

## **AUDIO VISUAL COMMUNICATION CERTIFICATE COURSE**

### **Course Details**

B. V. Raju College offering “**AUDIO VISUAL COMMUNICATION CERTIFICATE COURSE**” and so far successfully completed 11 batches.

Audio Visual Communication Course was made to aid in providing students with ample opportunities to acquaint themselves practically with Radio and TV technologies. In this way, the station was created as a way for students to acquire technical management skills for better career opportunities.

The Audio Visual communication program aims to provide a broad education on audiovisual communication, introducing a wide range of skills that will enable students to work on the demanding time based media environment, within a broader social and humanist context. The emphasis is placed on the solution to wide ranging communication problems and issues using appropriate media as a means of delivering effective audiovisual communication to defined audiences. Students will develop a wide interdisciplinary visual vocabulary and be flexible and lateral in their approach to solving complex audiovisual problems. They will be acutely aware of the technological, socio-economic, cultural, and political context of the issues facing tomorrow’s Audio Visual Communicators. Communication helps individuals to express themselves in the most convincing way.

## Objective:

- To produce graduates who are multiple skilled, creative, and versatile practitioners, capable of utilizing multiple platforms (digital, visual, written) in order to produce and promote creative attitude towards the audiovisual means of communication in the industry.
- To increase students awareness of media, communication and culture, along with an understanding of the theories, research methodologies, and practices that characterize the Audio Visual Communication field.
- To help students gain a contextual understanding of the entire process of visual storytelling and the relationship between all its constituent roles and stages including screenwriting, designing, , production.
- To provide students with the tools needed to succeed as professional audio engineers in radio, film and video production.
- To help students acquire the ability to generate interactive content
- To help students acquire the ability to apply basic design principles to various types of video, print, and interactive media.
- To increase students ability to communicate their ideas professionally and solve creative problems using visual, oral, and written presentation skills relevant to their field.

Shri Vishnu Audio Visual Academy strongly believes that **“Communication skill is one of the major component of the personality for students”** This course will help the students to become successful Business Leader as well as successful in every walk of life. This course helps the students get training in Communication, Process of Communication, Types of Communication, Barriers in Communication, Importance of Communication for campus placements, Effective communication Important in daily life, Listening Skills, Reading Skills, Writing Skills. Non-Verbal Communication, Types of Body Language, Functions of Body Language, Role of Body Language.

## Structure & Syllabus

Duration of the Course: 3 Months (6 Days in a Week)

Timings : 5PM-7PM

- ✓ Self Confidence
- ✓ Group Discussion Skills
- ✓ Leadership
- ✓ Creativity
- ✓ Communication Skills
- ✓ Memory Techniques
- ✓ Concentration Techniques
- ✓ Interview Techniques
- ✓ Television Production
- ✓ T. V and Radio Anchoring
- ✓ Radio Jockeying - Television and Radio News reading.

## Faculty / Resource Persons:

The students will be trained by highly qualified and professionally experienced faculty from T.V, Radio, Theatre fields. Some of our renowned guest faculties are

1. Prof.N.J Bikshu, Prof in theatre arts, Central University, Hyderabad.
2. Prof. K. Hanumantha Rao, HOD, Theatre Arts, Telugu University, Hyderabad.
3. Sri. Oleti Parvatheesam, Retd. Programme Executive, Doordarshan, Hyderabad.
4. Prof. G.S. Prasada Reddy, Retd. HOD, Theatre Arts, Osmania University, Hyderabad.
5. Smt. K. Krishna Kumari, Retd. Station Director, All India Radio, Vijayawada.
6. Mr. Srinivas International famous mimicry Artist, Hyderabad.
7. Mrs. A. Prathiba, News Reader, HM TV, Hyderabad.
8. Mr. P. Kiran Kumar, News Editor, HM TV, Hyderabad.
9. Mr. U. Shivaji Radio Jockey, Red FM, Rajahmundry.
10. Mr. Madhu, Internationally Famous mime Artist, Hyderabad.
11. Smt. Rehana Begam, News Reader, NTV, Hyderabad.
12. Sri. T. Vijay Raghava, Principal, Annapurna Akkineni College of film and Media, Hyderabad.
13. Sri. A. S. Devendranadh, Freelance Theatre Trainer, Hyderabad.
14. Smt. M. Rekha, Freelance Personality Development Trainer, Vishakapatnam.
15. Sri. M. Chandra sekhar, Sr. Announcer, All India Radio, Hyderabad.
16. Sri. Janardhana Rao (Jenny) Famous film & Mime Artist, Hyderabad.
17. Prof. Bh. Padmapriya, Faculty, Theatre Arts, Telugu University, Hyderabad.

