

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)-POLLACHI

424	BCA	Software Testing Lab	21UBC522	2021
425	BCA	Desktop Publishing Lab	21UBC5S13	2021
426	BCA	Current Trends and Technologies	21UBC6E22	2021
427	BCA	Cloud Computing	21UBC6E32	2021
428	BBA	Core Elective -I :XVII-Visual basic theory	21UBM5E12	2021
429	BBA	Core Elective -I :XVII-Customer Relationship Management -Theory	21UBM5E13	2021
430	BBA	Visual Basic Practical	21UBM5E12B	2021
431	BBA	Business Correspondence Practical	21UBM5E13C	2021
432	BBA	Advanced Learner Course I	21UBM5AL1	2021
433	BBA	Programming in C Practical	21UBM6E32	2021
434	BBA	Oracle Practical	21UBM6E33	2021
435	BBA	Advanced Learner Course II Stress Management	21UBM6AL2	2021
436	B.Com	Financial Services	21UCO4E11	2021
437	B.Com	Financial Management	21UCO5E21	2021
438	B.Com	Introduction to Foreign Trade	21UCO5AL1	2021
439	B.Com	Fiancial Markets	21UCO6E31	2021
440	B.Com	Export Trade Procedures	21UCO6AL2	2021
441	B.Com	Introduction to Research	21UCO6S22	2021
442	B.Com (E-Commerce)	Allied - III: Statistics for Business	21UEC3A3	2021
443	B.Com (E-Commerce)	Allied - IV: Business Mathematics	21UEC4A4	2021
444	B.Com (E-Commerce)	Information Security and E Commerce	21UEC516	2021
445	B.Com (E-Commerce)	Core Elective - I : Advertising and Sales Promotion	21UEC5E1	2021
446	B.Com (E-Commerce)	Core Elective-I : Retail Business Management	21UEC5E2	2021
447	B.Com (E-Commerce)	Core Elective-I: Services Marketing	21UEC5E3	2021
448	B.Com (E-Commerce)	Advanced Learner Course - I : Organizational Behavior	21UEC5AL1	2021
449	B.Com (E-Commerce)	Core Elective-II: Human Resource Management	21UEC6E2	2021

Click Here

BOS MINUTES

Metric : 1.2.1



New Course Introduced

Dr. R. MUTHUKUMARAN,
M.A.,M.Phil.,B.Ed.,Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 003
Coimbatore District

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NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)-POLLACHI

450	B.Com (E-Commerce)	Core Elective - II : Customer Relationship Management	21UEC 6E3	2021
451	B.Com (E-Commerce)	Core Elective - II : E- commerce Strategy and Applications	21UEC6E4	2021
452	B.Com (E-Commerce)	Core Elective -III: Social Networking Services	21UEC6E5	2021
453	B.Com (E-Commerce)	Advanced Learner Course – II: Digital Marketing	21UEC6AL2	2021
454	B.COM(FINANCE)	Core -III-Financial Accounting II	21UCF203	2021
455	B.COM(FINANCE)	Allied –III-Business Mathematics	21UCF3A4	2021
456	B.COM(FINANCE)	Core IX-Corporate Accounting-II	21UCF409	2021
457	B.COM(FINANCE)	Core XVII-Goods and service Taxes	21UCF517	2021
458	B.COM(FINANCE)	Core Elective-I-International Finance	21UCF5E2	2021
459	B.COM(FINANCE)	Advanced Learner Course - I (Optional) - Self Study	21UCF5AL	2021
460	B.COM(FINANCE)	Skill Based Elective - I: Fundamentals of Entrepreneurship	21UCF5S1	2021
461	B.COM(FINANCE)	Skill Based Elective –I: Organizational Behavior	21UCF5S2	2021
462	B.COM(FINANCE)	Core - XX :Introduction to industry 4.0	21UCF620	2021
463	B.COM(FINANCE)	Core Elective - II :Derivatives Market	21UCF6E2	2021
464	B.COM(FINANCE)	Core Elective - II : E- commerce	21UCF6E3	2021
465	B.COM(FINANCE)	Core Elective - III :Research Methodology	21UCF6E5	2021
466	B.COM(FINANCE)	Advanced Learner Course - II (Optional) - Self Study	21UCF6AL	2021
467	B.COM(FINANCE)	Skill Based Elective - II: Project Management/	21UCF6S1	2021
468	B.Com PA	MIS and Industry 4.0	21UPA5E13	2021
469	B.Com PA	Customer Relationship management	21UPA6E23	2021
470	B.Com PA	Retail Business Management	21UPA6E33	2021
471	B.Com BI	Core Elective - I : Supply Chain Management	21UBI5E11	2021
472	B.Com BI	Core Elective I: Investment Management	21UBI5E12	2021
473	B.Com BI	Core Elective - I : Business Environment	21UBI5E13	2021
474	B.Com BI	Advanced Learner Course - I (Optional) - Self Study – Digital Marketing	21UBI5AL1	2021
475	B.Com BI	SBE I: Principles of Management	21UBI5S11	2021

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

DEPARTMENT OF COMMERCE (E-COMMERCE)
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
POLLACHI - 642001

2020-2021

**13th Board of Studies Meeting in the Department of
COMMERCE (E-COMMERCE)**

Date : 22.05.2021

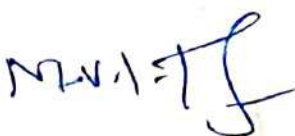
Time: 10.30 a.m.

Agenda

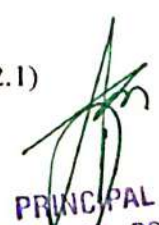
BoS / E-Commerce 13.1	:	Welcome address and Opening Remarks by Chairman, Board of studies in the Department of Commerce(E-Commerce)
BoS / E-Commerce 13.2	:	Confirmation of the Minutes of the 12 th Previous meeting of Board of studies in the Department of Commerce (E-Commerce) held on 22.02.2020 and Action taken report of 12 th meeting of Board of studies
BoS / E-Commerce 13.3	:	13.3.1 Syllabus of I E-Commerce under Regulation 2021 – 22
		13.3.2 Syllabus of II E-Commerce under Regulation 2022 – 23
		13.3.3 Syllabus of III E-Commerce under Regulation 2023 – 24
		Any other Discussions, if any
BoS / E-Commerce 13.4	:	Suggestion given by BOS Members
BoS / E-Commerce 13.5	:	Any other items

NN – Number of BOS Meeting

DC – Short Form of Department (Eg: CS – Computer Science / CS 12.1)


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




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N.G.M. COLLEGE, POLLACHI

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
POLLACHI
DEPARTMENT OF COMMERCE (E-COMMERCE)

MINUTES OF BOS MEETING

The 13th Meeting of the Board of studies of the Department of Commerce(E-Commerce) was held on 22.05.2021 at 10.30 a.m. in the Department of Commerce(E-Commerce), 90 - Palghat Road, Nallamuthu Gounder Mahalingam College, Pollachi - 642 001

1. The following members were present:

1	Dr M V Sathiyabama Head - Department of Commerce(E-Commerce) Nallamuthu Gounder Mahalingam College Pollachi - 642 001	Chairman
2	Dr R Vidwakalyani Assistant Professor of E-Commerce Nallamuthu Gounder Mahalingam College Pollachi - 642 001	Internal Members
3	Dr B Indira Priyadarshini Assistant Professor of E-Commerce Nallamuthu Gounder Mahalingam College Pollachi - 642 001	
4	Mrs T Kiruthika Assistant Professor of E-Commerce Nallamuthu Gounder Mahalingam College Pollachi - 642 001	
5	Mrs M Ragaprabha Assistant Professor of E-Commerce Nallamuthu Gounder Mahalingam College Pollachi - 642 001	

M.V.S.
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.



