



INTER: MEC / CEC
DEGREE: B.Com / BBA



CA | CS | CMA
ACCA | CIMA | CMA(USA)

CA + Beyond CA®

A.C Campuses

| L.B. NAGAR | SECUNDERABAD
| KUKATPALLY | S.R. NAGAR
| HIMAYATNAGAR | KACHIGUDA | WARANGAL

📞 99 49 22 22 44

www.acc.edu.in



ASPIRE
ACHIEVE
INSPIRE

Partnerships &
Accreditations



[**ASPIRE · ACHIEVE · INSPIRE** >

INDEX



Chairman’s Message	4
AGI	6
Change Makers of Modern India	7
ACC Uniqueness	10
Three Layer Teaching System	11
Intermediate - MEC/CEC	12
B.Com General/Taxation	14
B.Com Computer Applications/Advtg & Sales	16
B.Com Business Analytics	18
B.Com Honours	20
BBA / BBA Business Analytics	22
CA+ Beyond CA®	24
Domestic Wing (CA/CS/CMA)	25
International Wing (ACCA/CIMA/CMA-USA)	26
Skill Development & Competitive Exams Wing	27
Awards & Recognition	28
25+ Commerce Career Choices	30

CHAIRMAN'S MESSAGE

Congratulations for choosing a career in Commerce which is one of the most consistently popular streams. There is tremendous scope in Commerce and it's not showing any signs of stopping.

The study of commerce provides a springboard for work opportunities in a range of Financial Services, Banking, Insurance, IT/ITES Industry, Management, Government Services and Entrepreneurial ventures. A commerce student can pursue professional courses viz., CA, CS, CMA, ACCA and CIMA whilst pursuing Intermediate/Graduation.

With increased business activity and entry of multinational companies, ITES & BFSI Industry offers the most lucrative compensation packages for young commerce graduates who are embedded with 'appropriate knowledge', 'right skill set' and 'proper training' while pursuing graduation.



Dr. Avinash Brahmadevara
M.Com, CA, CS, CMA



We welcome you to India's Most Promising College in Commerce & Management, revolutionizing Commerce Education and people's perception towards it. ACC is the perfect place for you to start your career with India's Youngest Triple Qualified Post Graduate Professional & World Record Holder at the helm of affairs. Students cannot ask for a better place to pursue their careers in Commerce & Finance.

Avinash College of Commerce employs a unique pedagogy that ultimately results in the improved skillset, employability and entrepreneurial thirst in the students.

Unconventional methods of Teaching & futuristic learning models have made ACC as the preferred choice for pursuing Careers in Commerce along with its patented "CA+ Beyond CA[®]" Programme.

Commerce Guru
Dr. Avinash Brahmadevara
M.Com., CA, CS, CMA

(India's Youngest Triple Qualified
Post Graduate Professional)



World Record Holder





Embracing change, empowering futures

An interview with Dr. Avinash Brahmadevara, M.Com, CA,CS,CMA, Chairman, Avinash Group of Institutions (AGI) - Telangana.

Q How do you perceive 'Change'?
Without change there is no innovation, creativity or incentive for improvement. Those who initiate change will have a better opportunity to manage the change that is inevitable.

In this dynamic and ever-changing world, it is necessary that one keeps pace with the constant transition in all arenas, more so in the field of education. In order to meet the growing demands of the market, we the educationists shoulder a significant responsibility as we are the ones who need to prepare our students to face the metamorphosis of life and the dynamism of the market as well.

Avinash Group of Institutions was started with the intention of facilitating young minds to adapt themselves to the transition holistically.

Q Turning dreams into reality today! How has the journey been?

Everyone dreams, but not everyone makes their dreams come true. In order to achieve what one aspires to, one needs to possess tenacious and insurmountable confidence in one's own self. I hail from a small village in Kumarakunta in Warangal District. Being born into a middleclass family never stopped me from dreaming big as I ardently believe that no one has ever achieved greatness without dreams. Like a

DR. AVINASH BRAHMADEVARA

M.Com, CA,CS,CMA
World Record Holder, Chairman
Avinash Group of Institutions



phoenix, I rose above all the overwhelming life situations and emerged as a stronger, optimistic and more resilient person. With my undeterred attitude and strong commitment, I could achieve a world record as "India's Youngest Triple Qualified Post Graduate Professional".