18. Sr. Balasekharuni Balasubrahmanyam, Dean, Annapurna Akkineni college of film and Media, Hyderabad.

### Eligibility & Evaluation

Any under students of B V Raju Foundation & Sri Vishhnu Educational Society who are perusing under graduation/Diplomo or post graduation are eligible to enroll in this course.

There will be mid and end examination to obtain the certificate. 40% of marks is required in both theory and practices.





























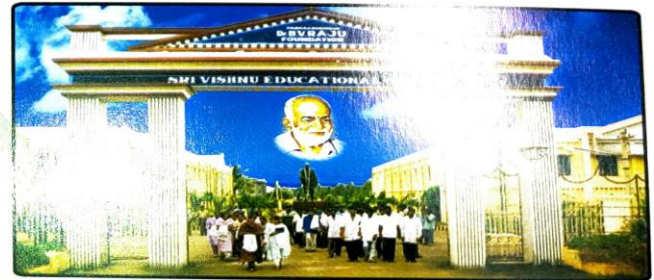








**PADMASRI Dr. B.V. RAJU  
INSTITUTE OF COMPUTER EDUCATION**  
(Affiliated to AdiKavi Nannaya University)



**Our Mission**

**TO DEVELOP A DISCIPLINED KNOWLEDGE  
SOCIETY TO INSTILL SELF CONFIDENCE AND CREATIVITY**

Vishnupur, BHIMAVARAM - 534 202. (W.G.Dist) A.P.  
Tel : 08816 - 250861, Fax : 08816 - 250869

E-mail : [bvrcollege@rediffmail.com](mailto:bvrcollege@rediffmail.com) Website : [www.bvrice.in](http://www.bvrice.in)

**6. SKILLS TO BE PROVIDED :**

- The skills of selecting, handling, and use of equipment.
- The skill of selecting, the raw material quality testing and use.
- The skill of preparation technical do's and don'ts.
- Identify faults and making necessary remedies to get a good product.
- Skills of costing and fixing the selling price



**7. JOB OPPORTUNITIES :**

- Can be employed as bakers in large and small scale bakery units.
- Employment in corporate canteens, cafeteria, fast food centers
- As trainers for untrained personnel.



**8. COMMENCEMENT OF COURSE :**

Normally this 3 months course will be offered two times (two batches) in a year :  
First batch : Commences in the month of July / August.  
Second batch : Commences in the month of January / February.

An advertisement regarding commencement of course shall be published in local news paper(s) as well as in the college website [www.bvricedegree.edu.in](http://www.bvricedegree.edu.in) one fortnight prior to the commencement of the course.

The dully filled in application form for admission (obtained with prospectus) is to be submitted to the principal, Padmasri Dr. B.V. Raju Institute of Computer Education with in the time limit framed from time to time (ie, as per as the last date mentioned in the advertisement).

**9. ADMISSION CRITERIA :**

- A) **Educational Qualification :** Minimum educational qualification for admission in the course is Intermediate (12<sup>th</sup> std.) pass.
- B) **Age :** The age of candidate should be in between 17 to 35 years on the date of admission.
- C) **Strength :** Intake of the course is 30 candidates per batch.
- D) **Application form :** Application form along with prospectus can be obtained in person on payment of Rs. 100/- in cash. Application form can also be downloaded from the college website [www.bvricedegree.edu.in](http://www.bvricedegree.edu.in) However; in such case Demand Draft worth Rs. 100/- drawn in favour of " Padmabhushan Dr. B.V. Raju Foundation" payable at Vishnupur, is to be attached with the application form.

**PADMABHUSHAN Dr. B.V. RAJU FOUNDATION &  
SRI VISHNU EDUCATIONAL SOCIETY**

153, Sita Nilayam, Dwarkapuri Colony, Punjagutta,  
Hyderabad - 500 082. Ph. 040 - 55681977, 23352916

**1. MANAGEMENT :**

The Founder Chairman of Padmabhushan Dr. B.V. Raju Foundation and Sri Vishnu Educational Society, Padmabhushan Dr. B.V. Raju graduated in Chemical Engineering from Banaras Hindu University and obtained Post Graduation in Management from Harvard University, USA. He started his career in the Cement Industry and over a span of six decades established a number of cement factories in India and is considered as a doyen of the Cement Industry.

The society, in collaboration with Dr. B.V.Raju Foundation, launched the following Institutions.

**BHIMAVARAM (W.G. Dist.)**

- ❖ Vishnu Dental College
- ❖ Shri Vishnu College of Pharmacy
- ❖ Smt. B. Seetha Polytechnic
- ❖ Shri Vishnu Engineering College for Women
- ❖ Vishnu public School

**NARSAPUR (Medak Dist.)**

- ❖ Dr. B.V. Raju Institute of Technology
- ❖ Vishnu Public School



Sri K.V. VISHNU RAJU

In recognition of his services to Educational sector and Society at large, Dr. B.V. Raju was awarded "Doctorate" by Jawaharlal Nehru Technological University, Hyderabad and was conferred the coveted "Padmabhushan" by the Government of India.

