



# VIVEKANANDA COLLEGE OF ARTS, SCIENCE & COMMERCE

(AUTONOMOUS)

Centre for Post Graduate Studies & Research  
Nehru Nagar, Puttur, D.K. - 574 203

(A Unit of Vivekananda Vidyapeethika Sangha Puttur B) Affiliated to Mangalore University  
Recognised as College with Potential for Excellence (CPE) by the UGC  
(Accredited by NAAC - CGPA 3.30)



## PROSPECTUS 2022-23

M.Sc.  
CHEMISTRY  
MATHEMATICS

M.A.  
JOURNALISM &  
MASS  
COMMUNICATION

M.Com



## About the INSTITUTION

It is with immense pleasure and pride that we present ourselves as Vivekananda College of Arts, Science and Commerce (Autonomous), a premier institution of Vivekananda Vidhyavardhaka Sangha Puttur ® - formerly known as Puttur Education Society and which together has more than a century's history having been established as early as 1915. Our college has the honour of being recently recognized as College with Potential for Excellence by the University Grants Commission with a Third Cycle Re-accreditation at 'A' grade by the National Assessment and Accreditation Council (NAAC) with 3.30 CGPA. Vivekananda College was founded in 1965 and has celebrated its Golden Jubilee in 2015. These 60 years of fruitful existence has been a saga of planning and implementing; building and rebuilding; growth and progress; introspection and celebration. The NAAC Accreditation process and subsequent Peer Team visits in 2004, 2011 and recently the third cycle of Re- Accreditation Process in 2018 have turned out to be a very fruitful exercise. The college has acted upon the suggestions and recommendations of the earlier Peer Teams and worked zestfully which resulted in necessary Quality Initiatives, Quality sustenance and Enhancement measures such as introduction of Postgraduate courses, increasing use of ICT in all academic and administrative activities, making the teaching more student-centred, immense development in the infrastructure and steps taken to inculcate research culture among the students and the staff. These measures have helped the institution to reiterate its faith in the core values of Higher Education. Our college strives to provide ample opportunities to the student community so that they imbibe our essential principles that define our rich culture and heritage. Along with classroom teaching, we include various campus and off-campus programmes in our curriculum striving to instil nationalistic fervour, the greatness of Indian Arts and Culture and the relevance of nation-building in the hearts and minds of our students. As the Vision of the institution is to mould the students into civilized, principle-centred, confident, competent and employable, nation-building youth, new measures had to be taken to keep pace with recent developments. Promotion of research culture, critical thinking, positive attitude etc. are the need of the hour. Keeping this vision in mind, the Vidyavardhaka Sangha established PG Centre in the College. Our M.Com, M.A, Journalism, M.Sc. courses are striving to provide opportunities through teaching-learning and other activities to fulfill the aims of producing quality teaching faculty with good values and moral integrity, entrepreneurs with business ethics & social responsibility, journalists with positive bent of minds and scientists with social commitment.



“  
Education is the  
manifestation  
of the perfection  
already in man.”  
”

- Swami Vivekananda



## • VISION •

A graduate of Vivekananda college will be civilised, principle-centred, endowed with a strong self-esteem, and concern for fellow beings and the environment, besides being confident, competent and employable.

## • MANAGEMENT •

Vivekananda College was established in the year 1965 by Puttur Education Society (PES) - later renamed as Vivekananda Vidyavardhaka Sangha, Puttur @ - with a view to provide quality education blended with spiritual, ethical and social values which the patron-saint of India, Swami Vivekananda, advocated during his lifetime. It was also the aim of the founding fathers of the institution that the cultural tradition of this country is not sacrificed at the altar of globalised and changed educational demands. The goal of the institution is to help the younger generation understand the importance of noble values in life and respond enthusiastically to the wake-up call of Swami Vivekananda, "Arise, awake and stop not till the goal is reached". Vivekananda Vidyavardhaka Sangha has grown in strength with the passage of time and now sponsors more than 65 institutions including professional, technical and teacher-training colleges. Significantly, Vivekananda College, the premier institution of VVS, celebrated its Golden Jubilee during 2014-15 which turned out to be truly memorable.

