

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)-POLLACHI

222	BCA	Relational Database Management System and Oracle	20UBC307	2020
223	BCA	Graphics Lab	20UBC312	2020
224	BCA	Web Technology	20UBC413	2020
225	BCA	ASP.Net Lab	20UBC416	2020
226	BCA	Mobile Phone Services	20UBC5S1	2020
227	BCA	Internet of Things	20UBC5S2	2020
228	BCA	Desktop Publishing Lab	20UBC5S3	2020
229	BCA	Networks	20UBC5E1	2020
230	BCA	Information Security	20UBC624	2020
231	B.Com	Financial Accounting	20UCO101	2020
232	B.Com	Principles of Management	20UCO102	2020
233	B.Com	Human Resource Management	20UCO410	2020
234	B.Com	Fundamentals of Marketing	20UCO4NA	2020
235	B.Com (CA)	Office Automation and Web Designing	20UCC102	2020
236	B.Com (CA)	Principles of Management	20UCC4A4	2020
237	B.Com (CA)	Business Law	20UCC412	2020
238	B.Com (CA)	Customer Relationship Management	20UCC3N1	2020
239	B.Com (CA)	Stock Market Operations	20UCC5E1	2020
240	B.Com (CA)	Practical Marketing	20UCC5S1	2020
241	B.Com (CA)	Auditing and Corporate Governance	20UCC621	2020
242	B.Com (CA)	Entrepreneurial Development	20UCC6E3	2020
243	B.Com (CA)	Commerce and Computer Application Practical	20UCC6S3	2020
244	B.Com (E-Commerce)	Principles of Accounting	20UEC101	2020
245	B.Com (E-Commerce)	Business Communication	20UEC204	2020
246	B.Com (E-Commerce)	Advanced Accounting	20UEC309	2020
247	B.Com (E-Commerce)	Financial Markets and Institutions	20UEC411	2020

Metric : 1.2.1



New Course Introduced

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

BOS MINUTES

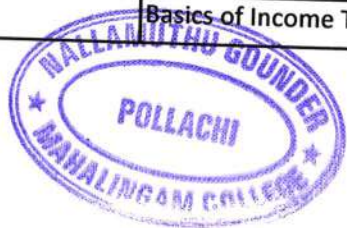
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NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)-POLLACHI

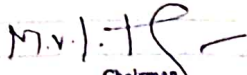
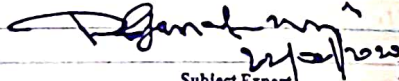
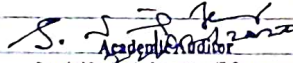
248	B.Com (E-Commerce)	Modern Banking		
249	B.Com (E-Commerce)	Investment Management	20UEC4A4	2020
250	B.COM(FINANCE)	Allied –I Business Economics	20UEC620	2020
251	B.COM(FINANCE)	CoreVII:Banking Law and Practice	20UCF1A1	2020
252	B.COM(FINANCE)	Core XIV - Principles of Insurance	20UCF307	2020
253	B.Com PA	Core XVI : Financial Services	20UCF514	2020
254	B.Com (BPS)	Supply Chain Management for Business Process Services	20UPA516	2020
255	B.COM IB	Sourcing & Procurement for International Business	20UBP308	2020
256	M.A Tamil	Ikkala illakiyam	20UIB6E5	2020
257	M.A Tamil	Bhakthi ilakkamum sitrilakkiamum	20PTM101	2020
258	M.A Tamil	Kaappiangal	20PTM205	2020
259	M.A Tamil	Thonmaillakkiam	20PTM205	2020
260	M.Sc. Botany	Enterpreneurship Botany	20PTM414	2020
261	M.Sc. Botany	Plant ecology, tissue culture and Phytochemical techniques	20PBY2N1	2020
262	M.Sc Computer Science	Advanced Database Management System	20PBY315	2020
263	M.Sc Computer Science	Advanced Java Programming	20PCS103	2020
264	M.Sc Computer Science	Cloud and Big Data Analytics	20PCS207	2020
265	M.Sc Computer Science	Programming Lab -III : Advanced Java Programming	20PCS209	2020
266	M.Sc Computer Science	R Lab	20PCS210	2020
267	M.Sc Computer Science	Network Security and Cryptography	20PCS314	2020
268	M.Sc. Physics	Non Conventional Energy Sources	20PCS314	2020
269	M.Sc. Chemistry	Organic Chemistry I: Reactions and Mechanism	20PPS2N1	2020
270	M.Sc. Chemistry	Inorganic Chemistry III-Bioinorganic and Inner Transition Elements	20PCY102	2020
271	M.Sc. Chemistry	Phytochemical Techniques and health chemistry	20PCY412	2020
272	M.Com (CA)	Higher Corporate Accounting	20PCY414	2020
273	M.Com (CA)	Basics of Income Tax	20PCC101	2020
			20PCC2N1	2020