Sri K.V. Vishnu Raju, the Managing Director of Anjani Portland Cement Ltd., Hyderabad is the Chairman. He graduated from Regional Engineering College, Tiruchirappalli, and has Masters degree in Chemical Engineering from Michigan Technological University, U.S.A.

**2. THE INSTITUTE :**

Padmasri Dr. B.V. Raju Institute of Computer Education (BVRICE) was established during the year 1999 with a view to impart quality education in the field of Computer Science based disciplines. It is affiliated to Andhra University, Visakhapatnam.



The pollution free Campus is located at Vishnupur, 3km. from Bhimavaram, on Tadepalligudem Highway. The sprawling Campus, spread over 100 Acre serene scenic landscape is ideal for studies and is unique in this entire region. It resembles a University environment.

The Institute provides an excellent opportunity for students to acquire specific skills and pursue their intellectual development. It formulates and organizes different programmes to enrich its students.

**3. FACULTY :**

Principal

Dr. Ch.V.Srinivas, Ph.D., FUWAI, has more than two decades of experience at frontline institution's like VR. Siddhartha Engineering College, Vijayawada and Shri Vishnu Engineering College for Women Bhimavaram. He obtained Ph.D. in Physics from Regional Engg. College, Warangal in 1989. He has published more than 75 papers in National & International Journals and two text books to his credit. He is a recipient of Best Teacher Award 2009, Bharat Excellence Award and State Best citizen Award. He guided one Ph.D. and one M.Phil. Scholars and is guiding one Ph.D. and two M.Phil. scholars.



Faculty :

Highly Qualified, Experienced and Dedicated Faculty drawn from different parts of Andhra Pradesh provide quality education to the students and an intellectual atmosphere in the campus.

**4. CERTIFICATE COURSE IN BAKERY & CONFECTIONERY :**

Objectives :



The main objective of the course is to conduct training to develop entrepreneurs, techno crafts and skilled manpower for the bakery industry The proposed 3 months certificate course in baking & Confectionery deals with the subjects like bakery, Confectionery and related studies. The course provides opportunity to gain knowledge and develop skills for preparation of commonly

products like Bread and fermented products like Biscuits, Cakes and Icing etc, through theory and practical classes. It also provides knowledge regarding quality of raw-material, scientific knowledge of ingredients, improved processing techniques, chemical and microbiological reactions involved in it, handling of various bakery equipments and machines as well as economic of food preparation.



**5. SPECIFIC OBJECTIVES OF THE COURSE :**



- To impart skill to the technical input required for bakery enterprise
- To support students for career development through expert training.





# Bakery & Confectionery Certificate Course



Name of the institute : **B.V. Raju College & Fresh Choice**

Affiliated University : **Adikavi Nannaya University**

Course Duration : **3 Months**

Course Timings : **4 pm to 6 pm (Evening)  
Theory & Practical (Monday to Saturday)**

Qualification : **Intermediate**

Age Limit : **17 to 35 Years**

Contact Details : **M.Rambabu, HOD, Life Sciences  
B.V.Raju College  
Vishnupur, Chinnavaram  
Office : 08816 - 250861  
Cell : 99491 22123**



పుస్తకం BYRM 98491 40004

Commencement of class work : **18-12-2019**



**CERTIFICATE PROGRAMME  
IN  
BAKERY & CONFECTIONARY**  
(3 MONTHS DURATION)



**(Add-on Course)**



**B . V RAJU COLLEGE**

**(Affiliated to Adikavi Nannaya University, Rajahmundry)**

**PADMABHUSHAN DR. B.V. RAJU FOUNDATION &  
SRI VISHNU EDUCATIONAL SOCIETY**

Vishnupur, BHIMAVARAM – 534202, West Godavari District,  
ANDHRA PRADESH

# CERTIFICATE PROGRAMME IN BAKERY & CONFECTIONARY

## 1. GENERAL INFORMATION:

Padmabhushan Dr. B.V. Raju Foundation & Sri Vishnu Educational Society were established with a long cherished ambition to promote and disseminate knowledge and serve the cause of education, in general and technical / professional education, in particular. The Foundation & Society are engaged in Teaching, Research and Extension in different disciplines of Engineering, Pharmacy, Dental, Polytechnic, Life Sciences, etc.

Padmabhushan Dr. BV Raju, the Founder Chairman of Dr.B.V.Raju Foundation & Sri Vishnu Educational Society, was a man of simple words, high aims, and higher achievements. Starting his career in a small way in the cement industry, the tenacious young man rose to the level of Managing Director within a short span and he was invited to head the Cement Corporation of India (CCI). He then went on to play a key role in the planning, construction and commissioning of various cement factories across India. The Government of India, recognized the distinguished services of this Doyen of Cement Industry and awarded him the title "Padma Sri" in 1977. His first small step as an entrepreneur into the industry with his very own Raasi Group of Industries became a giant leap of success catapulting him to the pinnacle of his career.