## • OBJECTIVES •

- ✓ To provide Quality education with Moral, Ethical & Cultural Values to all the sections of the society.
- ✓ To give education with National Integration values.
- ✓ To promote education which fetches employability and raise the rural & semi-urban students to global standards.
- ✓ To make the students aware of the needs and issues of the society.
- ✓ To make the students more civilized and endowed with a strong self-esteem.

## • MISSION •

Vivekananda College will strive to provide models of value practices, offer opportunities for learning and development, create infrastructure for interventions including those for preservation of environment and organize competence enhancement programmes through able management and committed members of the staff with the assistance of other stakeholders.

## COURSES OFFERED

M.Com

1

2

M.A.  
JOURNALISM  
& MASS  
COMMUNICATION

M.Sc.  
CHEMISTRY  
MATHEMATICS

3

&

4



# STUDENT SUPPORT

LANGUAGE CLUB

1

VIKASANA TV

2

COMMUNITY PROGRAMMES

3

NET / K-SET TRAINING

4

FACULTY DEVELOPMENT PROGRAMMES

5

AUTOMISED LIBRARY

6

BOOK BANK FACILITY

7

TRAINING & PLACEMENT ASSISTANCE

8

COMMUNITY RADIO  
Radio Panchajanya 95.8 FM

9

CERTIFICATE COURSES

10

SCHOLARSHIPS

11

VIKASANA MULTI MEDIA STUDIO

12

FREE MIDDAY MEAL

13

PROJECT WORKS & INTERNSHIPS

14

MENTORING & COUNSELING

15

WI-FI CAMPUS

16

VIVEKANANDA RESEARCH CENTRE

17



## Academic Support

The College is located in the outskirts of Puttur town beside Mysore-Mangalore National Highway, spread over a sprawling campus of nearly 55 acres dotted with green vegetation. Experienced, competent and qualified teachers, modern upgraded computer laboratory, well-equipped science laboratories, open access library with web access, audio-visual halls with LCD Projectors, a spacious auditorium with a seating capacity of nearly one thousand, extensive playground, stationery stores to cater to the day to day needs of the students and hostellers, all these have earned for the Institution a place of pride in the educational map of the District and the State.

## Academic Activities

No education-general or professional-is deemed 'wholesome' unless students are equipped with life-skills and leadership qualities, a field where students from urban areas outscore their counterparts from the rural areas. To overcome these shortcomings, co-curricular and extra-curricular activities are given sufficient weightage. The college organizes activities through Compulsory and Optional Associations besides offering platforms such as NSS, NCC, Rovers & Rangers and Red Cross. These give ample opportunities to bring out the hidden talents of the young students, thus enabling them to compete in the challenging world.

## Scholarships

Various Endowment Scholarships, Merit scholarships apart from Fee-concessions granted by the Central and State Govts. are available to the eligible students of this college (details of which are available in the college calendar). Sir CV Raman Scholarship, Sanchi Honnamma Scholarship for Lady Students on the basis of merit and other norms prescribed by the Government of Karnataka. Besides these, there are Scholarships to the children of Ex-service men, Bonded workers, Labourers and special financial assistance to SC/ST/Backward Community and Minorities. Apart from these, there are Hindi/Sanskrit/Kannada/English Scholarships. In addition to that, there are some scholarships available like Jindal, Canara, Coffee Board, Labour Office, Endowment Prizes from VVS and PTA Cash Prizes are Instituted. Every year more than 50 Lakh rupees is being disbursed by the College Office to nearly 1500 students in the form of Scholarships or Endowment Prizes or Fee Concessions.

