

আইকন কমার্চ কলেজ ICON COMMERCE COLLEGE

AFFILIATED TO GAUHATI UNIVERSITY
ESTD. 2004



ICON COMMERCE COLLEGE

PROSPECTUS
For Admission into 1st Semester Under-Graduate Courses

2021-2022

Courses Available in Our College :

1. B.COM (HONOURS AND REGULAR COURSES)
2. BBA (HONOURS COURSE)
3. BCA (HONOURS COURSE)
4. B.A. (HONOURS AND REGULAR COURSES)
5. B.SC (HONOURS AND REGULAR COURSES)
6. M.COM

Rajgarh Road,
Near Byelane No. 3,
Guwahati-781003, Assam
EMAIL ID : iconcom.2004@gmail.com
WEBSITE : www.iconcommercecollege.in
CONTACT NO. : +91-9365375782, +91-9365383289

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AFFILIATED TO GAUHATI UNIVERSITY

ESTD. 2004



PROSPECTUS

2021-2022

For Admission into B.B.A. 1st Semester

Courses Available in Our College:

- 1. BBA (HONOURS COURSE)**
- 2. B.COM (HONOURS AND REGULAR COURSES)**
- 3. BCA (HONOURS COURSE)**
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COLLEGE PROFILE

ICON Commerce College, situated at Rajgarh Road, Chandmari, Guwahati-781003, is one of the most promising educational institution in the state of Assam as well as India, imparting Commerce (B.Com), Management (BBA), Computer Application (BCA), Science (B.Sc.) and Arts (BA) at Under Graduate level and Commerce (M.Com) at Post Graduate levels. The college was established **in the year 2004**. The College is affiliated to Gauhati University and it is a Gauhati University permitted Examination centre. The College follows all rules and regulations of Gauhati University. The College provides Study Materials to its students, which are prepared by our learned and experienced faculty members. The College Library is rich in its collection of books and journals which are available for the students and faculty members. The College organises Seminars and Workshops which help both the students and the faculty members to boost up their academic ability. The College also organizes periodic discussions on emerging topics like, General Budget, Rail Budget etc. where the students and the faculty members are engaged in group discussions where they share their views.

The College organizes Annual College Week where indoor games, outdoor games, quiz and debating competitions, art and literature competitions and various other events are held to promote the latent skills and talent of the students of this College.

Classroom teaching is supplemented by interactive sessions with the students. Use of Power Point Presentation is another important feature of classroom teaching where the students in the classes are also involved. The College has a well equipped Computer Lab to impart Computer education to its students and also many of the class rooms are equipped with projectors and computers for smart classes. Apart from class room teaching, Online Classes are also organised for the students through Google meet and also WhatsApp groups are created where students interact with their subject teachers to clear out their doubts related to their academic syllabus.

Students by and large who are admitted in our College maintain the sequence of gradual improvement over their earlier examinations. A large group of the students is of average merit at the entry level. During their tenure of study in this College, most of them are found in on improvement spree and the result of their final examination shows many of them secure remarkable higher grades.

The College has a team of learned and experienced faculty members who impart quality education to the students and help the students in their all round development. All of our faculty members are experienced and are capable of handling academic matters in their respective style, maintaining the desired standards. Nearly one-third of our faculty members are involved in research works and are perusing Ph.D. Course. Among the faculty members most of them are Ph.D., M.Phil.,

NET and SLET qualified. Our faculty members, as on today are found engaged in equipping themselves with latest academic inputs and a person in teaching profession needs to synergize between acquiring knowledge on one hand and transmission of knowledge to the students on the other. This sustained endeavour on the part of our faculty members helps in building a good rapport with the students which is the need of the hour. Apart from delivering quality education our faculty members are also engaged in maintaining overall record of development of each and every student of this College. Each faculty member is allotted a group of students to maintain development records and to co-ordinate with the students and helps them in their academics.

The college is equipped with an in house canteen facility for refreshment of the staff and students at reasonable rates in a hygienic environment. Purified drinking water facility is available for all in the college campus.