[Signature]
PRINCIPAL
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6	Dr.K.Nithya Head,Department of E-Commerce Krishnammal College Coimbatore, Mobile: 9865296366	University Nominee
7	Dr.M.A.Parveen Bannu Associate Professor Department of Commerce Cauvery college for women (Autonomous),Trichy Bharadidasan University Mobile: 9443831786	Subject Expert
8	Dr.S.Nimal Kumar Assistant Professor in Commerce Rev.Jacop Memorial Christian College Ambilikkal,Madurai Kamaraj University Dindigul Mobile: 8610041644	Academic Auditor
9	Mr.K.Santhosh kumar Business Development Manager Accent techno soft limited Coimbatore Mobile: 7402740225	Industrial Expert
10	Mr.Vadivel Senior Analyst First Source Company Bangalore Mobile :9976656617	Alumni
	Dr.V.Suganthi	Special Invited

m.v.s.f

Dr. M.V. SATHIYALAMA,

M.Com, M.Phil, B.Ed, D.C.C., Ph.D.,

Head, Department of Commerce & Commerce

N.G.M. College, POLLACHI - 642 001.

3

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N.G.M. COLLEGE, POLLACHI



	Head incharge & Assistant Professor Department of Commerce with Professional Accounting Government Arts & science college Pollachi Mobile: 9943973768	
11	Ms.M.Geetha Final year student (2018-2021 Batch) B.Com (E-Commerce) NGM College Mobile: 8754281905	Student Member

HOD

CDC Co-ordinator

COE

PRINCIPAL

BoS / E-Commerce 13.1

Welcome address and opening remarks by chairman, Board of Studies in the Department of Commerce(E-Commerce). The Chairman, BoS of the Commerce(E-Commerce) welcomed and introduced the members of 13th Board of Studies and thanked each one of them for sparing their valuable time to attend the meeting.

BoS / E-Commerce 13.2

To confirm the minutes of previous BOS meeting 12th BOS meeting held on 22.02.2020. The minutes of the previous BOS meeting 12th Board of Studies meeting held on 22.02.2020 were communicated to the members. The comments received have been incorporated and placed for confirmation. The same was approved by the Previous Academic Meeting 12th Academic council.

~ Action Taken Report (Enclosed in Annexure 1)

M.V. Sathiyabama
Dr. M.V. SATHIYABAMA,
M.Com., M.Phil., M.A., PGDCA, Ph.D.,
Head, Department of Commerce & Commerce
N.G.M. College, POLLACHI - 642 001.



[Signature]
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ANNEXURE I

Minutes of the Previous 12th Meeting (22.02.2020) – Action Taken Report

S.No	Suggestion given by expert members	Action taken
1	To add Minimum two Value Added Courses	Implemented
2	To include Advanced Learner Course (ALC) as optional Subject as Extra Credit	Implemented
3	Moderation – Decided only for external marks	Implemented
4	Meeting by Chairman for Evaluation Panel Members before valuation of scripts	Implemented
5	CIA Components updation	Implemented
6	Mark Allocation - for Int : 30 & for Ext : 70	Implemented

HoD

BoS / E-Commerce 13.3

BoS / E-Commerce 13.3.1

I B.Com(E-Commerce) (I & II SEMESTER)

- The presented syllabus was accepted by the experts and a few suggestions were given as follows:-Nil
- The following papers from B.Com(E-Commerce) were accepted by the experts fully without further suggestions:
 - 21UEC101 & Core - I: Principles of Accounting
 - 21UEC1A1 & Allied - I: Business Economics
 - 21UEC204 & Core - III: Business Communication
 - 21UEC205 & Core - IV: Fundamentals of E-commerce
 - 21UEC2A2 & Allied - II: Principles of Management

5

M.V. Sathiyabama

Dr. M.V. SATHIYABAMA,
M.Com., M.Phil., MBA., PGDCA., Ph.D.,
Head, Department of Commerce (E-Commerce)

[Signature]
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21UEC102 & Core II: Business Application Software

21 UEC 103 & Core Lab -I Programming Laboratory – I : MS – Office

21 UEC 206 & Core Lab - II : Programming Laboratory – II : Accounting Package Tally

- The following courses were revised with major / minor modification- Nil

New Course Added:

- The following papers in E-Commerce added as optional were accepted by the experts fully without further suggestions
- **Online Course (Optional) (MOOC / NPTEL / SWAYAM)**
- These changes have been made effect for the students admitted in 2021 with I & II Semesters accordingly.

BoS / E-Commerce 13.3.2

II B.Com(E-Commerce) (III & IV SEMESTER)

- The presented syllabus was accepted by the experts and a **few suggestions** were given as follows:

21UEC304 Value Added Courses name changed as Business Ethics for Young Entrepreneurs

21UEC404 Value Added Course name changed as E-Business for Young Graduates

21UEC404 Value Added Course - E-Business for Young Graduates: Online payment gateway topic has been included in Unit – III.

21UEC3N1 Non Major Elective -I: Dynamics in E-commerce: Online employment registration topic has been included in Unit – III.

- The following papers from B.Com(E-Commerce) were accepted by the experts fully without further suggestions

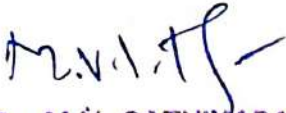
21UEC307 Core - V : Modern Marketing

21UEC308 Core - VI : Object Oriented Programming with C++

21UEC309 Core - VII : Advanced Accounting

21UEC310 Core Lab - III : Programming Laboratory – III: Object Oriented Programming with C++

21UEC3N2 Non Major Elective - I : E-Banking


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




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21UEC411 Core - IX : Financial Markets and Institutions

21UEC413 Core -X I Cost Accounting

21UEC412 & Core - X: Software Development with Visual Basic

21UEC414 & Core Lab - IV: Programming Laboratory – IV: Software Development with Visual Basics

21 UEC4N21/ 21UEC4N22 Non-Major Elective – II : Applications of E-Commerce

Non-Major Elective – II : E-Commerce

- The following courses were revised with major / minor modifications - Nil

New Course Added:

21UEC3A3Allied - III: Statistics for Business

21UEC4A4 Allied - IV: Business Mathematics

These changes have been made effect for the students admitted in 2021 with III, IV Semesters accordingly.

BoS / B.Com (E-Commerce) 13.3.3

III B.Com (E-Commerce) (V & VI SEMESTER)

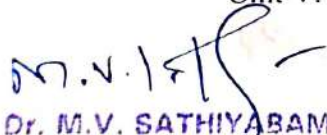
- The presented syllabus was accepted by the experts and a few suggestions were given as follows:

21 UEC 6E4 & Core Elective - III: E-Commerce Strategy and Applications: E-commerce practical's topic was deleted and Social media marketing and E-Governance topics were added in Unit V.