Q What's the vision behind Avinash Group of Institutions?

My vision has always been to strengthen commerce education in India as I knew what was lacking in commerce education and how to bridge that gap between the commerce aspirants and the market requirements. I started AGI with the same motto. I was ready to cut my teeth with my dream project and always aimed at taking AGI to the top by making it one of the premium and sought-after commerce colleges in India with an invincible conviction of providing each and every aspirant a respectful, assertive and distinct identity of their own with a newfound hope and energy which is stimulating and invigorating.

Q Do you believe that AGI is unique?

We are India's only Institution offering 25 + Commerce Careers all under one roof and currently educating 15000 + students within 10 years of our start up.

We at AGI firmly and resolutely believe in the adage - "Tell me and I forget, teach me and I remember, involve me and I learn". We aim at the holistic development of our students by incorporating some of the best practices and best teaching pedagogy with the support of our efficient staff to make our students industry-ready. This has always been our top priority.

Activities like mandatory skills training, tailor-made training modules, certification programs, boot camps, professional clubs, internships and so on are conducted and aimed at enhancing the learning experience of the students in

order to give them practical exposure and hands-on experience.

We believe in perennial upskilling of the faculty as well, as constant learning facilitates the organisation's 360-degree development. All our associates here at AGI are encouraged to propel towards excellence.

Q We understand what you have achieved at AGI is mammoth today - how about the quality index? What's being done at AGI to match the competitive needs of the corporate jungle?

If creating something is a rigorous task, maintaining or sustaining it is a humongous one. This requires perspicacious vision and an avid sense of commitment. AGI's successful

||Progress can't be attained without change, and we are here for a revolutionary change in education by all means||

"It's important that we need to come to terms with the fact that change is fascinating and intelligence lies in the ability to adapt to change. We must of course stay committed to our decisions, but at the same time must stay flexible in our approach.

Success always comes from what we do consistently and relentlessly. One needs to possess unwavering focus and perseverance to be able to reach one's goals. Consonance between consistency and steadfastness help us reach greater heights and be the best version of our selves".

journey and the way it has grown in leaps in a short span of 10 years is evidence that we are unflinchingly focussed and shall soon realize our dream of becoming the best. We stay rooted and closer to reality. We explore, understand and then act. This has been the mantra behind our growth and as a result we are one of the most trusted brands in the arena of commerce and management education. It's going to percolate and start resonating across the nation soon. The change has begun and you will witness that in no time.

Q What is your message to the younger generation?

As the Chairman of Avinash Group of Institutions, I would like to tell Generation Z that passion alone gives us reason to keep learning and to work toward mastery. Passion fuels our motivation and allows us to be more creative and propels us to the mountain of our dreams and goals. Work, commitment and dedication, when all three unite, we reach the deep well, where passion lives. Passion paired with indomitable determination generates the enthusiasm needed to sail through the biggest obstacles and overcome the most intractable challenges. It also inspires loyalty, team work, hard work and eventually, success.

Everyone needs to understand that we all possess the need to succeed in our endeavours... and the key to success in this competitive world is, adaptability, the quality of being able to adapt to new conditions. It is also the ability or willingness to adjust emotions, thoughts and behaviours to changing situations as prevailing conditions are always not in our favour. Adaptability, resilience and flexibility are going to be the defining skills of the coming era and so we need to acclimatize ourselves to different situations in order to make our lives easier and roll with the punches if any fancy persuasive life.



ACC - UNIQUENESS



Conceptual Understanding



Industry Academia Interface



Holistic Development



French Foreign Language



Communications & Soft Skills Lab



Training Studio (Audio & Visual)



