



Estd 1983

**RVS GROUP**  
Building Intellectual Capital

## RATHNAVEL SUBRAMANIAM COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

NAAC REACCREDITED & ISO 9001:2008 CERTIFIED INSTITUTION

www.rvscas.ac.in



**2012-13**

**UG PROGRAMMES OFFERED  
(Quick Reference Guide)**

### RATHNAVEL SUBRAMANIAM COLLEGE OF ARTS & SCIENCE

Rathnavel Subramaniam College of Arts & Science was started in the year 1986 for the sole purpose of giving quality and affordable education to the leaders of tomorrow. The Rathnavel Subramaniam College of Arts & Science (Autonomous), Sular, Coimbatore is a co-educational Institution named after the late Rathnavel Subramaniam, son of Vijayashree Dr.K.V. Kupusamy, the Chairman, RVS Educational Trust, Sular, Coimbatore.

Over the past 25 years, it has grown to become the biggest self-financing college in terms of student strength offering 15 U.G and 14 PG programmes. It endeavors to glow brightly in every sphere of activity in its campuses.

#### Vision

To continuously strive for leadership in providing quality, innovative Arts and Science programmes for rural students through the state-of-art infrastructure and leveraging technology.

#### Mission

We will inspire for leadership to learn, lead and serve in a diverse and changing world with a thrust on ethical, social and cultural values.

Apart from the broad vision and mission of the college, each department has its own vision and mission to signify its perspectives.

#### Honours

MAXIMUM ENROLMENT OF FOREIGN STUDENTS  
First Place - Bharathiar University on 13-04-2009.  
(Total No. 362)

ONE OF THE BEST FOUR COLLEGES IN COIMBATORE  
THE TIMES OF INDIA - 26-06-2008  
ECONOMIC TIMES - 26-06-2008

MCA DEPARTMENT  
has got the EDUCATIONAL LEADERSHIP AWARD  
from Knowledge Resource Development and Welfare Group  
on September - 2011 on the basis of an all India survey.

RVS INSTITUTE OF MANAGEMENT STUDIES & RESEARCH  
Ranked 44<sup>th</sup> among 125 short listed B Schools in India  
by THE WEEK - M&RS Survey Report  
2<sup>nd</sup> in Coimbatore, 6<sup>th</sup> in Tamil Nadu, 13<sup>th</sup> in Southern Region  
("The Week" issue dated Oct, 17, 2010)

RVS INSTITUTE OF MANAGEMENT STUDIES & RESEARCH  
2<sup>nd</sup> rank of Promising 44 B - Schools in India  
CSR - GHRDC B - School Survey 2011

### SCHOOL OF COMPUTER STUDIES

#### COURSES OFFERED - ELIGIBILITY

##### B.Sc Computer Science

Pass in H.Sc / Equivalent Exam

##### B.Sc Information Technology

Pass in H.Sc / Equivalent Exam

##### BCA (Bachelor of Computer Applications)

Pass in H.Sc / Equivalent Exam

#### SALIENT FEATURES

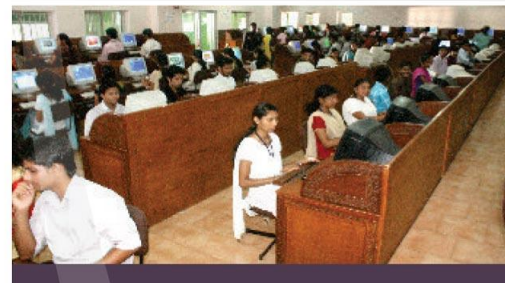
- Practical Knowledge in Software Testing
- Practical ideas in Oracle Fundamentals & Administration
- Mastering in Software Design using UML
- Minor & Major Projects
- Mastering in Web Based Applications (J2EE & ASP, NET)
- Mastering in Server Administration (LINUX, Windows 2003 Server)
- Training students on Technical certification like ORACLE, SAP, CISCO, etc.