Mangalore University has introduced the Choice Based Credit System (CBCS) (Semester Scheme) from the academic year 2011-2012. In the emerging scenario of Internationalization of Indian Higher Education, it is imperative that the Universities should follow this system, so that the mobility of students both within the country and across the globe becomes possible. The CBCS places the courses of the University on par with the global academic standards and evaluation strategies.

Under this system, each course in a programme will carry certain number of credits, which represent the weightage of a course. The credits are based on the number of instructional hours per week, for Hard core course (HC), soft core course (SC) and open elective course (OE). Based on these, two-years four-semester post-graduate degree programme will have 20 to 26 credits per semester and a total of 100 credits per post-graduate degree programme. The final results are declared in terms of the Cumulative Grade Point Average (CGPA) with the corresponding alpha-sign grade, in the eight point grading system.

Hard core courses are compulsory papers in each semester. Anyhow soft core papers from the available soft core shall be selected by the students. However, the department council and affiliated college will announce which subject will be offered during each semester based on the demand for soft core course.

One choice based open elective course of 4 credits will be offered in the second and third semester of the programme either within or across the faculties. Students in the II and III Semester have to choose a course/paper of 4 credits from any other PG department / college having PG courses within or across the faculties.



## Admission Procedure

## What's Unique with us ?

Students seeking admission to M.Sc, M.Com, or M.A. course should submit the duly filled application form along with the prescribed registration fee within the date notified on the college notice board. A certified copy of the Marks list of the qualifying examination should also be attached. Those who are provisionally selected for admission will be called for an interview by the Principal/Interview Board and their names will be displayed on the college notice board. Candidates are advised to personally check the list thus displayed, as the college will not take the responsibility for the non-receipt of the intimation card for the interview. Students referred by the University/Government for admission to seats belonging to Government Quota must submit the official order for admission along with all original documents listed below, with the (college) copy of receipt of payment of fees, in person. None the less, they must also submit a duly filled-up prescribed application from the college, finalizing the formalities for admission to Yvekananda College.

The following certificates/items have to be submitted at the time of interview:

1. Marks card of the qualifying examination
2. Photo copy of S.S.L.C. marks card
3. Transfer Certificate and Conduct Certificate issued by the Institution last attended.
4. Eligibility certificate from the Mangalore University in the case of students who have passed the qualifying examination other than the one conducted by Mangalore University.
5. Migration Certificate in the case of students coming from other Universities or other states.
6. Passport-size photo-(1 copy) & stamp size photos-(3 copies)
7. Caste Certificate (for a seat under reservation category) issued by the Revenue Authority of Karnataka State. (if claiming any fee-concession for income below Rs. 2,50,000)
8. Adhaar Card

## Eligibility for Admission

A student is admitted to a Post Graduate degree course if he/she has passed the Three Year Degree Examination conducted by any one of the Universities established under the U.G.C. Act or any other examination considered equivalent by the Mangalore University. However, those who seek admission to M.Sc. should have studied the respective subjects at the U.G. level and those who seek admission to M.Com. should have studied B.Com or B.B.A/M (45% in aggregate excluding languages)

\* For M.A. Graduation in any Degree (45% in aggregate including languages) \*For M.Sc. (45% in aggregate including languages) in B.Sc.

\*40% in Degree for SC/ST students (For all courses)



- Study Oriented Peaceful Campus
- Qualified & Dedicated Staff
- Rich Teaching-learning Resources
- Abundant Collection of Reference Books in Open Access - Automated Library with E-Content Access.
- Well Equipped Upgraded Science Lab
- Audio Visual Hall
- Well Furnished Classrooms
- Bank with ATM Facility
- Subsidized Canteen & Mini Cafeteria
- Sophisticated & Well Ventilated Seminar Halls
- Rest Rooms for Ladies
- Career Guidance & Placement Assistance
- Active PTA
- Dhyan Mandira & Yoga Classes
- Immense support for Fine Arts & Extra Curricular Activities
- Co-operative society along with Stationery
- Photocopy centres in Library, Canteen & Stationery
- Health Centre
- Alumni Association with Strong Network
- Support for Indoor and Outdoor Games
- Subsidized Quality Meals
- Certificate Courses
- Computer Lab with Internet Facility