Mentorship & Training



100% Campus Placement Assistance



THREE LAYER TEACHING SYSTEM

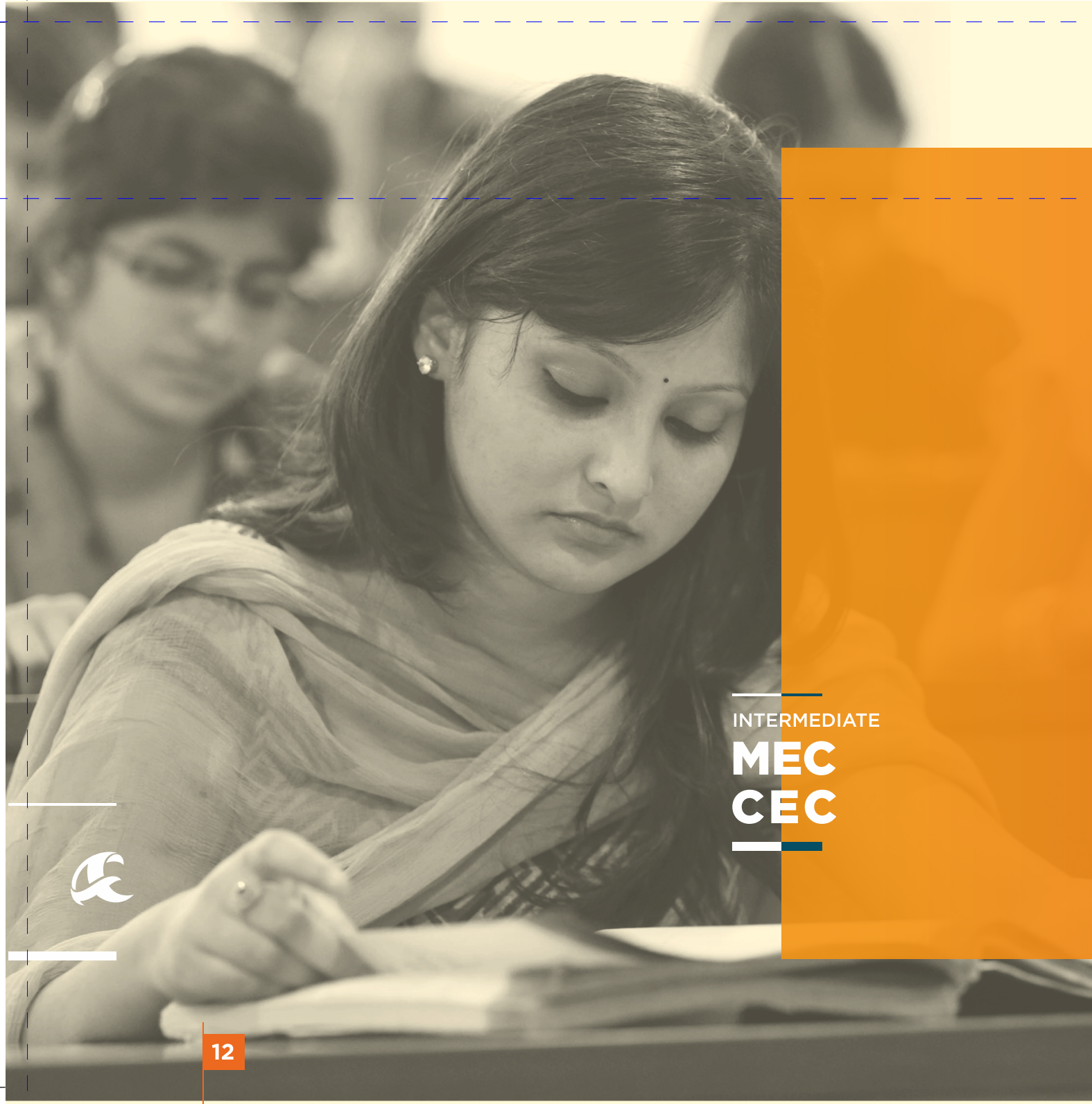
ACC adopts a unique approach of teaching that enables students make the best of their inherent abilities, while absorbing the curriculum.



ACC STUDENT SKILL SET

ACC students are armed with all necessary skills that are required to take on the business world. Students from ACC are distinctly confident, street-smart and industry ready when compared to other students. It is all due to the meticulous planning that goes on in preparing our students. Here is a sneak preview of our system.





INTERMEDIATE
MEC
CEC

INTERMEDIATE (MEC/CEC)

Perfect Foundation for Commerce Careers

Intermediate is probably the most crucial node in the career of any student. It is the time for young kids to adapt to the ways of corporate world. Avinash College of Commerce breaks away from the traditional stereotypes to support the holistic development of student along with imparting domain knowledge.