**PROPOSAL:** We would like to go in for the introduction of 3 months duration Certificate Programme in Bakery & Confectionary as an Add-on Course at our Bhimavaram campus to cater to the needs of the local community keeping in view the following:

Bakery products are well accepted by the common mass and simultaneously they are nutritious too. Bakery products have reached even in the villages and due to urbanization, craze towards western lifestyle, increasing women employment etc. its demand is increasing day by day. To go up with this increasing demand of the bakery products, it is necessary to establish more bakery units, which will require trained bakery technocrats.

## 2. OBJECTIVES:

The main objective of the course is, to conduct training to develop entrepreneurs, techno crafts and skilled manpower for the bakery industry. The proposed 3 months certificate course in Baking & Confectionary deals with the subjects like Bakery, Confectionary and Related Studies. The course provides opportunity to gain knowledge and develop skills for preparation of commonly consumed Bakery products like Bread and fermented foods, Cookies, Biscuits, Cakes and Icing etc. through theory and practical classes. It also provides knowledge regarding quality of raw-material, scientific knowledge of ingredients, improved processing techniques, chemical and microbiological reactions involved in it, handling of various bakery equipments and machines as well as economics of food preparation.

### Specific Objectives of the Course

- To impart skill to the technical input required for a bakery enterprise.
- To support students for career development through expert training.

### Skills to be Provided

- The skills of selecting, handling, and use of equipment
- The skill of selecting the raw material - quality testing and use.
- The skill of preparation, technical do's and don'ts

- Identify faults and making necessary remedies to get a good product.
- Skills of costing and fixing the selling price.

### **Job Opportunities**

- Can be employed as bakers in large and small-scale bakery units.
- Employment in corporate canteens, cafeteria, fast food centers.
- As trainers for untrained personnel.

### **3. Commencement of the Course:**

Normally this 3 months course will be offered two times( TWO BATCHES) in a year:

First Batch: Commences in the month of January/February.

Second Batch: Commences in the month of July/August.

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### **4. ADMISSION CRITERIA:**

#### **A. Educational Qualification :**

- 1) Minimum educational qualification for admission in the course is Intermediate (12th std.) pass.

#### **B. Age :**

The age of the candidate should be in between 17 to 35 years on the date of admission.

#### **D. Other Rules :**

- 1) Intake of the course is 30 candidates per batch.

#### **E. Application Form :**

- 1) Application form along with the prospectus can be obtained in person on payment of Rs.100/- in Cash. Application form can also be downloaded from the College Website [www.bvricedegree.edu.in](http://www.bvricedegree.edu.in). However, in such case, Demand Draft worth **Rs. 100/-** drawn in favour of **“Padmabhushan Dr. B.V. Raju Foundation”** payable at Vishnupur, is to be attached with the application form.
- 2) Application form is to be submitted at the College Office within stipulated time limit along with attested copies of all necessary documents.

#### **F. Fee :**

The eligible candidates have to pay an amount of Rs.10, 000/- (Rupees Ten thousand only) towards Course Fee for seeking admission into the course.



## 5. Uniform Dress Code:

As the training is concerned with food commodity, College has decided white uniform, apron and a cap for maintaining sanitary & hygienic condition. The candidates have to bear the cost of the uniform and have to wear during the training period.

## 6. Attendance:

Minimum 80% attendance is compulsory for candidate to appear in the final examination of Certificate Programme in Bakery & Confectionary and those fail to fulfill 80% attendance will not be allowed to appear for the final examination. However, in case of sickness, Principal of Dr.B.V. Raju Institute of Computer Education may grant permission to appear in examination, if found suitable.

## 7. Programme Details And Evaluation Methods :

### A. Timings of the Course

**Days:** Monday to Saturday  
**Timing:** 04-00 pm to 06-00 pm

### B. Subjects :

Syllabus includes seven subjects comprising four Theory papers and three Practicals as mentioned below :

#### 1. Theory

- (a) Bakery
- (b) Confectionery
- (c) Commodities Costing & Accounts
- (d) Hygiene & Sanitation

#### 2. On the Job Training

- (a) Bakery
- (b) Confectionery
- (c) Commodities Costing & Accounts
- (d) Hygiene & Sanitation

#### List of Training Centers for Practicals:

- 1) Campus In-house Bakery, Vishnupur, Bhimavaram
- 2) M/s. Sai Aditya Foods & Retail Pvt. Ltd. – Fresh Choice Production Unit-I at Modavalasa, Vizianagaram District.