Metric : 1.2.1



New Course Introduced

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

S.No	MEMBERS	SIGNATURE	MINUTES
1	Dr. M.V. Sathiyabama (Chairman)	 Chairman Board of Studies in Commerce (E-Commerce) Nallamuthu Gounder Mahalingam College (Autonomous) POLLACHI-642001	As per the recommendations of the Board members, the following changes were made for 2020-2023 Batch and onwards. (i) In Semester I, instead of financial Accounting paper, Principles of Accounting paper will be introduced. (ii) In Semester II, Higher financial Accounting paper will be replaced by Business Communication paper. (iii) In Semester II, in the paper programming Laboratory II: Tally, partly with GST Programmes will be added. (iv) In Semester III, corporate Accounting paper will be removed and Advanced Accounting paper will be introduced. (v) In Semester III, in modern Marketing paper, E-marketing and Internet Marketing topics will be removed and Retail marketing topic will be added. (vi) In Semester IV, Higher corporate Accounting paper will be removed and financial Markets and Institutions paper will be introduced. (vii) In Semester IV, Banking and Insurance Paper will be replaced with Modern Banking paper. (viii) In Semester V, in the paper E-Commerce Technology, Social media Marketing topic was added. (ix) In VI Semester, one unit is replaced with new contents in the E-commerce Strategy and its application paper.
2	Dr. K. Nithya Head, Department of E-commerce Krishnammal College Coimbatore. (University Nominee)	Absent	
3	Dr. R. Gnanapathi Associate Professor School of Management Director of Distance Education Alagappa University Karaikudi - 630003 (Subject Expert)	 Subject Expert Board of Studies in Commerce (E-Commerce) Nallamuthu Gounder Mahalingam College (Autonomous) POLLACHI-642001	
4	Dr. S. Nirmal Kumar Assistant Professor in Commerce Rev. Jacob Memorial Christian College, Ambilikkal, Madurai Kamaraj University Dindigul. (Academic Auditor)	 Academic Auditor Board of Studies in Commerce (E-Commerce) Nallamuthu Gounder Mahalingam College (Autonomous) POLLACHI-642001	

S.No	MEMBERS	SIGNATURE
5.	FACULTY : MR. Vidwakalyani Dr. B. Indirapriyadharshini Ms. T. Kiruthika Ms. M. Raguprabha	R. Vidwakalyani 22/02/2020 Dr. B. Indirapriyadharshini 20/02/2020 T. Kiruthika 22/02/2020 M. Raguprabha 22/02/2020
6.	Mr. R. Muthuswami Digital Marketing Analyst Accent techno soft limited Coimbatore (Industrial Expert)	Mr. R. Muthuswami ACCENT TECHNO SOFT No: 203, Nehru Street, Ram Nagar, Coimbatore - 641 009. Ph: 4212232
7.	Mr. M. Gokulakrishnan Deputy Manager HDFC Bank Ltd Erode. (Alumni)	M. Gokulakrishnan M. GOGULA KRISHNAN.

MINUTES

(x) In semester V, Indirect taxation paper will be removed and Investment Management paper will be introduced.

(xi) In Semester VI, computation of Gross total income will be included in the last unit of Income tax paper.

(xii) Resolved that, the Department will include Internship at the end of II Semester.

(xiii) Resolved that the Department will offer value added courses for all the students in the Department.
Duration - 30 hours.

(xiv) The Department will offer additional papers for high achievers (who have secured 60% overall in the preceding semesters and with no arrears). One in the fifth semester and one in the sixth semester. In V semester, organisational behaviour and in VI semester, Research methodology paper will be introduced with 2 credits each.

