murali Krishna
13	170045076	A.Naveen Kumar	III B.Com(CA)	A. Naveen Kumar
14	170045077	B.Jayachandra	III B.Com(CA)	B. Jayachandra
15	170045078	B.Silpa	III B.Com(CA)	B. Silpa
16	170045080	C.Sunil Kumar	III B.Com(CA)	C. Sunil Kumar
17	170045081	D. Naresh	III B.Com(CA)	D. Naresh
18	170045083	G. Ranga Swamy	III B.Com(CA)	G. Ranga Swamy
19	170045084	G. Manohar	III B.Com(CA)	G. Manohar
20	170045086	G.Ganesh	III B.Com(CA)	G. Ganesh
21	170045087	J.Santhosh Kumar	III B.Com(CA)	J. Santhosh Kumar
22	170045088	K.Chandra Sekar	III B.Com(CA)	K. Chandra Sekar
23	170045089	P.Somasundar	III B.Com(CA)	P. Somasundar
24	170045091	P.Anjali Devi	III B.Com(CA)	P. Anjali Devi
25	170045092	S.Ravi Sanker	III B.Com(CA)	S. Ravi Sanker
26	170045093	S.NagaShesu	III B.Com(CA)	S. Nagashesu
27	170045094	Y.Prasad	III B.Com(CA)	Y. Prasad
28	180045031	D.Sreenivasulu	II B.Com(CA)	D. Sreenivasulu
29	180045032	A.Rekha	II B.Com(CA)	A. REKHA
30	180045033	B.Karthik	II B.Com(CA)	B. Karthik

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31	180045034	B.Sivaiah	II B.Com(CA)	B. Sivaiah
32	180045035	B.Mahendra	II B.Com(CA)	B. Mahendra
33	180045036	B.Kalpana	II B.Com(CA)	B. kalpana
34	180045037	B.Omprakash	II B.Com(CA)	B. ompakash
35	180045038	B.Raju	II B.Com(CA)	B. Raju
36	180045039	D.Mallikarjuna Swamy	II B.Com(CA)	D. mallikarjuna swamy
37	180045040	J.balaji	II B.Com(CA)	J. Balaji
38	180045041	K.Pavan Kalyan	II B.Com(CA)	k. pavan kalyan
39	180045043	K.Murthy	II B.Com(CA)	k. murthy
40	180045046	K.Santhosh Kumar	II B.Com(CA)	k. Santhosh Kumar
41	180045047	M.Amarnath	II B.Com(CA)	m. Amarnath
42	180045048	N.Yerri Swamy	II B.Com(CA)	N. yerri swamy

*[Handwritten Signature]*

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*[Handwritten Signature]*

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**K.H.GOVERNMENT DEGREE COLLEGE DHARMAVARAM**  
Department of Commerce

**Report on Certificate Course in Retail Marketing**

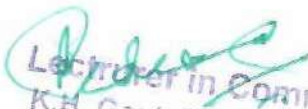
The Department of Commerce conducted a meticulously organized Certificate Course in Retail Marketing, aiming to provide participants with comprehensive insights into the dynamic realm of retail marketing. The success of the program can be attributed to the visionary leadership of the institution's principal, Dr. K. Suresh, whose commitment to academic excellence set the foundation for the entire course. Under Dr. Suresh's stewardship, the curriculum was thoughtfully designed to address contemporary challenges and opportunities in the retail marketing sector, fostering an environment of innovation and learning.

Dr. T. Mahadeva Reddy, a distinguished expert in retail marketing, made significant contributions as the resource person for the course. His extensive experience and profound understanding of the retail industry enriched the learning experience for participants. Dr. Reddy's engaging lectures, practical insights, and real-world examples provided a holistic perspective on various facets of retail marketing, including market trends, consumer behavior, and effective strategies for success.


The course, conducted by the Department of Commerce, featured a comprehensive curriculum covering diverse topics such as retail strategy, merchandising, customer relationship management, and digital marketing within the retail context. Dr. T. Mahadeva Reddy's interactive sessions played a crucial role in encouraging participants to actively engage in discussions, share experiences, and pose questions, thereby deepening their understanding of the subject matter. Furthermore, the incorporation of real-world case studies and practical exercises allowed participants to apply theoretical knowledge to practical situations, enhancing their problem-solving skills and critical thinking abilities.

Coordinated by A. Adinarayana, the course also provided ample networking opportunities, allowing participants to interact with industry professionals and peers, fostering valuable connections within the retail marketing community.

In conclusion, the Certificate Course in Retail Marketing, guided by Dr. K. Suresh and enriched by the expertise of Dr. T. Mahadeva Reddy, successfully equipped participants with the knowledge and skills necessary to excel in the dynamic field of retail marketing. The program's well-rounded approach, interactive sessions, and industry-oriented curriculum, conducted by the Department of Commerce, collectively contributed to a valuable and enriching learning experience for all participants.

  
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Anantapur District




  
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**Participants Feedback Form**

1. The course content was relevant to my current or future career in retail marketing.  
 Strongly Agree  Agree  Disagree  Strongly Disagree
2. The materials provided were helpful in understanding the topics.  
 Strongly Agree  Agree  Disagree  Strongly Disagree
3. The course content was well-organized and easy to follow.  
 Strongly Agree  Agree  Disagree  Strongly Disagree
4. The course met my expectations.  
 Strongly Agree  Agree  Disagree  Strongly Disagree
5. The instructor demonstrated a thorough knowledge of the subject matter.  
 Strongly Agree  Agree  Disagree  Strongly Disagree
6. The instructor was effective in delivering the course material.  
 Strongly Agree  Agree  Disagree  Strongly Disagree
7. The instructor was approachable and supportive.  
 Strongly Agree  Agree  Disagree  Strongly Disagree
8. The pace of the course was appropriate for learning.  
 Strongly Agree  Agree  Disagree  Strongly Disagree
9. The assessments were effective in reinforcing my learning.  
 Strongly Agree  Agree  Disagree  Strongly Disagree
10. I would recommend this course to others interested in retail marketing.  
 Strongly Agree  Agree  Disagree  Strongly Disagree
11. Overall, I am satisfied with my experience in the course.  
 Strongly Agree  Agree  Disagree  Strongly Disagree

  
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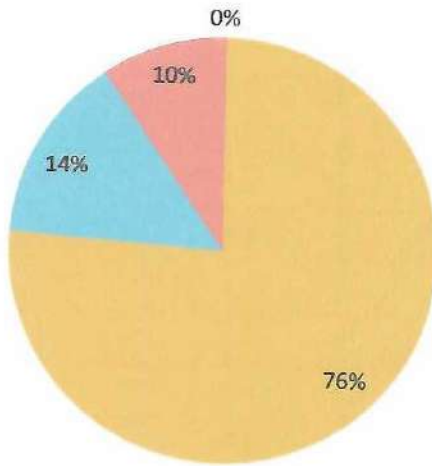


**Participants Feedback Analysis**

**Total Students: 42**  
**Strongly Agree: 32**  
**Agree: 06**  
**Disagree: 04**  
**Strongly Disagree: 00**

**Feed Back Analysis**

Strongly Agree    Agree    Disagree    Strongly Disagree



*[Signature]*  
Lecturer in Commerce  
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*[Signature]*  
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# K.H.GOVERNMENT DEGREE COLLEGE DHARMAVARAM

Department of Commerce

PHOTOS



*[Signature]*  
Lecturer in Commerce  
K.H. Govt. Degree College  
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Anantapuramu Dis..



*[Signature]*  
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**K. H. GOVERNMENT DEGREE COLLEGE:  
DHARMAVARAM**

DEPARTMENT OF COMMERCE



Certificate Course

on

PERSONAL FINANCIAL PLANNING

2019-2020

# K.H. GOVERNMENT DEGREE COLLEGE, DHARMAVARAM

## Department of Commerce


### Minutes of the Department meeting for the conduct of Certificate Course in Personal Financial Planning

Date: 01/11/2019


The Department of Commerce, a pioneer in meeting the needs of students, has decided to be a trailblazer for our College's graduating students. The job market, particularly in the financial area, has been booming, and fresh graduates with Personal Financial Planning knowledge is essential for an individual. The Department of Commerce has taken the initiative to conduct a Certificate Course in **Personal Financial Planning**, with the simple goal of providing necessary hands on knowledge on **Personal Financial Planning** to outgoing students.

On the 1<sup>st</sup> November 2019, the Department of Commerce had a meeting with its members on the College premises. The meeting was chaired by the Head of the Department, A. Adinarayana, and the Lecturers in Commerce Jayaprakash, M. Saraswathi are present. The Department unanimously resolved to organize the Certificate Course in **Personal Financial Planning** for our College's Degree students under the chairmanship of the Head of Department and under the direction of the Principal. It was resolved that the Certificate Course will be held for 40 days. It was also decided to focus more on students from rural backgrounds, and their medium of instruction is Telugu.

1. Sri A. Adinarayana, Head of the Department :
2. Sri S. Jayaprakash, Lecturer in Commerce :
3. Smt. M. Saraswathi Lecturer in Commerce :

  
Lecturer in Commerce  
K.H. Govt. Degree College  
DHARMAVARAM-515671  
Anantapuramu Dist.



  
PRINCIPAL  
K.H. Govt. Degree College  
Dharmavaram - 515671  
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From

A. Adinarayana  
Lecturer in Commerce  
Department in charge  
K. H. Government Degree College  
Dharmavaram  
Ananthapuramu (Dist.)

To

The Principal  
K. H. Government Degree College  
Dharmavaram  
Ananthapuramu (Dist.)

Respected Sir,

Sub: Dept. of Commerce- GDC, Dharmavaram – Permission to conduct a Certificate  
Course on “**Personal Financial Planning**” – Academic Year 2019 - 2020 – Req.

– Reg.

\*\*\*\*\*

With reference to the above subject, the Department of Commerce is proposing to  
Conduct a certificate course on “**Personal Financial Planning**” to develop the students on the  
Financial Planning. The duration of the course will be 40 days i.e., from 14.11.2019 to  
31.12.2019. The course structure and syllabus are herewith enclosed.

Hence, the Department of Commerce requests you to grant permission to run the  
certificate course on “**Personal Financial Planning**” for the benefit of the students.