#### ABOUT US

The School of Computer Studies provides specialist teaching and conducts research in Fundamental and Applied Computer Sciences, Software Engineering, System Analysis, Software Testing and more. We are proud to deliver outstanding Undergraduate education that offers varied and exciting career opportunities around the world.

#### TIE-UP WITH EXTERNAL ENTITIES

UOL The University of Leicester, U.K. has intended collaboration with RVS Group of Institution for Student Exchange, Faculty Exchange, Joint Research and many other areas which will be explored in the future. The department started a development unit named "SCS Software Solutions" in the year 2008 to enable the students to develop real time software products, Tie-up with a Software based Industry named i-cons Technologies to offer Parttime Jobs to students and in-built industry tie-up with ATLINE Technologies Pvt. Ltd.



### SCHOOL OF COMMERCE

#### COURSES OFFERED - ELIGIBILITY

##### B.Com

Pass in H.Sc with Commerce & Accountancy

##### B.Com (CA)

Pass in H.Sc / Equivalent Exam

##### B.Com (IT)

Pass in H.Sc. / Equivalent Exam

#### INFRASTRUCTURE

- Separate Computer Lab
- Use of OHP
- Use of LCD projector
- Use of pictures, clippings and transparencies
- Use of video CDs and Presentation Aids
- Well experienced staff members with industry exposure
- Online Training
- Exclusive use of Internet
- Well-Stocked Library

#### SPECIAL FEATURES

- Online study material
- Marketing Mela / Commerce
- Celebration of all festivals
- Admission of Foreign students
- Placements
- Peer support group for slow learners
- Market oriented survey
- Quiz programme
- Parents Teachers Meet
- Alumni Meet
- Earn while you learn
- God father system

#### PERSONALITY DEVELOPMENT INITIATIVES

- Mentorship
- Entertainment Club
- Sports and NSS
- Special Counseling for Girl Students
- Helping to Various Old Age Home and Child Care Centre
- Communicative English
- Yoga and Meditation
- Soft Skill Development

#### INDUSTRY INTERFACE ACTIVITIES

- Guest Lectures
- Group Discussions and Paper Presentations
- State, National and Inter-State Seminars
- Mini Project / Major Project
- Industrial Visits and Port Visits
- Workshops
- Seminars





## SCHOOL OF BUSINESS MANAGEMENT

### COURSES OFFERED - ELIGIBILITY

#### **BBA**

Pass in H Sc / Equivalent Exam

#### **BBA (CA)**

Pass in H Sc / Equivalent Exam

### SALIENT FEATURES

- Industry exposure through industrial visits / Industrial training.
- Personality Development and Communicative Skills classes.
- Choice Based Credit System in Semester.
- Business Management Syllabus with Computer Application.
- UGC-Sponsored Career Oriented Programme (COP) - a parallel Certificate in Degree Course
- An Excellent Track Record of Placement in Reputed Companies.
- Workshops & Seminars
- Marketing & Quiz Club
- Online Study Materials

### SCOPE OF THE COURSE

The BBA programme helps the students to develop organizational skills, full management concepts and business discipline. It also helps to enlarge the management, by their decision-making styles and handle the management well through their skilled and well organized planning.

### JOB OPPORTUNITIES

It is to expertise the field of accounting, marketing, HR Information systems and global product management. The programme has an excellent stature of placement lists as it contains some of the outstanding companies in India.

