

# **Sri Ramachandra Faculty of Management Sciences**

## **WEBSITE CONTENT**

### **B.Com (Hons) & B.Com (Hons) Twinning with Bentley University USA**

## Rationality for the programme:

India is a forerunner at the global level as knowledge economy and this mandates institutions to develop talents suitable for the 21<sup>st</sup> century. The ever-evolving industry constantly requires go-getters who will help grow businesses of the 21<sup>st</sup> century. In response to the National Education Policy-2020, SRFMS proposes a Full-time Four-year Undergraduate program in Commerce in collaboration with Bentley University, USA with a greater opportunity to the students to pursue their final year of B.Com (Hons) in Bentley University coupled with a privilege to pursue a one-year Masters in Finance with a motto to develop a global workforce of the 21<sup>st</sup> century who will meet the dynamic requirements of businesses across the world. Bentley being a topper in career and placement management in the USA, lucrative jobs with attractive package are guaranteed to the graduates.

The curriculum is committed to developing an in-depth knowledge, skills, and attributes in students to meet the challenging needs of the accounting, auditing, and taxation fields. The program focuses equally on theoretical and practical aspects of the above-mentioned domains and prepares them to become finance and accounting professionals with an advantage that they become competent to pursue professional programmes like CA/ACS/CMA/CPA.

Some roles/career prospects B.Com (Hons) graduates can explore are:

- Gateway to CA/CS/CFA/CMA/CPA
- Taxation Associate
- Banking & Insurance professionals
- Financial Analyst
- Financial Planning & Consulting

## Unique Selling Points:

B.Com (Hons)	B.Com (Hons) Twinning-Bentley
<ul style="list-style-type: none"> <li>} Curriculum based on Industry requirements</li> <li>} Practitioner-teacher model</li> <li>} Intense in terms of practicum</li> <li>} Blended learning-online classes and use of LMS</li> <li>} ICAI support (Support centre)</li> <li>} Job centric</li> </ul>	<ul style="list-style-type: none"> <li>} Curriculum based on Industry requirements</li> <li>} Practitioner-teacher model</li> <li>} Intense in terms of practicum</li> <li>} Blended learning-online classes and use of LMS</li> <li>} ICAI support (Support centre)</li> <li>} Job centric</li> </ul> <p><b><u>Bentley Advantage:</u></b></p> <ul style="list-style-type: none"> <li>➤ Guaranteed placement at the USA</li> <li>➤ Free Entry without any stringent admission procedures such as SAT, IELTS &amp; TOFLE</li> <li>➤ ON-Campus Housing</li> <li>➤ Leading to a 1-Year MSF at Bentley</li> </ul>

## **Programme Educational Objectives and outcomes:**

### **1. Programme Educational Objectives**

- B.Com PEO1: Graduates will be competent to face the volatile, complex, uncertain and ambiguous business environment
- B.Com PEO2: Graduates will possess reflective thinking abilities to approach and solve business problems
- B.Com PEO 3: Graduates will demonstrate innovative and best practices in trade, commerce, industry and employment
- B.Com PEO4: Graduates will exhibit ethical and environmental values to attain sustainability of business practices
- B.Com PEO5: Graduates will recognize the need for resilient business operations through continuous and lifelong learning.

### **2. Programme Outcomes (POs) for BCom (Hons)**

At the end of three year B.Com degree, students will be able to:

- PO1: Apply the knowledge, principles, and practices of Commerce, Finance, Accounting, Economics, and Management and from a multidisciplinary perspective for business decision-making.
- PO2: Develop analytical and critical thinking in understanding business problems and demonstrate the ability to make data-driven decisions.
- PO3: Demonstrate good interpersonal, communication skills, and leadership capabilities.
- PO4: Embrace the constitutional, humanistic, ethical and moral values and develop sustainable business practices for environment and social wellbeing.
- PO5: Imbibe self-paced and self-directed lifelong learning to upgrade the skills with the changing business environment.
- PO6: Develop the competence necessary to take up professional jobs in commerce and finance
- PO7: Analyse and evaluate political, economic, social, legal and technological, cultural and competitive forces affecting business environment both domestic and global.
- PO8: Demonstrate innovation, skills and attitude towards setting up and successful management of a business enterprise as an entrepreneur.

