



ALPHA
ARTS AND SCIENCE COLLEGE
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ALPHA ARTS & SCIENCE COLLEGE
PROSPECTUS

VISION

To instill in students a sound philosophy based on core human values and through quality education foster a community of competent youth who would contribute to the National and Global Development, serving humanity at large.

MISSION

- To offer a wide range of academic programmes relevant to the regional and national needs in line with the emerging trends.
- To train the students through innovative instructional techniques and steer them towards higher thinking.
- To assist the students to acquire healthy and useful experiences leading to holistic progression.
- To develop entrepreneurial skills and bridge the lacuna between the world of work and learning.
- To promote value-based education, sensitizing the students to social responsibility and good citizenry.

QUALITY POLICY

We, at Alpha Arts and Science College are committed to inculcate in students a sound philosophy based on humanistic ideals, striving for continual improvements in the quality of educational offerings thereby satisfying the needs of the stakeholders and community.





CHAIRPERSON'S MESSAGE

It gives me great pleasure to welcome all of you to Chennai, in particular to the Alpha Group of Institutions. We believe that joining us at Alpha Arts and Science College has been an important decision of your life. Alpha Group of educational institutions has



institutionalized "seek, share and serve" as its motto for a continued search for knowledge and information, and share the received wisdom with the community to selflessly serve mankind.

We have diligently developed our academic philosophy by laying great emphasis on the pursuit of knowledge, its application and skills to help in its dissemination. The need of the hour of Indian industries is the convergence of educational institutions to be internationally competitive. Our institutions are geared to think globally but act locally and have identified that the frontier technologies have to flow from our own R&D. Our underlying philosophy is to create new benchmarks by incorporating new initiatives in the field of education through modern and innovative teaching/ learning methodologies. The College identifies communication skills as vital component of student development and lays heavy emphasis on managerial, interpersonal and business communication skills.

I wish you a happy journey into our learning methodologies.

Dr. (Mrs.) GRACE GEORGE
FOUNDER & CHAIRPERSON,
ALPHA GROUP OF INSTITUTIONS

VICE CHAIRPERSON'S MESSAGE



The belief that education is a preparation for life and not acquired just to make a living is the edifice on which Alpha has been established. To prepare and empower the students for life by imparting holistic education encompassing the intellectual, emotional, social, physical and spiritual facets and attributes is the core essence of our pedagogy and training.

At Alpha we believe that the training of the mind to develop lateral thinking and the ability to be able to process knowledge and information in a critical and analytical manner are skills which are very essential in today's competitive world. The skills to be imbibed in order to interpret and apply the knowledge imbibed and to provide solutions to complex problems along with the ability to make informed decisions is a very essential quality much sought after in the corporate environment. Thus we ensure that these skills are developed by benchmarking our teaching and training to the best global practices and research.

The true goal of education is not to be self-serving but to serve and contribute to society with empathy and benevolence. We aspire to make every student in our care to blossom into responsible and thinking individuals who would be life-long learners and also be agents of transformation and thus worthy citizens. I would like to reiterate this commitment by quoting the Dalai Lama,

*When educating the mind of our youth,
we must not forget to educate their hearts*

Mrs. SUJA GEORGE
VICE CHAIRPERSON,
ALPHA GROUP OF INSTITUTIONS

PRINCIPAL'S *MESSAGE*

Education is an exploration of all the wisdom possible with our day to day experiences. As Rabindranath Tagore rightly pointed out, "The highest education is that which does not merely gives us information, but makes our life in harmony with all existence." The modern digital world has expanded so vast, that we need to draft the plan for future. After the school experience the college should provide ample scope to excel and succeed in life. For this one should have vision, power, speed, skill and strategy. This is an era where learning starts with unlearning and relearning. The technological innovations have led to huge transformations and path is still unwinding. Alpha Arts and Science College enjoys the status of being one of the most respected co-educational colleges in Chennai, Tamilnadu with a legacy of 50 years of educational excellence of Alpha Group of Institutions. AASC is a vibrant and highly motivated community renowned for its inclusive, holistic education and global achievements. This success is due to powerful partnership between the management, faculty, students, parents and other stakeholders. We at Alpha believe in the concept that the secret of education lies in respecting the students. The students at Alpha participate in the multifarious activities to hone their knowledge, skills and attitude. We warmly welcome you to be part of the value based quality education offered by Alpha, with the aim to make our youngsters effective in communication, explicit in kinesic expression, strong in personal proficiency, organized in interpersonal skills, exemplary in thinking and efficient in management. Building youth for future is making India in the true sense.



Dr. D. ASHALATHA
PRINCIPAL,
ALPHA ARTS AND SCIENCE COLLEGE

ALPHA GROUP OF INSTITUTIONS

The Alpha Group of Institutions, Chennai is one of the premier educational groups in India that has integrated the quest for excellence into its very essence. A 50 year old legacy supports the group as it currently stands as an edifice of quality and commitment towards the cause of education. Comprising five schools, an Arts & Science college and an Engineering college, the group is growing from strength to strength and exemplifies the spirit of the young men and women whom it moulds as responsible citizens of the country.