### HIGHER STUDIES

**M.Com(CA)**

**MBM**

**M.Com**

**MBA**

**MIB**

**MSW**



## DEPARTMENT OF ENGLISH

### COURSES OFFERED - ELIGIBILITY

#### **B.A English (3YEARS)**

Pass in H Sc / Equivalent Exam

#### **M.A English (2 YEARS)**

B.A English Literature / Any graduate who has done two papers in English under the non-semester system or 4 papers in English under the semester system

#### **B.A English for Chinese Students (1 YEAR)**

3 years Diploma with English as major from recognized Universities in China

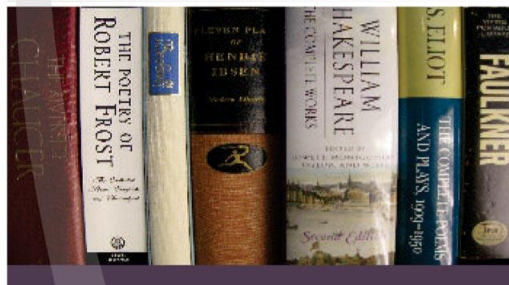
### SALIENT FEATURES

The course:

- helps in developing the aesthetic appreciation of students towards Literature
- gives importance to develop Creative Writing skills
- trains the students in improving their Business Communication skills
- equips students in preparing for competitive examinations
- helps to inculcate moral values required for a peaceful life
- paves way for the students to choose from a variety of PG Courses including M.A. in Journalism, Tourism, Psychology, Sociology, MBA, MSW etc.
- is designed to impart a high level of confidence to students to face the challenges in life in an efficient manner

### PLACEMENTS INCLUDE

- Teachers / lecturers in India and abroad
- Editors / Proof Readers for newspapers and magazines
- Translators of books and movies
- Online teaching of English or Spoken English classes
- Airhostess jobs for female students



## DEPARTMENT OF FOODS & NUTRITION

### COURSE OFFERED - ELIGIBILITY

#### **B.Sc Nutrition & Dietetics**

Pass in H Sc with Chemistry & Biology/ Physics/ Home Science/ Computer Science/ Nutrition & Dietetics

### SCOPE OF THE COURSE

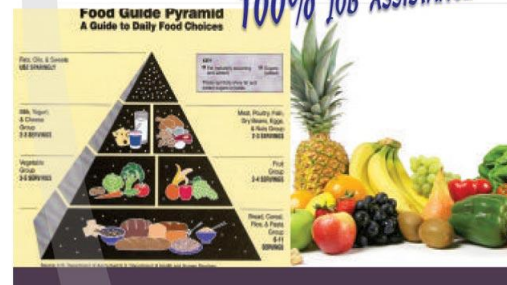
- Dietitians in Hospitals
- Nutrition consultant in Commercial Food Industry
- Quality Controller and Quality Analysts in Food Industry
- Nutrition Project Officers in Govt Sectors like ICDS, Govt Processing Research Centre
- Diet Consultants in Fitness Centres
- Health club Co-ordinators in Star Hotels
- Researchers and Associates in Food Research Organizations like NIN, DFRL, IGSMRI, CFTRI, CIET
- Nutrition Trainer in National and International Organizations
- Diet Counselors in MNCs and BPOs
- Entrepreneurship by establishing Fitness centres and Food Industries

### FEATURES OF THE DEPARTMENT

- Well-equipped lab with the state-of-the-art equipment
- Excellent library facility with all the latest editions of National & International journals
- Updated syllabus to suit the current needs
- Government Funded Projects

### TRAINING IN

- National organization like Central Food Technological Research Institute, IGSMRI
- Star Hotels
- Multi-Speciality Hospitals
- Food Industries (MTR Foods, Britannia, Spice Board & Dairy Industry)
- Defence Food Research Laboratory
- In campus training in "Food processing & Preservation Techniques"



## DEPARTMENT OF ELECTRONICS & COMMUNICATION

### COURSE OFFERED - ELIGIBILITY

#### **B.Sc Electronics & Communication Systems**

Pass in H Sc with Maths, Physics, Chemistry, Botany, Zoology or Vocational group with Maths or Physics or both.