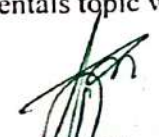
21UEC517 & Core - XIV Internet & Web Designing Content Management System topic were added in Unit I.

21 UEC 6S21 Skill Based Elective - II : Company Law were added board of directors in Unit IV

21UEC515 & Core - XII: Income Tax Law and Practice : GST fundamentals topic was deleted in Unit V.


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.




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accordingly.

New Course

21 UEC 6S21 Skill Based Elective-II: Company Law: Board of Directors topic included

- The following papers from B.Com(E-Commerce) were accepted by the experts fully without further suggestions:

21UEC518 & Core Lab - V: Programming Laboratory – V: Internet & Web Designing

21UEC620 & Investment Management

21UEC519 Software Project Viva – Voce

21 UEC 620 Core - XV: Management Accounting

21 UEC 6S22 Skill Based Elective - II : Project Management

- The following courses were revised with major / minor modifications

21UEC621 & Core - XX: Java Programming: Managing Input/Output Files in Java topic was deleted and Android application topic was added in Unit V.

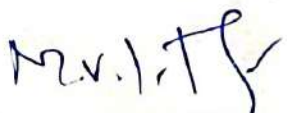
21UEC622 & Core Lab - VI: Programming Laboratory – VI: Java Android App Applications programme was added.

New Course Added:

The following papers from E-Commerce were accepted by the experts fully without further suggestions

- 21 UEC5E1 & Core Elective - I : Advertising and Sales Promotion
- 21 UEC5E2 & Core Elective-I : Retail Business Management
- 21 UEC5E3 Core Elective-I: Services Marketing
- 21UEC5AL1 & Advanced Learner Course - I : Organizational Behavior
- 21 UEC6E2 & Core Elective-II: Human Resource Management
- 21 UEC 6E3 & Core Elective - II : Customer Relationship Management
- 21 UEC6E5 & Core Elective -III: Social Networking Services
- 21 UEC 6E6 & Core Elective – III : Open Source Technology
- 21 UEC 6AL2 & Advanced Learner Course – II: Digital Marketing

These changes have been made effect for the students admitted in 2021 with V,VI Semesters


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.




PRINCIPAL
N.G.M. COLLEGE, POLLACHI

accordingly.

New Course Added:

The following papers from E-Commerce were accepted by the experts fully without further suggestions

- 21UEC3A3 & Allied - III : Statistics for Business
- 21UEC4A4 & Allied - IV : Business Mathematics
- 21 UEC5E1 & Core Elective - I : Advertising and Sales Promotion
- 21 UEC5E2 & Core Elective-I : Retail Business Management
- 21 UEC5E3 Core Elective-I: Services Marketing
- 21UEC5AL1 & Advanced Learner Course - I : Organizational Behavior
- 21 UEC6E2 & Core Elective-II: Human Resource Management
- 21 UEC 6E3 & Core Elective - II : Customer Relationship Management
- 21 UEC6E5 & Core Elective -III: Social Networking Services
- 21 UEC 6E6 & Core Elective – III : Open Source Technology
- 21 UEC 6AL2 & Advanced Learner Course – II: Digital Marketing
- These changes have been made effect for the students admitted in 2021 - 2022 with Semester No 1st – 6th Semesters accordingly

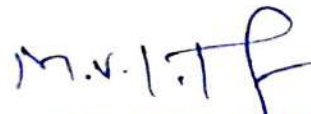
Note:

1. Core Elective Papers in V and VI semester were added to select one paper among the three given choice papers
2. Advanced Learner Course is added as additional credit course for advanced learner's optional course

BoS/E-Commerce 13.4 SUGGESTIONS GIVEN BY THE BoS MEMBERS

13.4.1: The Members of BoS has suggested to include certain topics in few courses due to necessity and advised to eliminate certain topics

13.4.2: ALC topics are suggested by BoS Members and adopted with present batch itself


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



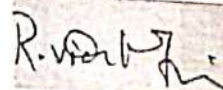
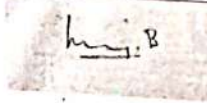
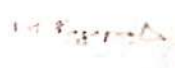

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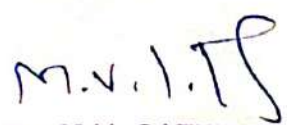
The members had a brainstorming discussion and interaction among themselves. After discussing fruitful suggestions were incorporated appropriately in the Curriculum and Syllabi.

Based on the suggestions given by the members, BOS resolved to recommend the following to the Academic Council for further approval.

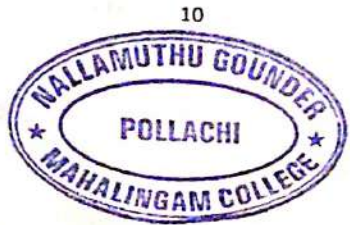
- The syllabus of First Year E-Commerce under Regulation 2021 – 2022
- The syllabus of Second Year E-Commerce under Regulation 2020 – 2021
- The syllabus of Third Year E-Commerce under Regulation 2019 – 2020
- All VAC is incorporated as per suggestions

Members Present:

Chairman	
Dr M V Sathiyabama Head – Department of Commerce(E-Commerce) Nallamuthu Gounder Mahalingam College Pollachi – 642 001	Signature 
Internal Members	
Dr R Vidwakalyani Assistant Professor of E-Commerce Nallamuthu Gounder Mahalingam College Pollachi – 642 001	
Dr B Indira Priyadharshini Assistant Professor of E-Commerce Nallamuthu Gounder Mahalingam College Pollachi – 642 001	
Mrs T Kiruthika Assistant Professor of E-Commerce Nallamuthu Gounder Mahalingam College Pollachi – 642 001	
Mrs M Ragaprabha Assistant Professor of E-Commerce Nallamuthu Gounder Mahalingam College Pollachi – 642 001	
University Nominee	



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.





PRINCIPAL
N G M COLLEGE, POLLACHI

Dr.K.Nithya
Head,Department of E-Commerce
Krishnammal College
Coimbatore.
Mobile: 9865296366

Academic Experts

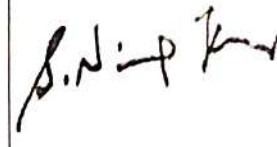
(Subject Expert)

Dr.M.A.Parveen Banu
Associate Professor
Department of Commerce
Cauvery college for women(Autonomous),Trichy
Bharadidasan University
Mobile: 9443831786



(Academic Auditor)

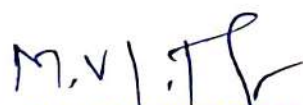
Dr.S.Nimal Kumar
Assistant Professor in Commerce
Rev.Jacop Memorial Christian College
Ambilikkalai, Madurai Kamaraj University
Dindigul Mobile: 8610041644



Industrial Expert

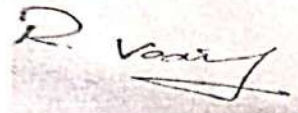
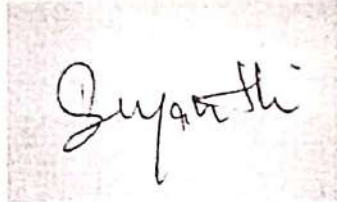
Mr.K.Santhosh kumar
Business Development Manager
Accent techno soft limited
Coimbatore Mobile: 7402740225




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




PRINCIPAL
N G M COLLEGE, POLLACHI

Alumnus nominated by Principal / HoD	
Mr.Vadivel Senior Analyst First Source Company Bangalore Mobile :9976656617	
Special Invitee	
Dr.S.Suganthi Assistant Professor in commerce Government Arts college Pollachi Mobile: 9943973768	
Student Member	
Ms.M.Geetha Final year student (2018-2021 Batch) B.Com (E-Commerce) NGM College Mobile: 8754281905	



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.