### C. Examinations :

Trainees will be examined through internal and external system of examination.

No.	Examination	Period	Marks
1.	First Internal Test	During 4th week	15
2.	Second Internal Test	During 8th week	15
3.	Final Examination	At the end of the Course	70

#### D. Evaluation :

Internal and External examinations will be conducted during the 3 months training period. The successful candidates will be awarded certificates of passing as shown below :

No.	Percent and Class	
1.	Pass Class	40 and above to less than 50
2.	Second Class	50 and above to less than 60
3.	First Class	60 and above to less than 75
4.	Distinction	75 and above

#### E. Teaching & Examination Scheme:

S.No.	Subject	Hours per programme		
		Theory	On the job training	Total
1	Bakery	20	40	60
2	Confectionary	24	48	72
3	Commodities Costing & Accounts	04	08	12
4	Hygiene & Sanitation	08	04	12
<b>Total</b>		<b>56</b>	<b>100</b>	<b>156</b>

# SYLLABUS

## Paper – I - Bakery (Theory)

- 1) Introduction & scope of Bakery & Confectionery, Bakery terms. Organization chart of Bakery.
- 2) Structure of wheat grain.
- 3) Milling of wheat and role of bran and germ.
- 4) Flours:  
  
Different types of flours available, constituents of flours, PH Value of flour, water absorption power of flour, gluten, diastatic capacity of flour, grade of flour.
- 5) Raw material required for bread making :
  - Role of flour, water, yeast, salt.
  - Sugar, milk and fats.
- 6) Methods of bread making:
  - Straight dough method.
  - Delayed salt method.
  - No time dough method.
  - Sponge and dough method.
- 7) Characteristics of good bread
  - External characteristics - volume, symmetry of shape.
  - Internal characteristics - colour, texture, aroma, clarity and elasticity.
- 8) Bread faults and their remedies.
- 9) Yeast - An elementary knowledge of Baker's yeast, the part it plays in the fermentation of dough and conditions influencing its working. Effect of over and under fermentation and under proofing of dough and other fermented goods.
- 10) Bread diseases - Rope and mold-causes and prevention.
- 11) Bread improvers-improving physical quality.
- 12) Oven & Baking: Knowledge and working of various types of oven. Baking temperatures for bread, confectionery goods.
- 13) Bakery layout - The required approvals for setting up of a Bakery – Government procedure and Bye-laws.
  - Selection of site.
  - Selection of equipment.
  - Layout design.
  - Electricity.
- 14) Quality control of raw material / finished products.

### **Paper – I (Bakery) Practicals**

Bread rolls; Bread sticks & soft rolls; Buns; Hot Cross Buns; Fruit Buns; Danish; Pastry; Croissants; Brioche; Fermented dough nuts; Chelsea buns; Russian stolen Basic bun dough. Savarin dough, Bread/Brown Bread, Vienna bread; Fancy bread; French bread;' whole meal bread; Masala bread; Milk bread; Raisins breads; Current loaf; Fruit bread; Pizza base.

### **Paper – II Confectionery (Theory)**

- Cake making ingredients - Flour, Sugar, Shortening and egg.
- Moistening agents.
- Fats and oil.
- Leavening agents.
- Cake making methods - sugar butter process, flour butter process, genoise method and blending and rubbing method.
- Correct temperature for baking different varieties of cakes.
- Pastry making, principles and various derivatives.
- Characteristics of cakes: External; Internal
- Balancing of cake formula.
- Cake faults and their remedies.
- Types of icing .
- Preparation of cookies and biscuits. Factors affecting the quality of biscuits/cookies.
- Storage of confectionery product.
- Various types ice creams and bombs.

### **Paper – II (Confectionary) Practicals**

Cakes by different methods (e.g., sponge cake; Madeira cake; Genoise; fatless sponge; rock cake; fruit cake)

Biscuits & Cookies: Plain biscuits; piping biscuits; cherry knobs; *langue-de-chats*; (cats tongue) salted biscuits; nut biscuits; coconut biscuits; melting moment; macaroons; tricolour; chocolate biscuits; marble biscuits; nan-khatai; short bread biscuits. Ginger biscuits; cheese biscuits; cream fingers.

Flaky/Puff pastry-khara biscuits; veg patties; chicken patties; mutton patties; cheese straws; patty cases; thousand layer cake; jalousie; apple flane; cream horns.

Choux pastry: Chocolate ec1aire; profit roll suchard; cream buns.

Short crust pastry : Lemon curd tart; jam tart.

Icing : Fondant; American frosting; Butter cream icing; Royal icing; gum paste; marzipan; marslunellow; lemon maringue; fudge; almond paste; glace icing.

Toffees : Milk toffee; chocolate; stick jaws; liquor chocolate.

Ice Cream: Vanilla, Strawberry, Chocolate, Pineapple, Mango.