### **Programme Specific Outcomes (PSOs) for B Com (Hons) Bentley**

- PSO 1: Apply the different tools of Corporate Finance for optimum use of Financial Resources of Business
- PSO 2: Manage the comprehensive personal financial plan and investment portfolio for individuals & institutions
- PSO 3: Evaluate the Capital market performance for timely investment decision and wealth creation

## Academic Partnership {B.Com (Hons)-Twinning:

### B.Com (Hons) Twinning with Bentley

This programme shall be offered by Sri Ramachandra Institute of Higher Education and Research (Deemed to be University), Porur, Chennai-600 116, India (hereafter referred to as SRIHER) in collaboration with Bentley University, USA addressed at MA175 Forest Street, Waltham, MA 02452.

This programme shall be offered under Twinning Arrangement whereby students enrolled with Sri Ramachandra Faculty of Management Sciences, SRIHER shall undertake their first six semesters at SRIHER and the seventh and eighth semesters at Bentley, USA. This programme will come under the UGC (Academic Collaboration between Indian and Foreign Higher Educational Institutions to offer Join Degree, Dual Degree and Twinning Programmes) Regulations, 2021.

### Programme Purview:

#### 4-Year B.Com (Hons):

Program Title	Bachelor of Commerce (Honours)
Duration	4 years with an option to exit at the end of three years, in which case a 3-Year B.Com degree shall be conferred provided fulfilling all the eligibility for the award of degree.
Semesters	8 Semesters
No. of Courses	Major courses: 20 courses; Minor courses: 8 courses; Multi-disciplinary: 3 courses; Ability Enhancement compulsory courses : 4 courses; Skill enhancement Elective : 3 courses; Common Value added courses :3 courses; CE/SIP/Project : 1+1+1, Total 41 courses; Total credits : 162
Awarding Institution	SRIHER

#### 4-Year B.Com (Hons)-Twinning:

Program Title	Bachelor of Commerce (Honours)
Duration	4 years with an option to exit at the end of three years, in which case a 3-Year B.Com degree shall be conferred provided fulfilling all the eligibility for the award of degree.
Semesters	8 Semesters
No. of Courses	Major courses: 15 courses; Minor courses: 7 courses; Multi-disciplinary: 3 courses; Ability Enhancement compulsory courses : 4 courses; Skill enhancement Elective : 3 courses; Common Value added courses :3 courses; CE/SIP/ : 1+1, Total 37 courses in SRIHER COURSES IN BENTLEY : 10 Courses; Total credits : 162
Awarding Institution	SRIHER Transcripts respectively for the first three years and the final year shall be

	issued respectively by SRIHER & BENTLEY
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### 3-Year B.Com Option:

Program Title	Bachelor of Commerce
Duration	A <b>3-Year B.Com degree</b> shall be conferred provided fulfilling all the eligibility for the award of degree.
Semesters	6 Semesters
No. of Courses	Major courses: 15 courses; Minor courses: 7 courses; Multi-disciplinary: 3 courses; Ability Enhancement compulsory courses : 4 courses; Skill enhancement Elective : 3 courses; Common Value added courses :3 courses; CE/SIP/ : 1+1, Total 37 courses in SRIHER Total credits: 126
Awarding Institution	SRIHER

### PROGRAMME NOMENCLATURE, LEVEL, DURATION AND CREDIT:

Nomenclature	Level	Duration	Credits
B.Com	7	3 Years	126
B.Com (Hons)	8	4 Years	162
B.Com (Hons) Bentley	8	4 Years	161 (Equivalent)

### TIME FRAMEWORK OF THE PROGRAMME-SEMESTER WISE

Institution	Semester	Month
SRIHER	ODD	July-December
	EVEN	January-June
BENTLEY	ODD	November-April
	EVEN	May-October

### ELIGIBILITY FOR ADMISSION:

#### B.Com (Hons)

Candidates seeking admission to 4-Year B.Com (Hons) Program shall be required to have passed the Higher secondary Course(HSc)/CBSE/ICSE examination or equivalent with an aggregate of 55% marks in the Commerce/Accounting stream or 60% in any other stream with Mathematics or Business Mathematics or Statistics in HSc/CBSE/ICSE or equivalent.