### SALIENT FEATURES

- Experienced Faculty
- State-of-the-art laboratories
- Syllabus to meet Modern Trends
- CBCS Syllabus
- Placement Assistance
- Soft Skill Development Course
- Career Oriented Programs
- Eco-friendly campus
- 24 Hours Internet Facilities
- Hands-on experience on PCB & Mobile phone servicing

### JOB OPPORTUNITIES

- Section Engineer in Railways
- Design Engineer
- Signal Engineer in Railways
- Ground line inspector in Airport Authority
- Senior Assistance in Airport Authority
- Manager in Airport Authority
- Junior Executive in Airport Authority
- Electronics Technician in Airforce
- Electronics Technician in Navy
- Air Defence Missile Maintenance in Military
- Communication Electronic Maintenance in Military

### HIGHER STUDIES

**M.Sc (APP. ELECT)** **MCA** **MBA**

**M.Sc (CS)** **M.Sc (CC)** **M.Sc (IT)**





## DEPARTMENT OF CATERING SCIENCE & HOTEL MANAGEMENT

### COURSE OFFERED - ELIGIBILITY

#### B.Sc Catering Science and Hotel Management

Pass in H Se / Equivalent

### THE FACILITIES AT CATERING

- Basic & Advanced Training Restaurant and Bar
- Basic, Quantity & Advanced Training Kitchen
- Air Conditioned Housekeeping & Front Office
- Well Furnished Classrooms
- Audio, Visual Rooms with Teaching Aids
- Well Equipped Computer Lab & Library
- Eco Friendly Infrastructure, Hostel Gym & all Sports Facilities

### SALIENT FEATURES

- Well equipped lab facilities to match the standards of the Star Hotels
- Well furnished classrooms
- Eminent and Experienced faculty.
- Updation of Curriculum by Industrial Experts
- Periodical Workshop, Seminar, Guest Lectures by Eminent personalities in the respective fields
- Training in Five Star Hotels in India and Abroad
- Member of "HERA" Hospitality Educators and Recruiters Association
- Career guidance and Personality Development Programmes
- "EARN WHILE YOU LEARN" - Part Time Jobs

### JOB OPPORTUNITIES

- **100% PLACEMENT ASSISTANCE** in leading Five Star Hotels, Railways, Aireracts, Ships etc.
- Campus Interviews by leading Group of Hotels like ITC, TAJ, CASINO, LE MERIDIEN, GRT, RESIDENCY, LEELA, OBEROI, RADISSON etc.



## MICROBIOLOGY SCHOOL OF

### COURSE OFFERED - ELIGIBILITY

#### B.Sc Microbiology

Pass in H Se with Biology (Zoology / Botany) as one of the subjects

### OPENINGS IN INDUSTRIES

- Food Industry
- Dairy Industry
- Water Testing Laboratories
- Pharmaceutical Companies
- Biofertilizer and Biopesticide Production Units
- Leather Industries
- Paper Industries
- Stem Cell Research Centres
- Beverage Industry
- Poultry

### FUTURE MICROBIOLOGISTS

- Microbiologist in Clinical Laboratories & Hospitals
- Medical Transcriptionist
- Clinical Research Associate
- Clinical Trials Co-ordinator
- Pollution control Board
- Researcher in R&D Laboratories
- Effluent Treatment Units
- Water Board
- Microbial Quality Controller

### ENTREPRENEURSHIP OPPORTUNITIES

- Spirulina Production
- Biofertilizer Production
- Agar Production
- Mushroom Cultivation
- Diagnostic labs
- Higher studies & Research opportunities



## LIFE SCIENCE BIOCHEMISTRY

### COURSE OFFERED - ELIGIBILITY

#### B.Sc Biochemistry

Pass in H Se with Chemistry / Biology / Physics / Computer Science

### SALIENT FEATURES

- Unlimited practical lab hours, well stacked & sophisticated laboratory
- Highly qualified & dedicated team of faculty
- Innovative teaching through LCD, Panel discussions & Paper presentations
- Regular workshops/ Conferences/ Industrial visits
- Mini projects & Industrial training programmes
- UGC-sponsored Career-Oriented Programme in Bioinformatics