COURSES AND ADMISSIONS

THE COLLEGE OFFERS THE FOLLOWING COURSES OF STUDY

- **Bachelor of Commerce (B.Com.) (Three Year Degree Course in Semester System) under Gauhati University.**
- **Bachelor of Business Administration (BBA) (Three Year Degree Course in Semester System) under Gauhati University.**
- **Bachelor of Computer Application (B.C.A.) (Three Year Degree Course in Semester System) under Gauhati University.**
- **Bachelor of Arts (B.A.) (Three Year Degree Course in Semester System) under Gauhati University.**
- **Bachelor of Science (B.Sc.) (Three Year Degree Course in Semester System) under Gauhati University.**
- **Master of Commerce (M.Com.) (Post Graduate Course in Commerce in Semester System) under Gauhati University.**

Admission Procedure

1. A student can opt for Online or Offline admission process.
2. For online admission the students will have to visit www.iconcommercecollege.in and follow the instructions given in the website.
3. For offline admission the students will have to purchase the College Prospectus and Admission Form which will be issued from the office counter on payment of requisite fees. The student will submit the duly filled in Admission Form and required documents in the office counter and can take the admission in the respective semester after payment of the requisite fees.

Bachelor of Business Administration (BBA)

The Bachelor of Business Administration Course called the BBA Course comprises of three academic years and each academic year consists of two semesters. Each semester shall approximately consist of 19 weeks of teaching, 3 weeks of academic and other formalities including the semester examination and 4 weeks of semester break.

Duration: 3 Years (6 Semesters)

Course affiliated to: Gauhati University.

Eligibility for Admission: To be eligible for admission to the B.B.A. 1st Semester class, a student has to pass the Higher Secondary (10+2) Examination in Commerce, Science or Arts stream under the Assam Higher Secondary Education Council (AHSEC) or any other equivalent examination of Board / Council recognised by Gauhati University.

For Document verification candidates are required to produce the original copies of the following at the College office:

- Mark sheet of the last qualifying examination (HS).

- Registration Certificate / Migration Certificate of the board / council under which the last qualifying examination was appeared.

Students passing the qualifying examination earlier than the current year will have to submit a Gap Certificate in the form of an Affidavit.

FEES STRUCTURE OF B.B.A. 1st SEMESTER, 2021

Sl. No.	Particulars	Amount
01	Admission Fees	₹4500
02	Semester Tuition Fees	₹4200
03	College Examination, Sessional Examination and Examination Micro-Zone Fees	₹2000
04	Library Fees	₹1000
05	College Functions, and Co-Curricular activities	₹1500
06	College Development and Maintenance Fees	₹6400
07	College Exercise Books	₹200
08	Printing works, Stationary, Photostat of Grade-sheets and Other record book maintenance fees	₹700
09	ID-Card and Entry pass Fees	₹100
10	College Magazine Fees (Yearly)	₹500
11	Expenses for contacting students/ guardians over phone, postal communication charge, conveyance charge for delivery of letters to guardians/ students in case of necessity.	₹600
12	Prospectus Fees and Application Fees	₹300
	Total Amount	₹ 22000

N.B.: Registration Fees/ Enrolment Fees/ University Examination Fees /Other fees payable to GU are subject to change and will be charged as per the regulation issued by the concerned authority. Fees once paid are not refundable under any circumstances.

Why Study BBA?

- ❖ Bachelor of Business administration in short BBA provides a unique opportunity to the students to study and practice management in their early careers. It will help them study about management for a longer time or get employed in the management field right after completing graduation. The BBA course curriculum is designed by the industry experts and imparts deep knowledge regarding all the aspects of running a company. From branding and marketing a product or service to the accounts, BBA prepares the students considering all around development.
- ❖ Being a Professional course, Bachelor of Business Administration or BBA is one of the most popular and sought-after bachelor degree programmes pursued by students after Class 12. The BBA course is the gateway to a plethora of job opportunities in numerous sectors such as Marketing, Education, Finance, Sales, and Government to name a few.
- ❖ High employment opportunity after completion of BBA course is yet another important scope of studying BBA. Students with a professional degree like BBA is one of the top priorities of the recruiters as aspirants have many qualities like leadership, management, quality control and etc.
- ❖ On completion of BBA, aspirants generally opt for MBA. However, candidates can also choose to explore job opportunities among enormous like banking, urban infrastructure and real estate management, business consultancies, advertising, manufacturing and in Government sectors to name a few.
- ❖ Personality development is one of the key ingredients of the BBA curriculum which sets BBA apart from other graduate courses. In BBA, you are also taught to develop your personality. You are taught public speaking, leadership, soft skills and more during the course
- ❖ BBA is referred to the first milestone for those aspirants who want to pursue MBA in institutions with repute. As this course provides the wider knowledge of management and business administration, students can easily adjust themselves in the curriculum of MBA and hence holds a better position in their careers.
- ❖ Lucrative engagements like Research and Development jobs also considers qualified BBA students as their prospects as they holds marketing research knowledge at their early career and aspirants generally holds knowledge of market research studies & analyze their finding, making the best use of marketing programs & campaigns for the organization's products and service.
- ❖ BBA provides high career growth and high paying jobs in government and private based companies. Straight after graduation, students can join the professional world as trainee managers or in other administrative positions.