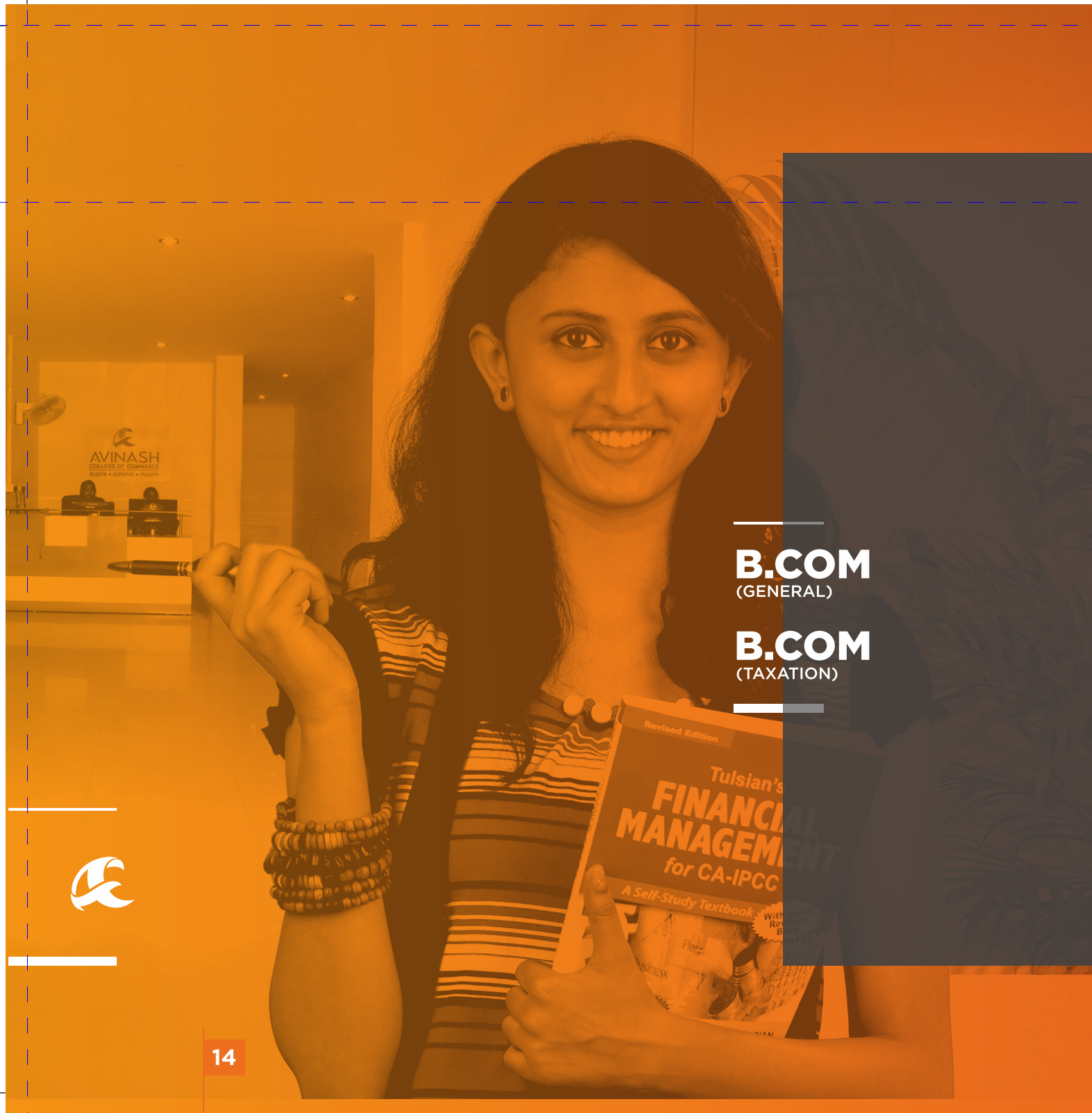
Since, intermediate is the time to set ones' fundamentals right, we have developed indigenous methodologies that help the students gain expanse of knowledge. The pedagogy is also altered to suit these sharp minds and help them develop the fundamentals in the right way.

These students are oriented through our CA+ Beyond CA® Programme and are continuously supported by the faculty. This approach helps the students in being adaptive to multiple career options while focusing a career path of their choice. The learning graph of every student is monitored

on a weekly basis. Regular career counselling sessions are conducted to keep them motivated to reach their goals.

As minds of intermediate students are like tender untouched flowers, focus is also laid on extra-curricular activities and sports which facilitates these tender minds to blossom. At ACC we strive not only to impart knowledge but instill sense of direction in these kids. Programs like yoga and meditation are conducted to help the students attain composure.