B.COM (ECOMMERCE)
(FOR THE CANDIDATES FROM THE ACADEMIC YEAR 2020-2020)
(2020-2020 Batch)
I TO VI SEMESTERS: SCHEME OF EXAMINATIONS

Part	Subject Code		Ins. Hours Per Week	Exam				Credit
				Hours	CIA	ESE	Total	
Semester – I								
I	20UTL101	Tamil / Hindi Paper/French – I	6	3	30	70	100	3
II	20UEN101	Communication Skills– I	5	3	30	70	100	3
III	20UEC101	CORE I : Principles of Accounting	5	3	30	70	100	4
III	20UEC102	CORE II : Business Application Software	4	3	30	70	100	4
III	20UEC1A1	ALLIED I : Business Economics	4	3	30	70	100	4
III	20UEC103	CORE III : Programming Laboratory – I : MS – Office	4	3	40	60	100	2
IV	20UHR101	Human Rights	1	2	-	50	50	2
IV	20HEC101	Human Excellence - Personal Values & SKY yoga practice-1	1	2	25	25	50	1
V		Extension Activities : NCC / NSS / Sports & Games	-	-	-	-	-	-
Total			30	-	215	485	700	23
Semester – II								
I	20UTL202	Tamil / Hindi Paper/French – II	6	3	30	70	100	3
II	20UEN202	Communication Skills– II	5	3	30	70	100	3
III	20UEC204	CORE IV : Business Communication	4	3	30	70	100	4
III	20UEC205	CORE V : Fundamentals of E-commerce	4	3	30	70	100	4
III	20UEC206	CORE VI : Programming Laboratory – II : Accounting Package Tally	4	3	40	60	100	2
III	20UEC2A2	ALLIED II : Principles of Management	4	3	30	70	100	4
IV	20EVS201	Environmental Studies	2	2	-	50	50	2
IV	20HEC202	Human Excellence - Family Values& SKY yoga practice-2	1	2	25	25	50	1
V		Extension Activities : NCC / NSS / Sports & Games	-	-	-	-	-	-
		TOTAL	30	-	215	485	700	23

M.V.T.P.
Dr. M.V. SATHIYABAMA,
 M.Com., M.Phil., MBA., PGDCA., Ph.D.,
 Head, Department of Commerce (E-Commerce)
 N.G.M. College, POLLACHI - 642 001.



R. S. S.
PRINCIPAL
N.G.M. COLLEGE, POLLACHI

Part	Subject Code	Subject	Ins. Hours Per Week	Exam				Credit
				Hours	CIA	ESE	Total	
Semester – III								
III	20UEC307	CORE VII : Modern Marketing	6	3	30	70	100	4
III	20UEC308	CORE VIII : Object Oriented Programming with C++	5	3	30	70	100	4
III	20UEC309	CORE IX : Advanced Accounting	7	3	30	70	100	4
III	20UEC310	CORE X : Programming Laboratory – III :Object oriented programming with C ++	4	3	40	60	100	2
III	20UEC3A3	ALLIED III: Business Mathematics and Statistics	6	3	30	70	100	4
III	20UEC3N1/ 20UEC3N2	NON-MAJOR ELECTIVE Subjects - 1 Dynamics in E-commerce / E-BANKING	1	2	-	50	50	2
IV	20HEC303	Human Excellence - Professional Values& SKY yoga practice-3	1	2	25	25	50	1
V		Extension Activities	-	-	-	-	-	-
Total			30	-	185	415	600	21
Semester – IV								
III	120UEC41	CORE XI : Financial Markets and Institutions	6	3	30	70	100	5
III	20UEC412	CORE XII : Software Development with Visual Basics	5	3	30	70	100	4
III	20UEC413	CORE XIII : Cost Accounting	7	3	30	70	100	4
III	20UEC414	CORE XIV: Programming Laboratory – IV : Software Development with Visual Basics	4	3	40	60	100	2
III	20UEC4A4	ALLIED-IV: Banking and Insurance	6	3	30	70	100	4
III	20UEC4N3/ 20UEC4N4	NON-MAJOR ELECTIVE Subjects – 2 Applications of E-commerce /E-COMMERCE	1	2	-	50	50	2
IV	20HEC404	Human Excellence - Social Values& SKY yoga practice-4	1	2	25	25	50	1
V	20UNC 401 20UNSS402 20UNSG403	Extension Activities : Annexure I	-	-	50	-	50	1
		Total	30	-	235	415	650	23