Shortlisting shall be done on the basis of merit ranking comprising candidates' percentage of marks attained in the H.Sc/CBSE/ICSE or equivalent.

### **B.Com (Hons)-Twinning**

Candidates seeking admission to 4-Year B.Com (Hons) Program shall be required to have passed the Higher secondary Course(HSc)/CBSE/ICSE examination or equivalent with an aggregate of 55% marks in the Commerce/Accounting stream or 60% in any other stream with Mathematics or Business Mathematics or Statistics in HSc/CBSE/ICSE or equivalent.


Shortlisting shall be done on the basis of merit ranking comprising candidates' percentage of marks attained in the H.Sc/CBSE/ICSE or equivalent.

### **Entry to 7<sup>th</sup> Semester**

There will be no specific additional requirements for admission such as Entrance Examination/TOEFL/Screening or such other tests for **SRIHER** students to pursue the 7<sup>th</sup> and 8<sup>th</sup> Semester of B.Com. (Honours) Program at **Bentley**. **Bentley** shall rely on **SRIHER's** expertise to admit students into the said Twinning Program.

**Bentley University** shall admit all the eligible students declared by **SRIHER** for the Final Year entry (7<sup>th</sup> and 8<sup>th</sup> Semester) into the B.Com. (Honours) Program at Bentley University.

## Course Matrix

 <b>SRI RAMACHANDRA</b> <small>INSTITUTE OF HIGHER EDUCATION AND RESEARCH</small> <small>(Category - I Deemed to be University) Porur, Chennai</small>								
<b>SUMMARY SCHEME FOR CHOICE BASED CREDIT SYSTEM</b> <b>Category of Courses: B.Com (Honours)</b> <b>SRI RAMACHANDRA FACULTY OF MANAGEMENT SCIENCES</b> <b>B.Com (Honours) Course Credit Matrix</b>								
Semester	Major (Core Courses)	Minor (Electives-Bentley)	Multi-Disciplinary	Ability Enhancement	Skill Enhancement Courses	Common value added courses	Summer Internship/Project	Total Credits
	<b>4 credits</b>	<b>4 credits</b>	<b>3 credits</b>	<b>2 credits</b>	<b>2 Credits</b>	<b>2 credits</b>		
<b>Semester 1</b>	Financial Accounting			Business English 1	Data Visualisation tools			20
	Principles of Management							
	Business Economics							
	Business Statistics							
<b>Semester 2</b>	Cost Accounting			Business English 2		Environmental sciences		20
	Marketing Management							
	Business and Industrial laws							
	Human Resource management							
<b>Semester 3</b>	Corporate accounting	Indian Financial system	Multidisciplinary	Managerial Effectiveness	Digital marketing		Community engagement	21



**SRI RAMACHANDRA**

INSTITUTE OF HIGHER EDUCATION AND RESEARCH  
(Category - I Deemed to be University) Porur, Chennai

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**B.Com (Honours) Course Credit Matrix**

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	<b>4 credits</b>	<b>4 credits</b>	<b>3 credits</b>	<b>2 credits</b>	<b>2 Credits</b>	<b>2 credits</b>		
		Modern Banking					Project (2 credits)	
<b>Semester 4</b>	Company law	Personal financial Planning	Multi-disciplinary	Interpersonal Skills		Art and Science of Happiness		23
	Financial Management	Principles and Practices of Insurance						
<b>Semester 5</b>	Practical Auditing	Regulations of Insurance Business			GST filing and Regulation		Summer Internship ( 7 credits)	21
	Taxation							
<b>Semester 6</b>	Accounting for Decision Making	Regulation of Banking Business	Multi-disciplinary			Advanced Excel		21
	Business Analytics	Wealth Management						





