



## Dr Raghu G Anand

Associate CISI, London, Fellow Chartered Financial Planner, Singapore,  
Associate Professor & HOD - Dual Programs

**Specialization:** Costing, Taxation, Finance, Accounting & Public Relations

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### Qualification

- PhD
- SLET
- M.Com (Costing & Taxation)
- PGDPR
- B.Com

### Work Experience-21

- 2012 – Present - Associate Professor & Head-Dual Programs - Center for Management Studies Jain (Deemed-to-be University), Bangalore
- 2008 - 2011 - Head (Dual Programs) Center for Management Studies Jain (Deemed-to-be University), Bangalore
- 1997 – 2007 – HOD - SBMJC
- 2000 – 2002 - Adjunct Professor - Jain International Residential School
- 2000 – 2003 - Visiting Faculty - Jain Evening College for Post Graduate Diploma Programs
- 1995 – 1997 - Served in Indian Postal Department

### Career Summary

Dr Raghu Anand is a professional educator with twenty plus years of experience in the education sector, spanning multiple value chain areas like Teaching, Research, Counseling, Training and Consulting. He is eager to bring professionalism to students using a unique combination of knowledge and experience coupled with industrial experience in mentoring students to achieve their goal, using overall domain expertise and inter-personal skills.

### Research Interest

- Limitations of Traditional Manual Accounting System and the Need for Computerized Accounting in the Liberalized Indian Scenario
- Making the Classroom Education Industry Relevant by Linking Modern Financial Techniques used by Corporates in Classroom Teaching

### Research Publications

S.N	Title of Paper	Journal Name	Impact Factor	Scopus Indexed	Year
1.	Economic Impact of Lockdown: A Study from an Indian Trader's Perspective	IJBMR	Impact Factor (JCC): 8.2193, NAAS Rating:3.43	Scopus Indexed and UGC Care Listed	2020
2.	A Comparative Study on Gold vs. Gold ETF's and an Analysis of Gold ETF's as an Effective Investment Tool for Indian Retail Investors	IJMBS	3.535	-	2017
3.	Relative Stock Movement of Nifty's Selected Ten Companies During Year 2014-15	IOSR	3.52	-	2017
4.	A Comparative Analysis on Various Mutual Fund Schemes of HDFC and SBI as an Investment Option for Retail Investors in India	IJBMI	3.682	-	2017
5.	Dividend Stock Analysis with reference to Specific Sectors of Nifty-50 Companies in India- A Study on the Dividend Pay-out and Dividend Yield of These Companies	IJMBS	3.535	-	2017
6.	An Analysis of the Financial Performance of Larsen & Toubro Limited - Critical Evaluation of the Various Financial Ratios of	IJMBS	3.535	-	2017

## Courses Facilitated

- **BBA**
  1. Financial Accounting
  2. Cost Accounting
  3. Corporate Accounting
  4. Business Finance
  5. Management Accounting
  6. Financial Analysis and Planning

- **BCom**
  1. Financial Accounting
  2. Cost Accounting
  3. Corporate Accounting
  4. Business Finance
  5. Management Accounting
  6. Auditing
  7. Income tax
  8. Banking Law and Practice
  9. Business Management
  10. Advanced Financial management

- **Pre-University, Government of Karnataka**
  1. Basics of Accountancy- Introduction to Partnership, Company, Not for Profit and Depreciation Accounting, Financial Statement Analysis
  2. Business Studies
  3. Business Statistics

- **Dual Programs**
  - Investment Operations Certificate- Introduction Module

	the Company				
7.	Analysis of the Volatility of the Commodity Market with Specific Reference to Gold as a Commodity	IJBMI	3.682		2017
8.	Modeling of the Short-Term Returns Pattern of BSE (Indian Stock Exchange) and NASDAQ (American Stock Exchange): An Empirical Study to Correlate the Two	IOSR	3.52		2017
9.	A Study on the Financial Performance Using Comparative Analysis and Ratio Analysis as a Tool with Reference to Maruti Suzuki India Limited	IJAFMR	Impact factor (JCC):5.8965, NAAS Rating:3.17	Scopus Indexed	2017

## Articles / Case Studies – -NIL-

## Consultancy / Projects

Knowledge Works India Pvt. Limited, Bangalore/Cochin 2006 – 2007 - Training staff members on Accounting software

## Books/ Chapters

S.N.	Title of Book	Publisher	ISBN
1	Advanced Financial Management	Himalaya Publishing House	978-93-5097-949-5
2	Resource Materials on Costing, Taxation, Accounting, Business Law and Advanced Finance	For SBMJC Students, an initiative by the Department of Commerce	-

## Activities:

- Worked on RAMCO-ERP Software related to Recording, Maintenance and Analysis of Decisions Relating to Finance.
- Educational Consultant to students after 10<sup>th</sup>, 12<sup>th</sup> and graduation
- Soft Skills Trainer
- Educator on YouTube
- Conversation Starter and Storyteller on Social Media