Thanking you sir,

Date: 04.11.2019



Encl:

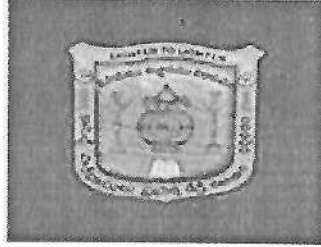
1. Syllabus
2. Course Objectives and Outcomes
3. Assessment for Certification

*[Signature]*  
Yours faithfully,  
Lecturer in Commerce  
K.H. Govt. Degree College  
DHARMAVARAM-515671  
Anantapuramu Dist.

*[Signature]*  
PRINCIPAL  
K.H. Govt. Degree College  
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# K. H. Government Degree College, Dharmavaram



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Date: 06.11.2019

Place: Dharmavaram

## Circular

The Department of Commerce will be conducting a Certificate course for a six-week duration in “Personal Financial Planning” commencing from 14.11.2019 to 31.12.2019. Interested students may contact the Commerce department and register their names. Class work will be commenced on 14.11.2019, timings are 4:00 pm to 5:00 pm every day except public holidays.



*[Signature]*  
Sri. A. Adinarayana

Co-ordinator  
Lecturer in Commerce  
K.H. Govt. Degree College  
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Anantapuramu Dist.

*[Signature]*  
PRINCIPAL

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K. H. GOVERNMENT DEGREE COLLEGE, DHARMAVARAM

CERTIFICATE COURSE ON PERSONAL FINANCIAL

PLANNING— 2019 - 2020

The Department of Commerce has conducted a Certificate course on “Personal Financial Planning” for students of final year B. Com groups from 14.11.2019 to 31.12.2019 (40 days). This is free to enroll and a certificate will be issued for those who completed the course successfully. The course has been designed to keeping in mind the students about the individual financial planning depending upon their monetary availability.

Course Objectives and Outcomes

The objectives and course outcomes of a six-week certificate course in “Personal Financial Planning” may include:

Course Objectives:


To provide the basic knowledge and skills of personal financial planning. Starting with an understanding of the principles of financial planning and investment fundamentals, students will proceed to set personal financial goals, prepare financial budget, develop and evaluate medium-to-long-term financial plan to achieve financial freedom and success. Students will learn the ability to reason, solve problems, and evaluate choices in order to make informed personal financial decisions.


Course Outcomes:

After successful completion of the course, the learners will be able to:

1. Explain the significance and role of personal financial planning to attain financial freedom and success.
2. Apply the basic economic concepts and knowledge of investment products to create and manage personal financial plan.
3. Discuss personal risk profile and appropriate insurance planning and asset allocation.
4. Apply methods to implement and monitor the financial plan to achieve a balanced lifestyle.



  
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## Syllabus

### PART I.

#### FINANCIAL PLANNING

1. Financial Planning
2. Measuring Your Financial Health and Making a Plan
3. Understanding The Time Value of Money
4. Tax Planning and Strategies

### PART II.

#### MANAGING YOUR MONEY

5. Cash and Liquid Asset Management
6. Using Credit Cards.
7. Using Consumer Loans: The Role of Planned Borrowing
8. The Home and Automobile Decision

### PART III.

#### PROTECTING YOURSELF WITH INSURANCE

9. Life and Health Insurance
10. Property and Liability Insurance

### PART IV.

#### MANAGING YOUR INVESTMENTS

11. Investment Basics
12. Securities Markets
13. Investing in Stocks
14. Investing in Bonds and Other Alternatives
5. Mutual Funds: An Easy Way to Diversify

### PART V.

#### LIFE CYCLE ISSUES

16. Retirement Planning
17. Estate Planning



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K. H. GOVERNMENT DEGREE COLLEGE, DHARMAVARAM

CERTIFICATE COURSE ON

PERSONAL FINANCIAL PLANNING – 2019 - 2020

TIME TABLE

Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Time	4:00 – 5:00	4:00 – 5:00	4:00 – 5:00	4:00 – 5:00	4:00 – 5:00	4:00 – 5:00

  
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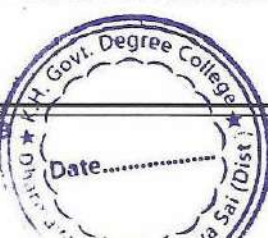
**K H GOVERNMENT DEGREE COLLEGE, DHARMAVARAM**  
**Department of Commerce**

**Attendance Sheet for the Certificate Course "Personal Financial Planning" 2019 - 2020**

S.No.	Reg Number	Name of the Student	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
1	200045031	K ANILKUMARNAIK	X	X	Q	X	X	X	X	X	X	X	Q	X	X	X	X	X	X	X	X	X	Q	X	X	X	
2	200045032	M POTHALARAJU	X	Q	X	X	X	X	X	X	X	X	X	Q	X	X	X	X	X	X	X	X	X	X	X	X	
3	200045033	N DADAKHALANDHAR	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
4	200045034	SHAIK BABAYALI	X	X	X	X	X	X	Q	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
5	200045035	S MOHAMMAD SHARIF	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
6	200045036	BAKKA BHAGYA	X	X	Q	X	X	X	X	X	X	X	Q	X	X	X	X	X	X	X	X	X	X	X	X	X	
7	200045037	B HEMASUNDAR NAIK	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
8	200045038	DASARI CHANDU	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
9	200045039	G NARESH	X	Q	X	X	X	X	X	X	X	Q	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
10	200045040	G PRAVEEN KUNJAR	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
11	200045041	GUDBANDA GANESH	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
12	200045042	GUDDIPI NAVEEN KUNJAR	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
13	200045043	K SAINATH	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
14	200045044	MADDIMANI RAVI	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
15	200045045	MOTAMARLA HARI KUMAR	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
16	200045046	ONTIKONDA PRAKASH	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
17	200045047	PEDDAI AHGARI PAVAN	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
18	200045048	P RAMANUNEVULU	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
19	200045049	SAKE OBULESH	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
20	200045050	URAYULA HARISH	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
21	200045051	YARRAGUDI GOVARDHAN	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
22	202155109	MUSUGU MEGHANA	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
23	200045001	CHAKALI BABU	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
24	200045002	MANJILLA HAREESH	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
25	200045003	BOGA MOHAN KRESHNA	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
26	200045004	ENDUMULA MANJUNATH	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
27	200045005	KUMAVATH RAVINDRA NAIK	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
28	200045006	K CHAITANYA KUMAR	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
29	200045007	MONDI SINDRI	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
30	200043008	GP YELLAMMA SARASWATHI	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	

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S.No.	Reg Number	Name of the Student	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	REMARKS
1	200045051	K ANIL KUMARNAIK	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
2	200045032	M POTHALARAJU	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
3	200045033	N DADAKHAL ANDHAR	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
4	200045034	SHAIK BABAVALI	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
5	200045035	S MOHAMMAD SHARIF	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
6	200045036	BAKKA BHAGYA	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
7	200045037	B HEMASUNNDAR NAIK	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
8	200045038	DASARI CHANDU	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
9	200045039	G NARESH	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
10	200045040	G PRAVEEN KUMAR	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
11	200045041	GUDIBANDA GANESH	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
12	200045042	GUDDIPI NAVEEN KUMAR	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
13	200045043	K SAINATH	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
14	200045044	MADDIDANI RAVI	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
15	200045045	M HARI KUMAR	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
16	200045046	ONTIKONDA PRAKASH	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
17	200045047	P PAVAN SAI	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
18	200045048	P RAMANINEYULU	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
19	200045049	SAKE OBUESH	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
20	200045050	URAVU L A HARISH	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
21	200045051	YARRAGUDI GOVARDHAN	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
22	202155109	MUSUGU MEGHANA	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
23	200045001	CHAKALI BABU	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
24	200045002	MANITHA HAREESH	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
25	200045003	BOGA MOHAN KRISHNA	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
26	200045004	ENJUNULA MANJUNATH	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
27	200045005	KUMAVATH RAWINDRA NAIK	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
28	200045006	K CHAITANYA KUMAR	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
29	200045007	MONDI SISINDRI	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
30	200043008	GP YELLAMMA SARASWATHI	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	

*[Signature]*  
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**K. H. GOVERNMENT DEGREE COLLEGE, DHARMAVARAM**  
Department of Commerce

Students enrolment list for the certificate course "Personal Financial Planning" 2019 - 2020

S.No	Register Number	Name of the Student	Signature of the Student
1	200045031	K ANILKUMARNAIK	K. Anil Kumar Naik
2	200045032	M POTHALARAJU	M. Pothalaraju
3	200045033	N DADAKHALANDHAR	N. Dadakhalan Dhar
4	200045034	SHAIK BABAVALI	S. Babavali
5	200045035	S MOHAMMAD SHARIF	S. Mohamad Sharif
6	200045036	BAKKA BHAGYA LAKSHMI	B. Bhagya Lakshmi
7	200045037	B HEMASUNDAR NAIK	B. Hema Sundar Naik
8	200045038	DASARI CHANDU	D. Chandu
9	200045039	G NARESH	G. Nareesh
10	200045040	G PRAVEEN KUMAR	G. PRAVEEN KUMAR
11	200045041	GUDIBANDA GANESH	G. GANESH
12	200045042	GUDIPI NAVEEN KUMAR	G. Naveen Kumar
13	200045043	K SAINATH	K. SAINATH
14	200045044	MADDIMANI RAVI	M. Ravi
15	200045045	MOTAMARLA HARI KUMAR	M. Hari Kumar
16	200045046	ONTIKONDA PRAKASH	O. Prakash
17	200045047	PEDDAIAHGARI PAVAN SAI	Peddala Hari Pavan Sai
18	200045048	P RAMANJINEYULU	P. Ramanjineyulu
19	200045049	SAKE OBULESH	S. OBULESH
20	200045050	URAVULA HARISH	U. Harish
21	200045051	YARRAGUDI GOVARDHAN	Y. Govardhan
22	202155109	MUSUGU MEGHANA	M. Meghana
23	200045001	CHAKALI BABU	C. Babu
24	200045002	MAMILLA HAREESH	M. Hareesh
25	200045003	BOGA MOHAN KRISHNA	B. Mohan Krishna
26	200045004	ENUMULA MANJUNATH	Enumula Nath
27	200045005	KUMAVATH RAVINDRA NAIK	K. Ravindranath
28	200045006	KUNCHAPU CHAITANYA KUMAR	K. Chaitanya Kumar
29	200045007	MONDI SISINDRI	M. Sisindri
30	200043008	G P YELLAMMA SARASWATHI	G. Yellamma Saraswathi



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Model Question Paper (2019 - 2020)

Personal Financial Planning Certificate Course

Max. Time: 01:30

Maximum Marks: 50

I. Answer any Five of the following Questions

5 X 7M=35M

1. Discuss the need and importance of Personal Financial Planning in detail.
2. What are the measurements for financial health and marketing plan?
3. Explain tax planning strategies.
4. What is Cash and Liquid Asset Management?
5. Explain Property and Liability Insurance.
6. Discuss about Securities Markets.
7. Explain about Retirement Planning.