B.COM
(GENERAL)

B.COM
(TAXATION)



B.COM (GENERAL) / B.COM (TAXATION) + CA /CMA

Abode of Unlimited Career Choices



Growing economy has opened entrepreneurial & job opportunities across various verticals of Finance & Commerce Industry. Avinash College of Commerce offers B.Com General/Taxation courses that helps the students choose between a myriad of career options based on their interest and competence.

Students of B.Com (General) opt for various professional courses viz., Chartered Accountancy (CA), Company Secretaryship (CS), Cost & Management Accountancy (CMA) while pursuing their graduation.

With the introduction of GST, a plethora of Career options in Taxation Domain (Direct & Indirect) have opened up thereby encouraging students to pick up B.Com (Taxation) as a specialised course in graduation.

While developing these academic & soft skills the college also improves the employability of the students through well-crafted placement training. As most of the classes are taught with

real world examples using innovative pedagogy the students will find it easy to adjust to the corporate world.

B.Com (General) & B.Com (Taxation) programmes offer a wide range of job opportunities as Tax Consultants, Auditors, Actuaries, Accountants, Business Consultants, Stock Brokers, Financial & Investment Analysts.

Integrated Programme Offered:

B.Com General + CA / CMA



B.COM

(COMPUTER APPLICATIONS)

B.COM

(ADVERTISING & SALES)

B.COM (COMPUTER APPLICATIONS)

The Gateway to Tech-Savvy Graduates

The progressing world of technology is changing the dynamics of every field and especially in "Commerce & Finance", adapting ourselves to the technology has become quintessential for driving the national economy. These changes necessitated the growth of **B.Com (Computer Applications)** course ensuring the perfect blend of Academics in Accounting & Basics of Technology that offers wide array of job opportunities to the young commerce graduates. This course enables the student to understand, learn and manage the use of Financial & Business software, computer aided packages connected with various business functions like Finance, Banking, Insurance etc.

B.COM (ADVERTISING & SALES)

Making of "The Millionaires"

Advertising & Sales plays a vital role of taking a product or service into the market. The most lucrative career options amongst all the professions available is in the field of Advertising, Brand Promotion & Marketing. With the immense growth in Advertising & Branding industry, there are huge job opportunities for **B.Com (Advertising & Sales)** students. The Curriculum for this course is designed to equip the students with the effects and functions of advertising. They are familiarized with the Direct & Digital Marketing, Sales Promotion and Public Relations paving way for them to make a career in Media Management, Brand Management, Copywriting Management & Consulting.





B.COM

(BUSINESS ANALYTICS)

B.COM (BUSINESS ANALYTICS)

The Next Big Thing in the Business World!

The Most coveted 21st Century Career Prospects is Business Analytics for young professionals. As per World Economic Forum, Business Analytics has become the most essential and highly demanded skill across industries. Approximately 47 million new jobs require Business Analytics professionals by 2022.

Business Analytics refers to a combination of techniques and tools for analyzing organization data to provide actionable business insights. In today's business world, decision makers of all levels of the organization from CXO level to Junior Managers are required to take decisions that are driven by data. This data driven decisions culture not only enables quicker decisions without conflicts but also provides organizations strategic competitive advantage. Therefore the demand for Managers with Business Analytical Skills have increased exponentially in the recent years, indicating the rapid adoption of analytics by organizations across the globe.

Course Learning Outcomes:

- To gain a fundamental understanding of business analytics, understand statistical concepts, data scrutiny, and data visualization.
- Ability to provide solutions to business problems that achieve stated objectives.
- Ability to apply analytical techniques viz., descriptive, predictive and prescriptive to analyze/interpret the data and use software tools.
- Ability to critically analyse, synthesize and solve complex unstructured business problems.

Recommended Certification:

B.Com (Business Analytics)
+ **CBA** (Certified Business Analyst)





B.COM (HONOURS)

B.COM (HONOURS)

Path of Respect and Pride

Booming Indian economy has increased the requirement for competent financial professionals with dedication and strong moral compass. B.Com Honours Course in itself is synonymous to such requirements of Industry & it has always been abreast and ahead of all other commerce courses. It is a great esteem and pride for any student to pursue a B.Com Honours Course intertwined with innovative teaching pedagogies.