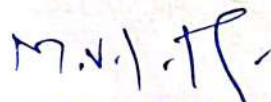
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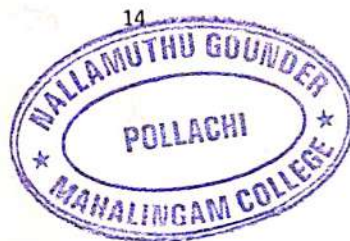
**List of Courses having focus on Local, National, Regional and Global developmental needs offered
by the Department of Commerce(E-Commerce)**

DEPARTMENT OF COMMERCE(E-COMMERCE)						
Programme: Commerce (E-Commerce)						Year: 2021
Course Code	Course Title	Need				Rationale
		Local	National	Regional	Global	
21UEC101	Core - I : Principles of Accounting	✓	✓	✓	-	Application of Knowledge
21UEC102	Core - II : Business Application Software	✓	✓	✓	✓	Enhancing knowledge in Computer field
21UECIA1	Allied - I : Business Economics	✓	✓	✓	-	Enrich knowledge in Decision making for Business
21UEC103	Core Lab - I : Programming Laboratory – I : MS – Office	✓	✓	✓	✓	Application of knowledge in ms office
21UEC204	Core - III : Business Communication	✓	✓	✓	-	Enhance knowledge in business communication
21UEC205	Core - IV : Fundamentals of E-commerce	✓	✓	✓	✓	Application of E-Commerce models
21UEC2A2	Allied - II : Principles of Management	✓	✓	✓	-	Application of knowledge in management
21UEC206	Core Lab - II : Programming Laboratory – II : Accounting Package Tally	✓	✓	✓	-	Application of knowledge in tally
21VAD202	Manayiyal Mahathuvam - I	✓	✓	✓	-	Women empowerment education
21VAD203	Uzhavu Bharatham - I	✓	-	✓	-	To educate about the backbone of our nation
21UEC307	Core - V : Modern Marketing	✓	✓	✓	✓	Enhance knowledge in marketing
21UEC308	Core - VI : Object Oriented Programming with C++	✓	✓	✓	✓	To educate the computer programming
21UEC309	Core - VII : Advanced Accounting	✓	✓	✓	-	Application of

21UEC3A3	Allied - III : Statistics for Business	✓	✓	✓	✓	Knowledge
21UEC310	Core Lab - III : Programming Laboratory - III: Object Oriented Programming with C++	✓	✓	✓	✓	Application Knowledge Experimental Learning
21UEC3N1/21UEC3N2	Non Major Elective - I : Dynamics in E-Commerce Non Major Elective - I : E-Banking	✓	✓	✓	✓	Enriching knowledge E-commerce
21VAD302	Manaiyiyal Mahathuvam - II	✓	✓	✓	-	Women empowerment education
21VAD303	Uzhavu Bharatham - II	✓	-	✓	-	To educate about the backbone of our nation
21UEC304	Business Ethics for Young Entrepreneurs	✓	✓	✓	✓	Educates ethical behavior
21UEC411	Core - IX : Financial Markets and Institutions	✓	✓	✓	✓	Enlighten the financial transactions/ Awareness
21UEC412	Core - X : Software Development with Visual Basics	✓	✓	✓	✓	Develop software interface
21UEC413	Core - XI : Cost Accounting	✓	✓	✓	✓	Application of Knowledge
21UEC4A4	Allied - IV : Business Mathematics	✓	✓	✓	✓	Application of Knowledge
21UEC414	Core Lab - IV : Programming Laboratory - IV : Software Development with Visual Basics	✓	✓	✓	✓	Practical learning on software development
21UEC4N21/21UEC4N22	Non-Major Elective - II Applications of E-Commerce Non-Major Elective - II E-Commerce	✓	✓	✓	✓	Enriching knowledge in E-commerce
21VAD402	Manaiyiyal Mahathuvam - III	✓	✓	✓	-	Women empowerment education
21VAD403	Uzhavu Bharatham - III	✓	-	✓	-	To educate about the backbone of our nation
21UEC404	E-Business for Young Graduates	✓	✓	✓	✓	To start business in digital era
21UEC515	Core - XII : Income Tax Law and Practice	✓	✓	✓	-	To enhance the taxation details

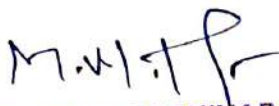
Core - XI	Course: In	Commerce	Core - XIV
21UEC516			
21UEC517			

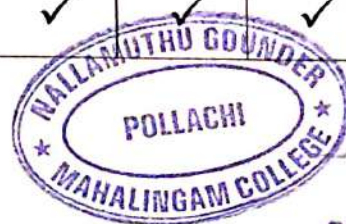

Dr. M.V. SATHIYABAMA,
 M.Com., M.Phil., MBA., PGDCA., Ph.D.,
 Head, Department of Commerce (E-Commerce)
 N.G.M. College, POLLACHI - 642 001.

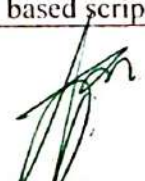



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21UEC516	Core - XIII : Skill Enhanced Course: Information Security and E-Commerce	✓	✓	✓	✓	To enhance knowledge in information security and E-Commerce
21UEC517	Core - XIV : Internet & Web Designing	✓	✓	✓	✓	Need of the Hour
21 UEC 5E1	Core Elective - I :Advertising and sales promotion	✓	✓	✓	✓	Enriching knowledge in Advertising and Sales promotional activities
21 UEC5E2	Core Elective - I : Retail Business Management	✓	✓	✓	✓	Enriching Knowledge in Retail business management
21 UEC5E3	Core Elective - I : Services Marketing	✓	✓	✓	✓	Knowledge to acquaint the basic concepts services marketing
21UEC518	Core Lab - V : Programming Laboratory – V: Internet & Web Designing	✓	✓	✓	✓	To develop web page
21UEC519	Software Project Viva – Voce	✓	✓	✓	✓	Application of knowledge in field areas
21UEC5A11	Advanced Learner Course - I : Organizational Behavior	✓	✓	✓	✓	Conceptualization of organizational life
21 UEC 5S11	Skill Based Elective I: Commercial Law/	✓	✓	✓	-	Knowledge enhancement in business law
21 UEC 5S12	Skill Based Elective I: Fundamentals of Entrepreneurship	✓	✓	✓	✓	Inculcate fundamentals of Entrepreneurship
21UEC620	Core - XV : Skill Enhanced Course : Management Accounting	✓	✓	✓	-	Knowledge enhancement in management Accounting
21UEC621	Core - XX : Java Programming	✓	✓	✓	✓	Necessity for the digital era
21 UEC 6E1	Core Elective - II : Investment-Management	✓	✓	✓	✓	Enhancing knowledge in accounting
21 UEC 6E2	Core Elective - II : Human Resource Management	✓	✓	✓	✓	Enhancing Knowledge in Human resources
21 UEC 6E3	Core Elective - II : Customer Relationship Management	✓	✓	✓	✓	Enhancing knowledge in managing customer relationships.
21 UEC 6E4	Core Elective - III : E-Commerce Strategy and Applications /	✓	✓	✓	✓	Enhancing knowledge in E-Commerce
21 UEC 6E5	Core Elective - III : Social Networking Services	✓	✓	✓	✓	Application of PHP-based script with


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.