Why study BBA in ICON Commerce College?

- ❖ ICON Commerce College, situated at the heart of Guwahati city, i.e. Rajgarh Road, Chandmari, is one of the most promising Educational Institution in the state of Assam as well as India. The college is serving the nation since 2004 and constantly producing enormous numbers of quality students in various fields of service and Business houses.
- ❖ ICON Commerce College maintains its standard of course curriculum as it comes under the affiliation of Gauhati University, where the name of the university is enough to deliver its excellence. Gauhati University is one of the largest and top ranked university of India, which is guiding us in providing education with its most updated and advanced course syllabus.
- ❖ Being an institution for all the income group of the society, Icon Commerce College is offering the BBA course with its minimum admission fees as compared to the other institution of the country.
- ❖ Employment placement of the in-house students is yet another reason of choosing Icon Commerce College as preferred institution as present situation of the society demands job opportunities right after the completion of the undergraduate course and the stakeholders of the institution is working vigorously in achieving the same.
- ❖ Excellent young professionals with experienced faculties are associated with the BBA department of Icon Commerce College that helps the students in building knowledge with expertise.
- ❖ ICON Commerce College is equipped with all the educational amenities like smart classrooms, highly advanced computer laboratory which supplement the classroom teaching with practical knowledge to improve the overall development of the students.
- ❖ ICON Commerce College encourages the meritorious and needy students with limited Financial Assistance as scholarships and rebate on the admission fees.
- ❖ Students of Icon Commerce College are guided to be on par when evaluated on National Level exams.
- ❖ ICON Commerce College organizes Annual College Week where indoor games, outdoor games, quiz and debating competitions, art and literature competitions and various other events are held to promote the latent skills and talent of the students of this College. The college is also equipped with in-house cricket coaching institution where students can practice and move forward for further growth in their choice of sports.
- ❖ In addition to a fully laden central library, ICON Commerce College provides Study Materials at No Extra Cost for each subjects of the curriculum to its students, which are prepared by our learned and experienced faculty members to help them in their academics.
- ❖ ICON Commerce College also provides virtual options for attending classes considering the present Covid-19 pandemic situation where students can learn the curriculum from their residence itself.

FACULTY OF ICON COMMERCE COLLEGE

Dr. Nilanjan Bhattacharjee, M.Com, Ph.D., Principal, Icon Commerce College

Dr. Pranab Kumar Bhattacharjee, M.Com, Ph.D., Director, Icon Commerce College

Sawpon Dowerah, M.A., PGDTE, Rector, Icon Commerce College

Dr. Afazur Rahman, M.Com, Ph.D., PGDBM, Academic Dean, Icon Commerce College

Mr. Jayanta Banik, M.Com, Administrative Advisor, Icon Commerce College

Faculty Members

- 1) Dr. Mandira Saha, M.Com, M.Phil, Ph.D.
- 2) Prof. Rikia Chakraborty, M.Com, PGDMB
- 3) Prof. Mandira Sharma, M.Sc., M.Phil.
- 4) Dr. Smita Roy, M.Com, PGDBFS, B.Ed. Ph.D.
- 5) Prof. Rubi Das, M.Com, M.Phil, B.Ed, SLET
- 6) Dr. Mallika Das, M.Com, M.Phil, Ph.D.
- 7) Prof. Tridib Kr. Handique, M.C.A.
- 8) Prof. Esha Chetri, M.Com, B.Ed.
- 9) Dr. Jinti Sharma, M.Com, Ph.D, SLET
- 10) Prof. Anuradha Bhuyan, M.Com, M.B.A, SLET
- 11) Prof. Niti Mazumdar, M.A, B.Ed., SLET
- 12) Prof. Basu Mandal, M.Com, NET
- 13) Prof. Manas Kr. Chakraborty, M.C.A.
- 14) Prof. Pankaj Kr. Sharma, M.B.A., M.Com
- 15) Prof. Kongkona Bhagawati, M.Com, M.B.A.
- 16) Prof. Jinty Dutta, M.B.A.
- 17) Prof. Pallabi Dutta, M.A.
- 18) Prof. Dipannita Chakraborty, M.A., LLB.
- 19) Dr. Amulya Choudhury, M.Sc. Ph.D.
- 20) Prof. Dwijen Medhi, M.Sc.
- 21) Dr. Kakali Sharma, M.Sc., Ph.D.
- 22) Prof. Manju Das, M.Sc.
- 23) Prof. Dhruvajyoti Nath, M.Sc.
- 24) Prof. Sanjoy Dutta, M.Sc., PGDCA

Library Staff :

- 1) Smt. Kabita Boro, M.Lib.Sc., Librarian
- 2) Sri. Sudipto Acharjee, Asst. to the Librarian.