Pastry : Pineapple pastry, chocolate pastry.

Cakes & Gauteaux: Queen cakes; fruit cake; .birthday cake; easter eggs; chocolate dippings; wedding cakes; cheese cakes; black forest; gateaus; gateau religious; apple strudel; bakery.

Dough nuts; fruit gateaus; baba-au-rhum, savarin chantilly; savarin; meringue; chantilly; Swiss rolls and Madeline cake.

Pudding: Bavarois; ginger pudding; cold lemon souffle; chocolate mousse; charlottes royal; charlotte russe; charlotte arlequine; bavarois rubane; souffle praline; fruit trifle.

#### Indian Sweets:

Chenna	-	Rasgulla, Chamcham, Pakiza, Chenna Toast, Rasmalai
Khoya	-	Gulab Jamun, Barfi
Sugar	-	Mysore Pak, Ghewar
Flour/Besan	-	Patisa (Sonpapadi), Shakarpare, Halwa, Laddu, Pedu
Milk	-	Kheer, Rabri
Nuts	-	Barfi, Chekki.

### **Paper III Commodities Costing & Accounts**

#### **Section- i : Accounts and Costing :**

- Book Keeping, double entry, journal entry, simple cashbook and types of accounts.
- Purchase book, Purchase return book, Stores requisition
- Sales book, Sales return book, Cash voucher/Credit voucher book
- Percentage and discounts
- Preparation of invoices and debit/credit memos.
- Introduction to ingredient costs, labour costs, overheads, gross profit, net profit, calculation of cost price, sales price and catalogue price.

#### **Section – ii : Commodities)**

- Sugar
- Cocoa, chocolate
- Milk
- Butter
- Cream
- Cheese
- Food colours
- Flavours & essences
- Dry fruits and nuts used in confectionery
- Fresh and preserved fruits products

### **Paper – IV Hygiene & Sanitation**

- Unit-1 : Role of Hygiene in Bakery / Personal hygiene, care of skin, hand and feet. Food handlers hygiene, protective clothing.
- Unit-2 : Dishwashing methods - manual and machine dish washing - merits and Demerits / Garbage disposal - different methods -advantage and disadvantages.
- Unit-3 : Food Poisoning - Causative factors and the precautions to be taken by food handlers.
- Unit-4 : Food Storage - Techniques of correct storage, storage temperature of different commodities to prevent bacterial manifestation or contamination.
- Unit-5 : Pest Control. - Rodents and insect control techniques, special stress on control of flies, rats and cockroaches, care of premises and equipment.
- Unit-6 : Health laws / Golden rules of first aid and treatment for cuts, wounds, burns.

**Course-Cordinator: E.A.V.V RAMBABU MATTA**

**FACULTY**

- 1) Ms. B.Preethi, M.Tech.(Food Technology)
- 2) Ms. V PRASAD RAJU M.Sc.(Microbiology)
- 3) Mr. MUTHU VAL , FRESH CHOICE ,VIZG**
- 4) D SATYANARAYANA HOD COMMERECE BVRC

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CERTIFICATE COURSE IN BANKING & INSURANCE  
(Add On Course)

## I. GENERAL INFORMATION :

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Padmabhushan Dr. BV Raju, the Founder Chairman of Dr.B.V.Raju Foundation & Sri Vishnu Educational Society, was a man of simple words, high aims, and higher achievements. Starting his career in a small way in the cement industry, the tenacious young man rose to the level of Managing Director within a short span and he was invited to head the Cement Corporation of India (CCI). He then went on to play a key role in the planning, construction and commissioning of various cement factories across India. The Government of India, recognized the distinguished services of this Doyen of Cement Industry and awarded him the title "Padma Sri" in 1977. His first small step as an entrepreneur into the industry with his very own Raasi Group of Industries became a giant leap of success catapulting him to the pinnacle of his career.

**PROPOSAL:** We would like to introduce a Certificate Programme of 3 months duration in Banking & Insurance in our institution to cater to the needs of the local community keeping in view the following:

### JOB OPPORTUNITIES IN THE BANKING INDUSTRY:

Indian Banking industry has been growing rapidly. All the Banks in both Public and Private Sectors have been laying emphasis on Customer Service and Innovation. With the Government initiatives on Financial Inclusion many new Banks will be established. Future for the Banking Sector looks very promising with expected growth rate of over 15-20% for the next 4-5 years. Retail Banking and emphasis on SME Sector financing, cross selling of Financial Products like Insurance, Mutual Funds etc. will result in huge opportunities for the Sector.

This calls for massive recruitment and training effort on the part of the Banks, to provide for the growth opportunities and also to compensate for the large scale retirements and voluntary retirement of Bank employees. Banks also are looking to replace older employees with fresh recruits as the new generation employees are



more productive and less expensive. With over 50-60% of the population remaining outside the Banking system, Government and the Reserve Bank of India will be keen that a number of new Banks are established and the existing Banks expanded.