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						MySQL
21 UEC 6E6	Core Elective – III : Open Source Technologies	✓	✓	✓	✓	Educating corporate governance mechanism and principles
21UEC622	Core Lab - VI: Programming Laboratory – VI: Java	✓	✓	✓	✓	Experimental knowledge
21 UEC 6AL2	Advanced Learner Course – II: Digital Marketing	✓	✓	✓	✓	To accelerate career growth in digital era
21 UEC 6S21	Skill Based Elective - II : Company Law	✓	✓	✓	✓	Enhancing knowledge in legislature
21 UEC 6S22	Skill Based Elective - II : Project Management	✓	✓	✓	✓	Application of Knowledge infield and doing projects

M.V. Sathyabama
HoD

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.



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**List of Courses having focus on Employability / Entrepreneurship / Skill Development offered by
the Department of Commerce (E-Commerce)**

DEPARTMENT OF COOMERCE(E-COMMERCE)

Programme: Commerce(E-Commerce)					Year: 2021	
Course Code	Course Title	Employability (EM) / Entrepreneurship (EN) / Skill Development (SD)			Focus	Year of Introduction
		EM	EN	SD		
21UEC101	Core - I : Principles of Accounting	Yes	Yes	Yes	Application of Knowledge	2021
21UEC102	Core - II : Business Application Software	Yes	Yes	Yes	Enhancing Knowledge in computer field	2021
21UEC1A1	Allied - I : Business Economics	Yes	Yes	Yes	Application of Economic concepts	2021
21UEC103	Core Lab - I : Programming Laboratory - I : MS - Office	Yes	Yes	Yes	Application of knowledge in computer	2021
21UEC204	Core - III : Business Communication	Yes	Yes	Yes	Enhance knowledge in business communication	2021
21UEC205	Core - IV : Fundamentals of E-commerce	Yes	Yes	No	Application of E-Commerce models	2021
21UEC2A2	Allied - II : Principles of Management	Yes	Yes	Yes	Enhancing knowledge in principles	2021
21UEC206	Core Lab - II : Programming Laboratory - II : Accounting Package Tally	Yes	Yes	Yes	Application of knowledge in tally	2021
21VAD202	Manayiyal Mahathuvam - I	Yes	Yes	Yes	Women empowerment education	2021
21VAD203	Uzhavu Bharatham - I	Yes	Yes	Yes	To educate about the backbone of our nation	2021
21UEC307	Core - V : Modern Marketing	Yes	Yes	Yes	Providing employment	2021

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.



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		Yes	No	Yes	opportunities	
21UEC308	Core - VI : Object Oriented Programming with C++	Yes	No	Yes	Additional Computer coding skills	
21UEC309	Core - VII : Advanced Accounting	Yes	No	Yes	Application of Knowledge	2021
21UEC3A3	Allied - III : Statistics for Business	Yes	No	Yes	Application of Knowledge	2021
21UEC310	Core Lab - III : Programming Laboratory – III: Object Oriented Programming with C++	No	Yes	Yes	Additional Computer skills	2021
21UEC3N1/ 21UEC3N2	Non Major Elective - I : Dynamics in E-Commerce Non Major Elective - I : E-Banking	Yes	Yes	Yes	Enriching knowledge in E-commerce	2021
21VAD302	Manaiyiyal Mahathuvam - II	Yes	Yes	Yes	Women empowerment	2021
21VAD303	Uzhavu Bharatham – II	Yes	Yes	Yes	Identifying opportunities in agriculture	2021
21UEC304	Business Ethics for Young Entrepreneurs	Yes	Yes	Yes	Ethical Awareness	2021
21UEC411	Core - IX : Financial Markets and Institutions	Yes	Yes	Yes	Knowledge for enhancement	2021
21UEC412	Core - X : Software Development with Visual Basics	Yes	Yes	Yes	Enhance computer skills	2021
21UEC413	Core - XI : Cost Accounting	Yes	Yes	Yes	Focus income and expenditure	2021
21UEC4A4	Allied - IV : Business Mathematics	Yes	Yes	Yes	Application of Knowledge	2021
21UEC414	Core Lab - IV : Programming Laboratory – IV : Software Development with Visual Basics	Yes	Yes	Yes	Enhance computer skills	2021
21UEC4N21/ 21UEC4N22	Non-Major Elective – II Applications of E-Commerce Non-Major Elective – II E-Commerce	Yes	Yes	Yes	Enriching knowledge in E-commerce	2021
21VAD402	Manaiyiyal Mahathuvam – III	Yes	Yes	Yes	Women empowerment education	2021
21VAD403	Uzhavu Bharatham – III	No	Yes	Yes	Identifying opportunities in agriculture	2021
21UEC404	E-Business for Young Graduates	Yes	Yes	Yes	To start business in digital era	2021

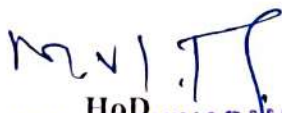
M.V. SATHYASAMA,
M.Com., M.Phil., MBA., PGDCA., Ph.D.,
Head, Department of Commerce (E-Commerce)
N.G.M. College, POLLACHI - 642 001.



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21UEC515	Core - XII : Income Tax Law and Practice	Yes	Yes	Yes	Direct Application of tax	2021
21UEC516	Core - XIII : Skill Enhanced Course: Management Accounting	Yes	Yes	Yes	Application of knowledge for project preparation	2021
21UEC517	Core - XIV : Internet & Web Designing	Yes	Yes	Yes	To improve the essential computer skills	2021
21 UEC 5E1	Core Elective - I : Advertising and sales promotion	Yes	Yes	Yes	Enriching knowledge in Advertising and sales promotion methods	2021
21 UEC5E2	Core Elective - I : Retail Business Management	Yes	Yes	Yes	Enriching Knowledge in retail business	2021
21 UEC5E3	Core Elective - I : Services Marketing	Yes	Yes	Yes	Knowledge to acquaint the basic concepts of services marketing and its impact	2021
21UEC518	Core Lab - V : Programming Laboratory – V: Internet & Web Designing	Yes	Yes	Yes	To improve the essential computer skills	2021
21UEC519	Software Project Viva – Voce	Yes	Yes	Yes	Knowledge in project fields	2021
21UEC5AL1	Advanced Learner Course - I : Organizational Behavior	Yes	Yes	Yes	Enhance the Organizational skills	2021
21 UEC 5S11	Skill Based Elective I: Commercial Law	Yes	No	Yes	Updation of Business Law	2021
21 UEC 5S12	Skill Based Elective I: Fundamentals of Entrepreneurship	Yes	Yes	Yes	Entrepreneurship Knowledge	2021
21UEC620	Core - XV : Skill Enhanced Course : Management Accounting	Yes	Yes	Yes	Improves knowledge in Management Accounting	2021
21UEC621	Core - XX : Java Programming	Yes	Yes	Yes	Enlighten the Digital knowledge	2021
21 UEC 6E1	Core Elective - II : Investment Management	Yes	Yes	Yes	Enhancing Knowledge in investment management	2021
21 UEC 6E2	Core Elective - II : Human Resource Management	Yes	Yes	Yes	Enhancing Knowledge in Human resources management	2021