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N.G.M. COLLEGE, POLLACHI

Part	Subject Code	Subject	Ins. Hours Per Week	Exam				Credit
				Hours	CIA	ESE	Total	
Semester – V								
III	20UEC515	CORE XV: Income Tax Law and Practice	7	3	30	70	100	5
III	20UEC5E1/ 20UEC5E2	ELECTIVE I: Information Security & E-commerce Technology/ Software Engineering	7	3	30	70	100	5
III	20UEC516	CORE XVI: Software Project Viva – Voce	1	-	10	40	50	3
III	20UEC 517	CORE XVII : Commerce Practical's	2	3	20	30	50	1
III	20UEC518	CORE XVII : Internet & Web Designing	7	3	30	70	100	5
III	20UEC519	CORE XVIII :Programming Laboratory – V: Internet & Web Designing	4	3	40	60	100	2
III	20UEC5S1/ 20UEC5S2	SKILL BASED ELECTIVE Subjects - 1 Commercial law /Fundamentals of Entrepreneurship	1	2	-	50	50	2
IV	20HEC505	Human Excellence - National Values & SKY yoga practice-5	1	2	25	25	50	1
	20GKL501	Skill Based Subjects : General Awareness*	*SS	3	-	50	50	2
Total			30	-	185	465	650	26
Semester – VI								
III	20UEC6E3/ 20UEC6E4	Elective II : Management Accounting/Corporate Accounting	6	3	30	70	100	5
III	20UEC6E5/ 20UEC6E6	ELECTIVE III: E-Commerce Strategy and Applications / Open Source Technologies	6	3	30	70	100	5
III	20UEC620	CORE XX : Investment Management	6	3	30	70	100	5
III	20UEC621	CORE XXI : Java Programming	5	3	30	70	100	4
III	20UEC622	CORE XXII : Programming Laboratory – VI: Java	4	3	40	60	100	2
IV	20UEC6S3/ 20UEC6S4	SKILL BASED ELECTIVE Subjects - 2 Company Law / Project management	1	2	-	50	50	2
V	20HEC606	Human Excellence - Global Values & SKY yoga practice-6	2	2	25	25	50	1
		Total	30	-	185	415	600	24
Grand Total			200				3900	140


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PRINCIPAL
N.G.M. COLLEGE, POLLACHI

Programme Code:	B.com E-commerce	Programme Title :	Bachelor of Commerce with E-commerce	
Course Code:	20UEC101	Title	Batch :	2020-23
		Principles of Accounting	Semester	I
Hrs/Week:	05		Credits:	04

Course Objective

To impart the students to learn principles, concepts and conventions of accounting frame work.

Course Outcomes (CO)

K1	CO1	To acquire fundamental knowledge about the concepts and conventions of accounting.
K2	CO2	To understand the various methods of depreciation.
K3	CO3	To execute the knowledge about bank reconciliation statement.
K4	CO4	To acquire knowledge on hire purchase system and bill of exchange.

Unit I (13 Hrs)

Accounting concepts and conventions - Journal – Ledger – Trial Balance – Final Accounts of Sole trading concerns with adjustments.

Unit II (13 Hrs)

Depreciation – Meaning – Causes – features, **Methods of depreciation** – Straight line method-Written down value method- Annuity method – Sinking fund method – Insurance Policy method.

Unit III (13 Hrs)

Bank reconciliation Statement - rectification of errors.

Unit IV (13 Hrs)

Hire purchase and Installment system – Computation of interest – Repossession –Complete Repossession – Partial Repossession - Installment Purchase System (excluding hire purchase trading account)

Unit V (13 Hrs)

Bills of Exchange – Bills Honored on due date–Renewal and Dishonor of Bills – Accommodation (Simple problems only)

**Italicized texts are for self study*

Note: 20% Theory 80%Problems

Seminar & Assignment

Books for Study:

Reddy T.S. and Murthy.A (2016) 'Financial Accounting' Chennai Margham Publication.

Books for Reference:

1. Jain .S.P and Narang K.L (2014) 'Advanced Accounting' Kalyani Publishers, New Delhi.
2. Dr.Maheshwari S.N. (2014) "Financial and Management Accounting" Sultan Chand and Sons-New Delhi.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	H	M	M	H	M
C02	H	M	H	M	H
C03	M	M	H	M	M
C04	M	H	H	M	H

H-High; M-Medium; L-Low

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E-commerce	
Course Code:	20UEC204	Title	Batch :	2020-23
		Business Communication	Semester	II
Hrs/Week:	04		Credits:	04

Course Objective

To impart the students to demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.

Course Outcomes (CO)

K1	CO1	To remember fundamentals understanding of business communication.
K2	CO2	To get the idea about various formats and purpose of business communication.
K3	CO3	To apply the knowledge about the correct format, style and tone for various business letters.
K4	CO4	To analyze and define basic rules for correct sentence and paragraph formation .

Unit I (10 Hrs)

Business Communication – Meaning – Importance of Effective Business Communication - Modern Communication Methods –Business Letters : Need – Functions – Kinds – ***Essentials Of Effective Business Letters*** – Lay out.