THE COLLEGE

Alpha Arts and Science College (AASC) is run by the Alpha Educational Society, a non-profit educational body registered under the Societies Registration Act, 1860. The College, started in the year 1996, is a private, unaided, co-educational arts and science institution approved by the Government of Tamilnadu with permanent affiliation to the University of Madras and a Christian Minority Institution, which is ISO 9001:2015 Certified and Re-Accredited by NAAC.



INFRASTRUCTURE

The College has a state-of-the-art infrastructure facility to run the educational programmes efficiently. Modern laboratories with sophisticated equipments provide ample opportunities for students to complement classroom learning with practical knowledge.

FACULTY

AASC believes that teaching is a vital part of the learning process and has an effective mechanism to recruit adequate and qualified faculty. It could be said, the College is a hub for committed and experienced teachers who motivate and energize students to reach higher levels of learning. The teachers have opportunities for continued academic progress and professional development.

SCHOLARSHIPS

The students can avail scholarships provided by the Government, University of Madras and a few non-government agencies. The College is also sensitive to the needs of the students and facilitates financial aid wherever possible.

LIBRARY

AASC library with its vast collection of books, a variety of journals and magazines (national and international) serves as a very effective learning resource in the campus. There are 5,517 titles and 16,889 volumes in the library. The library subscribes for 34 national and 3 international journals. DELNET networks about 2200 libraries in 32 states which provide more than 1 crore and 25 lakh bibliographic records of books, journals, journal articles, etc., along with open source e-books and e-journals. INFLIBNET provides access to more than 3000 e-journals and more than 75,000 e-books. The library also has membership in the American Consulate Library and British Council Library which facilitates faculty to access latest publications on their areas of research as well.



CULTURAL ACTIVITIES

The institution organizes varied cultural activities, oratorical contests, debates and also encourages students to participate in competitions outside as well. All departments have their own clubs to promote academic and co-curricular activities. Allied disciplines collectively publish in-house journals.

SPORTS

The sprawling playground in the college provides ample scope for sports and games, both indoor and outdoor. The students actively participate in the Intra-Mural sports contests conducted for inter-house championship. For select games, professional coaching is provided for participation in intercollegiate, State and National level competitions.

NCC

The College has a contingent of 50 cadets under the guidance of a trained officer of the rank of lieutenant. Parades, camps and training for RDC selection are some of the routine activities. The NCC Inter-collegiate meet Cado Alpha is conducted every year to promote the NCC motto – Unity and Discipline as well spread the message of ultimate aim of serving the country.

NSS

National Service Scheme, a Government sponsored public service program under the Ministry of Youth Affairs and Sports, Government of India, was launched in the Mahatma Gandhi Birth Centenary Year, 1969. Primarily a youth service program, the NSS aims at arousing social consciousness of youth with an overall objective of personality development of students through community service.



RED RIBBON CLUB

The Red Ribbon Club of Alpha plays a major role in the awareness programs on AIDS & other important events on and off-campus. The club tries to inculcate in the young minds the importance of catering to the needs of the destitute.

YOUTH RED CROSS

The Youth Red Cross unit of the college is affiliated to the Indian Red Cross society and membership is open to all students. Blood donation camps and awareness programmes are organized in the College by the Red Cross society regularly.

ROTARACT CLUB

The College has a Rotaract Club which focuses on leadership development of the students by making them participate in the community service and professional training activities.



HOSTEL AND TRANSPORT FACILITIES

Hostel accommodation is provided to both male and female students of the College in a beautiful and serene campus located close to the College. Application forms for the hostel are available at the College office. Students seeking hostel accommodation are expected to submit a written request countersigned by their parent or guardian.

The College offers shuttle services from Sri Ramachandra Medical College and Hospital (SRMC) to the College as well as on some specified routes to offer transport convenience for both shift I and II students. The College office may be contacted for information on the timings of the shuttle trips.

CONSUMER CLUB

The consumer cell creates awareness among the students about the rights of the consumers and extends its service to the local community.

RESEARCH & DEVELOPMENT CELL

The R&D Cell formulates objectives for each academic year and circulates the information to all the departments. The R&D Team directs and coordinates the R & D process in terms of planning and implementation. The Cell facilitates and circulates the information regarding the opportunities to apply for funding of various student / faculty projects by helping them with the building of databases using various tools, systems, etc. in coordination with premier research institutions. The Cell conducts FDPs and encourages the Faculty and students to publish research articles in journals, conferences, etc. The Cell manages and directs the research & development programmes to meet organizational needs so as to capitalize on potential new opportunities as well as plays a key role in the implementation of research procedures and techniques in student projects and internships.



E – CELL

The E-Cell in the College actively works on fostering the Entrepreneurship awareness amongst the students. The College is registered with EDI, Tamilnadu and is conducting the Entrepreneurship Awareness Camps. The College works in association with the CED Anna University, to augment the managerial skills of the students to become entrepreneurs.

