

**List of Courses having focus on local, national, regional and global developmental needs
offered by the PG and Research Department of Commerce**

PG AND RESEARCH DEPARTMENT OF COMMERCE						
Programme: M.Com						Year:2023
Course Code	Course Title	Need				Rationale
		Local	National	Regional	Global	
23PCO101	Core I : Advanced Corporate Accounting	✓	✓	✓		Analyses and Interprets the financial results of business
23PCO102	Core II: Business Environment	✓	✓	✓	✓	Threats and opportunities of business
23PCO103	Core III: Marketing Research	✓	✓	✓		Identify competitors
23PCO104	Core IV: Financial Modelling	✓	✓	✓		Concept of fin tech
23PCO105	Core V: Programming Laboratory in Financial Modelling	✓	✓	✓		Practical knowledge in advanced excel
23PCO206	Core VI : Operations Research	✓	✓	✓		Achieve the performance under given circumstance
23PCO2E1	Core Elective I : Strategic Management	✓	✓	✓	✓	Decision making and planning which leads to development of effective strategy
23PCO2E1	Core Elective I : Consumer Affairs	✓	✓	✓	✓	Consumer preference and decision process
23PCO207	Core VII : Business Research Methods	✓	✓	✓	✓	Identifying and Problem solving
23PCO208	Core VIII : Managerial Economics	✓	✓	✓	✓	Application of economic methods
23PCO2N1	NME : Principles of Marketing	✓	✓	✓		Analysis and reporting of Marketing Activities
23PCO2N2	NME: Investment Management	✓	✓	✓		Financial decision
22PCO309	Core IX: Applied Cost Accounting	✓	✓	✓		Focus on reducing cost and increasing profit
22PCO310	Core X : Direct Taxes	✓	✓	✓	✓	Knowledge about direct tax laws
22PCO311	Core XI: Financial Modelling	✓	✓	✓	✓	Estimate the valuation of business

22PCO3E1	Core Elective II: Human Resource Development	✓	✓	✓	✓	Effective management of people
22PCO3E2	Core Elective II: International Marketing	✓	✓	✓	✓	Marketing activities in more than one nation
22PCO3I2	Core XII: Business Case Analysis	✓	✓	✓		Captures the reason for initiating a project
22PCO3P1	Core XIII: In Service Training	✓	✓	✓		Practical Knowledge
22PCO4I3	Core XIV: Accounting For Managerial Decision-Making	✓	✓	✓		Internal analyse to guide business strategy
22PCO4I4	Core XV: Security Analysis and Portfolio Management	✓	✓	✓	✓	Financial evaluation
22PCO4I5	Core XVI: Retail Management	✓	✓	✓	✓	Identify new business opportunities and marketing strategies
22PCO4E1	Major Elective III: Logistics Management	✓	✓	✓	✓	Efficient and effective way to move resources
22PCO4E2	Major Elective III: Advertisement and Salesmanship	✓	✓	✓	✓	Encourage consumer to buy or act on cognitive basis
22PCO4P2	Core XVII: Project Work and Viva-Voce	✓	✓	✓		Problem identification and analysis



HoD

Dr. P. BRUNTHA, M.Com., M.Phil., Ph.D., MBA (HR)
Associate Professor & Head
PG and Research Department of Commerce
NGM College, Pollachi - 642 001.


PRINCIPAL

Dr. R. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 001,
Coimbatore District