II. Choose the correct Answers for the following questions.

15 X 1M= 15M

1. Which skill involves analyzing income, expenses, and financial resources to create a comprehensive plan for achieving financial goals?

- a) Investment management
- b) Risk assessment
- c) Financial analysis
- d) Budgeting

Answer: d) Budgeting

2. Which skill involves setting specific financial goals and developing strategies to achieve them?

- a) Asset allocation
- b) Financial forecasting
- c) Goal setting
- d) Tax planning


Answer: c) Goal setting


3. Which skill involves evaluating investment options and allocating funds to achieve financial objectives?

- a) Estate planning
- b) Investment management
- c) Risk management
- d) Debt management

Answer: b) Investment management



  
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4. Which skill involves assessing and managing potential financial risks that may impact the achievement of financial goals?

- a) Retirement planning
- b) Risk management
- c) Cash flow management
- d) Tax planning

Answer: b) Risk management

5. Which skill involves creating a plan to accumulate sufficient funds to support retirement needs?

- a) Retirement planning
- b) Estate planning
- c) Tax planning
- d) Cash flow management

Answer: a) Retirement planning

6. Which skill involves analyzing and optimizing the cash inflows and outflows to maintain a positive cash flow position?

- a) Debt management
- b) Cash flow management
- c) Investment management
- d) Financial forecasting

Answer: b) Cash flow management

7. Which skill involves analyzing and optimizing the allocation of assets across different investment classes?

- a) Risk management
- b) Asset allocation
- c) Financial forecasting
- d) Estate planning

Answer: b) Asset allocation


8. Which skill involves analyzing and managing debt to minimize interest costs and achieve financial goals?

- a) Debt management
- b) Financial analysis
- c) Budgeting
- d) Tax planning

  
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Answer: a) Debt management

9. Which skill involves analyzing and managing insurance needs to protect against financial risks?

- a) Investment management
- b) Risk assessment
- c) Estate planning
- d) Insurance planning

Answer: d) Insurance planning

10. Which skill involves evaluating and optimizing the tax strategies to minimize tax liabilities and maximize after-tax returns?

- a) Tax planning
- b) Financial forecasting
- c) Cash flow management
- d) Goal setting

Answer: a) Tax planning

11. Which skill involves analyzing and optimizing the distribution of assets and wealth upon death?

- a) Risk management
- b) Financial analysis
- c) Estate planning
- d) Debt management

Answer: c) Estate planning

12. Which skill involves evaluating and optimizing the use of different financial instruments and tools for achieving financial goals?

- 12. a) Investment management
- b) Risk management
- c) Financial forecasting
- d) Financial analysis

Answer: a) Investment management


13. Which skill involves analyzing and optimizing the allocation of resources for charitable giving and philanthropy?

- a) Philanthropic planning
- b) Cash flow management

c) Debt management



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d) Retirement planning

Answer: a) Philanthropic planning

14. Which skill involves analyzing and optimizing the distribution of assets during periods of incapacity or disability?

a) Risk management

b) Financial analysis

c) Estate planning

d) Debt management

Answer: c) Estate planning

15. Which skill involves analyzing and optimizing the use of financial instruments to hedge against specific financial risks?

a) Investment management

b) Risk management

c) Cash flow management

d) Tax planning

Answer: b) Risk management



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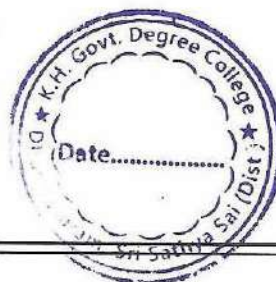
**K. H. Government Degree College, Dharmavaram**  
**Personal Financial Planning Certificate Course Feed Back**  
**(2019 – 2020)**  
**Participants Feedback Form**

**Instructions:** Please indicate your level of agreement with the statements listed below.

S. No.	Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The objective of the training were clearly defined.					
2	Participation and interaction were encouraged					
3	The topics covered were relevant to me.					
4	The content was organized and easy to follow.					
5	The materials distributed were helpful.					
6	This training experience will be useful in my work.					
7	The trainer was knowledgeable about the training topics.					
8	The trainer was well prepared.					
9	The training objectives were met.					
10	The time allotted for the training was sufficient.					
11	The meeting room and facilities were adequate and comfortable					

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**Anantapur (Dist ) A.P**



# K.H. GOVERNMENT DEGREE COLLEGE

DHARMAVARAM, ANANTAPUR (DIST.) - 515671, A.P.

AFFILIATED TO SRI KRISHNADEVARAYA UNIVERSITY ANANTAPUR

## Department of Commerce



# CERTIFICATION OF PARTICIPATION

This is to certify that \_\_\_\_\_ studying III B.Com.

bearing Register Number \_\_\_\_\_ Successfully completed Certificate

courses on " Personal Financial Planning " organized by the Department of Commerce,

K. H. Government Degree College, Dharmavaram held from 12/11/2020 to 31/12/2020.

**Coordinator**

Lecturer in Commerce

K.H. Govt. Degree College

DHARMAVARAM - 515671

Anantapuramu Dist.

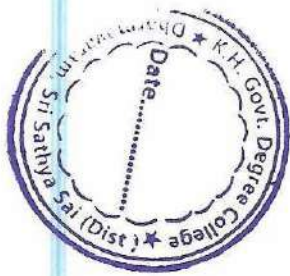
**Principal**

Prin.

K.H. Govt. Degree College

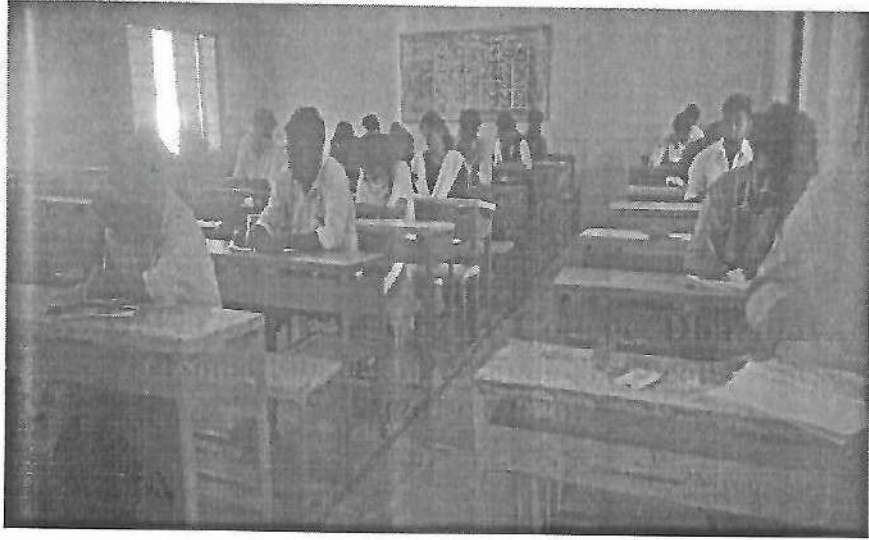
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**K. H. Government Degree College, Dharmavaram**  
**Personal Financial Planning Certificate Course**  
**(2019 – 2020)**

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K.H. GOVERNMENT COLLEGE, DHARMAVARAM

Department of Commerce

Final Report of certification course in Commerce 2019 – 2020

Department of Commerce, under the guidance of the Principal Dr. K. Suresh, came up with idea of Personal Financial Planning for the students of the College. The Department of Commerce has made a humble beginning to impact and enrich the students with hands on Personal Financial Planning by conducting a certificate course in Personal Financial Planning for the duration of 40 days.

As it was resolved earlier, the main thrust of the course was to inculcate knowledge in Personal Financial Planning for the out-going students. The basic structure of the course is prepared keeping in view the needs of the final year students. The said Course was started on 14/11/2019 and completed on 31/12/2019.


The response from the students was overwhelming. In its introductory session the Seminar Hall was jam-packed and three year Commerce students enthusiastically wanted to be the part of it. Dr. K. Suresh, the Principal addressed the students intimating them about the important of Technology in social and corporate realms.

He also appreciated the effort of Commerce Department and congratulated Sri A. Adinaryana HOD, Commerce Department, who was the guiding force behind the entire course. The number of suggestive books and interesting worksheets helped the students to grasp the tips to learn and understand Personal Financial Planning.


There were brain-storming sessions, debates, group activities and important presentations which enhanced the confidence level of the students. The course ran its entire course of 40 days and also took informal inputs from the students for making the course better next time.

After the successful completion of the said Certificate course, a valedictory function was held on 31<sup>st</sup> December 2019. The Principal of the College, Dr. K. Suresh, graced the occasion. The meeting was presided over by the Commerce HOD.

Sri A. Adinarayana, in his opening remarks, the Head of the Department explained the need and necessary of introducing the Certificate course. The Principal advised the students to make use of the in-puts given by the Department of Commerce. Certificates were distributed to the all 40 students. At the end of program Dr. T. Jeevan Kumar, Lecturer in English, proposed the vote of thanks.

  
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**K. H. GOVERNMENT DEGREE COLLEGE:  
DHARMAVARAM**

DEPARTMENT OF COMMERCE



Certificate Course

on

**DIGITAL MARKETING**

2020-2021

# K.H. GOVERNMENT DEGREE COLLEGE, DHARMAVARAM

## Department of Commerce


### Minutes of the Department meeting for the conduct of Certificate Course in "Digital Marketing"

Date: 02/11/2020

The Department of Commerce, a pioneer in meeting the needs of students, has decided to be a trailblazer for our College's First and Second year students. The job market, particularly in the online market area, has been booming, and fresh graduates with **Digital Marketing** knowledge are in high demand. The Department of Commerce has taken the initiative to conduct a Certificate Course in **Digital Marketing**, with the simple goal of providing necessary hands on knowledge on Digital Marketing to first and second year students.