NEN

As part of the E-Cell the College has MoU with NEN. National Entrepreneurship Network (NEN) which supports the student community with 4000 mentors and 3200 faculty in India to inspire, educate and support emerging entrepreneurs. The budding entrepreneurs and startups are facilitated through the course content on the Learn wise app and student support systems. Thousands of practicing entrepreneurs and startups are supported through NEN's program that facilitates learning through hundreds of short videos from experienced entrepreneurs. Entrepreneurs are supported by series of tailor-made targeted programs delivered by nation-wide network of institutional partners, experts, mentors and entrepreneurship resources.

ENACTUS

Enactus is an international not-for-profit firm having presence in 36 countries since 1975, and partners with 1700 colleges and universities, empowering 70,000 students annually to step out of their college (as a team) and 'do' projects by applying business and economic concepts to improve livelihood of people in need in a sustainable way. With its inception done in 2003, Enactus is a partner with the United Nations (UN) and all projects taken up by students align with the 17 Sustainable Development Goals (SDGs). It is supported by over 400 firms globally. The Enactus India National Competition brings together the top students, academic and business leaders from around the country, every year. Beyond the experience of the competition, the event is comprehensive with additional opportunities for these leaders to connect. Special events provide unique opportunities for networking, mentorship and idea exchange. Alpha Arts and Science College's Enactus (Formerly called as SIFE) team has always been successful in its journey, twice international runners-up and thrice national winners, Alpha SIFE has always had a remarkable place in SIFE's history. Some of the prominent achievements that were showcased at the SIFE International and National Competition are as follows

ACHIEVEMENTS OF ALPHA SIFE

- 2009 SIFE National Champion and Second Place in SIFE World Cup 2009
- 2008 SIFE National Champion and Second Place in SIFE World Cup 2008
- 2006 SIFE National Champion and Third Place in SIFE World Cup 2006

BEC

We at Alpha Arts and Science College, as part of our training and assessment services offer training on Cambridge English: Business Certificates (BEC). The purpose of the programme is to enhance the employability skills of learners on par with global expectations to work abroad, work with international organizations and use English in international business environments. The college monitors students for their exam sessions and offers practical training exercises for better results.

There are three exams in the Cambridge English: Business Certificates (BEC) suite of exams namely,

Cambridge English: Business Preliminary (BEC Preliminary) – CEFR Level B1

Cambridge English: Business Vantage (BEC Vantage) – CEFR Level B2

Cambridge English: Business Higher (BEC Higher) – CEFR Level C1.

ICT ACADEMY

The College partners with ICT Academy an initiative of Government of India, coordinating with representatives from the state governments, leading companies in the ICT industry and National Association of Software Services (NASSCOM) in India.

With training of teachers and students as the primary objective, ICT Academy has been working through a seven pillar program in the areas of Faculty Development, Student Skill Development, Entrepreneurship Development, Youth Empowerment, Industry-Institute Interaction, Digital Empowerment and Research & Publications. ICT Academy is recently endorsed and recommended by NITI Aayog (National Institution for Transforming India Aayog), the national planning body of Government of India as one of the unique organization for dissemination and replication, which is aligned to the Skill India Vision of the Government of India. Through its various initiatives, ICT Academy has been part of strengthening India's four important visions on Skill India, Digital India, Startup India and Make in India.

YOUTH CIRCLE

Alpha Arts and Science College in association with ICT Academy team of experts has designed Youth Circle, a premium program to empower aspiring students and train them to make the transition from the campus to their professional world successfully. The vision and mission of this Forum is to provide an equally constructive and encouraging atmosphere that allows them to learn individually as well as in a group. YOUTH Circle provides opportunities for youth to practice English speaking skills through peer group interactions, reflecting on the speech, connecting it to real life examples, and applying the knowledge that results to other situations. It is a

forum that helps the students to improve the skills of speaking, listening and thinking, through a relaxed, friendly and supportive environment. It also gives them the opportunity to develop their oral communication and leadership skills, and helps them acquire self-confidence immaterial of their academic performance.

OBJECTIVES OF YOUTH CIRCLE PROGRAMME

1. Develop competency in oral communication
2. To recognize and develop constructive leadership and personal integrity.
3. Communicate ideas effectively
4. To develop leadership qualities and build on the existing self esteem of every student member
5. To enhance the professional and personal development of individuals
6. Be more persuasive and confident when making presentations
7. Improve one-to-one interactions with others

NPTEL

NPTEL (National Programme on Technology Enhanced Learning) is a joint initiative of the IITs and IISc. Alpha Arts and Science College is offering various online courses and certification in various topics. The courses are free for all and the Certificate exam is for a nominal fee. This has been adapted as part of skilling India and to provide learn anytime, anywhere opportunities for the student community if they have interest and enthusiasm to learn.

TRAINING AND PLACEMENT CELL

The Training and Placement Cell helps students determine their educational and career goals, acquire career-oriented skills and attain desired employment. It trains them in group discussions, aptitude tests, numerical ability and technical facets, conducts mock interviews and organizes recruitment drives both on-campus and off-campus. These activities of the Cell ensure that the less than employable fresher who enters the college turns into a confident, employable candidate when he/ she leaves the Institution.