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Semester	Major (Core Courses)	Minor (Electives-Bentley)	Multi-Disciplinary	Ability Enhancement	Skill Enhancement Courses	Common value added courses	Summer Internship/Project	Total Credits
	4 credits	4 credits	3 credits	2 credits	2 Credits	2 credits		
<b>Total</b>	<b>Major 15*4=60 Credits</b>	<b>Minor: 7*4=28credits</b>	<b>Multidisciplinary: 3*3=9 credits</b>	<b>AECC:4*2=8 Credits</b>	<b>SE: 3*2=6 credits</b>	<b>VAC:3*2=6 credits</b>	<b>CE/SI=9 credits</b>	<b>126</b>
<b>Semester 7</b>	Design Thinking	Risk management and Insurance						<b>16</b>
	Entrepreneurship development							
	Forensic Audit							
<b>Semester 8</b>	Business Environment and strategy management						Project (12 Credits)	<b>20</b>
	Strategic Finance							
<b>Total</b>	<b>Major 20*4=80 Credits</b>	<b>Minor: 8*4= 32 credits</b>	<b>Multidisciplinary: 3*3=9 credits</b>	<b>AECC:4*2=8 Credits</b>	<b>SE: 3*2=6 credits</b>	<b>VAC:3*2=6 credits</b>	<b>CE/SI/Project = 21 credits</b>	<b>162</b>

**B.Com (Hons) -Twinning with Bentley**

<b>Proceed to Bentley</b>							
	<b>Corporate Finance Concentration</b>						
<b>Semester 7</b>	FI306 Financial Markets and Investment	Elective 1 - Corporate Finance					<b>17.25</b>
	FI307 Advanced Managerial Finance	Elective 2 - Corporate Finance					
	FI331 Fixed Income Securities						
	<b>Personal Financial Planning Concentration</b>						
	FI306 Financial Markets and Investment						
	FI307 Advanced Managerial Finance						
	FI360 Introduction to Personal Financial Planning						
	FI362 Insurance and Risk Management, Retirement Planning, and Estate Planning						
	FI347 Financial Modelling						

	<b>Capital Market Concentration</b>							
	FI306 Financial Markets and Investment	Elective 1 - Capital Market						
	FI307 Advanced Managerial Finance	Elective 2 - Capital Market						
	FI315 Equity Research							
<b>SEMESTER 8</b>	<b>Corporate Finance Concentration</b>							
	FI345 Applied Corporate Finance	AS Elective						<b>17.25</b>
	FI347 Financial Modelling	Corporate Finance Elective 3						
	FI351 International Finance							
	<b>Personal Financial Planning Concentration</b>							
	FI325 Operations of Financial Institutions	AS Elective						
	FI361 Comprehensive Financial Plan Development	Elective 1-Personal Financial Planning						
	FI351 International Finance							
	<b>Capital Market Concentration</b>							
	FI335 Derivatives	AS Elective						
	FI347 Financial Modelling							

	FI351 International Finance	Elective 3-Capital Market						
<b>Corporate Finance Concentration Elective Choices</b>								
FI372 Mergers and Acquisitions								
FI352 International Project Finance								
FI348 Advanced Financial Modeling								
FI333 Seminar in Micro-Lending								
FI315 Equity Research								
<b>Personal Financial Planning Concentration Elective Choices</b>								
FI312 Quantitative Portfolio Management								
FI316 Sustainable, Responsible, and Impact (SRI) Investing								
FI315 Equity Research								
FI323 Introduction to FinTech								
FI399B Trading Psychology and behavioural Finance								
<b>Capital Markets Concentration Elective Choices</b>								
FI312 Quantitative Portfolio Management								
<b>Total</b>	<b>Major 21*4= 84 Credits</b>	<b>Minor: 10*4=40 credits</b>	<b>MD : 3*3=9 credits</b>	<b>AECC:4*2=8 Credits</b>	<b>SE : 3*3=9 Credits</b>	<b>VAC:3* 2=6 credits</b>	<b>CE/SI=6 credits</b>	<b>161 CREDITS (Equivalent)</b>

**List of Electives for three concentrations**

FI331 Fixed Income Securities
FI325 Operations of Financial Institutions
FI323 Introduction to FinTech
FI348 Advanced Financial Modeling
FI399B Trading Psychology and behavioural Finance
<b>Arts and Science Elective Choices</b>
FI399a History of Money
HI346 History of the American Economy
HI314 History of the World Economy
HI353 Histroy of Capitalism of Modern America
HI387 Origins of American Internationalism

**Admissions Office**  
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