On the 2<sup>nd</sup> November 2020, the Department of Commerce had a meeting with its members on the College premises. The meeting was chaired by the Head of the Department, A. Adinarayana, and the Lecturers in Commerce Jayaprakash, M. Saraswathi are present. The Department unanimously resolved to organize the Certificate Course in **Digital Marketing** for our College's Degree students under the chairmanship of the Head of Department and under the direction of the Principal. It was resolved that the Certificate Course will be held for 40 days. It was also decided to focus more on students from rural backgrounds, and their medium of instruction is Telugu.

1. Sri A. Adinarayana, Head of the Department :
2. Sri S. Jayaprakash, Lecturer in Commerce :
3. Smt. M. Saraswathi Lecturer in Commerce:

  
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**PRINCIPAL** .. 02/11/20  
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From

A. Adinarayana  
Lecturer in Commerce  
Department in charge  
K. H. Government Degree College  
Dharmavaram

To

The Principal  
K. H. Government Degree College  
Dharmavaram

Respected Sir,

Sub: Dept. of Commerce– GDC, Dharmavaram – Permission to conduct a Certificate  
Course on “**Digital Marketing**” – Academic Year 2020 - 2021 – Req. – Reg.

\*\*\*\*\*

With reference to the above subject, the Department of Commerce is proposing to  
Conduct a certificate course on “**Digital Marketing**” to develop knowledge on the Shares  
market for the students. The duration of the course will be 40 days i.e., from 12.11.2020 to  
31.12.2020. The course structure and syllabus are herewith enclosed.

Hence, the Department of Commerce requests you to grant permission to run the  
certificate course on “**Digital Marketing**” for the benefit of the students.


Thanking you sir,

Date: 04.11.2020


Encl:

1. Syllabus
2. Course Objectives and Outcomes
3. Assessment for Certification

Yours faithfully,

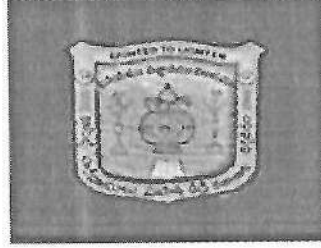
  
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# K. H. Government Degree College, Dharmavaram




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Date: 06.11.2020


Place: Dharmavaram

## Circular

The Department of Commerce will be conducting a Certificate course for a six-week duration in “Digital Marketing” commencing from 12.11.2020 to 31.12.2020. Interested students may contact the Commerce department and register their names. Class work will be commenced on 12.11.2020, timings are 4:00 pm to 5:00 pm every day except public holidays.

  
06/11/20  
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Sri. A. Adinarayana  
Co-ordinator  
Lecturer in Commerce  
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# **K. H. GOVERNMENT DEGREE COLLEGE, DHARMAVARAM**

## **CERTIFICATE COURSE ON “DIGITAL MARKETING” –2020 - 2021**

The Department of Commerce has conducted a Certificate course on “Digital Marketing” for students of first and second year B. Com groups from 12.11.2020 to 31.12.2020 (40 days). This is free to enroll and a certificate will be issued for those who completed the course successfully.

### **Course Objectives and Outcomes**

The objectives and course outcomes of a six-week certificate course in “Digital Marketing” may include:

#### **Objectives of the course**

To teach the learners online market trading and make them aware of the tools for selecting goods and services for customers.

#### **Course Outcome**

1. Learners will understand the concept of Buying and Selling in Online market
2. Understand Fundamental background to be done before entering in Digital Market.
3. Understand Technical Analysis and the various charts used to predict the movement in the selling and buying process.
4. Will be able to understand in the digital market independently.



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## Syllabus

### Unit - I

Introduction to Digital Marketing

What is Digital Marketing?

The Fundamentals of Digital Marketing

Scope of Digital Marketing in India & Globally

Latest Trends in Digital Marketing

### Unit – II

Digital Marketing for Working Professionals

Digital Marketing for Start ups

Digital Marketing for SMBs (Small & Medium Businesses)

Introduction to Digital Marketing

What is Digital Marketing?

### Unit – III

The Fundamentals of Digital Marketing

Scope of Digital Marketing in India & Globally

Latest Trends in Digital Marketing

Digital Marketing for Working Professionals

Digital Marketing for Startups

Digital Marketing for SMBs (Small & Medium Businesses)

### Unit – IV

.Content Marketing

What is Content Marketing?

Types of Content Marketing

Content Marketing Goals

Using Different Forms of Content


Creating Content Marketing Strategies


Content Marketing for Social Media

Important Metrics to Measure in Content Marketing

### Unit - V

Email Marketing

  
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What is Email Marketing, and How Does it Work?

Top Digital Marketing Tools

Using Automation in Email Marketing

Omni-channel Marketing

How to Write Professional Emails?

Important Metrics and Insights



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# K. H. GOVERNMENT DEGREE COLLEGE, DHARMAVARAM

Model Question Paper (2020 - 2020)

"Digital Marketing" Certificate Course

Name of the Student \_\_\_\_\_ Reg. No. \_\_\_\_\_

Max. Time: 02:00 Hrs.

Maximum Marks: 50

I. Answer the following Questions

15 X 1M=15M

1. \_\_, social media, mobile apps, and other digital channels are all examples of digital marketing used by companies and companies.

A)Search Engines

B)Websites

C)Emails

D)All of the above

Answer: D) All of the above

2 \_\_ are used in digital marketing.

A)Electronic devices

B)Internet

C)Both A and B

D)None of the above

Answer: C) Both A and B

3.What is the full form of SEO?

A)Search Engine Optimal

B)Social Engine Optimization

C)Search Engine Optimization

D)Social Engine Optimal

Answer: C) Search Engine Optimization

4.What is the full form of SEM?

A)Social Engine Marketing

B)Search Engine Marketing

C)Search Engine Management

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D) Social Engine Management

Answer: B) Search Engine Marketing

6. What is the full form of SMO?

A) Social Media Optimal

B) Search Media Optimal

C) Search Media Optimization

D) Social Media Optimization

Answer: D) Social Media Optimization

7. In recent years, digital marketing has also become more reliant on \_\_.

A) Email

B) Affiliate

C) Both A and B

D) None of the above

Answer: C) Both A and B

8. Using \_\_, you improve your site's structure and content and conduct promotional activities to enhance your ranking on search engines.

A) Search Engine Optimization

B) Social Media Marketing

C) Social Media Optimization

D) Search Engine Marketing

Answer: A) Search Engine Optimization

9. \_\_ is/are part(s) of SEO.

A) Off-Page

B) On-Page

C) Both A and B

D) None of the above

Answer: C) Both A and B

10. In On-Page SEO, website owners use various methods and measures within their own websites to improve their website's \_\_ on search engines.

A) Pages

B) Ranking



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C)Portal

D)Data

Answer: B) Ranking

11. An on-page search engine optimization strategy involves dealing with elements of SEO within a website, such as \_\_ . etc.

A)Meta Tags

B)Technical Tags

C)Content Quality

D)All of the above

Answer: D) All of the above

12. The important On-Page SEO factor(s) is/are -

A)Meta Tags

B)Sitemap

C)Canonical Tag

D)All of the above

Answer: D) All of the above

13. \_\_ contain meta tags that contain information about their content.

A)Pages

B)Sites

C)Portals

D)Browsers

Answer: A) Pages

14. The meta tags provide information about the \_\_.

A)Page

B)Author

C)When it was last updated

D)All of the above

Answer: D) All of the above



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15. As Meta Tags help search engines \_\_ the page, they are extremely important in terms of SEO.


- A) Understand
- B) Index
- C) Both A and B
- D) None of the above


Answer: C) Both A and B

II Answer any five of the following questions

5 X 7M=35M

1. Briefly explain Digital Marketing.
2. Explain the limitations of digital marketing.
3. What is the easiest type of digital marketing?
4. Explain the Scope of Digital Marketing in India & Globally.
5. What are the Latest Trends in Digital Marketing.
6. What is Content Marketing? Explain the Types of Content Marketing/
7. What is Email Marketing, and How Does it Work?

  
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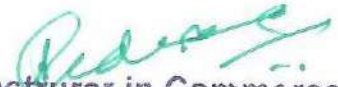


K. H. GOVERNMENT DEGREE COLLEGE, DHARMAVARAM  
Department of Commerce

**TIME TABLE**

Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Time	4:00 – 5:00	4:00 – 5:00	4:00 – 5:00	4:00 – 5:00	4:00 – 5:00	4:00 – 5:00


  
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K. H. GOVERNMENT DEGREE COLLEGE, DHARMAVARAM  
Department of Commerce  
Students enrolment list for the certificate course "Digital Marketing" 2020 - 21:

S.No.	Register Number	Name Of The Student	Signature of the Student
1	2142004066001	ALAKUNTA HARIKUMAR	A. Hari Kumar
2	2142004066002	ANKE ANIL KUMAR	A. Anil Kumar
3	2142004066003	AVULA RENUKA	A. Renuka
4	2142004066004	C KRISHNA CHAITANYA	C. Krishna Chaitanya
5	2142004066005	CHITRA JAYACHANDRA	CHITRA. Jayachandra
6	2142004066006	DASARI TEJASWANI	D. Tejaswani
7	2142004066007	DEVARA RAVI	D. Ravi
8	2142004066009	G SANTHOSHREDDY	G. Santhosh Reddy
9	2142004066010	GANTHIMARRI NANDINI	G. Nandini
10	2142004066011	K MADHU SUDHAN	K. madhu sudhan
11	2142004066012	KESAGALLA KRUTHIKA	K. kruthika
12	2142004066013	K. NARASIMHA	k. Narasimha
13	2142004066014	KONKU MANOHARA	Ko. Manohara
14	2142004066015	MADDIMENI RAJESH	M. Rajesh
15	2142004066017	MANDLI CHARAN KUMAR	M. Charan Kumar
16	2142004066018	N IMAMHASSAIN	N. Imamhassain
17	2142004066019	N RAJESWARI	N. Rajeswari
18	2142004066020	ORSU YESUDASU	O. yesudasu
19	2142004066021	PAKAM ARUN KUMAR	Arun Kumar. P
20	2142004066024	POOJARI BHARATH	P. Bharath
21	2142004066025	RAMPURAM GAGANKUMAR	R. Gagankumar
22	2142004066026	SAKE MADDILETI	S. maddileti