### INDIA & ABROAD OPPORTUNITIES

- Scientists
- Bioinformaticians
- Nanoscience researchers
- Researchers
- Biochemical consultants
- Stem cell research co-ordinators
- Clinical research co-ordinators
- Academicians in Pharmaceutical companies

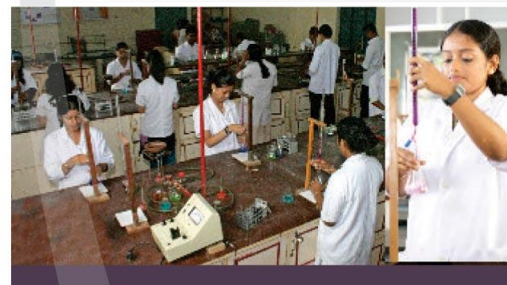
### SELF-EMPLOYMENT OPPORTUNITIES

- Biogas production
- Biopesticides & Insecticides production
- Biomanure production
- Thyroid hormone detection lab
- Commercial production of tissue culture plants

### EMPLOYMENT OPPORTUNITIES

- Diagnostic laboratories
- Forensic laboratories
- Pharmaceutical Industry
- Biochemical Industry
- Space research
- Agricultural research Industry
- Editors in scientific journals

## 100% ASSURED PLACEMENT



## DEPARTMENT OF MATHEMATICS

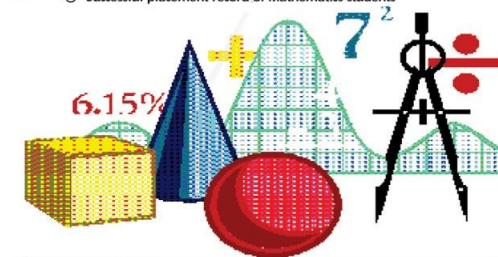
### COURSE OFFERED - ELIGIBILITY

#### B.Sc Maths with CA

Pass in H Se with Maths. (Business Mathematics, General Mathematics & Statistics cannot be considered as equivalent to Mathematics)

### SALIENT FEATURES

- Excellent track record of academic achievements
- Current Industry-relevant curriculum
- Evergreen course for sustenance
- Broad career options
- Training in English communication and interview skills
- Successful placement record of Mathematics students



## TRAINING AND PLACEMENT DIVISION

A full-fledged Training and Placement Division functions to provide employability skills and placement opportunities to the students to get recruited in corporates and other leading organizations in India and abroad.

- An exclusive in-house Training Department with more than 10 highly skilled and experienced trainers in English communication skills and interview soft skills.
- A 3-member experienced Placement Team with a huge network of top notch MNCs.
- Compulsory training for all students in Spoken English skills, Aptitude and interview soft skills in all semesters.
- Leading recruiters of our students in 2010-11: TCS, Wipro, Infosys, Taj Hotels, CSS Corp, HCL, Ernst & Young, L & T, Mahindra Satyam, Cognizant, Sutherland Global Services, LG Electronics, ING Vysya, HDFC, Birla Retail, TNT Logistics and Ford.
- Special training for average students.
- Training and career guidance for employment in Banks, Defence and Government sector jobs.
- A full time English Language Lab to refine the students' English language skills.



## CAREER ORIENTED PROGRAMME COURSES

### OFFERED BY THE DEPARTMENTS IN BRIEF

#### SCHOOL OF COMPUTER STUDIES

The School of Computer Studies offers **MULTIMEDIA & ORACLE 9i**. The collaboration with Oracle leads RVS Group of Institution to conduct Workforce Development Program (WDP). This course enables learners to gain a conceptual understanding of the Oracle architecture and how its components work and interact with one another.

#### SCHOOL OF COMMERCE

The School of Commerce offers **FOREIGN EXCHANGE MANAGEMENT, INSURANCE, and Business management**. It has certificate, diploma and advanced diploma courses. It is mandatory that students can opt any of these courses. Students can enter into the field of insurance and export / import documentation, where offers are wide open around the country.