The Cell has a full time Placement Officer.

Placements are planned and organized in the campus in compliance with industry requirements. The database of eligible candidates is shared on request with companies who in turn invite students for drives on their premises. Students are thus given the opportunity to participate in both on-campus and off-campus drives throughout the year.

In this academic year 2016 - 17 top notch companies like INFOSYS, CTS, TCS, Wipro, GTT DELL, RR Donnelley, Agility Logistics, NETPROS, McKinsey & Company, Nation Star Mortgage, Alcance Technologies Seyon Technologies, AGS Health, Smart Training Resources etc. conducted drives on-campus. Students also received placements through off-campus drives by Amazon and IGATE. The Alpha Group of Institutions also conducted Mega Job Fairs that have benefited a huge section of the student community.

The placement scenario in the college is remarkable in that recruitment caters to all departments in the institution, ensuring that students belonging to the IT, Life Sciences, Commerce and Management streams benefit from the drives. The placement scenario this year has been very positive and placement drives will continue up to the end of the academic year.



UNDERGRADUATE/POSTGRADUATE COURSES

The undergraduate programmes are for duration of three years leading to degrees awarded by the University of Madras on successful completion of the academic requirements and passing the university examinations prescribed for the course during the six semesters under Choice Based Credit System (CBCS).

COURSES OFFERED & ELIGIBILITY CONDITIONS

Candidates for admission to the first year of the degree courses should have passed the higher secondary examinations (academic or vocational stream) conducted by the Govt. of Tamilnadu or an examination accepted as equivalent of there by the Syndicate of the University of Madras.

SHIFT - I	SHIFT - II
B.Sc. - Bio-Technology Computer Science Electronics & Communication Science Visual Communication	B.Sc. - Computer Science
B.C.A.	B.C.A.
B.B.A.	B.B.A.
B.Com. - General	B.Com. - General
B.Com. - Information Systems Management	B.Com. - Information Systems Management
B.Com. - Corporate Secretaryship	
M.Com. - General	
M.Sc. - Bio-Technology	

COURSE OF STUDY

The main subjects of study for Bachelor Degree Courses consist of the following:

PART- I - Tamil/Other Languages	PART -IV - Basic Tamil Advanced Tamil Non-major Elective Soft Skills Environmental Studies
PART -II - English	
PART -III - Core Subjects Allied Subjects Project / Electives with Three Courses	PART - V - Extension Activities (NSS, NCC, Sports, Red Cross, Etc.)

B.Sc. BIO-TECHNOLOGY

Shift - I

Bio-technology is the application of scientific methods and techniques aimed at improving the biological systems, which includes micro organisms, plants and animals. The areas where Bio-technology has grown in India includes Bioinformatics, Agricultural Bio-Technology, Bio-Fertilizers, Natural Bio-Resource Development, Plant Biology and Marine Bio-Technology.

SEMESTER - I	SEMESTER - IV
Major - Cell Biology	Major - Plant Bio-Technology
Allied - Microbiology	Allied - Biophysics and Biostatistics
Major Practical - Cell Biology	Major Practical - Plant Bio-Technology
Allied Practical - Microbiology	
SEMESTER - II	SEMESTER - V
Major - Molecular Developmental Biology	Major - Animal Bio-Technology
Allied - Chemistry	- Bioinformatics
Major Practical - Molecular Developmental Biology	- Immunology
Allied Practical - Chemistry	Elective - Pharmaceutical Bio-Technology
	Major Practical - Immunology & Animal Bio-Technology
SEMESTER - III	SEMESTER - VI
Major - Genetics	Major - Genetic Engineering Bioprocess Technology
Allied - Biochemistry	Elective - Microbial Bio-Technology
Major Practical - Genetics	Environmental Bio-Technology
Allied Practical - Biochemistry	Major Practical - Genetic Engineering
	- Bioprocess Technology

Higher studies: M.Sc. Bio-Technology, M.Tech & Research, M.phil, Ph.d

Job opportunities: Exist in Pharmaceutical Research, Food Processing Industry, Bio-fertilizer & Chemical Companies, Waste Management, Agriculture and Allied Industries, especially in the R&D Departments, Quality Control Units.

B.Sc. COMPUTER SCIENCE

Shift - I & Shift -II

Computer science is the study of the theoretical foundations of information & computation and of practical techniques for their implementation and application in computer systems. It offers the chance to study a range of topics from principles of system design, enterprise computing, computing architecture, software engineering & application of artificial intelligence.