  
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23	2142004066027	SHAIK MANSUR	S. mansur
24	2042004066002	B MANJUNATH	B. Manjunath
25	2042004066003	B KAVITHA	B. kavitha
26	2042004066004	C HARINATH	C. Harinath
27	2042004066005	C SOMENDRA	C. Somendra
28	2042004066006	C BHAVANI	C. Bhavani
29	2042004066007	C V DIVYA BHARATHI	C.V. Divya Bharathi
30	2042004066008	D VAMSI KRISHNA	D. Vamsi Krishna
31	2042004066009	G NARENDRA	G. narendra
32	2042004066010	G MAHESH KUMAR	G. mahesh kumar
33	2042004066013	K MUKTHANNDRA	K. Mukthannndra
34	2042004066015	K SANDYA	K. Sandya
35	2042004066018	K SAI	K. Sai
36	2042004066020	P SHAHIDABEE	P. shahidabee
37	2042004066021	P PAVAN	P. PAVAN
38	2042004066022	P TARUN	P. Tarun
39	2042004066023	P NAVYA SREE	P. Navya Sree
40	2042004066025	S RAJIYA	S. Rajiya
41	2042004066026	T HARIKRISHNA	T. Harikrishna
42	2042004066027	V SUDHARSAN	V. sudharsan
43	2042004066028	Y SURENDRA	Y. Surendra
44	2042004066029	Y NARASIMHA	Y. Narasimha
45	2042004066030	Y MUTHYALAMMA	Y. Muthyalamma
46	2042004066031	Y LAKSHMI	Y Lakshmi
47	2042004066032	Y MAMATHA	Y. mamatha

*[Handwritten Signature]*

**Lecturer in Commerce**  
**K.H. Govt. Degree College**  
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**Anantapuramu Dist.**

*[Handwritten Signature]*  
**PRINCIPAL,**

**K.H. Govt. Degree College**  
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# K.H. Government Degree College, Dharmavaram


## Digital Marketing Certificate Course Feed Back (2020 – 2021) Participants Feedback Form

**Instructions:** Please indicate your level of agreement with the statements listed below.

S.No.	Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The objective of the training were clearly defined.					
2	Participation and interaction were encouraged					
3	The topics covered were relevant to me.					
4	The content was organized and easy to follow.					
5	The materials distributed were helpful.					
6	This training experience will be useful in my work.					
7	The trainer was knowledgeable about the training topics.					
8	The trainer was well prepeated.					
9	The training objectives were met.					
10	The time allotted for the training was sufficient.					
11	The meeting room and facilities were adequate and comfortable					



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K.H. GOVERNMENT COLLEGE, DHARMAVARAM

Department of Commerce

Final Report of certification course in Commerce 2020 – 2021

Department of Commerce, under the guidance of the Principal Dr. K. Suresh, came up with idea of **Digital Marketing** for the students of the College. The Department of Commerce has made a humble beginning to impact and enrich the students with hands on Digital Marketing by conducting a certificate course in **Digital Marketing** for the duration of 40 days.


By offering a Certificate course in DIGITAL MARKETING for the First and Second year B. Com., the Department of Commerce has made a modest start in educating and enriching students with the fundamentals of the onlie market. Students in their first and second years in the year 2020.

The course was begin on 12<sup>th</sup> November 2020 and ended on December 31<sup>st</sup> 2020. The Certificate course was place in the college from 4:00 P.M.to 5:00 P.M. outside of the regular college hours and lasted 40 days. Throughout the certificate programme the course was taught with participation from members of the Department.

Students engaged in the course fully and successfully completed it. The final day of the course includes examination and students were given certificates on.

Incharge

Department of Commerce  
Lecturer in Commerce  
K.H. Govt. Degree College  
DHARMAVARAM-515671  
Anantapuramu Dist.

  
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**DHARMAVARAM, SRI SATHYA SAI (DIST.)**

**AFFILIATED TO SRI KRISHNADEVARAYA UNIVERSITY,**

**ANANTHAPURAMU**



## DEPARTMENT OF COMMERCE

### Certificate of participation

This is to certify that \_\_\_\_\_  
studying I B.Com./II B.Com. bearing Register Number  
\_\_\_\_\_ Successfully completed Certificate  
course on "Digital Marketing" organized by the Department of  
Commerce, K.H. Government Degree College, Dharmavaram  
held from 12.11.2020 to 31.12.2020.

*[Signature]*  
**Coordinator**

Lect. in Commerce  
K.H. Govt. Degree College  
Dharmavaram - 515671  
Anantapuram Dist.

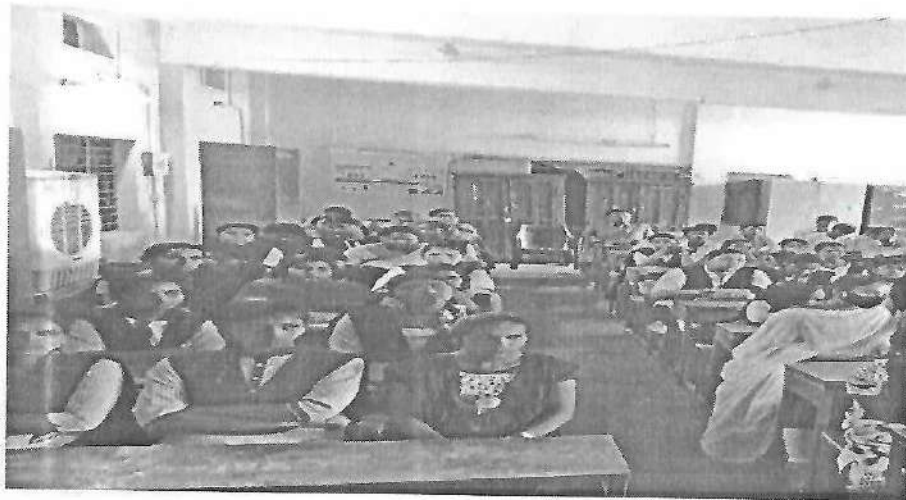
*[Signature]*  
**Principal**

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**K.H. Government Degree College, Dharmavaram**  
**Digital Marketing Certificate Course (2020 – 2021)**

Photos



*[Handwritten Signature]*

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*[Handwritten Signature]*

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**K.H.GOVERNMENT DEGREE COLLEGE DHARMVARAM**

**DEPARTMENT OF COMMERCE**



Certificate Course

on

**STOCK MARKET**

**2021-2022**

# K.H.GOVERNMENT DEGREE COLLEGE DHARMAVARAM.

## Department of Commerce

### Minutes of the Department meeting for the Conduct of Certificate Course in Stock Market

Date: 03-11-2021

The Department of Commerce met to discuss introducing a Certificate Course in the Stock Market, understanding the need to provide students with a well-rounded education. The goal is to prepare them not only for rewarding careers in finance but also to equip them with practical skills for managing their personal finances, promoting a culture of continuous learning in the dynamic market landscape. Recognizing these benefits, the Department has decided to launch the 45 days Certificate Course in the Stock Market. This carefully designed program aims to give students a comprehensive understanding of stock markets, covering key topics such as market analysis, investment strategies, risk management, and the use of trading platforms. The course combines theoretical knowledge with practical insights, ensuring a balanced learning experience.

By taking this course, students will gain the expertise needed for financial careers and develop the ability to navigate their personal financial journeys. The emphasis on continuous learning will prepare them to adapt to the changing nature of financial markets, ensuring ongoing success and growth. The Department of Commerce is excited about providing this educational opportunity, in line with its commitment to nurturing knowledgeable and adaptable professionals in the finance field.

Signature of the Faculty Members

M. Pushpanthi

G. Govindaraj



K.P. J.  
Principal  
K.H. Govt. Degree College  
DHARMAVARAM - 515 671  
Ananthapuramu Dist (A.P.)

**K.H.GOVERNMENT DEGREE COLLEGE DHARMAVARAM**

DATE: 05-11-2021

From  
M.Pushpavathi  
Faculty in Commerce,  
Department of Commerce  
K.H.Government Degree College,  
Dharmavaram

To  
The Principal  
K.H.Government Degree College,  
Dharmavaram.

Respected Sir,

Sub: Dept. of Commerce – GDC, Dharmavaram – Permission to conduct a Certificate  
Course on “Stock Market” – Academic Year 2021-2022 – Req – Reg.

With reference to the above subject, the Department of Commerce is proposing to conduct a certificate course on “Stock Market” to develop the students with valuable insights into investment strategies, financial analysis, and risk management, etc. The duration of the course will be 45 days i.e., from 08-11-2021 to 04-01-2022. The course structure, timetable, and syllabus are herewith enclosed.

Hence, the Department of Commerce requests you to grant permission to run the certificate on “Stock Market” for the benefit of the students.

Yours faithfully,

*M. Pushpavathi*

Lecturer in Commerce  
K.H. Govt. Degree College  
DHARMAVARAM - 515671  
Anantapuramu Dist.

Encl:

1. Syllabus
2. Timetable
3. Assessment for Certification



*Permitted*  
*K.P. Reddy*  
**PRINCIPAL**  
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**K.H. GOVERNMENT DEGREE COLLEGE DHARMAVARAM**  
**DEPARTMENT OF COMMERCE**

Date: 06-11-2021

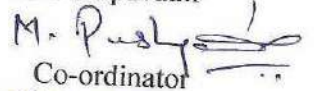
Place: Dharmavaram

**Circular**

15/11

All the B.Com students are hereby informed that the Department of Commerce is going to start a certificate course in Stock Market the duration of the course is 45 days. Students need not pay any fee for the course. The classes will commence from 08-11-2021, timings are 9:00 am to 10:00 am every day Except Public holidays. Interested students are required to register their names in the commerce Department. After successful completion of the course certificate will be provided to the students.