Aims at building competence in specific areas of business such as Finance, Human Resources, Marketing and Organisational Behaviour while providing the students with a wide range of managerial skills. The program imparts strong subject matter expertise by focusing on the learning that includes the knowledge of basic theories, principles, methodologies and procedures of commerce and accounting. The curriculum is so rigorous and progressive and prepares its graduates for careers in commerce, accountancy as well as for other professional courses viz. CA, CS, CMA besides Traditional Post Graduate courses like M.Com, MBA, MFC, etc.

Our innovative pedagogy that includes case studies, seminars, discussion analysis, debates, symposiums, group discussions, communication skills, life skills, industrial visits, field trips and projects apart from the classroom teaching helps the students in gaining a greater insight into the world of business. The sessions with the industry experts will help the students in understanding the specifics of the industry.

Dual Programme Offered:

B.Com Honours + ACCA (UK)





Ranked **No.1**
BBA College
in South India
& **No.25** All India

Times School BBA Education
Ranking Survey 2022

B.B.A
(REGULAR)
B.B.A
(BUSINESS ANALYTICS)

B.B.A (Regular) / B.B.A (Business Analytics) Making of True Business Leaders

Bachelor of Business Administration (BBA) is one of the most sought after courses across the globe. BBA offers a practical and comprehensive understanding of business environment and management functions. It exposes young minds to various business concepts and helps them to unearth their hidden potentialities like leadership skills, creativity, lateral thinking and problem solving skills, a predominant must in today's complex environment. At Avinash College of Commerce we work continuously to impart theoretical understanding, orient the students to industry practices, hone their personal skills and help them in evolving into True Business Leaders.

Our industry oriented approach help the students in understanding business solutions from strategic and tactical viewpoints. The pedagogy on the campus is altered to suit the needs of the future business leaders. We emphasize on imparting knowledge from that is relevant to family businesses as much as corporate businesses. This helps the students develop an entrepreneurial zeal.

Apart from classroom teaching, most of the learning happens through our tailored made clubs/cells viz. Entrepreneurship Development (ED Cell), Strategic Decision Making (SDM Club), Corporate Social Responsibility (CSR Club), Green Club, Commerce clubs, Soft

Skills Club, Training Studios, Placement Cell, Case Study Analysis, Presentations and real-world examples resulting in grooming their Decision Making Skills, Problem Solving Skills & Interpersonal Skills.

Campus interviews/Placements are at the door steps of Avinash College waiting to grab our fully groomed Business Leaders. Besides these Campus Placements we would even look forward for the next Billionaires of the world from our young BBA Entrepreneurs.

Dual Programme Offered:
BBA + CIMA (UK)



CA+ BEYOND CA® PROGRAMME



CA is considered to be the unrivalled career option by commerce students. Commerce Guru – Dr. Avinash Brahmadevara, the Youngest Triple Qualified Post Graduate Professional in India (M.Com, CA, CS, CMA) personally opines that everyone who prepares for CA can't become a CA unless he/she has strong will power and commitment to unlearn and learn new things as required by CA course. This is a hard fact that every student and parent is learning to accept.

ICAI Statistics also shows us the same analogy. Out of every 100 aspirants for CA, only 15* (approx) students end up becoming Chartered Accountants. Others are either stuck at Foundation/Inter/Final levels, spending the most valuable time of their careers trying to complete CA for years together in vain. Considering this real time experience scenario, we at Avinash College of Commerce have designed Special Academic Programme (CA+ Beyond CA®) benefitting all the aspirants.

Our **CA+ Beyond CA® Programme** not only produces competent Chartered Accountants, but also gives great importance to the students looking to pursue careers beyond CA.

Students who are not interested in CA are counselled about other courses (**25+ Global Finance Careers**) that offer lucrative career opportunities in Banking, Insurance & Financial Services Industry and are scientifically integrated into our Special Academic Programme. Our counselling experts not only guide students through their selection of subjects, but also give valuable career advice so that no student misses out the most productive period of his/her life.

DOMESTIC WING



PROFESSIONAL QUALIFICATIONS (INDIAN)

CHARTERED ACCOUNTANT (CA)

This qualification opens the door to a vast range of exciting career opportunities in every sector of business and finance. The curriculum consisting of theoretical education integrated with three year articleship training after completing intermediate level provides the ability to analyse and interpret business problems and develop dynamic solutions.