SEMESTER - I		SEMESTER - V	
Major	- Programming in C	Major	- Operating Systems
Allied	- Mathematics - I		- Database Management Systems
Major Practical	- Programming in C		- Computer Architecture and Organization
SEMESTER - II			
Major	- Digital Electronics & Microprocessors	Elective	- Visual Programming RDBMS and Oracle Unix Programming
Allied	- Mathematics - II		
Major Practical	- Digital Electronics & Microprocessors	Major Practical	- RDBMS Lab
SEMESTER - III		SEMESTER - VI	
Major	- Programming in C++ & Data Structures	Major	- Data Communication and Networking
Allied	- Statistical Methods and their Applications - I		- Web Technology
Major Practical	- Data Structures Using C++		- Software Engineering
SEMESTER - IV		Elective	- Data Mining
Major	- Programming in Java		- Software Testing - Object Oriented Analysis & Design Client/ Server Computing
Allied	- Statistical Methods and their Applications - II	Major Practical	- Web Applications Lab
Major Practical	- Java Programming Lab		
Allied Practical	- Statistical Methods and their Applications - I		

Higher Studies: M.C.A., M.B.A., M.Sc. CS. M.Sc. IT.

Job Opportunities: Computer Science graduates can join industry as Programmers, Network Professionals, System Analysts, Quality Analysts, Marketing Executives, Web Designers etc.

B.Sc. VISUAL COMMUNICATION

Shift - I

Visual communication is an exciting field of study which attracts students with a creative bent of mind and an ardent interest in the field of media arts. The course gives an insight into the fundamentals of advertising, visual branding, television and multimedia.

SEMESTER - I		SEMESTER - IV	
Major	- Introduction to Visual Communication	Major	- Elements of Film
Practical	- Drawing - I	Practical	- Basic Photography
	- Graphic Design - I		- Photography
SEMESTER - II		SEMESTER - V	
Major	- Communication Skills	Major	- Media Culture and Society
Practical	- Drawing - II	Practical	- Television Production
	- Graphic Design - II		- Web Publishing Advertising Photography Project (Phase 1)
SEMESTER - III		SEMESTER - VI	
Major	- Advertising, Printing and Publication	Major	- Media Organization
Allied Practical	- Computer Graphics	Practical	- Television Production
			- 3D Animation Project (Phase 2) Project (Phase 3)

Higher Studies: M.Sc. Viscom, M.Sc. Electronic Media, M.A Journalism and Mass Communication, M.A. Public Relations, M.A. Advertising, M.Sc. Multimedia.

Job Opportunities: Careers include positions like Director, Editor, 3D Animator, 2D Animator, Copy Writer, Layout Designer, Photographer, RJ, VJ, Programme Producer, Advertising Manager, News Reader, Production House, Cinematographer etc.

B.Sc. ELECTRONICS AND COMMUNICATION SCIENCE

Shift - I

The program trains the students in fundamental electronic circuits (analog and digital) and offers specialization in communication systems like Radio & TV, Fiber Optics & Networking and Microcontrollers. One of the highlights of the programme is project development and industrial training.

SEMESTER - I		Allied	- Basic Physics II
Major	- Basic Circuit Theory	Practical	- Main Practical IV
Allied	- Mathematics I		- Basic Physics Practical
Practical	- Main Practical I		
SEMESTER - II		SEMESTER - V	
Major	- Basic Electronics	Major 1	- Microprocessor (Intel 8085)
Allied	- Mathematics II	Major 2	- Antenna and Television Engineering
Practical	- Main Practical II	Major 3	- Electrical and Electronics Instrumentation
SEMESTER - III		Elective	- Microwave and Fiber Optic Communication System
Major 1	- Electricity, Magnetism and Electromagnetism	Practical	- Main Practical V
Major 2	- Numerical Methods	SEMESTER - VI	
Major 3	- Amplifiers and Oscillators	Major 1	- Microcontroller
Allied	- Basic Physics I	Major 2	- Advanced Electronics
Practical	- Main Practical III	Major 3	- Computer Networks
SEMESTER - IV		Elective	- Industrial Electronics
Major 1	- Principles of Communication	Practical	- Main Practical VI
Major 2	- Programming in C and OOPS Concepts		- Project Work
Major 3	- Digital Electronics		

Higher Studies: M.Sc. in Applied Electronics, Industrial Electronics, Electronics and Communication Systems, Instrumentation, Electronics (VLSI Design) Nano Science, Computer Science, MCA & MBA.

Job Opportunities: Exist in public and private sector organizations like BSNL, MTNL, National Physics Laboratories, ISRO, DRDO, AIR, Civil Aviation and Police Wireless Department, and many companies in private sector.

BACHELOR OF COMPUTER APPLICATIONS

Shift - I & Shift -II

The course extensively covers subject areas such as Programming in C, C++, Data Structures, Programming in Java, Operating System, Computer Graphics, Web Technology, Data Communication & Networking and Software Engineering. The combination of theory and practical papers ensures that the students receive a thorough and competent knowledge of the subject as well as hands-on training.