M. Pushpavathi

  
Co-ordinator

**Lecturer in Commerce**

**K.H. Govt. Degree College**

**DHARMAVARAM-51567**

**Anantapuramu Dist.**

Copy to the Library Notice Board

Copy to the Department Notice Board

Copy to Circulation among the students.

**Certificate Course in Stock Market (2021-2022)**

**Course Objectives:**

- Understand Stock Market Fundamentals
- Understand IPO Procedures
- Manage Trading Accounts Effectively:
- Apply Analytical Techniques
- Utilize Derivatives and Commodity Markets

**Learning Outcomes:**

- Key concepts of the stock market and trading processes will be understood.
- The procedures and importance of Initial Public Offerings (IPOs) and the book building process will be comprehended.
- Skills in opening and managing Demat and trading accounts in compliance with regulatory standards will be developed.
- Technical and fundamental analysis methods will be used to assess and make informed stock market decisions.
- Knowledge of derivatives (futures and options) and the fundamentals of commodity markets will be applied.
- Hands-on experience in live trading and proficiency in using trading platforms will be achieved.

*M. Puslapati*  
**Lecturer in Commerce**  
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*K.P.R.*  
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Anantapur (Dist.) A.P.

# K.H.GOVERNMENT DEGREE COLLEGE DHARMAVARAM

Department of Commerce

## CERTIFICATE COURSE IN STOCK MARKET

AY-2021-2022

### SYLLABUS

#### Unit-I

- Basic learning about stock market and trading process
- IPO (initial public offer )and book building process

#### Unit-II

- Account Opening (Demat / Trading) & SEBI (ICDR) Regulations.
- Introduction derivatives (future & option).

#### Unit-III

- Technical and fundamental analysis.
- Basic of commodity market

#### Unit -IV

- Concepts and need of currency forward and future transaction
- Mutual fund /SIP/ETF

#### Unit -V

- Practical of Derivatives
- Live trading on NEAT & NOW (NSE) /BOLT & FOW (BSE).

*M. Puslapati*  
Lecturer in Commerce  
K.H. Govt. Degree College  
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Anantapuramu Dist.



*K. Reddy*  
PRINCIPAL  
K.H. Govt. Degree College  
DHARMAVARAM - 515 671  
Anantapuramu Dist (A.P)

**K.H GOVERNMENT DEGREE COLLEGE DHARMAVARAM**

**Department of Commerce**

**Certificate Course on Stock Market**

**Time - Table**

Time	Faculty Name
9.00 am - 10.00 am Everyday	M.Pushpavathi Lecturer in Commerce

Course Coordinator: M. Pushpavathi

No. of Students enrolled: 33

Resource Persons : 1. G.Gopal  
Lecturer in Commerce  
NSPR GDC Hindupur.  
: 2. B.Rajendra Prasad  
Stock Broker

*M. Pushpavathi*

Lecturer in Commerce  
K.H. Govt. Degree College  
DHARMAVARAM-515671  
Anantapuramu Dist.

*KPR*

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**K.H GOVERNMENT DEGREE COLLEGE DHARMAVARAM**

**Department of Commerce**

**Certificate Course on Stock Market**

**Time – Table**

<b>Time</b>	<b>Faculty Name</b>
9.00 am - 10.00 am Everyday	M.Pushpavathi Lecturer in Commerce

Course Coordinator: M. Pushpavathi

No. of Students enrolled: 33

Resource Persons : 1. G.Gopal  
Lecturer in Commerce  
NSPR GDC Hindupur.  
: 2. B.Rajendra Prasad  
Stock Broker

*M. Pushpavathi*

Lecturer in Commerce  
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*KPR*

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# K.H.GOVERNMENT DEGREE COLLEGE DHARMAVARAM

## Department of Commerce

### List of Registered Students in Certificate Course in Stock Market

**2021-2022**

Sl. No	Register Number	Name of the Student	Group	Signature
1	20045001	C. Babu	III B.Com(Gen)	C. Babu
2	20045002	M. Hareesh	III B.Com(Gen)	M. Hareesh
3	20045003	B. Mohan Krishna	III B.Com(Gen)	B. Mohan Krishna
4	20045004	E. Manjunath	III B.Com(Gen)	E. Manjunath
5	20045005	K. Ravindra Naik	III B.Com(Gen)	K. Ravindra Naik
6	20045006	K. Chaitanya Kumar	III B.Com(Gen)	K. Chaitanya
7	20045007	M. Sisindri	III B.Com(Gen)	M. Sisindri
8	20045031	K. Anil Kumar Naik	III B.Com(CA)	K. Anil
9	20045032	M.Pothala Raju	III B.Com(CA)	M. Pothala Raju
10	20045033	N.DadaKhalander	III B.Com(CA)	N. DadaKhalander
11	20045034	S.Babavali	III B.Com(CA)	S. Babavali
12	20045037	B.Hema Sunder Naik	III B.Com(CA)	B. Hema
13	20045038	D.Chandu	III B.Com(CA)	D. Chandu
14	20045039	G.Naresh	III B.Com(CA)	G. Naresh
15	20045040	G.Praveen Kumar	III B.Com(CA)	G. Praveen Kumar
16	20045041	G.Ganesh	III B.Com(CA)	G. Ganesh
17	20045042	G.Naveen Kumar	III B.Com(CA)	G. Naveen Kumar
18	20045043	K.Sainath	III B.Com(CA)	K. Sainath
19	20045044	M.Ravi	III B.Com(CA)	M. Ravi
20	20045045	M.Harikumar	III B.Com(CA)	M. Harikumar
21	20045046	O.Prakash	III B.Com(CA)	O. Prakash
22	20045048	P.Ramanjineyulu	III B.Com(CA)	P. Ramanjineyulu
23	20045050	U.Harish	III B.Com(CA)	U. Harish
24	2042004066002	B.Manjunath	II B.Com(CA)	B. Manjunath
25	2042004066003	B.Kavitha	II B.Com(CA)	B. Kavitha
26	2042004066004	C.Harinath	II B.Com(CA)	C. Harinath
27	2042004066005	C.Santhi Somendra	II B.Com(CA)	C. Santhi
28	2042004066006	C.Bhavani	II B.Com(CA)	C. Bhavani
29	2042004066007	C.V.Divya Bharathi	II B.Com(CA)	C. V. Divya
30	2042004066008	D.Vamshi Krishna	II B.Com(CA)	D. Vamshi Krishna
31	2042004066009	G.Narendra	II B.Com(CA)	G. Narendra
32	2042004066010	G.Mahesh Kumar	II B.Com(CA)	G. Mahesh
33	2042004066013	K.Mukthananda	II B.Com(CA)	K. Mukthananda

*M. Puslapati*

Lecturer in Commerce

K.H. Govt. Degree College  
DHARMAVARAM - 515671  
Anantapuramu Dist.



*K. Reddy*

K.H. Govt. Degree College  
Dharmavaram - 515671  
Anantapur (Dist.) A.P.





# K.H.GOVERNMENT DEGREE COLLEGE DHARMAVARAM

Department of Commerce

## Report on Certificate Course in Stock Market

The Stock Market Certificate Course, under the leadership of Dr. K. Prabhakara Reddy, the institution's principal, provided participants with a comprehensive understanding of stock trading, emphasizing academic excellence and practical knowledge. Key contributors such as G. Gopal Naik, a renowned stock market expert, and B. Rajendra Prasad, another esteemed resource person, delivered engaging lectures on trading strategies, risk management, and market analysis.

M. Pushpavathi, the course coordinator and seasoned stock broker, added value with practical expertise by seamlessly integrating theoretical knowledge with real-world applications. She organized practical sessions to bridge the gap between classroom learning and practical implementation in the stock market. Covering fundamental and technical analysis, risk management, and trading strategies, the course offered participants a well-rounded understanding of the stock market. Interactive sessions led by G. Gopal Naik and B. Rajendra Prasad encouraged active participation, fostering a deeper understanding of stock market dynamics.

Under M. Pushpavathi's guidance, participants applied theoretical knowledge through simulated trading sessions, case studies, and real-time market analysis. The course facilitated valuable networking opportunities, enabling interaction with industry professionals and stock brokers.

In conclusion, the Stock Market Certificate Course, guided by Dr. K. Prabhakara Reddy, enriched by the expertise of G. Gopal Naik and B. Rajendra Prasad, and coordinated by M. Pushpavathi, successfully equipped participants with the knowledge and skills needed to navigate the complexities of the stock market. The program's comprehensive curriculum, interactive sessions, and practical applications contributed to a valuable and enriching learning experience.

*M. Pushpavathi*

Lecturer in Commerce  
K.H. Govt. Degree College  
DHARMAVARAM-515671  
Anantapuramu Dist.



*K. Prabhakara Reddy*

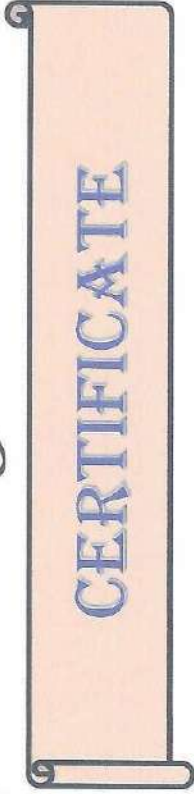
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Anantapur (Dist ) A.P



**K.H.GOVERNMENT DEGREE COLLEGE DHARMAVARAM**



## *Department of Commerce*

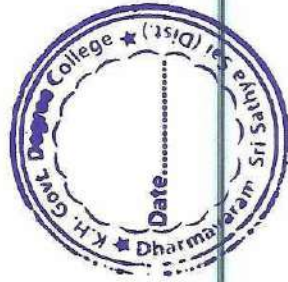


This is to certify that -----of

K. H. Government Degree College, Dharmavaram has participated in Certificate Course in "Stock Market" held from 08-II-2021 to 04-01-2022 conducted by Department of Commerce, K. H. Government Degree College, Dharmavaram.

*M. Pushpawati*  
**Coordinator**  
**Lecturer in Commerce**

K.H. Govt. Degree College  
DHARMAVARAM-515671  
Sri Sathapuru Dist.