21 UEC 6E3	Core Elective - II : Customer Relationship Management	No	Yes	Yes	Enlighten knowledge in customer relations management	
21 UEC 6E4	Core Elective - III : E-Commerce Strategy and Applications /	Yes	Yes	Yes	Enhancing knowledge in E-Commerce	2021
21 UEC 6E5	Core Elective - III : Social Networking services	Yes	Yes	Yes	Application of Social Networking Issues	2021
21 UEC 6E6	Core Elective – III : Open source Technologies	Yes	Yes	Yes	Educating Open source Technologies and its impact	2021
21UEC622	Core Lab - VI: Programming Laboratory – VI: Java	Yes	Yes	Yes	Develop the Practical skills	2021
21 UEC 6AL2	Advanced Learner Course – II: Digital Marketing	Yes	Yes	Yes	Accelerate Career Growth in Digital era	2021
21 UEC 6S21	Skill Based Elective - II : Company Law	Yes	Yes	Yes	Company legislature	2021
21 UEC 6S22	Skill Based Elective - II : Project Management	Yes	Yes	Yes	Knowledge in fieldworks	2021


HoD
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.




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Percentage of Revision of Business Administration Syllabus under Regulation 2021

DEPARTMENT OF COMMERCE(E-COMMERCE)							
S.No	Course Code	Course Title	Change Details	% of Changes	Content Deleted	Content Updated	Reason for Change
	21UEC101	Core - I : Principles of Accounting	-	-	-	-	-
	21UEC102	Core - II : Business Application Software	-	-	-	-	-
	21UEC1A1	Allied - I : Business Economics	-	-	-	-	-
	21UEC103	Core Lab - I : Programming Laboratory – I : MS – Office	-	-	-	-	-
	21UEC204	Core - III : Business Communication	-	-	-	-	-
	21UEC205	Core - IV : Fundamentals of E-commerce	-	-	-	-	-
	21UEC2A2	Allied - II : Principles of Management	-	-	-	-	-
	21UEC206	Core Lab - II : Programming Laboratory – II : Accounting Package Tally	-	-	-	-	-
	21UEC307	Core - V : Modern Marketing					

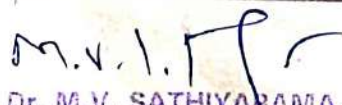
M.V.I.T
Dr. M.V. SATHIYABAMA,
 M.Com., M.Phil., MBA., PGDCA., Ph.D.,
 Head, Department of Commerce (E-Commerce)
 N.G.M. College, POLLACHI - 642 001.

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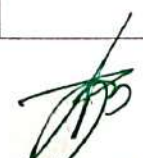


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21UEC308	Core - VI : Object Oriented Programming with C++	In Existing Syllabus	5 %	Unit I Application of OOPs	-	University Nominee Opinion
21UEC309	Core - VII : Advanced Accounting	-	-	-	-	-
21UEC3A3	Allied - III : Statistics for Business	New Syllabus	100 %	-	All 5 Units are New	CDC Opinion
21UEC310	Core Lab - III : Programming Laboratory – III: Object Oriented Programming with C++	-	-	-	-	-
21UEC3N1/21UEC3N2	Non Major Elective - I : Dynamics in E-Commerce Non Major Elective - I : E-Banking	In Existing syllabus	5%	-	Unit - 3 Online employment registration	Industrial Experts opinion
21UEC411	Core - IX : Financial Markets and Institutions	-	-	-	-	-
21UEC412	Core - X : Software Development with Visual Basics	-	-	-	-	-
21UEC413	Core - XI : Cost Accounting	-	-	-	-	-
21UEC4A4	Allied - IV : Business Mathematics	New Syllabus	100 %	-	All 5 Units are New	CDC Opinion
21UEC414	Core Lab - IV : Programming Laboratory – IV : Software Development with Visual Basics	-	-	-	-	-
21UEC4N21/21UEC4N22	Non-Major Elective – II Applications of E-	-	-	-	-	-


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




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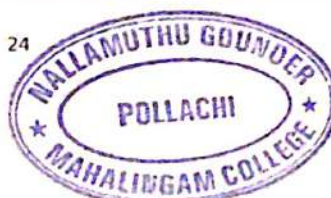
	Commerce Non-Major Elective – II E- Commerce					
21VAD402	Manaiyiyal Mahathuvam – III	-	-	-	-	-
21VAD403	Uzhavu Bharatham – III	-	-		-	-
21UEC404	E-Business for Young Graduates	In Existing syllabus	5%	-	Unit - 3 Online payment gateways	Industrial Experts opinion
21UEC515	Core - XII : Income Tax Law and Practice	In Existing Syllabus	2%	Unit V GST Fundamentals	-	Subject expert opinion
21UEC516	Core - XIII : Skill Enhanced Course: Information Security and E- Commerce	New Syllabus	100 %	-	All 5 Units are New	CDC Opinion
21UEC517	Core - XIV : Internet & Web Designing	In Existing syllabus	5%	-	Unit - 1 Content Managemen t system	Industrial Experts opinion
21 UEC 5E1	Core Elective - I : Advertising and Sales Promotion	New Syllabus	100 %	-	All 5 Units are New	CDC Opinion & Feedback
21 UEC5E2	Core Elective - I : Retail Business Management	New Syllabus	100 %	-	All 5 Units are New	CDC Opinion & Feedback
21 UEC5E3	Core Elective - I : Services Marketing	New Syllabus	100 %	-	All 5 Units are New	CDC Opinion
21UEC518	Core Lab - V : Programming Laboratory – V: Internet & Web Designing	-	-	-	-	-
21UEC519	Software Project Viva – Voce	-	-	-	-	-
21UEC5AL1	Advanced Learner Course - I : Organizational	New Syllabus	100 %	-	All 5 Units are New	CDC Opinion

		Behavior					
	21 UEC 5S11	Skill Based Elective I: Commercial Law/					
	21 UEC 5S12	Skill Based Elective I: Fundamentals of Entrepreneurship					
	21UEC620	Core - XV : Skill Enhanced Course : Management Accounting	-	-	-	-	-
	21UEC621	Core - XX : Java Programming	In Existing Syllabus	10 %	Unit V - Managing Input/Output Files in Java : Stream Concept – Stream Classes – Other I/O Classes – Creating Files – Reading/Writin g Characters, Bytes.	Unit V Android Application - Android developmen t Fundamenta ls - Working with Android Layouts and Views and handling user interactions- Android App Developme nt.	Industry Expert Opinion
	21 UEC 6E1	Core Elective - II : Investment Management					
	21 UEC 6E2	Core Elective - II : Human Resource Management	New Syllabus	100%	-	All 5 units are new	CDC Opinion
	21 UEC 6E3	Core Elective - II : Customer Relationship Management	New Syllabus	100 %	-	All 5 Units are New	CDC Opinion

M.V. SATHIYABAMA,

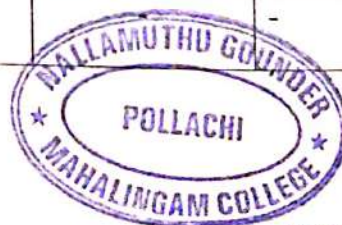
M.Com., M.Phil., MBA., PGDCA., Ph.D.,
Head, Department of Commerce (E-Commerce)
N.G.M. College, POLLACHI - 642 001.