SEMESTER - I		SEMESTER - V	
Major	- Fundamentals of Digital Computers	Major	- Database Management Systems
Allied	- Mathematics - I		- Software Engineering
Practical	- PC Software Lab	Allied	- Resource Management Techniques
SEMESTER - II		Elective	- Visual Programming/ RDBMS/Unix Programming
Major	- Programming in C	Practical	- RDBMS Lab
Allied	- Mathematics - II	SEMESTER - VI	
Practical	- Programming in C Lab	Major	- Web Technology
SEMESTER - III			- Data Communication & Networking
Major	- Programming in C++ and Data Structures		- Software Engineering
	- Microprocessor & its Applications	Elective	- Data Mining/ E- Commerce/ Oops
Allied	- Numerical & Statistical Methods		- Multimedia/ Client Server Computing/ Distributed Computing
	- Financial Accounting	Practical	- Web Technology Lab
Practical	- Data Structures Using C++ Lab		
SEMESTER - IV			
Major	- Programming in Java		
	- Operating System		
	- Computer Graphics		
Allied	- Cost & Management Accounting		
Practical	- Programming in Java Lab		

Higher Studies: MCA, MIM, MIS, M.Sc.(IT) or MBA

Job Opportunities: Careers as Software Engineers or Trainees in the BPO Industry, Software Testers, Technical Writers, System Analysts, Web Developers, Teachers.

BACHELOR OF COMMERCE GENERAL

Shift - I & Shift -II

The course features key subject areas such as income tax, financial accounting, entrepreneur development, corporate accounting, insurance marketing and management accounting, thus effectively equipping its students with the skill sets required to face the cut-throat competition.

SEMESTER - I		SEMESTER - V	
Major	- Financial Accounting - Business Communication	Major	- Elements of Cost Accounting - Practical Auditing - Financial Management - Entrepreneurial Development
Allied	- Business Economics		
SEMESTER - II		Elective	- Income Tax Law & Practice - I - Visual Basic Programming Theory
Major	- Advanced Financial Accounting - II - Principles of Management		
Allied	- Indian Economy	SEMESTER - VI	
SEMESTER - III		Major	- Advanced Cost Accounting - Management Accounting - Business Environment
Major	- Corporate Accounting - Marketing - Banking Theory, Law and Practice - Business Law	Elective	- Income Tax Law & Practice - II - Visual Basic Practical - Human Resource Management - Portfolio Management
Allied	- Rural Economics - Business Statistic		
SEMESTER - IV			
Major	- Advanced Corporate Accounting - Business Taxation - Company Law - Financial Services		
Allied	- International Economics - Elements of Operational Research		

Higher Studies: M.COM, MBA, MCS, MSW, CA, ICWA, ACS, CAIIB, Legal Studies, CMA

Job Opportunities: Careers exist in Banking and Finance Industries, Insurance, as Accountants, Cost Accountants in Manufacturing Industry, Marketing, Tax Department, Stock Trading Industry, Logistics, Entrepreneurs, Transaction Processing Managers, BPO etc.

BACHELOR OF COMMERCE

INFORMATION SYSTEM MANAGEMENT

Shift - I & Shift -II

The programme offers a unique combination of business and computing skills required in the management of information technology systems. It provides a foundation in law, marketing, security, design, management & implementation of e-business networks, which has come to stay as the most efficient way of running a business.

SEMESTER - I		SEMESTER - V	
Major	- Financial Accounting - Principles of Management	Major	- Visual Basic Programming - Financial Management - Elements of Cost Accounting - Visual Basic Practical
Allied	- Computer Applications in Business		
SEMESTER - II		Elective	- Web Technology or Entrepreneurial Development
Major	- Business Communication - Human Resource Management	SEMESTER - VI	
Allied	- Data Structure	Major	- Management Accounting - E-Business - Software Project Management
SEMESTER - III		Elective	- Practical: Web Technology or SPSS and Tally Accounting Package - Project Work (Group)
Major	- Logistics & Supply Chain Management - Programming in 'C' - Marketing Management - 'C' Practical		
Allied	- Business Statistics		
SEMESTER - IV			
Major	- Management Information System - OOP with C++ - Business Environment - C++ Practical		
Allied	- Operation Research		

Higher Studies: Master of Information Systems, MCA and MBA.

Job Opportunities: Exist as Software/Management Consultant, R&D, Programmer, Marketing, Human Resource Executives etc.

BACHELOR OF BUSINESS ADMINISTRATION

Shift - I & Shift -II

The course focuses on modern and essential aspects of management as organizational behaviour, operational research, financial management, H.R management, Visual Basic programming and entrepreneurial development.

SEMESTER - I		SEMESTER - V	
Major	- Financial Accounting - Principles of Management	Major	- Advertising & Salesmanship - Research Methodology - Operations Management - Materials Management
Allied	- Managerial Economics	Elective I	- Entrepreneurial Development/ Logistics Management
SEMESTER - II			SEMESTER - VI
Major	- Management Accounting - Business Communication	Major	- Business Environment - Services Marketing - Business Taxation
Allied	- International Trade	Elective II	- Customer Relationship Management/ E Business - Group Project
SEMESTER - III			
Major	- Financial Management - Marketing Management - Organizational Behaviour - Computer Application in Business		
Allied	- Business Maths & Statistics		
SEMESTER - IV			
Major	- Human Resource Management - Business Regulatory Framework - Financial Services - Management Information System		
Allied	- Operations Research		

Higher Studies: MBA, M.Sc. (IT)

Job Opportunities: Careers exist as managers in Finance, H.R Productions, Supply Chain, Logistics, Financial Analysts and Finance Controllers.