*M. Pushpawati*  
**Principal**  
**PRINCIPAL**  
K.H. Govt. Degree College  
DHARMAVARAM - 515 671  
Sri Sathapuru Dist (A.P)

**Participants Feedback Form**

**1.Overall Course Experience:**

Excellent  Very Good

Good  Poor

**2.Course Content:**

Excellent  Very Good

Good  Poor

**3.Instructor's Knowledge and Delivery:**

Excellent  Very Good

Good  Poor

**4.Course Materials and Resources:**

Excellent  Very Good

Good  Poor

**5.Practical Applications and Exercises:**

Excellent  Very Good

Good  Poor

**6.Classroom Environment:**

Excellent  Very Good

Good  Poor

**7.Usage of Technology:**

Excellent  Very Good

Good  Poor

**8.Support and Assistance Provided:**

Excellent  Very Good

Good  Poor

**9.Duration and Pace of the Course:**

Excellent  Very Good

Good  Poor

**10.Value for Money:**

Excellent  Very Good

Good  Poor

*M. Pushpawati*

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Anantapuramu Dist.



*K.P. Reddy*  
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Anantapur (Dist ) A.P

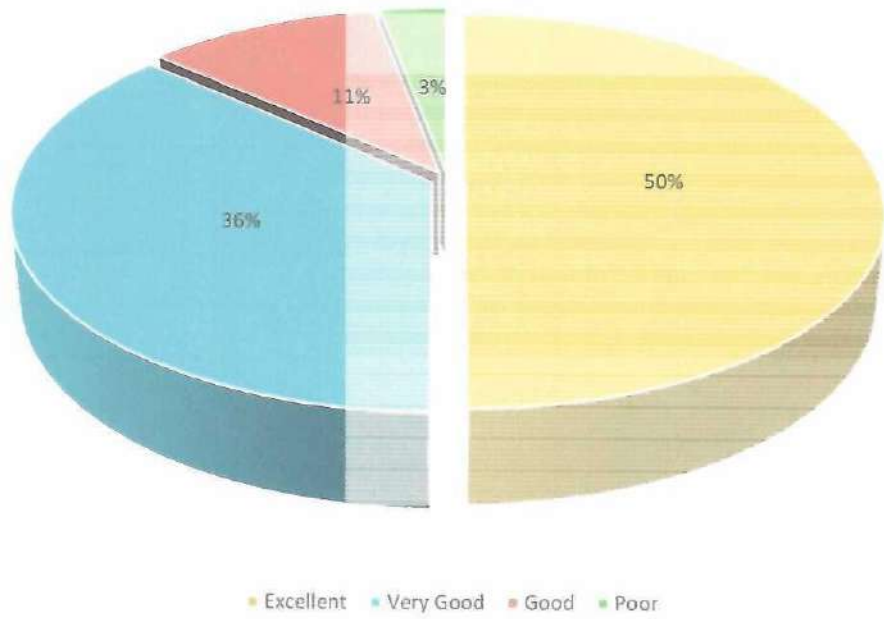
# K.H.GOVERNMENT DEGREE COLLEGE DHARMAVARAM

Certificate Course in Stock Market (2021-2022)

## Participants Feedback Analysis

Total Students:	33
Excellent:	24
Very Good:	07
Good:	02

Feed Back Analysis



*M. P. S. Lakshmi*

Lecturer in Commerce  
K.H. Govt. Degree College  
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Anantapuramu Dist.

*[Signature]*

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# K.H.GOVERNMENT DEGREE COLLEGE DHARMAVARAM

Department of Commerce

## PHOTOS



*M. Pushpawati*  
Lecturer in Commerce  
K.H. Govt. Degree College  
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Anantapuramu Dist.



*14/12/21*

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Anantapuramu Dist (A.P)



*M. Puslapati*  
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**K.H.GOVERNMENT DEGREE COLLEGE DHARMVARAM**

**DEPARTMENT OF COMMERCE**



Certificate Course

on

**TallyERP-9 with GST**

**2022-2023**

# K.H.GOVERNMENT DEGREE COLLEGE DHARMAVARAM.

Department of Commerce

Minutes of the Department meeting for the Conduct of Certificate Course in Tally ERP-9 with GST

Date: 03-04-2023

The Department of Commerce has decided to introduce a Certificate Course in Tally ERP-9 with GST, recognizing its importance in providing students with a strong foundation in widely used accounting software. This program is designed to prepare students for various roles in the professional landscape by offering technical expertise, skills in GST compliance, efficient data management, and an understanding of business process automation.

Due to the increasing demand for professionals with these skills in accounting and finance, the Department of Commerce is launching the Certificate Course in Tally ERP-9 with GST. The 45 days program ensures that students not only become proficient in using Tally ERP-9 but also develop a nuanced understanding of GST compliance, efficient data management, and the strategic use of business process automation.


This course positions students as valuable assets in accounting and finance, providing them with essential knowledge and skills for contemporary professional roles. The Department of Commerce is excited about the positive impact this certificate course will have on students' careers, preparing them for the dynamic challenges and opportunities in the ever-changing landscape of financial practices.

Signature of the Faculty Members

M. Pushpawati's

Gr. Gupta :



  
Principal  
PRINCIPAL  
K.H. Govt. Degree College  
Dharmavaram-515672  
Sri Sathya Sai (Dist.)

# K.H.GOVERNMENT DEGREE COLLEGE DHARMAVARAM

From  
M.Pushpavathi  
Faculty in Commerce,  
Department of Commerce  
K.H.Government Degree College,  
Dharmavaram

To  
The Principal  
K.H.Government Degree College,  
Dharmavaram.

Respected Sir,

Sub: Dept. of Commerce – GDC, Dharmavaram – Permission to conduct a Certificate Course on “Tally ERP-9 with GST” – Academic Year 2022-2023 – Req – Reg.

With reference to the above subject, the Department of Commerce is proposing to conduct a certificate course on “Tally ERP-9 with GST” to Gain Knowledge the Student Manage accounting of any Business or individuals students with valuable insights into investment strategies, financial analysis, and risk management, etc. The duration of the course will be 45 days i.e., from 10-04-2023 to 30-06-2023. The course structure, timetable, and syllabus are herewith enclosed.

Hence, the Department of Commerce requests you to grant permission to run the certificate on “Tally ERP-9 with GST” for the benefit of the students.

Date: 04.04.2023

M. Pushpavathi

Yours faithfully,  
Lecturer in Commerce  
K.H. Govt. Degree College  
DHARMAVARAM-515671  
Anantapuramu Dist.

Encl:

1. Syllabus
2. Timetable
3. Assessment for Certification

Permitted  
K. Reddy 4.4.23  
PRINCIPAL  
K.H. Govt. Degree College  
Dharmavaram-515672,  
Sri Sathya Sai (Dist.)





**K.H. GOVERNMENT DEGREE COLLEGE DHARMAVARAM**  
**DEPARTMENT OF COMMERCE**

Date: 06-04-2023

Place: Dharmavaram

**Circular**

All the B.Com students are hereby informed that the Department of Commerce is going to start a certificate course in Tally ERP-9 with GST the duration of the course is 45 days. Students need not pay any fee for the course. The classes will commence from 10-04-2023. timings are 9:00 am to 10:00 am every day Except Public holidays Interested students are required to register their names in the commerce Department. After successful completion of the course certificate will be provided to the students.

M. Pushpavathi

*M. Pushpavathi*  
Co-ordinator

Lecturer in Commerce  
K.H. Govt. Degree College  
DHARMAVARAM-515671  
Anantapuramu Dist.

Copy to the Library Notice Board

Copy to the Department Notice Board

Copy to Circulation among the students.

KAR

**Course Objectives:**

- Understanding of Tally ERP 9 Interface and Features
- Set up company details, including financial year and accounting period
- Handle inventory transactions and stock valuations
- Generate GST reports and file GST returns
- Manage various taxation aspects, including TDS, TCS, and income tax

**Learning Outcomes:**

- Master the Tally ERP 9 interface and core features for efficient navigation and use.
- Apply basic accounting principles within Tally ERP 9 to maintain accurate financial records and ledgers.
- Record various types of vouchers, such as sales, purchase, receipt, and payment vouchers, and customize them as needed.
- Implement and manage GST in Tally ERP 9, generate GST reports, and ensure compliance with tax regulations.
- Generate key financial statements, such as balance sheets and profit and loss accounts, and analyze them for business insights
- Manage inventory items, stock groups, and units of measure, and perform stock valuations and inventory tracking.

*M. Pushpavathi*  
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# K.H.GOVERNMENT DEGREE COLLEGE DHARMAVARAM

Department of Commerce

## CERTIFICATE COURSE IN TALLY ERP.9 with GST

AY-2022-2023

### SYLLABUS

#### Unit-I

Features of Tally accounting Components of Gateway of Tally and button panel - Purposes and components of F 11 And F 12 - Creation and setting up of a company - Accounting Masters: Creation, alteration and deletion of single and multiple groups - Creation, alteration of single and multiple ledgers - Recording transactions in accounting vouchers: Creation and alteration of vouchers - Display and print of financial statements.

#### Unit-II

Inventory: Configuration - Inventory Masters: Creation, display and alteration of stock groups, stock categories, godowns, units of measure, stock items - Recording transactions: Creation of inventory vouchers - Display and print of inventory reports.

#### Unit-III

GST: Enabling GST features in Tally (Configuration) - Basics of GST - Rates of GST - Configure GST details of your company --Creating Party Ledgers & Tax Ledgers - Setting up of SGST, CGST, IGST rates for input and output- Creation of vouchers - Recording intra and inter-state vouchers with GST tax ledgers; Types of invoice under GST: Tax invoice vs. Bill of supply; Contents of tax invoice - Display and print of GST reports.

#### Unit-IV

TDS: Configuration Company creation- Creation of ledgers and vouchers - Recording advance and balance payments of Tax - Generation of TDS reports.

#### Unit-V

Payroll: Configuration - Payroll features-Enabling payroll details Creation of payroll masters- Creating the Pay Head ledgers - Creating the employee details and salary details of an individual - Creating details of Attendance types; List of Payroll Voucher types: Pay roll voucher and attendance voucher; Recording Attendance and Payroll voucher entries - Display and print of various payroll reports.

*M. Pushawate*  
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Anantapuramu Dist.



*K. Reddy*  
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Sri Sathya Sai (Dist.)