A qualified CA can take up employment or practise as an independent professional in specialised areas of Accounting, Auditing, Taxation, Financial Planning and Management Consulting. Chartered Accountant is much in demand in Banks, Public/Private Limited Companies, Audit Firms, and Portfolio & Wealth Management companies.

COMPANY SECRETARY (CS)

A Company Secretary is responsible for efficient administration of a company particularly with regard to ensuring compliance with statutory and regulatory requirements as amended from time to time. Students who have a penchant for compliance and legal aptitude can choose this course as a career option.

A qualified CS can take up employment in the corporate houses as compliance officers and in-house legal experts or practise as an independent professional in specialised areas of Corporate Governance, Secretarial Services, Financial Market Services and Management Services.

COST & MANAGEMENT ACCOUNTANT (CMA)

A CMA specializes in navigating managerial decisions, stabilizing budgets & standards, accessing operational efficiency and effectiveness of production & service management. A Cost and Management Accountant is expected to collect, assimilate, collate and analyse financial information from all areas of the organization to perform services involving costing, pricing of goods & services and improve cost effectiveness.

A qualified CMA is in great demand in Manufacturing and Service Industries, Public Sector undertakings and Infrastructure companies or can practise as an independent professional in specialised areas of Cost Audit, Internal Audit, Concurrent Audit and Valuation Services.

INTERNATIONAL WING

PROFESSIONAL QUALIFICATIONS (INTERNATIONAL)

ACCA – UK (Association of Chartered Certified Accountants):

ACCA is a course which opens up doors for a Global Career in Accounting. The course consists of 3 levels and the flexibility offered by the examination pattern makes it easier to acquire the qualification. Being recognized in 180+ countries, provides myriad opportunities to a qualified ACCA.

A qualified ACCA can set up Professional Practice in many countries or can take up employment in various fields of Accounting including areas of Valuations, Financial Planning, Tax Consulting, Management Accounting, Treasury Management, Mergers & Acquisitions etc.

CIMA – UK (Chartered Institute of Management Accountants):

Offered by the largest professional body of Management Accountants of UK & recognized in 180+ countries, CIMA curriculum integrates subjects of Finance and Management Accounting along with Strategic decision making, a combination which equips a student to become a successful CEO. The flexibility of examination pattern and the case study methodology ensures applicability of theoretical knowledge thus making it a highly respected Global Program.

A qualified CIMA Professional can choose from wide variety of roles including being a Business Analyst, Forensic Accountant, Project Manager, Management consultant, Financial Controller, etc.

CMA – US (Certified Management Accountant):

Is a Professional credential offered by The Institute of Management Accountants, USA. The course comprises of 2 papers which makes it one of a kind Global Qualification that can be acquired in a short span of 6 - 8 months.

The expertise acquired in Financial Planning, Analysis, Decision Making, Cost Management & Internal controls paves way to career opportunities in the roles of Cost Accountant, Internal Auditor, Finance Manager, Financial Controller, Treasurer, Vice President - Finance.



COMPETITIVE EXAMINATIONS WING

A student’s penchant to opt for esteemed positions in the Public Sector and explore options of pursuing higher education in nationally reputed institutions is predominantly based on competitive exams. While the aspirants for these courses are many, the selection process is stringent and the admissions will be proportionately less. Our coaching programs are designed to lead students towards successfully cracking these entrance exams.



CAT / MAT: A dream of a student to pursue Post Graduation program in Business Administration from reputed B Schools is possible on qualifying successfully in the CAT/MAT exam.

IPMAT: IPMAT is the Entrance Exam for admission in to Top 5 IIM's in India for pursuing five years integrated program (BBA +MBA)

CLAT: CLAT is the Entrance Exam for admission into top 18 universities in India for pursuing 5 Year integrated Graduate

and Post Graduate Law programmes.

IBPS: Institute of Banking Personnel Selection is a recruitment body that conducts examination for selection of candidates to the posts of PO's and Clerks in various Nationalised Banks.

SSC: Staff Selection Commission exam offers aspirants a chance to be employed at Group B and Group C positions in various ministries, Government departments and offices in India.

SKILL DEVELOPMENT WING

Our Skill Development Programmes are customized to impart training in domain and life skills which meet the industry needs and provides an edge to the students to crack interviews and acquire offer letters with ease.

