May 06, 2021

13th Board of Management (Circular)

1. Fees for B. Com with ACCA

For the upcoming Academic Year 2021-22, it is proposed to start B. Com (ACCA) in tie up with Logic School of Management. The tie up is expected to give the following results:

- The students will get the degree B. Com (ACCA). The proposal will be presented in the Academic Council in its May 31st meeting.
- Out of the 13 courses prescribed in the ACCA curriculum, B.Com (ACCA) students will get exemption of 6 courses, which are also credited in the B. Com (ACCA) at CVV.
- The courses for ACCA will be handled by Logic School of Management at no cost.
- The marketing of B. Com (ACCA) will be handled by Logic School of Management.
- The tie up is expected to increase the student numbers for CVV (Target student strength: 100+ per year, to grow to 300+ in steady state), since the students will be sourced by Logic School of Management.
- The fees for ACCA (Rs. 1.50 to Rs. 1.65 Lacs for the entire course) will be borne by the student and paid to Logic School of Management.

The details are given in the Annexure titled Concept Note below.

Considering the fees charged by the peer Institutions (Attached as Annexure – 2), the collaboration with Logic School of Management is expected to be fruitful if CVV gives a discount on the B. Com fees for the academic year 2021-22. The approved annual tuition fees for B. Com for the academic year 2021-22 was Rs. 79,000. In view of the tie up with Logic School of Management, it is proposed to discount the tuition fees by 20% and fix the annual fees as Rs. 63,200.

Impact:
The 20% discount on annual fees offset by no additional advertising and marketing costs (which are borne by the partner LIM). Additionally, the new program will enrol an additional 100+ students which is a revenue of Rs. 63.2 L per annum and a total of Rs. 1.9 Cr per year from year 3 onwards when we have 300+ students for this programme (Comparison illustrated below).

Program	**Proposed Minimum Intake (No.s)**	**Tuition fees (Rs.)**	**Total Annual Fees Expected (Rs.)**	**Total Annual Fees expected over 3 years (Rs.)**
B. Com	35	79000	27,65,000	82,95,000
B. Com (ACCA)	100	63200	63,20,000	1,89,60,000

The other details like support from Logic / ACCA to CVV for teaching and research, which is additional to the fees mentioned above, are under discussion.

Conditional on the Academic Council Approval, BOM Approval is sought for 20% discount in the fees for B. Com (ACCA) and the increase in the minimum intake from 35 to 100.

Resolution

Resolved that the 20% discount in fees for the proposed programme B. Com (ACCA), in tie up with Logic School of Management, is approved.

Resolved that the increase in the minimum intake for B. Com from 35 to 100 students is approved.

Annexure – 1: CONCEPT NOTE

Collaboration with Logic School of Management for B. Com with ACCA

- **About ACCA**

  ACCA (the Association of Chartered Certified Accountants) is a global body for professional accountants. They aim to offer business relevant, qualification to people around the world seeking a rewarding career in accountancy, finance and management. They support members and students from over 170 countries. ACCA has statutory recognition in U.K., Ireland and European Union and many other countries. ACCA members can practice as public accountants in over 70 countries. ACCA trained personnel have a deep knowledge and understanding of IFRS which is increasingly relevant in India, as India moves forward from local IAS (Indian Accounting Standards) to IFRS (International Financial Reporting Standards).

- **Integration of ACCA with B.Com**

  We are planning to sign a Memorandum of Understanding (MoU) with ACCA next week and hence forth CVV shall be having the privilege of being a University partner of ACCA. We wish to offer B.Com with ACCA as a separate track.

  - The students (after their 12^{th} standard) who are registering for the ACCA programme are given the opportunity to take up B.Com programme offered by CVV. The partner (Logic School of Management) shall take care of promoting the programme and conduct the professional coaching (15 days per semester). Students shall register with CVV for the B.Com programme as well as with the Logic School for Professional coaching.
  - ACCA Certification consists of 13 papers. Out of these, students will get exemption for six papers. In other words, ACCA will accept the evaluation grade awarded by CVV for ACCA qualification. As a result, student need not appear for ACCA examination conducted by them for these (exempted) six papers.

- Remaining seven papers, student will be writing during their academic tenure at CVV to be an ACCA qualified professional. The exams fees must be paid directly to the partner institute (Logic School of Management). ACCA conducts its examination 4 times a year i.e. one attempt per quarter.

❖ **Benefits for students**

- Degree in B.Com with specialization in Professional Accounting/Taxation/Marketing/
  Banking & Insurance
- Exemption of six papers towards acquiring Professional Certification of ACCA
- An opportunity to earn a degree along with the professional qualification

❖ **Suggestions to make this product marketable**

- We must encash the Warriam road facility and run the B.Com programme (Annexure I) in the full-fledged mode
- As per the market information (Annexure II), the average fee per student per semester seems to be around 25-30k. Whereas we are charging around 37k (approx. per sem). We must also fix the fees around the same range. Across board let the fees per student be reduced to 62k per annum for B. Com programme (irrespective of our regular B. Com or B. Com with ACCA track).