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21 UEC 6E4	Core Elective - III : E-Commerce Strategy and Applications /	In Existing syllabus	20%	Unit - V E-commerce computer practical's: Online shopping - Online share trading - Online ticket reservation - Electronic payment systems - Online employment registration.	Unit - V Social Media Marketing - introduction - Meaning - facebook marketing - instagram marketing - linked in marketing - youtube - twitter - social media marketing tools - E-Governance - Introduction - Digital India - E-governance initiatives in India.	Course Teacher Opinion
21 UEC 6E5	Core Elective - III : Social Networking Services	New Syllabus	100 %	-	All 5 Units are New	CDC Opinion
21 UEC 6E6	Core Elective - III : Open Source Technology	-	-	-	-	-
21UEC622	Core Lab - VI: Programming Laboratory - VI: Java	In Existing Syllabus	5 %	-	Unit V Android app Application	Industrial Expert opinion
21 UEC 6AL2	Advanced Learner Course - II: Digital Marketing	New Syllabus	100 %	-	All 5 Units are New	CDC Opinion
21 UEC 6S21	Skill Based Elective - II : Company Law	In existing syllabus	5%	-	Unit IV Board of Directors	Subject Expert Opinion
21 UEC 6S22	Skill Based Elective - II :	-	-	-	-	-



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.

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N.G.M. COLLEGE, POLLACHI

		Project Management					
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M.V. Sathiyabama

HoD

Dr. M.V. SATHIYABAMA,
M.Com., M.Phil., MBA., PGDCA., Ph.D.,
Head, Department of Commerce & Commerce,
N.G.M. College, POLLACHI - 642 001.



[Signature]

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N.G.M College - Curriculum Development Cell

B. Com (E-Commerce)

Scheme of Examination For 2021 - 2024

Choice Based Credit System & OBES

For Part I and Part II in First & Second Semesters Only

SEMESTER – I

Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
I	21UTL101 /	Tamil Paper - I /	6	-	-	3	50	50	100	3
	21UHN101 /	Hindi Paper - I /	6	-	-					
	21UFR101	French Paper – I	6	-	-					
II	21UEN101	Communication Skills- I (Level I)	5	-	-	3	50	50	100	3
	21UEN102	Communication Skills - I (Level II)	5	-	-					
III	21UEC101	Core - I : Principles of Accounting	5	-	-	3	50	50	100	4
	21UEC102	Core - II : Business Application Software	4	-	-	3	50	50	100	4
	21UEC1A1	Allied - I : Business Economics	4	-	-	3	50	50	100	4
	21UEC103	Core Lab - I : Programming Laboratory – I : MS – Office	-	4	-	3	50	50	100	2
IV	21UHR101	Human Rights	1	-	-	2	-	50	50	2
	21HEC101	Human Excellence - Personal Values & SKY Yoga Practice- I	1	-	-	2	25	25	50	1
V		Extension Activities – Annexure I	-	-	-	-	-	-	-	-
CC	21CFE101	Fluency in English – I	-	-	-	-	-	-	-	-
		Online Course (Optional) (MOOC / NPTEL /SWAYAM)	-	-	-	-	-	-	-	Gr
Total			26	4	-	-	325	375	700	23

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,



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SEMESTER – II

Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
I	21UTL202 /	Tamil Paper - II /	6	-	-	3	50	50	100	3
	21UHN202/	Hindi Paper - II /	6	-	-					
	21UFR202	French Paper – II	6	-	-					
II	21UEN202	Communication Skills - II (Level I)	5	-	-	3	50	50	100	3
	21UEN203	Communication Skills - II (Level II)	5	-	-					
III	21UEC204	Core - III : Business Communication	4	-	-	3	50	50	100	4
	21UEC205	Core - IV : Fundamentals of E-commerce	4	-	-	3	50	50	100	4
	21UEC2A2	Allied - II : Principles of Management	4	-	-	3	50	50	100	4
	21UEC206	Core Lab - II : Programming Laboratory – II : Accounting Package Tally	-	4	-	3	50	50	100	2
IV	21EVS201	Environmental Studies	2	-	-	2	-	50	50	2
	21HEC202	Human Excellence - Family Values & SKY Yoga Practice – II	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
CC	21 CFE 201	Fluency in English – II	-	-	-	-	-	-	-	-
	21CMM201	Manaiyiyal Mahathuvam - I	1*	-	-	2	-	50*	50*	Gr
	21CUB201	Uzhavu Bharatham – I	1*	-	-	2	-	50*	50*	Gr
		Online Course (Optional) (MOOC / NPTEL /SWAYAM)	-	-	-	-	-	-	-	Gr
Total			26	4	-	-	325	375	700	23

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



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SEMESTER – III										
Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
III	21UEC307	Core - V : Modern Marketing	6	-	-	3	50	50	100	4
	21UEC308	Core - VI : Object Oriented Programming with C++	5	-	-	3	50	50	100	4
	21UEC309	Core - VII : Advanced Accounting	7	-	-	3	50	50	100	4
	21UEC3A3	Allied - III : Statistics for Business	6	-	-	3	50	50	100	4
	21UEC310	Core Lab - III : Programming Laboratory – III: Object Oriented Programming with C++	-	4	-	3	50	50	100	2
IV	21UEC3N1/ 21UEC3N2	Non Major Elective - I : Dynamics in E-Commerce / Non Major Elective - I : E-Banking	1	-	-	2	-	50	50	2
	21HEC303	Human Excellence - Professional Values & Ethics – III	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
CC	21 CFE 301	Fluency in English – III	-	-	-	-	-	-	-	-
	21 CMM301	Manaiyiyal Mahathuvam - II	1*	-	-	2	-	50*	50*	Gr
	21 CUB301	Uzhavu Bharatham – II	1*	-	-	2	-	50*	50*	Gr
Total			26	4	-	-	275	325	600	21


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.


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SEMESTER – IV

Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
III	21UEC411	Core - IX : Financial Markets and Institutions	6	-	-	3	50	50	100	5
	21UEC412	Core - X : Software Development with Visual Basics	5	-	-	3	50	50	100	4
	21UEC413	Core - XI : Cost Accounting	7	-	-	3	50	50	100	4
	21UEC4A4	Allied - IV : Business Mathematics	6	-	-	3	50	50	100	4
	21UEC414	Core Lab - IV : Programming Laboratory – IV : Software Development with Visual Basics	-	4	-	3	50	50	100	2
IV	21 UEC4N1/ 21 UEC4N2	Non-Major Elective – II Applications of E-Commerce/ Non-Major Elective – II E-Commerce	1	-	-	2	-	50	50	2
	21HEC404	Human Excellence - Social Values & SKY Yoga Practice – IV	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	1
CC	21 CFE 401	Fluency in English – IV	-	-	-	-	-	-	-	-
	21 CMM 401	Manaiyiyal Mahathuvam – III	1*	-	-	2	-	50*	50*	Gr
	21 CUB401	Uzhavu Bharatham – III	1*	-	-	2	-	50*	50*	Gr
Total			26	4	-	-	275	375	600	23


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.