Office Staff: Office Assistant

- 1) Sri. Samiran Chanda
- 2) Sri. Shivam Paul

Office Staff: Grade-IV

- 1) Sri. Bhaskar Kalita
- 2) Sri. Kalicharan Das
- 3) Sri. Sudip Das
- 4) Sri. Ranjit Patowary
- 5) Sri. Manoj Basfor

GENERAL INSTRUCTIONS & INFORMATION FOR STUDENTS

1. Classes begin at 10 AM as per class routine.
2. **Each student is required to attend a minimum of 75% of the total classes held in each subject in an academic session.** The College takes students' Class Attendance strictly into account for the purpose of allowing students for appearing in the Sessional examination and filling up of forms for examinations, and scholarships.
3. All students admitted in the college must come wearing complete college uniform which includes:
For B.B.A.:
 - i. **For B.B.A. Students (Boys):** Cream colour shirt with college crest on the pocket and light brown formal pant.
 - ii. **For B.B.A. Students (Girls):** Light brown colour salwar and duppatta and Cream colour kameez with college crest.
 - iii. Light brown colour blazer / sweater for boys and girls during winter. Other varieties with other colours are strictly prohibited.
 - iv. Black colour formal shoes for boys and simple normal sandals for girls are allowed.
4. For College Uniform students must contact: **SUMAN DRESSES**, Opposite Harisabha, Panbazar, Guwahati – 781001.
Phone No.: 0361-2630292 / 9864124419 / 9864059229
5. It is compulsory for all the students to use only Icon Commerce College Exercise Books which are available at the College library.
6. Students should abide by the rules and regulations of the college. They are expected to maintain strict discipline. Violation of rules and regulations will be treated as punishable offence and in extreme cases erring students are liable to be expelled from the college. Disciplinary actions are under the preview of the College Management Committee and their decision on such matter is final and binding on students.
7. Students are advised to be regular in attending their classes.
8. Late arrival of students for classes will not be allowed.
9. Students must bring college record book and identity card everyday while coming to college. They are to submit college record book everyday to the teacher in the first period which will be returned to them in the last period after marking their attendance for the day. No student will be allowed to attend classes without College Record Book. Duplicate Identity Card and College Record Book may be issued on genuine grounds and on payment of requisite fees.
10. Students should maintain discipline and decorum whenever they are inside the college premises.
11. In matters of holidays, Gauhati University Holiday list is to be followed. On special occasions State Government holiday notifications are also followed.
12. Do not move in the corridors and verandahs when classes are on. Any student found loitering in the verandahs without any valid reason will have to face strict disciplinary action.
13. **Do not use Mobile Phone inside the classrooms or in the verandahs of the college. Improper use of Mobile phone within the college premises will be severely dealt with.**
14. Consumption of alcoholic beverages, smoking inside the College premises is strictly prohibited.

15. Chewing of tobacco, betel nut, taking pan masala etc, inside the College campus is strictly prohibited.
16. Keep your College clean.
17. **DONOT SPIT ON THE WALLS AND IN THE CLASS ROOMS, DO NOT WRITE OR STICK ANYTHING ON THE WALLS OR DESKS AND BENCHES. Anyone caught red-handed will be punished.**
18. The Parents / Guardians are requested to meet the College authority periodically and exchange views on the progress of their wards in any academic matter. Periodic feedback from Parents / Guardians is desirable for initiating necessary actions for academic improvement of the students and on disciplinary matters. Parents / Guardians are requested to put their signature in the college record book of their ward everyday in the required place.
19. Students are required to take care of the college property and should not cause any damage to the college property. Any student found causing damage to the college property will be penalized which also includes expulsion from the institution.
20. **RAGGING IN ANY FORM IS STRICTLY PROHIBITED AND IS TREATED AS A PUNISHABLE OFFENCE. Punishment may also lead to expulsion from the college and strict legal action will also be taken.**
21. Students getting involved in any activity detrimental to the college interest and involved in any anti social, anti national and anti college activity will lead to expulsion from the college.
22. Students can avail Scholarships of Government approved Schemes through this College. (For more information students can contact Institute Nodal Officer for Scholarships).