Programme Structure for B.Com (2021 Batch)

Semester I						
Course Code	**Course Name**	**Course Category**	**Credits**	**L-T-P**	**CIA**	**ESE**
CK151	Financial Accounting	Core	4	3-1-0	60%	40%
CK114	Quantitative Methods	Core	4	3-1-0	60%	40%
CK153	Business Law	Core	4	4-0-0	60%	40%
LL133/LL134	Everyday English I /II	Proficiency	4	3-1-0	100%	0%
CK101	Computing for Business and Society	Proficiency	2	2-0-0	60%	40%
CK401	Computing Lab - I	Proficiency	1	0-0-1	100%	0%
LL421	Sanskrit for Communication	Proficiency	4	3-1-0	65%	35%
	Total Semester Credits		*23*			
Semester II						
Course Code	**Course Name**	**Course Category**	**Credits**	**L-T-P**	**CIA**	**ESE**
CK152	Management Process and Organization Behaviour	Core	4	4-0-0	60%	40%
CK116	Managerial Economics	Core	4	3-1-0	60%	40%
CK158	Corporate Accounting	Core	4	3-1-0	60%	40%
-	Minor	Minor	3	-	-	-
LL433	Conversational English Lab	Proficiency	1	0-0-1	100%	0%
LL102	Sanskrit: A language for Eternal Use	Proficiency	4	3-1-0	50%	50%
VK109	Yoga and Meditation	Self-Immersion	0	0-0-0	0%	0%
	Total Semester Credits		*20*			
Semester III						
Course Code	**Course Name**	**Course Category**	**Credits**	**L-T-P**	**CIA**	**ESE**
CK117	Marketing Management	Core	4	4-0-0	60%	40%
CK160	Cost and Management Accounting	Core	4	3-1-0	60%	40%
CK162	Banking Management and Financial Services	Core	4	4-0-0	60%	40%
VK108	Indic Knowledge Systems: Vedic Corpus and Purāṇa-s	Foundation	4	3-1-0	60%	40%
	Minor	Minor	3	-	-	-
LL435	English writing Lab	Proficiency	1	0-0-1	100%	0%
CK102	Environmental Studies	Proficiency	3	3-0-0	60%	40%
	Total Semester Credits		*23*			
Semester IV						
Course Code	**Course Name**	**Course Category**	**Credits**	**L-T-P**	**CIA**	**ESE**
CK159	Income Tax - Law and Practice	Core	4	3-1-0	60%	40%
CK161	Principles of Financial Management	Core	4	3-1-0	60%	40%
CK118	Business Ethics and Corporate Governance	Core	4	4-0-0	60%	40%
PS103	Indic Knowledge Systems: Empirical Sciences and Darśana-s	Foundation	4	4-0-0	60%	40%
	Minor	Minor	3	-	-	-
CK411	Accounting Software Package	Proficiency	1	0-0-1	100%	0
EG102	Introduction to Seva	Self-Immersion	1	0-1-0	100%	0
	Total Semester Credits		*21*			

Semester V						
Course Code	**Course Name**	**Course Category**	**Credits**	**L-T-P**	**CIA**	**ESE**
LL301	Itihāsa-s: A Multidimensional Exploration	Foundation	4	4-0-0	60%	40%
-	Elective 1	Elective	3	-	-	-
-	Elective 2	Elective	3	-	-	-
-	Minor	Minor	3	-	-	-
CKV301	Entrepreneurship Development	Proficiency	3	2-1-0	60%	40%
PS392	Critical Thinking	Proficiency	1	1-0-0	100%	0
CK510	Business Research Methods and Project work	Proficiency	1	0-0-1	100%	0
	Total Semester Credits		*18*			
Semester VI						
Course Code	**Course Name**	**Course Category**	**Credits**	**L-T-P**	**CIA**	**ESE**
EG127	Dharma & Nīti Śāstras: Indic Perspectives on Human Organiẓation	Foundation	4	4-0-0	60%	40%
-	Elective 3	Elective	3	-	-	-
-	Elective 4	Elective	3	-	-	-
-	Minor	Minor	3	-	-	-
-/CK511	Minor / Course Dissertation	Minor/Dissertation	3	3-0-0	80%	20%
LL135	English for workplace	Proficiency	3	3-0-0	100%	0%
	Total Semester Credits		*19*			
	Total Programme Credits		***124***			

Annexure – 2: Fee Comparison

Sl.no	***Institute Name***	***Location***	***Fees***	***Mode***	***Brand visibility***	***Internships***	***Placement***	***Infrastructure***	***Url***
1	Amritha Viswavidyapeetham	Tamilnadu, Benguluru and Kochi	50050	Hly	5	5	5	5	https://www.amrita.edu/admissions/bcom-amritapuri/fee-structure
2	Rajagiri College of Social Sciences	Cochin	22500	Anl	5	4	4	5	https://rajagiri.edu/admission-course-fee-details
3	VIT	Vellore	55000	Anl	5	5	5	5	https://vit.ac.in/admission/ug/fee-structure
4	Shri Ram College of Commerce	Delhi	15000	Hly	5	5	5	5	https://srcc.edu/sites/default/files/FEES%20STRUCTURE%2020-21%20(5).pdf
5	Symbiosis	Pune	102000 (approx including ACCA fees)	Anl	4	4	4	5	https://symbiosiscollege.edu.in/assets/pdf/Fees-20-21_Rev-17-07-2020_ACCA.pdf
(1- 5 scale, where 1 indicates- Very bad, 2-Bad, 3- Average, 4- Good, 5- Very good)									