**K.H GOVERNMENT DEGREE COLLEGE DHARMAVARAM**

**Department of Commerce**

**Certificate Course on Tally ERP-9 with GST**

**Time – Table**

Time	Faculty Name
9.00 am - 10.00 am Everyday	M.Pushpavathi Lecturer in Commerce

Course Coordinator: M. Pushpavathi

No. of Students enrolled: 32

Resource Persons : 1. Dr. G. Ranganath

Lecturer in Commerce

Government Arts College(Men)

Autonomous, Ananthapuramu.

*M. Pushpavathi*

Lecturer in Commerce  
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Anantapuramu Dist.

*K.P. Reddy*

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Dharmavaram-515672  
Sri Sathya Sai (Dist.)



# K.H.GOVERNMENT DEGREE COLLEGE DHARMAVARAM

## Department of Commerce

List of Registered Students in Certificate Course in Tally ERP-9 with GST

2022-2023

Sl. No	Register Number	Name of the Student	Group	Signature
1	2042004066002	B.Manjunath	III B.Com(CA)	B. Manjunath
2	2042004066003	B.Kavitha	III B.Com(CA)	B. kavitha
3	2042004066004	C.Harinath	III B.Com(CA)	C. Harinath
4	2042004066005	C.Santhi Somendra	III B.Com(CA)	C. Santhi Somendra
5	2042004066006	C.Bhavani	III B.Com(CA)	C. Bhavani
6	2042004066007	C.V.Divya Bharathi	III B.Com(CA)	C. V. Divya Bharathi
7	2042004066008	D.Vamshi Krishna	III B.Com(CA)	D. Vamshi Krishna
8	2042004066009	G.Narendra	III B.Com(CA)	G. narendra
9	2042004066010	G.Mahesh Kumar	III B.Com(CA)	G. Mahesh Kumar
10	2042004066013	K.Mukthananda	III B.Com(CA)	K. Mukthananda
11	2042004066015	K.Sandya	III B.Com(CA)	K. Sandya
12	2042004066018	K.Sai	III B.Com(CA)	K. Sai
13	2042004066020	P.Shahida bee	III B.Com(CA)	P. shahida bee
14	2042004066021	P.Pavan	III B.Com(CA)	P. Pavan
15	2042004066022	P.Tharun	III B.Com(CA)	P. Tharun
16	2042004066023	P.Navya Sree	III B.Com(CA)	P. Navya sree
17	2042004066025	S.Rajiya	III B.Com(CA)	S. Rajiya
18	2042004066026	T.Harikrishna	III B.Com(CA)	T. Hari Krishna
19	2042004066027	V.Sudharshan	III B.Com(CA)	V. Sudharshan
20	2042004066028	Y.Surendra	III B.Com(CA)	Y. Surendra
21	2042004066029	Y.Narasimha	III B.Com(CA)	Y. Narasimha
22	2042004066030	Y.Muthyalamma	III B.Com(CA)	Y. Muthyalamma
23	2042004066031	Y.Lakshmi	III B.Com(CA)	Y. Lakshmi
24	2142004066001	A.Harikumar	II B.Com(CA)	A. Hari Kumar
25	2142004066002	A.Anil Kumar	II B.Com(CA)	A. Anil Kumar
26	2142004066003	A.Renuka	II B.Com(CA)	A. Renuka
27	2142004066004	C.Krishna Chaitanya	II B.Com(CA)	C. Krishna Chaitanya
28	2142004066005	C.Jaya Chandra	II B.Com(CA)	C. Jaya Chandra
29	2142004066010	G.Nandini	II B.Com(CA)	G. Nandini
30	2142004066011	K.Madhusudhan	II B.Com(CA)	K. madhusudhan
31	2142004066012	K.Kruthika	II B.Com(CA)	K. kruthika
32	2142004066014	K.Manohara	II B.Com(CA)	K. manohara

M. Pushpan  
Lecturer in Commerce  
K.H. Govt. Degree College  
DHARMAVARAM-515671  
Anantapuramu Dist.



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Dharmavaram-515672  
Sri Sathya Sai (Dist.)





# K.H.GOVERNMENT DEGREE COLLEGE DHARMAVARAM

Department of Commerce

## Report on Certificate Course in Tally ERP-9 with GST

The Tally ERP-9 with GST Certificate Course, led by Dr. K. Prabhakara Reddy, the institution's principal, provided valuable insights into accounting and taxation. Dr. Reddy emphasized both theoretical understanding and practical application of Tally ERP-9 and GST. Serving as the key resource person, Dr. G. Ranganath, a seasoned expert, enriched participants' learning with extensive knowledge in Tally ERP-9 and GST. His sessions covered various aspects, including functionalities, GST compliance, and effective financial management integration.

M. Pushpavathi, the course coordinator, ensured seamless organization and implementation. Leveraging her expertise, she facilitated hands-on sessions and real-world applications, bridging the gap between theoretical knowledge and practical use of Tally ERP-9 and GST. The course covered a comprehensive curriculum encompassing Tally ERP-9 and GST fundamentals, with practical scenarios for enhanced proficiency. Dr. G. Ranganath's interactive sessions engaged participants actively, allowing clarification of doubts and sharing of experiences.

Under M. Pushpavathi's guidance, hands-on practical sessions enabled participants to apply theoretical knowledge directly within Tally ERP-9, ensuring a practical understanding of GST compliance. The course also provided networking opportunities, allowing interaction with industry professionals.

In conclusion, guided by Dr. K. Prabhakara Reddy, enriched by Dr. G. Ranganath, and coordinated by M. Pushpavathi, the Tally ERP-9 with GST Certificate Course equipped participants with essential knowledge for effective accounting and taxation practices. The program's comprehensive curriculum, interactive sessions, and practical applications contributed to a valuable and enriching learning experience.

*M. Pushpavathi*  
Lecturer in Commerce  
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DHARMAVARAM-515671  
Anantapuramu Dist.



*K.P. Reddy*  
PRINCIPAL  
K.H. Govt. Degree College  
Dharmavaram-515672  
Sri Sathya Sai (Dist.)



**K.H.GOVERNMENT DEGREE COLLEGE  
DHARMAVARAM**

**Department of Commerce**

**CERTIFICATE**

This is to certify that -----

of K. H. Government Degree College, Dharmavaram has participated in Certificate Course in "*Tally ERP-9 with GST*" held from 10-04-2023 to 30-06-2023 conducted by Department of Commerce, K. H. Government Degree College, Dharmavaram.

*M. P. Subbarao*  
**Coordinator**

Lecturer in Commerce  
K.H. Govt. Degree College  
DHARMAVARAM-515671  
Anantapuramu Dist.



*M. P. Subbarao*  
**Principal**

K.H. Govt. Degree College  
Dharmavaram-515672  
Sri Sathya Sai (Dist.)



**Participants Feedback Form**

**1.The course content was relevant to my needs.**

Strongly Agree  Agree  Neutral  Disagree  Strongly Disagree

**2.The course provided sufficient depth of coverage of Tally topics.**

Strongly Agree  Agree  Neutral  Disagree  Strongly Disagree

**3.The course material was well-organized and easy to understand.**

Strongly Agree  Agree  Neutral  Disagree  Strongly Disagree

**4.The instructor had a good knowledge of Tally.**

Strongly Agree  Agree  Neutral  Disagree  Strongly Disagree

**5.The instructor was effective in teaching the course material.**

Strongly Agree  Agree  Neutral  Disagree  Strongly Disagree

**6.The instructor was available to answer questions and provide support.**

Strongly Agree  Agree  Neutral  Disagree  Strongly Disagree

**7.The teaching methods used in the course were effective.**

Strongly Agree  Agree  Neutral  Disagree  Strongly Disagree

**8.The overall learning experience was positive.**

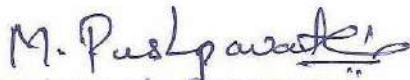
Strongly Agree  Agree  Neutral  Disagree  Strongly Disagree

**9.The course materials were of good quality and helpful.**

Strongly Agree  Agree  Neutral  Disagree  Strongly Disagree

**10.I am satisfied with the Tally certificate course overall.**

Strongly Agree  Agree  Neutral  Disagree  Strongly Disagree



Lecturer in Commerce

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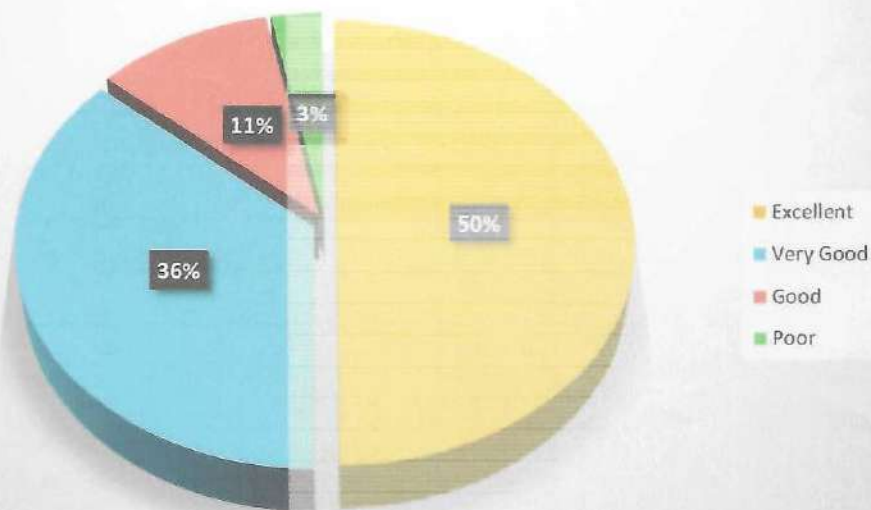


K.H. Govt. Degree College  
Dharmavaram-515672  
Sri Sathya Sai (Dist.)

**Participants Feedback Analysis**

**Total Students:** 32  
**Strongly Agree:** 16  
**Agree:** 10  
**Neutral:** 04  
**Disagree:** 02  
**Strongly Disagree:** 00

**Feed Back Analysis**



*M. Pushawat*  
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Sri Sathya Sai (Dist.)

**K.H.GOVERNMENT DEGREE COLLEGE DHARMAVARAM**

Department of Commerce

PHOTOS



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