Certification imparted along with Graduation (Mandatory)

- Excel Pro
- Stock Market Pro
- F & A Pro
- Tally Pro
- Corporate Communication Training

Optional Certifications Offered:

- Smart Accountant
- Finance Analyst
- HR Professional
- Digital Marketing
- Certified Business Analyst (CBA)

AWARDS & RECOGNITION



“INDIA’S MOST PROMISING COLLEGE IN COMMERCE & MANAGEMENT”

Education Excellence Awards

2016



“TIMES EDUCATION EXCELLENCE AWARD (CA TRAINING)”

Times of India

2018



“NATIONAL EDUCATION EXCELLENCE AWARD”

National Education Human Resource Development Organisation (NEHRDO)

2019



“MOST PROMISING COLLEGE IN COMMERCE & MANAGEMENT”

Ambitions Academy, Hyderabad

2020



Dr. Avinash Brahmadevara has been awarded as **Young Educational Entrepreneur of Hyderabad 2018** by Indian Commerce Association



Dr. Avinash Brahmadevara receiving **TIMES Group Young Achiever Award (40 Under 40)** through the hands of Padma Sri Mr. Anupam Kher - Bollywood celebrity Actor - February 27th 2021.



Inaugural of **Unique World Record Book** featuring Dr. Avinash Brahmadevara's World Record as India's Youngest Triple Qualified Post Graduate Professional (M.Com, CA, CS, CMA) by Honourable Finance Minister Sri T. Harish Rao who is also an Alumnus of the same school in Karimnagar.

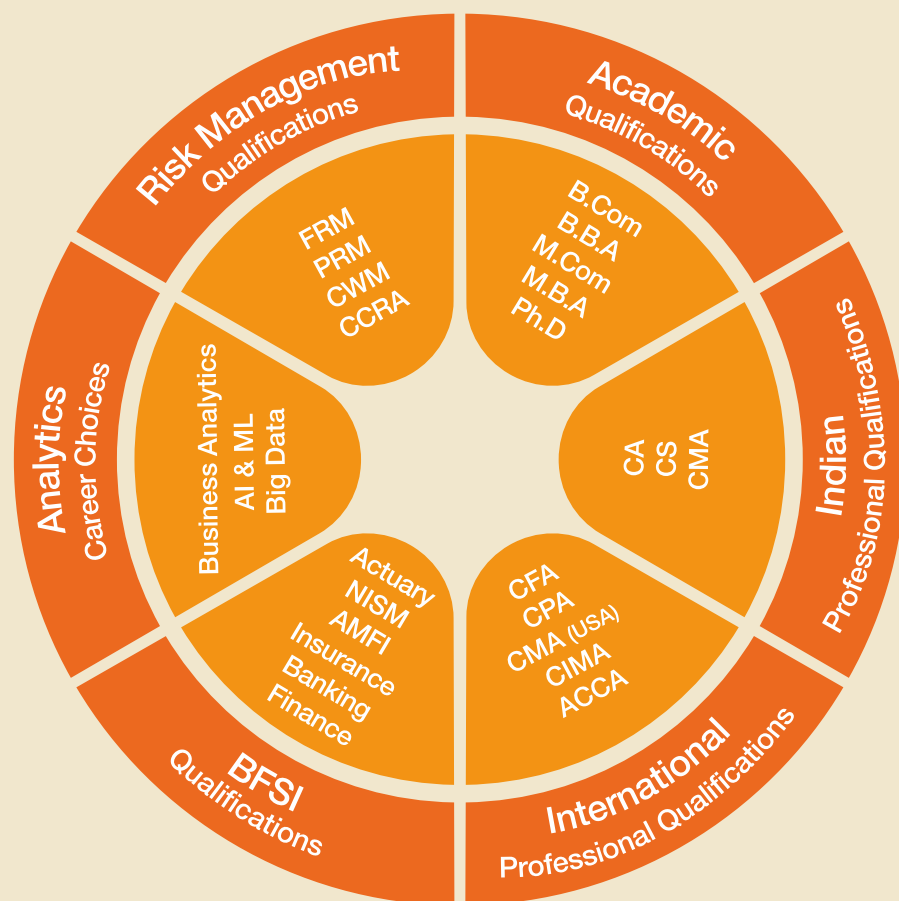


Best Commerce Educational Institution
Times Education Excellence Awards - 2022.





COMMERCE
CAREER
CHOICES



2022 ACHIEVEMENTS