S.N.	Activity	Title	Year
1	Achievers' Day and Graduation	College Activity	2007 Onwards
2	CMS Festival: Precipice, Lasya, Mélange, Threshold and Fundamentalist	International and National Level fest	2007 Onwards
3	Freshers' Day	College Activity	2007 Onwards
4	HR Conclave	HR Summit	2007 Onwards
5	HR Day	College Activity	2007 Onwards
6	International Management Day	International Exhibition Judge	2017-2020
7	Protégé, Lumiere and Verve	Intra College Fest	2017-2020
8	Happily, Retired – Retirement Benefits from Finance Perspective	National Level FDP	2020
9	Innovative Teaching Pedagogy in Education for Gen Z and Gen Alpha in the Era of Information Explosion	National Level FDP	2020
10	Trending Teaching for	National Level FDP	2020

- Introduction to Financial Planning for Fellow, Chartered Financial Planner Programs

### Member on Committees / Editorial Boards

#### Committees

- Member Representing CMS in the Anti-Ragging Committee
- Head of Local Discipline Committee at CMS Campus
- Member, Board of Studies, Jain (Deemed-to-be University), Bangalore
- Member, Board of Examiners, Jain (Deemed-to-be University), Bangalore
- Ex-Member, Board of Examiners, Bangalore University

#### Editorial Board

- Member of Editorial Board of CMS Magazine - Ergo

#### Professional Memberships

- Associate, CISI (Membership No: 163432, Issued on 11<sup>th</sup> July 2014)
- Fellow, CHFP (Membership No: IND00131, Issued on 20<sup>th</sup> November 2013)
- Former Student Member PRSI (Public Relations Society of India)

	Participation and Performance		
11	Faculty Development Programme	New Age Teaching	2020
12	Mental Wellbeing - Identifying Signs of Stress/Illness and Self-Care in Care Giving Profession	National Level FDP	2019
13	Teaching Pedagogy-International	National Level FDP	2018
14	Entrepreneurship Guest Series and Business Pitch (Convocation)	National Business Plan	2017
15	Development of Emotional Intelligence in Colleges	National Level FDP	2016
16	Leadership Speaker Series	College Activity	2015

### Recognition / Awards

- Mentored the first Indian Team that qualified and won the finals of Global Business Challenge held at Singapore, organized by Chartered Institute of Management Accountants, London.
- Recipient of Chief Minister's Award and rank holder for the State of Karnataka in Second Year Pre-University Commerce Exams. (Received Academic Excellence Prize from the Ex Chief Minister Sri S Bangarappa)
- NCC "A" Certificate Holder
- Session Chair for the National Level Student Conference "Resurrect".
- Recipient of merit certificate from the National Scholarship Scheme, Government of Karnataka.
- Recipient of Commendation Certificates from the Chartered Institute of Marketing, London.

### Seminars, Conferences and Webinars Attended

S. N.	Title of Conference	Institute Full Name & Location	Paper Presented	Year
1	Marketing Summit by Jack Trout	SBMJC	Attendee	2004
2	Brand Summit by John Philip Jones	SBJMC	Attendee	2006
3	Leadership Summit by Kevin Freiberg	SBJMC	Attendee	2006
4	National Conference on Modinomics	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Indo-Russia Relations	2017
5	Learning How to Learn by Barbara Oakley	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attendee	2020
6	Artificial Intelligence (AI) in Finance-the Coming Business Revolution	CISI, London	Attendee	2020
7	Adaptability in the New Normal	CISI, London	Attendee	2020
8	An Introduction to Financial and Cyber-Crimes	CISI, London	Attendee	2019
9	How Cyber Security is Shaping New Careers of the World	CISI, London	Attendee	2018
10	Trends Impacting Wealth Management Strategies	CISI, London	Attendee	2018
11	Moving Forward Through Challenges Posed by COVID - 19 in the Manufacturing Sector	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Moderator	2020
12	Leading the Way Forward in Unprecedented Times: With a	Center for Management Studies, Jain (Deemed-to-be University),	Moderator	2020

		Special Reference to Global Market and Economy	Bangalore		
13		A Sustainable Response to COVID 19 - The New Normal	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attendee	2020
14		Gender Implications of COVID 19 Pandemic	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attendee	2020
15		Impact of COVID 19 on Entrepreneurship	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attendee	2020
16		Marketing During COVID19	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attendee	2020
17		Mindfulness for Educators	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attendee	2020
18		Goal Setting That Cannot Fail	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attendee	2020
19		Information Systems During and After COVID 19	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attendee	2020
20		Microbiologists' Eye View on COVID 19	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attendee	2020
21		Quality Research and Its Output and Paradigm Shift in Teaching Pedagogy-Post COVID 19	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attendee	2020

### Online Certifications

S.N.	Course	Certifying Body	Certificate Number	Year
1	Google Digital Unlocked-The Online Marketing Fundamentals	Google, ISB and FICCI	-	2018
2	Fundamentals of Credit	Corporate Finance Institute, Vancouver, Canada	17460771	2020
3	Forms of Business Structure	Corporate Finance Institute, Vancouver, Canada	16603226	2020
4	Introduction to Corporate Finance	Corporate Finance Institute, Vancouver, Canada	14101155	2019
5	Introduction to Derivatives	Corporate Finance Institute, Vancouver, Canada	14149571	2019
6	Accounting Fundamentals	Corporate Finance Institute, Vancouver, Canada	114101202	2019
7	Digital Marketing	NICT	-	2018