B. COM CORPORATE SECRETARYSHIP

Shift - I

B.Com with specialization in Corporate Secretaryship course prepares you for understanding the functioning of corporate undertakings. It enables you to effectively contribute to dynamic organizations. It prepares you for a career in accounting, banking, management, secretarial practice, etc

SEMESTER - I		SEMESTER - IV	
Major	- Financial Accounting - Company law and Secretaryship Practice I	Major	- Corporate Accounting – II - Business Management
Allied	- Managerial Economics / Marketing / Corporate E - Management	Allied	- Statistics – II / Banking Theory Law & Practice / Elements of Insurance
SEMESTER - II		SEMESTER - V	
Major	- Advanced Financial Accounting - Human Resource Management	Major	- Management Accounting - Securities and Market Operations - Income Tax Law and Practice - I - Commercial Law
Allied	- International Trade / Corporate Finance / Business Communication	Elective	- Entrepreneurial Development
SEMESTER - III		SEMESTER - VI	
Major	- Corporate Accounting I - Company law and Secretaryship Practice II	Major	- Cost Accounting - Industrial Laws - Income Tax Law & Practice II - Indirect Taxes - Project (Institutional Training)
Allied	- Statistics - I / Auditing / Fair Trade Principles		

Higher Studies: M.Com, MBA . Prof. Course - Company Secretaryship

Job Opportunities: Manager – Corporate/ Institutional Sales, Corporate Financial Analyst, Head – Corporate Development, Corporate Credit Analyst, Manager – Corporate Communications, Corporate Sales Executive, Manager – Corporate Services, Head – Finance & Administration, Corporate Sales Officer, Export Manager

POST GRADUATE COURSES

The post graduate courses comprise two academic years' spread over four semesters. The medium of instruction is English and the syllabus for the courses are prescribed by the University of Madras.

M.SC. BIOTECHNOLOGY

A Candidate with a Bachelor's Degree in Science in the disciplines of Biology, Botany, Zoology, BioTechnology, Microbiology, Genetics, Chemistry, Biochemistry, Physics, Agriculture or B.E/B.TECH (Biotech), B.V.Sc, MBBS, BDS or an examination of some other University accepted by the Syndicate as equivalent shall be eligible for admission to M.Sc Biotechnology Degree course.

SEMESTER - I		SEMESTER - III	
Major	- Molecular Cell Biology - Molecular Genetics - Biochemistry & Biomolecules	Major	- Bioinformatics - Immunology - Bioprocess Technology
Practical	- Molecular Cell Biology - Molecular Genetics - Biochemistry & Biomolecules	Practical	- Bioinformatics - Immunology - Bioprocess Technology
Elective	- Biophysics and Biostatistics - Molecular Development Biology	Elective	- Nano Biotechnology - Environmental Biotechnology
Soft Skill	- Soft Skill I	Soft Skill	- Soft Skill III
SEMESTER - II		SEMESTER - IV	
Major	- Genetic Engineering - Plant Bio-Technology - Microbiology & Immunology	Major	- Research Methodology - Dissertation
Practical	- Genetic Engineering - Plant Bio-Technology - Microbiology & Immunology	Elective	- Stem Cell Biology - Bioethics Human Rights and Social Issues
Elective	- Pharmaceutical Bio – Technology - Introduction to Bioinformatics	Soft Skill	- Soft Skill IV
Soft Skill	- Soft Skill II		

M.COM.MASTER OF COMMERCE

A candidate who has passed the B.Com., B.Com/B.A (Corporate Secretaryship), B.Com (Acc Fin) B.C.S., B.B.A., B.Com (Bank Management), B.Com./B.A.(Co-operation), B.A. (Indus. Org.) and B.Sc.(Maths)/ Bsc (Stats) or B.Sc.(Comp. Sc.) or B.C.A, with any two core/main papers offered at the B.Com shall be eligible for admission to M.Com Degree course.

SEMESTER - I		SEMESTER - III	
Major	- Advanced Corporate Accounting and Accounting - Financial Management - Organizational Behaviour - Managerial Economics	Major	- Research Methodology - Fundamentals of Information Technology - Knowledge Management - Extra Disciplinary Elective- Paper – II - Business Ethics, Corporate Governance & Social Responsibility
Elective	- Paper I		
Soft Skill	- Soft Skill I		
SEMESTER - II		Elective	- Paper III - Paper IV
Major	- Advanced Cost and Management Accounting # - Quantitative Techniques for Business Decisions # - Organizational Behaviour - Marketing of Services - Extra Disciplinary Elective - Paper – I - Total Quality Management	Soft Skill	- Soft Skill III
		SEMESTER - IV	
		Major	- Management Information Systems - Investment Analysis and Portfolio Theory - Merchant Banking and Financial Services - Project Plus Viva-voce
Elective	- Paper – II	Elective	- Paper V
Soft Skill	- Soft Skill II	Soft Skill	- Soft Skill IV