#### DEPARTMENT OF BUSINESS MANAGEMENT

The Department offers **EVENT MANAGEMENT**. The course carries certificate, diploma and advance diploma. This course helps the other department students to learn and gain knowledge about various managerial aspects of modern event management. And it encourages the same to do the managerial activities as an effective manager by preparing training report and project reports.

#### DEPARTMENT OF ELECTRONICS & COMMUNICATION SYS

The Department offers **NETWORKING**. The objective of this program is to provide a career based industrial networking.

At the end of the course, the students will be awarded a certificate (in I year), Diploma (in II year), Advanced Diploma (in III year) along with their Degree. The course has been useful to the students when they go for CCNA & MCNA certification.

#### DEPARTMENT OF MICROBIOLOGY

The Department of Microbiology offers **MICROBIAL TECHNOLOGY** in three levels. Certificate course (in I year), Diploma (in II year), Advanced Diploma (in III year) along with their degree. The course entangles the learners with relevant practicals, project viva voce and an in house training programme.

## CAREER ORIENTED PROGRAMME COURSES

#### DEPARTMENT OF BIOCHEMISTRY

The Department of Biochemistry offers **BIOINFORMATICS** in three levels. Certificate course (in I year), Diploma (in II year), Advanced Diploma (in III year) along with their degree. Bioinformatics is an extensive research subject. It spans from biomedicine to computer science. It is one of the most promising fields for job hunters. Research in Bioinformatics gives rise to many fascinating abstract problems in Biochemistry, Molecular Genetics and in various areas.

#### DEPARTMENT OF MCA

The Department of MCA offers courses in **FLASH, PHOTOSHOP, MAYA, CORELDRAW, PAGEMAKER, DREAMWEAVER & ILLUSTRATOR** to all the Undergraduate students. The course carries Certificate course (in I year), Diploma (in II year), Advanced Diploma (in III year) along with their degree. The objective of this syllabus is to update the knowledge of the student in this area and enable them to get job in the multimedia field, one of the highest paid fields in the IT.

#### DEPARTMENT OF CATERING SCIENCE & HOTEL MGT

The Department of Catering Science and Hotel Management offers **CULINARY ARTS**. The course carries Certificate course (in I year), Diploma (in II year), Advanced Diploma (in III year) along with their degree. The objective of this syllabus is to improve and increase the interest and skills in International Cuisine. This also offers a chance for the students to specialize in a particular type of cooking and enhance their productivity.

#### DEPARTMENT OF FOODS AND NUTRITION

The Department of Foods and Nutrition offers **HEALTH MANAGEMENT**. In the certificate course the basic concepts in Nutrition will be dealt with. In the diploma, Meal planning for normal and therapeutic conditions will be conducted. The Advanced Diploma paper will comprise of the application of nutrition to the community. The course will enable the students to learn the various concepts of health and maintain a healthy environment.

## RVS GROUP

#### COIMBATORE

RVS College of Arts & Science, Suttur, Coimbatore  
RVS College of Nursing, Suttur, Coimbatore  
RVS College of Pharmacy, Suttur, Coimbatore  
AVRFA College of Ayurveda, Suttur, Coimbatore  
RVS College of Physiotherapy, Suttur, Coimbatore  
RVS Polytechnic College, Suttur, Coimbatore  
RVS Ayurveda College, Kannampalayam, Coimbatore  
RVS College of Nursing, Kannampalayam, Coimbatore  
RVS Industrial Training Institute, Coimbatore  
RVS Siddha Medical College, Kannampalayam, Coimbatore  
RVS College of Naturopathy, Kannampalayam, Coimbatore  
RVS Dental College & Hospital, Kannampalayam, Coimbatore  
RVS Homeopathic Medical College, Kannampalayam, Coimbatore  
RVS College of Engineering & Technology, Coimbatore  
RVS Institute of Management Studies & Research, Coimbatore  
RVS Institute of Mgt Studies & Research, Kannampalayam, Coimbatore  
RVS College of Education, Coimbatore  
RVS Matric. Hs. Sec. School, Suttur, Coimbatore  
RVS Multi-Specialty Hospital, Coimbatore  
RVS Working Women Hostel, Coimbatore  
BMT Working Women Hostel, Coimbatore  
RVS Teacher Training Institute, Coimbatore