While Banking is an important segment of the Financial System, there is a huge financial services sector with enormous employment potential. The growing personal incomes, corporate restructuring, financial liberalisation and growth would result in huge employment opportunities in this sector. In India the culture is becoming more credit oriented with innovative products like consumer loans for cars and homes, personal loans. Large amounts of savings are likely to come to the capital markets through direct investments in equities or money flows through mutual funds, insurance companies and pension funds. Hence there is growing need for finance professionals.

#### **SPECIFIC OBJECTIVES OF THE COURSE:**

The Add on course in Banking & Insurance is designed to impart entry level banking skills on various aspects of field level functions like Customer Relationship management, Account Management like opening and maintenance of Deposit and Credit Accounts, legal and regulatory aspects etc. On completion of the course the candidates are expected to be industry ready, which is the need of the hour for Banks who are short of trained manpower.

Over the next three-four years, it is likely that in the Public Sector Banks alone, there will be recruitment to the extent of over 1 lakh candidates. RBI has issued guidelines for setting up of new Settlement and Payment Banks to achieve the goals of financial inclusion. If we included the employment opportunities of Private Sector and Cooperative Banks, the figure will be much higher, even not taking into account the opportunities in Capital Markets and Insurance Sectors.

The course in Banking & Insurance would help the candidates to prepare for the Clerical and Probationary Officer's examinations of Banks. It will also help them to prepare for the examinations being conducted by the Institute of Bankers and the National Securities Depository Ltd. which will act as passport for Bank employment.

### **3. COURSE DESIGN:**

The duration of the course is 3 months in which the following subjects will be included

1. Principles and Practices of Banking
2. Accounting and Finance for Bankers
3. Risk Management, Compliance and Regulation in Banks

### **4. COMMENCEMENT OF THE COURSE:**

Normally this 3 months course may be offered two times in a year:

First Course: To commence in the month of July.

Second Course: To commence in the month of October

An advertisement regarding commencement of the course shall be published in the local news paper(s) as well as in the college website prior to about one fortnight of commencement of the course.

Dully filled in prescribed application form for admission is to be submitted to the Principal, B.V. Raju Institute of Computer Education within the time limit framed from time to time (i. e. as per the last date mentioned in the advertisement).

### **5. ADMISSION :**

#### **A. Educational Qualification :**

- 1) Minimum educational qualification for admission in the course is Intermediate (12th std.) pass.

#### **B. Age :**

The age of the candidate should be in between 18 to 25 years on the date of commencement of the course.

#### **C. Other Rules:**

Capacity of the course will be 30 candidates per batch.

#### **D. Application Form:**

- 1) Application form along with the prospectus can be obtained in person on payment of Rs.100/- in Cash. Application form can also be downloaded from the College Website [www.bvricedegree.edu.in](http://www.bvricedegree.edu.in). However, in such case, Demand Draft worth Rs. 100/- drawn in favour of "Padmasri

Dr.B.V.Raju Institute of Computer education" payable at Vishnupur,Bhimavaram is to be attached with the application form.

- 2) Application form is to be submitted at the College Office within stipulated time limit along with attested copies of all necessary documents.

#### E. Fee :

The eligible candidates have to pay an amount of Rs.10,000/- (Rupees Ten thousand only) towards Course Fee for seeking admission into the course.

#### 6. ATTENDANCE:

Minimum 75% attendance is compulsory for candidate to appear in the final examination of Certificate Programme in Banking and those fail to fulfill 75% attendance will not be allowed to appear for the final examination. However, in case of sickness, Principal of Dr.B.V. Raju Institute of Computer Education may grant permission to appear in examination, as per university norms.

#### 7. PROGRAMME OFFERED AND EXAMINATIONS:

##### A. Timings of the Course

**Days:** Monday to Saturday

**Timing:** 04-00 pm to 06-00 pm

##### B. Examinations:

Trainees will be examined through internal and external system of examination. Test will include Multiple choice questions (for internal tests) , both MCQs and Descriptive questions for External Examinations.

No.	Examination	Period	Marks
1.	First Internal Test	During 4th week	15
2.	Second Internal Test	During 8th week	15
3.	Final Examination	During the end of the Course	70

### C. Evaluation:

Internal and External examinations will be conducted during the 30 months training period. The successful candidates will be awarded certificates of passing as shown below:

No.	Percent and Class	
1.	Pass Class	35 and above to less than 50
2.	Second Class	50 and above to less than 60
3.	First Class	60 and above to less than 75
4.	Distinction	75 and above

### D. Teaching & Examination Scheme:

S.No.	Subject	No. of Sessions
1	Principles & Practice of Banking	40
2	Accounting & Finance for Bankers	40
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<b>Total</b>		<b>110</b>

CERTIFICATE COURSE IN BANKING & INSURANCE  
(Add On Course)

## I. GENERAL INFORMATION :

Padmabhushan Dr. B.V. Raju Foundation & Sri Vishnu Educational Society were established with a long cherished ambition to promote and disseminate knowledge and serve the cause of education, in general and technical / professional education, in particular. The Foundation & Society are engaged in Teaching, Research and Extension in different disciplines of Engineering, Pharmacy, Dental, Polytechnic, Life Sciences, etc.