List of Electives (Students can choose any five electives from the following list)

- Accounting for Specialized Institutions
- Income Tax Law and Practice
- Accounting for Decision Making
- Indirect Taxes
- Computerized Accounting
- Strategic Human Resource Management and Development
- Industrial relations and Labor Welfare
- Change Management
- Managerial Behavior and Effectiveness
- Human Resources Accounting and Audit
- CRM and Relationship Marketing
- Consumer Behavior
- Consumer Rights and Education
- Advertising and Salesmanship
- International Marketing

ADMISSION PROCEDURE

1. Application for admission to UG & PG course should be made in the prescribed application form which is available along with the prospectus at The Administrative Office no.16, 3rd cross street, West C.I.T. Nagar Chennai - 600 035 (or) Alpha Arts and Science College P.B. No. 30, Porur, Chennai - 600 116 (Behind Ramachandra Hospital).
- 2a. In support of the application, candidates are requested to submit the photocopies of the following:
 - SSLC mark sheets and Birth Certificate
 - UG Degree Certificate (For PG Admissions only)
 - Mark Sheet of qualifying examination or provisional pass certificate or equivalent
 - Transfer Certificate & Conduct (Character) certificate from the institute last studied in
 - Community Certificate
 - Eligibility Certificate from the University of Madras (for other University/ Foreign Board students)
 - Five recent passport size colour photographs
- 2b. In addition to the above mentioned certificates, foreign applicants are required to produce the following
 - Migration Certificate
 - No Objection Certificate
 - Student Visa, Resident Permit and related particulars

The original certificates of the above said documents should be submitted to the College after getting the Provisional admission based on Xerox copies.

Students are requested to carry recent passport size colour photographs (2 nos) during verification of certificates.

3. The tuition fee for the course has to be paid at the Administrative Office/ College Office.

GENERAL INFORMATION

I. **ADMISSION:**

The Management reserves the right of admission.

In matters relating to admission, academic progress, extra - curricular activities and students discipline, the decision of the Management shall be final.

Admission is subject to the verification of Mark Sheet by the Directorate of Government Examinations or competent authority.

All admissions are provisional and are subject to the approval of the University of Madras.

II. **ELIGIBILITY GUIDELINES:**

Undergraduate courses: Candidates who have passed the qualifying examination of 10+2 pattern, AISSC, DSSC, CBSE, New Delhi and ISCE, New Delhi are eligible to apply for undergraduate courses.

III. **CBSE/ ISCE**

Candidates should have passed this examination with a minimum of FIVE subjects of which ENGLISH is compulsory. The five subjects are reckoned thus:

(1) Any of the following shall be treated as one subject:

SUPW (Socially Useful Productive Work), GFC (General Foundation Course), Work Experience/ Physical Education

GENERAL STUDIES

(2) English (Compulsory) (3) Subject 3 (4) Subject 4 (5) Subject 5

IV. **ELIGIBILITY CERTIFICATE:**

U.G Courses: Candidates who have passed the qualifying examination of HSE (Regular/ Instant/ Private). Govt. of Tamilnadu, AISSC/ DSSC-CBSE, New Delhi need not produce the eligibility certificate of the University of Madras. Eligibility certificate will have to be produced by those qualifying in all other State Board Examinations (Indian and foreign).

V. **ELIGIBILITY CRITERIA:**

Age limit: for U.G courses: 21 years as on 1st July of the year

Relaxation: For BC/ MBC/ DNC/ SC/ ST: 3 Years

VI. **FEE**

(1) The Management reserves the right to increase the fee towards any course of study at the beginning of the subsequent academic year of a course, if necessary.

(2) Tuition fee and other fees should be paid on or before the stipulated dates, failing which the student's name will be removed from the college rolls and readmitted only on payment of late fee and readmission fee.

(3) Fee once paid will not be refunded under any circumstances.

VII. **CODE OF CONDUCT:**

Students are expected to be disciplined in their behaviour inside the campus. Non-compliance with the rules of the college will lead to disciplinary action. Students can participate in inter-collegiate competitions, TV or radio programmes after obtaining prior permission from the Principal.

Participation in activities of unions or associations based on caste, colour, creed, language, nationality or political ideology is not permitted by the Institution.

The Management reserves the right to expel any student on grounds of serious irregularity of attendance, malpractice in examination or any other act of indiscipline or misconduct.

The College encourages parents or guardians to take active interest in the academic progress and general conduct of their children/ wards.

Use of mobile phones or any other audio/ video gadgets in the campus by students is strictly banned. Such items found in the possession of students will be confiscated.

Severe action will be initiated against students indulging in ragging in any form.

VIII. **DRESS CODE:**

For girls: Saree/ Salwar Kameez/ Churidhar Kurta (with Dupatta)

For boys: Trousers, Shirts and Shoes
(Jeans, T-Shirts are strictly prohibited)



NOTES

[illegible]





ALPHA ARTS AND SCIENCE COLLEGE

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