## M.Sc. (Chemistry)

### I Semester

Inorganic Chemistry	}	H.C.
Organic Chemistry		
Physical Chemistry		
Inorganic Spectroscopy & Analytical Techniques	}	S.C.
Molecular Spectroscopy & Diffraction Techniques		
Inorganic Chemistry Practical - I		
Organic Chemistry Practical - I		
Physical Chemistry Practicals - I		

### II Semester

Advanced Inorganic Chemistry	}	H.C.
Advanced Organic Chemistry		
Advanced Physical Chemistry		
Organic Spectroscopy - S.C.		
Environmental, Electro & Polymer Chemistry - O.E.		
Inorganic Chemistry Practicals - II		
Organic Chemistry Practicals - II		
Physical Chemistry Practicals - II		

### III Semester

Co-ordination Chemistry	}	H.C.
Organic Reaction Mechanism & Heterocyclic Chemistry		
Solid state Chemistry		
Medicinal & Natural Product Chemistry - S.C.		
Analytical and Green Chemistry - O.E.		
Inorganic Chemistry Practicals - III		
Organic Chemistry Practicals - III		
Physical Chemistry Practicals - III		

### IV Semester

Bioinorganic Chemistry	}	H.C.
Organic Synthetic Methods		
Electrochemistry & Reaction Dynamics		
Organometallic Chemistry	}	S.C.
Polymer Chemistry		
Inorganic Chemistry Practicals - IV		
Physical Chemistry Practicals - IV		
Project Work and Dissertation		



## M.Com.

### I Semester

Business Statistics	}	H.C.
Management Science		
Advance Financial Accounting	}	S.C.
Management Theory and Practice		
Business Economics		

### II Semester

Business Research Methods	}	H.C.
International Business		
Advanced Cost Accounting	}	S.C.
Entrepreneurship Development		
Strategic Marketing Mgt.		
Personality Development - O.E.		

### III Semester

Artificial and Business Intelligence	}	H.C.
Business Ethics and CSR		
E-Commerce		
Optional Stream - Financial Management & Investment Science (FMAIS)		
<ul style="list-style-type: none"> <li>Indian Accounting Standards &amp; Practices</li> <li>Capital Market Operations</li> </ul>		
Optional Stream-2 Human Resource Development & Management (HRDAM)		
<ul style="list-style-type: none"> <li>Human Resource Development</li> <li>Strategic Human Resource Management</li> </ul>		
Personal Savings & Investment Management - O.E.		

### IV Semester

Risk & Insurance Management	}	H.C.
International Financial Management		
Retail Management	}	S.C.
Dissertation		
Optional Stream-1		
Financial Management & Investment Science (FMAIS)		
<ul style="list-style-type: none"> <li>Financial Derivative Markets</li> <li>Portfolio Management</li> </ul>		
Optional Stream-2 Human Resource Development and Management (HRDAM)		
Organisational Behaviour		
Labour Legislation		

## M.A. (Journalism & Mass Communication)

### I Semester

Communication Theory	}	H.C.
News Reporting & Writing		
Editing Practice		
Development of Media Advertising	}	S.C.
Marketing Communication		

### II Semester

Media Law and Ethics	}	H.C.
Feature Writing		
Photography & Photo Journalism		
Development Communication	}	S.C.
Magazine Journalism		
Business Communication		
Communication Skills or Writing for Media - O.E.		