#### KARAIKAL

RVS College of Arts & Science, Karaikal  
RVS College of Education, Karaikal  
RVS Teacher Training Institute, Karaikal  
RVS College of Engineering & Technology, Karaikal  
Vignesh Teacher Training Institute, Karaikal

#### DINDIGUL

RVS Industrial Training Institute, Dindigul  
RVS Polytechnic College, Dindigul  
RVS College of Education, Dindigul  
RVS Working Women Hostel, Dindigul  
Padma (P) Ltd. Women Hostel, Dindigul  
RVS College of Engineering & Technology, Dindigul  
RVS Institute of Management Studies & Research, Dindigul

#### TANJORE

Padmavathy Ammal College of Education, Tanjore  
Padmavathy Ammal Teacher Training Institute, Tanjore

#### CHENNAI

Bhaktavatsalam Memorial College of Women, Chennai

#### OTHERS

RVS Info Series  
RVS Intotest Ltd, Coimbatore  
Hotel Padma (P) Ltd, Dindigul  
RVS Infra Structure (P) Ltd  
RVS Construction Co.  
RVS Yarns (P) Ltd, Coimbatore

#### TEMPLES

RVS Kumaran Kottam, Kannampalayam  
RVS Suttur Tirupathi, Kannampalayam  
RVS Suttur Bagavathi amman kovil, Kannampalayam  
RVS Senthil Andavar Thirukoil, Dindigul

## PROGRAMMES OFFERED

### Undergraduate

- ▷ B A (Eng. Litt)
- ▷ B Com
- ▷ B Com (IT)
- ▷ B Com (CA)
- ▷ BBM
- ▷ BBM (CA)
- ▷ BCA
- ▷ B Sc CS
- ▷ B Sc (IT)
- ▷ B Sc Maths with CA
- ▷ B Sc Biochemistry
- ▷ B Sc Microbiology
- ▷ B Sc Nutrition & Dietetics
- ▷ B Sc Catering Sc & Hotel Mgt
- ▷ B Sc Electronics & Comn Sys

### Postgraduate

- ▷ M A (Eng. Litt)
- ▷ M Com
- ▷ MIB
- ▷ MSW
- ▷ MCA
- ▷ MBA
- ▷ M Sc (CC)
- ▷ M Sc (CS)
- ▷ M Sc Maths
- ▷ M Sc Biochemistry
- ▷ M Sc Microbiology
- ▷ M Sc Biotechnology
- ▷ M Sc Foods & Nutrition
- ▷ M Sc Applied Electronics

Fee Concession applicable for below mentioned  
Merit | Sports | Defence | Disabled | SC/ST

### College Bus facility available

For any queries during the application and admission process, you may feel free to contact us.

+91 522 2303663  
+91 522 2303664  
admissions-rvs@isecard.asia

### RATHNAVEL SUBRAMANIAM COLLEGE OF ARTS & SCIENCE

(AUTONOMOUS)

NAAC REACCREDITED - ISO 9001:2008 CERTIFIED INSTITUTION

Master Consultants:  
N&W-India & International  
ISE CARDS INDIA LTD.  
3/106, 1st Floor, Virek Khanda-3, Sund Nagar, Lucknow-226010-U.P., India  
Tel.: +91 522 2303663, +91 522 2303664 Fax: +91 522 2307710  
E-mail: consultants-rvs@isecard.asia  
Web: www.isecard.asia, www.rvsgroup.com

Disclaimer: This is only a summary of the programmes offered for the academic year 2012-13 and is for reference purpose only. For more details on this please contact us.