Padmabhushan Dr. BV Raju, the Founder Chairman of Dr.B.V.Raju Foundation & Sri Vishnu Educational Society, was a man of simple words, high aims, and higher achievements. Starting his career in a small way in the cement industry, the tenacious young man rose to the level of Managing Director within a short span and he was invited to head the Cement Corporation of India (CCI). He then went on to play a key role in the planning, construction and commissioning of various cement factories across India. The Government of India, recognized the distinguished services of this Doyen of Cement Industry and awarded him the title "Padma Sri" in 1977. His first small step as an entrepreneur into the industry with his very own Raasi Group of Industries became a giant leap of success catapulting him to the pinnacle of his career.

**PROPOSAL:** We would like to introduce a Certificate Programme of 3 months duration in Banking & Insurance in our institution to cater to the needs of the local community keeping in view the following:

### JOB OPPORTUNITIES IN THE BANKING INDUSTRY:

Indian Banking industry has been growing rapidly. All the Banks in both Public and Private Sectors have been laying emphasis on Customer Service and Innovation. With the Government initiatives on Financial Inclusion many new Banks will be established. Future for the Banking Sector looks very promising with expected growth rate of over 15-20% for the next 4-5 years. Retail Banking and emphasis on SME Sector financing, cross selling of Financial Products like Insurance, Mutual Funds etc. will result in huge opportunities for the Sector.

This calls for massive recruitment and training effort on the part of the Banks, to provide for the growth opportunities and also to compensate for the large scale retirements and voluntary retirement of Bank employees. Banks also are looking to replace older employees with fresh recruits as the new generation employees are

more productive and less expensive. With over 50-60% of the population remaining outside the Banking system, Government and the Reserve Bank of India will be keen that a number of new Banks are established and the existing Banks expanded.

While Banking is an important segment of the Financial System, there is a huge financial services sector with enormous employment potential. The growing personal incomes, corporate restructuring, financial liberalisation and growth would result in huge employment opportunities in this sector. In India the culture is becoming more credit oriented with innovative products like consumer loans for cars and homes, personal loans. Large amounts of savings are likely to come to the capital markets through direct investments in equities or money flows through mutual funds, insurance companies and pension funds. Hence there is growing need for finance professionals.

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## **BANKING AND INSURANCE**

### **Paper – I : Principles And Practices Of Banking And Insurance**

1. Indian Financial System
2. Functions Of Banks : Deposits ;Credit; Agriculture; SME'S; SHG'S; SSI And Tiny Sectors Financing
3. Banking Technology
4. Support Services : Marketing Of Banking Service Product
5. International Banking
6. Core Banking And It
7. Insurance Companies : LIC ; Practical Aspects Of LIC And Other Insurances Types
8. Issue Of Duplicate Policies; Nomination; Surrender Value
9. Policy Loans ; Claim Settlement
10. Non- Insurance : Types Of Products And Scope
11. Mutual Funds And Stock Markets

### **Paper – II : Accounting System In Banks**

1. Accounting And Finance For Banks
2. Basics Of Business Mathematics
3. Accounting In Banks Or Branches
4. Bank Accounting And Balance Sheet
5. Computerized Accounting
6. Standards/ Sub- Standard Assets
7. Commercial Bills Of Exchange
8. Bond Investments / Valuation Norms
9. Current Scenario And Recent Trends In Bank Accounting
10. Credit Rating Agencies

### **Paper – III : Risk Management , Compliance And Regulation In Banks**

1. Laws Governing Banking Operations :
  - Legal And Regulatory Aspects Of Banking
  - Regulations And Compliance
  - Legal Aspects Of Banking Operations
  - Banking Related Loans, Commercial Laws With Reference Banking Operations
2. Reserve Bank As Regulator : Monetary Policy
3. Kyc / Anti Money Laundering Provisions
4. Basel Records I, Ii And Iii
5. Negotiable Instruments Act – Case Loans
6. Credit Risk Management
7. Operational Risk Management
8. Marketing Risk Management
9. Corporate Governance In Banks
10. Law Journal - Legal Decisions Affecting Bankers

**Syllabus framed by  
P.V.SASTRY , RETD. BANK OFFICER (TRAINEE FOR EMPLOYEES)**