### III Semester

Media Research Methods	}	H.C.
Media Management		
Corporate Communication and PR		
Radio Broadcasting	}	S.C.
International Communication		
Science Communication		
Kannada Journalism		
Media & Society / Advertising & PR		

### IV Semester

Television Programme Production	}	H.C.
New Media Technology		
Dissertation (Project)		
Environmental Communication	}	S.C.
Web Journalism		
Film Studies		

## M.Sc. (Mathematics)

### I Semester

Algebra - I	}	H.C.
Linear Algebra - I		
Real Analysis - I		
Numerical Analysis	}	S.C.
Theory of Combinatorics		
Lab - I		

### II Semester

Discrete Mathematics & Applications - O.E.		
Algebra - II	}	H.C.
Real Analysis - II		
Topology		
Linear Algebra - II	}	S.C.
Ordinary Differential Equations		
Lab - II		

### III Semester

Differential Equations & Applications - O.E.		
Complex Analysis - I	}	H.C.
Measure and Integration		
Multivariate Calculus & Geometry		
Commutative Algebra	}	S.C.
Graph Theory		
Lab - V		

### IV Semester

Project Work	}	H.C.
Complex Analysis - II		
Functional Analysis		
Partial Differential Equations	}	S.C.
Algebraic Number Theory		



## Dress Code

All the students are required to abide by the dress code of the college whenever they are in the campus - working days, Examinations, Fests, Special Classes and EC/CC activities.

### Men (Formal Wear)

- Dress material should be the College Uniform with the prescribed stitching pattern.
- Shirts should be in formal style (full sleeves only) without any designs or trendy cuts.
- Trousers should be in formal style: full length-straight cut. Baggy, Cargo, Low-waist, Pencil/ Carrot cut or in any other styles are not allowed.
- The belts, if used, should be of leather, formal in style and black in colour. Tattoos, ear-rings, pigtailed, awkward bracelets, headgears, cowboyish / gypsy appearance, visors, sunglasses etc are banned.
- Hairstyle must be formal-neat, tidy, organized and well-groomed. Hair colouring is not allowed. Moustaches are allowed, but hair may not extend beyond the edges of the lips, nor may it extend beyond the top of the upper lip.
- Beard should be neatly shaved or trimmed (it should not be longer than one quarter centi-metre in length if sported). All types of beard and moustache designs are prohibited.

### Women (Salwar Kameez)

- Dress material should be the College Uniform with the prescribed stitching pattern.
- Tops should be round in 'Nehru Collar' Style. Deep neck and long slit patterns are banned.
- Pants should be formal. Push ups and leggings are banned.
- Stoles, Short Kurthas, colouring of hair, piercing of body for studding etc are not allowed. Uniform should be prominently displayed-scarves/head coverings are strictly prohibited. Being bedecked in huge jewellery-genuine or imitative should be avoided.
- Acceptable footwear include: pumps, peep toe, open toe dress shoes, closed and open toe sling backs open back, heels clogs, loafers, deck shoes, non athletic walking shoes, dress boots and flats.

Shirt



Trousers



Salwar Top



Salwar Pants



# HOSTELS

The concept of creating a 'home away from home' underlines the care taken to make the students comfortable in the hostels. Newly built modern structure with spacious rooms caters to the residential needs of the boarders staying away from their homes.

Round the clock hot water supply through solar heaters and uninterrupted power supply are ensured. Indoor and outdoor games, TV, reading hall, mini library and a prayer hall are also provided. A hygienically maintained kitchen offering good quality vegetarian food and spacious dining halls ensure that the boarders are well nourished. All these residential facilities come to the students at a very economical rate, minimizing the financial burden on the parents.

Dedicated wardens and supervisory staff along with faculty members oversee the welfare of the students. Discipline is practised through well-maintained timings and study hours with strict vigilance exercised with regard to visitors. The hostel and the college premises are completely free from ragging. Thus, the college hostels are the safest zones for the students, particularly ladies.

The students who involve in conflicts, ragging, criminal activities, destruction of hostel property, defiance of the official staff, warden or kitchen staff, indulge in consumption of alcohol, drugs, smoking, chewing tobacco products, thefts and activities unbecoming of a student will be dismissed from the hostel and the college.

Boys Hostel

Nalanda



Girls Hostel

Niveditha





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(AUTONOMOUS)

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