Unit II (10 Hrs)

Trade Enquiries – Orders and their Execution – Credit and Status enquiries

Unit III (12 Hrs)

Complaints and Adjustments – Collection Letters – Sales -Letters – Circular Letters. (E-mail Ethics, Correspondence)

Unit IV (10 Hrs)

Company Secretarial Correspondence (Includes Agenda, Minutes and Reports Writing)

Unit V (10 Hrs)

Application Letters – Preparation of Resume – Interview: Meaning – Objectives and Technique of various types of Interviews –Characteristics of good speech –***Individual Report-*** Business Reports Presentations.

**Italicized texts are for self study*

Power Point Presentations, Group discussions, Seminar & Assignment

Books for Study:

Rajendra Pal, & Korahalli J.S.(2018) , Essentials of Business Communications, Sultan Chand & Co. New Delhi.

Books for Reference:

1.Ramesh, MS, & C.C. Pattanshetti,(2017) Business Communication, S..Chand& Co, New Delhi.

2.R. K. Madhukar.,(2016) Business Communication, Vikas Publishing Company.

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	H	H	M	H	H
C02	H	M	H	H	H
C03	M	H	H	M	M
C04	M	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name:M.Ragaprabha	Name:Dr.M.V.Sathiyabama	Name:Mr.K.Srinivasan	Name:Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.com E-Commerce	Programme Title :	Bachelor of Commerce E-Commerce	
Course Code:	20 UEC 309	Title	Batch :	2020-23
		Advanced Accounting	Semester	III
Hrs/Week:	07		Credits:	04

Course Objective

This course emphasizing various aspects of accounting Partnership accounts and Company accounts.

Course Outcomes (CO)

K1	CO1	To recollect the fundamentals of partnership.
K2	CO2	To understand the admission and retirement of partnership accounts for critical thinking and problem solving.
K3	CO3	To implement the adjustments in profit sharing ratio and methods valuation of goodwill.
K4	CO4	To analyze knowledge of company accounts.

Unit I (20 hrs)

Partnership Fundamentals: Meaning – Definition – Partnership deed – Interest on Capital, Drawings – Profit and Loss Appropriation Account – Partners capital Account (Fixed and Fluctuating capital Method).

Unit II (20 hrs)

Admission of Partner: Adjustment in profit sharing Ratio – calculation of sacrificing Ratio – Goodwill – Methods of valuation of goodwill – treatment of Goodwill at the time of Admission.

Unit III (19 hrs)

Retirement of Partner: Adjustment in profit Sharing Ratio – Calculation of Gaining ratio – *distinction between Sacrificing ratio and Gaining ratio* – treatment of Goodwill at the time of retirement – Revaluation of Assets and Liabilities settlement to the retiring partner.

Unit IV (20 hrs)

Company Accounts – Issue of Shares – At Par, At Premium, At Discount – Forfeiture of Shares and Re-Issue of Shares.

Unit V (20 hrs)

Company Final Accounts– Managerial Remuneration-*Perquisites to be Included In Managerial Remuneration.*

**Italicized texts are for self study*

Note : 20% Theory 80%Problems

Seminar, Assignment.

Books for Study:

ReddyT.S. and Murthy.A(2020) 'Financial Accounting', Chennai Margham Publication,Chennai.

Books for Reference:

1. Jain .S.P and Narang.K.L(2014) 'Advanced Accounting' Kalyani Publishers,New Delhi.
2. Gupta.R.L and Radhaswamy M.(2020) 'Advanced Accountancy' Sultan Chand and Sons-New Delhi.

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	H	H	M	H	H
C02	H	M	H	H	H
C03	M	H	H	M	M
C04	M	H	H	M	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name:M.Ragaprabha	Name:Dr.M.V.Sathiyabama	Name:Mr.K.Srinivasan	Name:Dr.R.Muthukumaran
Signature	Signature	Signature	Signature

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E- Commerce	
Course Code:	20 UEC 411	Title	Batch :	2020-23
		Financial Markets and Institutions	Semester	IV
Hrs/Week:	06		Credits:	05

Course Objective

To expose the students to the contemporary theory and practice of Indian financial services sector and create awareness on the functioning of various finance regulating organizations.

Course Outcomes (CO)

K1	CO1	To remember the significance of financial markets.
K2	CO2	To understand of new issue market and stock exchanges in this scenario.
K3	CO3	To implement the current trends in capital and money markets.
K4	CO4	To analyze the theory and practice of Indian financial services.