COURSE STRUCTURE OF B.B.A. CBCS SYLLABUS

ABOUT CHOICE BASED CREDIT SYSTEM (CBCS):

The Choice Based Credit System is the logical next step in a credit based semester system becoming more learner-centric. The undergraduate degree programme in the CBCS will have courses spread across six semesters. A typical semester will comprise a minimum of 15 to 18 weeks of academic work that will translate into 90 actual teaching days. Two consecutive (one odd and one even) semesters will make up an academic year. An UG course shall be of Six Semesters covering three Calendar Years (Academic Sessions – June to May). The duration of the Odd Semesters (First, Third and Fifth) shall be ‘June to November’, and that of Even Semesters (Second, Fourth and Sixth) shall be ‘December to May’.

B.B.A. (Hons.): Three-Year (6-Semester) CBCS Programme Course Structure		
Semester I		
BBA-AE-1014	English Communication	AECC-1
BBA-HC-1026	Principles Of Management	CORE COURSE -1
BBA- HC-1036	Managerial Economics	CORE COURSE-2
BBA- HG-1046	Mathematical Techniques In Business	GE- 1
Semester II		
ENV-AE-2014	Environmental Studies	AECC-2
BBA-HC-2026	Financial Accounting	CORE COURSE-3
BBA- HC-2036	Statistics For Business Decisions	CORE COURSE- 4
BBA- HC-2046	Indian Economic Scenario	CORE COURSE- 5
BBA- HG-2056	Computer Fundamentals	GE-2
Semester III		
BBA-HC-3016	Cost And Management Accounting	CORE COURSE-6
BBA-HC-3026	Human Resource Management	CORE COURSE-7
BBA-HC-3036	Personality And Personal Skill Development	CORE COURSE- 8
BBA- HG-3046	Operations Management And Control	GE-3
BBA- SE-3054	Computer Applications	SEC-1
Semester IV		
BBA-HC-4016	Organizational Behaviour And Industrial Psychology	CORE COURSE-9
BBA-HC-4026	Financial Management	CORE COURSE-10
BBA-HC-4036	Principles Of Marketing	CORE COURSE-11
BBA- HG-4046	Business Research	GE-4
Semester V		
BBA-HC-5016	Legal Aspects Of Business	CORE COURSE- 12
BBA- SE-5024	Summer Project	SEC-2
BBA-HE-5036 BBA-HE-5046	A student would be free to choose any four papers from onegroup. In 5th and 6 th semester they have to choose two papers ineach semester from the group given below.	DSE-1 & 2

	The course offersthree groups namely Finance (DSE I), Marketing (DSE II) andHuman Resource (DSE III)	
Semester VI		
BBA-HC-6016	Business Policy And Strategy	CORE COURSE-13
BBA-HC-6026	Taxation Laws	CORE COURSE- 14
BBA-HE-6036 BBA-HE-6046	A student would be free to choose any four papers from onegroup. In 5th and 6 th semester they have to choose two papers ineach semester from the group given below. The course offers three groups namely Finance (DSE I), Marketing (DSE II) andHuman Resource (DSE III)	DSE 3 & 4

DSE I : FINANCE

- INTERNATIONAL FINANCE
- INVESTMENT BANKING AND FINANCIAL SERVICES
- INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT
- STRATEGIC CORPORATE FINANCE
- BUSINESS ANALYSIS & VALUATION

DSE II : MARKETING

- CONSUMER BEHAVIOUR
- MARKETING OF SERVICES
- ADVERTISING AND BRAND MANAGEMENT
- RETAIL MANAGEMENT
- PERSONAL SELLING & SALES FORCE MANAGEMENT

DSE III : HUMAN RESOURCE

- HUMAN RESOURCE DEVELOPMENT : SYSTEMS AND STRATEGIES
- MANAGEMENT OF INDUSTRIAL RELATIONS
- TALENT AND KNOWLEDGE MANAGEMENT
- PERFORMANCE AND COMPENSATION MANAGEMENT
- TRAINING AND MANAGEMENT DEVELOPMENT

For detailed syllabus follow the link:

<https://sites.google.com/a/gauhati.ac.in/syllabus-ug-cbcs/honours/bba>