Unit-1 (15 Hrs)

Financial Markets -Meaning- Classification of Financial Market-Financial Instruments- features-Development of financial system in India - Weaknesses of Indian Financial System.

Unit-2 (15 Hrs)

New Issue Market - Meaning- Functions of New Issue Market -Distinctions between New Issue Market and Stock Exchange - Methods of floating New Issues- Guidelines for IPO - Players in the New Issue Management - Advantages and Disadvantages.

Unit-3 (16 Hrs)

Secondary Markets - Meaning – Functions/Services of Stock Exchanges - Listing of Securities - Registration of Stock Brokers- Functions of Brokers – Kinds of Brokers and their assistants- *Methods of trading in a Stock Exchange.*

Unit-4 (16 Hrs)

Money Market: Meaning - **Segments of Money Markets: Call Money Markets, Repos and Reverse Repo Concepts, Treasury Bill Markets, Market for Commercial Paper,**

Commercial Bills and Certificate of Deposit - Characteristics features of Developed Money Market - Importance of money market - Difference between Money Market and Capital Market - Causes - Steps taken by the Government for development.

Unit-5 (16 Hrs)

Merchant Banking: Meaning and Functions - Regulatory role of SEBI. Credit Rating: Meaning - Functions – Advantages-**Agencies of Credit Rating: CRISIL, ICRA, CARE- Types of Credit Rating - Steps in Credit Rating Process - Limitations.**

**Italicized texts are for self study*

Group discussions, Seminar & Assignment

Books for Study:

1. Gordon and Natarajan (2014) Financial Services, Himalaya Publishing Company Limited, Chennai.
2. Khan.M.Y (2020) Financial Services, Tata McGraw Hill Publishing Company Ltd, New Delhi.

Books for Reference::

1. Sandeep Goel (2014) Financial Services. New Delhi: PHI Learning Private Limited.
2. Santhanam.B(2014) Financial Services. Chennai: Margham Publishers.
3. Boominathan V.K(2014) Financial Services. New Delhi: Sultan Chand Publishers.

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	M	H	M	H	H
C02	H	H	H	M	H
C03	H	H	M	H	H
C04	M	M	H	H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com E-Commerce	Programme Title :	Bachelor of Commerce with E-Commerce	
Course Code:	20UEC620	Title	Batch :	2020-23
		Investment Management	Semester	VI
Hrs/Week:	06		Credits:	05

Course Objective

This course aims at imparting basic knowledge about analysis and investment portfolio management.

Course Outcomes (CO)

K1	CO1	To keep in mind the various categories of investment media.
K2	CO2	To understand the concepts of fundamental and technical analysis.
K3	CO3	To apply the basic principles of portfolio theory.
K4	CO4	To analysis assets through the Markowitz Model , Sharpe Single Index Model ,CAPM, Factor Models.

Unit-1 (16 Hrs)

Investment- Meaning- Nature and Scope- Investment Media- ***Investment Vs. Gambling Vs Speculation***- Investment Process- Risks of Investment- Types of Risks.

Unit-2 (14 Hrs)

Fundamental of Economic Analysis- Economic Indicators- Industry Analysis- Company Analysis.

Unit-3 (16 Hrs)

Technical Analysis- Basic Technical Assumption- Dow Theory- Elliot Wave Principles- Charts as a Technical Tool.

Unit-4 (16 Hrs)

Portfolio Management- Meaning and Objectives- Scope- ***Principles of Portfolio Decision***- Portfolio Construction.

Unit-5 (16 Hrs)

Markowitz Model- Sharpe Single Index Model- Capital Asset Pricing model- Factor Models.

**Italicized texts are for self study*

Group discussions, Seminar & Assignment,

Books for Study:

1. Bhalla V.K. (2011) Investment management (Security Analysis and Portfolio Management), S.Chand and Sons, New Delhi.
2. Preeti Singh (2018) Investment Management security Analysis and Portfolio Management, Himalaya Publishing House.

Books for Reference:

1. Gopalakrishnan .V (2005) Investment Management, S.Chand and sons, New Delhi.
- 2.Dr.Avadhani.V.A, (2016) Security Analysis and Portfolio Management, Himalaya Publishning House, New Delhi.

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	H	H	M	H	H
C02	M	M	H	S	H
C03	M	H	H	M	M
C04	M	H	H	M	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: T.Kiruthika	Name: Dr.M.V.Sathiyabama	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature	Signature	Signature	Signature