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SEMESTER – V

Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
III	21UEC515	Core - XII : Income Tax Law and Practice	5	-	-	3	50	50	100	5
	21UEC516	Core - XIII : Skill Enhanced Course: Information Security & E-Commerce Technology	5	-	-	3	50	50	100	4
	21UEC517	Core - XIV : Internet & Web Designing	5	-	-	3	50	50	100	4
	21UEC5E1	Core Elective - I : Advertising and Sales Promotion/	5	-	-	3	50	50	100	5
	21UEC5E2	Core Elective - I : Retail Business Management/								
	21UEC5E3	Core Elective - I : Services Marketing								
	21UEC518	Core Lab - V : Programming Laboratory – V: Internet & Web Designing	-	4	-	3	50	50	100	2
	21UEC519	Software Project Viva – Voce	2	-	-	3	50	50	100	2
	21UEC5AL	Advanced Learner Course - I : Organizational Behavior	-	-	-	3	50*	50*	100*	2**
	21UEC5VA	M-Commerce for Technopreneurs	2*	-	30	2	-	50*	50*	2*
IV	21UEC5S1	Skill Based Elective I: Commercial Law/	3 Hours		-	2	25	25	50	3
	21UEC5S2	Skill Based Elective I: Fundamentals of Entrepreneurship								
	21HEC505	Human Excellence - National Values & SKY Yoga Practice – V	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
CC	21 CFE 501	Fluency in English – V	-	-	-	-	-	-	-	-
	21CSD501	Soft Skills Development – I	-	-	-	-	-	-	-	Gr
	21GKL501	General Awareness - Self Study	SS			2	-	50*	50*	Gr
Total			26	4	-	-	350	350	700	26

**Credits - Based on course content, maximum of 4; *Extra Credits

m.v.t.f
Dr. M.V. SATHIYABAMA,
 M.Com., M.Phil., MPA., PGDCA., Ph.D.,
 Head, Department of Commerce (Commerce)
 N.G.M. College, POLLACHI - 642 001.



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SEMESTER – VI

Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
III	21UEC620	Core - XV : Skill Enhanced Course : Management Accounting	6	-	-	3	50	50	100	5
	21UEC621	Core - XX : Java Programming	5	-	-	3	50	50	100	4
	21UEC6E1	Core Elective - II : Investment Management /	6	-	-	3	50	50	100	5
	21UEC6E2	Core Elective - II : Human Resource Management/								
	21UEC6E3	Core Elective - II : Customer Relationship Management								
	21UEC6E4	Core Elective - III : Cyber Security	6	-	-	3	50	50	100	5
	21UEC6E5	Core Elective - III : Social Networking Services /								
	21UEC6E6	Core Elective – III : Open Source Technologies								
	21UEC622	Core Lab - VI: Programming Laboratory – VI: Java	-	4	-	3	50	50	100	2
	21 UEC6AL	Advanced Learner Course - II: Digital Marketing	-	-	-	3	50*	50*	100	2**
	21UEC6VA	Social Media Marketing	2	-	30	2	-	50*	50*	2*
IV	21UEC6S1	Skill Based Elective - II : Company Law	2 Hours		-	2	25	25	50	2
	21UEC6S2	Skill Based Elective - II : Project Management								
	21HEC606	Human Excellence - Global Values & SKY Yoga Practice – VI	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
CC	21 CFE 601	Fluency in English – VI	-	-	-	-	-	-	-	-
	21CSD601	Soft Skills Development – II	-	-	-	-	-	-	-	Gr
Total			26	4	-	-	300	350	600	24
Grand Total									3900	140

AL - Advanced Learner Course (Optional); VA-Department Specific Value Added Course; *Extra Credits

** Credits- Based on Course Content Maximum, of 4 Credits.

CC- Certificate Course/ Co- Scholastic Course

Grand Total = 3900; Total Credits = 140

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



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Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC3A3			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	06	Tutorial Hrs./Sem.	90	Statistics	Semester:	III
				For Business	Credits:	04

Course Objective

To enable the students to learn the Statistical methods and their applications in Commerce

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To understand various types of sampling and the importance of randomization.	K1
CO2	To understand overall process and particular steps in collecting, analyzing, interpreting and presenting results	K2
CO3	To apply the concept of correlation and regression analysis in business	K3
CO4	To apply statistical tool for statistical decision making in a business context	K3
CO5	To understand the usage of Index numbers in business forecasting	K2

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	L	H	M	H	H	H
CO2	H	H	H	M	H	M	M	L	H	H
CO3	H	H	L	H	H	H	M	H	H	H
CO4	H	H	H	M	M	H	H	H	H	H
CO5	H	H	H	H	L	M	M	H	H	H

H- High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Meaning and Definition of Statistics – Collection of data — Primary and Secondary - Classification and Tabulation – Diagrammatic and Graphical presentation Measures of Central tendency – Mean, Median, Mode, Geometric Mean and Harmonic Mean – simple problems	18
Unit II	Measures of Dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation and Co-efficient of Variation.	18
Unit III	Correlation: Simple correlation – Interpretation of coefficient of correlation- Coefficient of concurrent deviation- Ranking methods of correlation.	18
Unit IV	Regression Analysis – Meaning of regression and linear prediction – Regression in two variables – Uses of Regression	18
Unit V	Index numbers (Price index only) – Method of consumption – Wholesale and Cost of living indices, weighted index number – Lasperes Method, Paasches Method, Fishers Ideal Index (excluding tests of adequacy of index number formulae).	18
	Total Contact Hrs	90

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Assignments.

Text Book

21UEC3A3

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Navanitham.P.A	Business mathematics & Statistics	Jai Publishers, Thirchy	2020

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC4A4			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	06	Tutorial Hrs./Sem.	90	Business Mathematics	Semester:	IV
					Credits:	04

Course Objective

To enable students to understand the applications of business mathematics in business decision

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To understand the important role math plays in all facets of the business world.	K2
CO2	To apply the principles of simple interest to solve relevant problems in financial applications such as simple-interest-based loans.	K3
CO3	To apply principles of matrix algebra to linear transformations.	K3
CO4	To understand the concept of business calculus.	K2
CO5	To analyse mathematical concepts that are foundational in business mathematics, including functions and their mappings, linear systems and their solutions, and descriptive statistics and their applications.	K4

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	H	M	H	M	H	H	M	H	H	H
CO2	H	H	H	M	H	M	M	H	H	H
CO3	H	H	H	H	H	H	L	H	H	H
CO4	H	H	H	M	M	H	H	H	H	H
CO5	H	H	L	H	M	M	M	H	H	H

H- High; **M**-Medium; **L**-Low

Units	Content	Hrs
Unit I	Set Theory: Definition - Notation - Methods of description of sets - Types of sets - Venn diagram - Set operations - Laws and properties of sets - Number of elements - Cartesian product.	18
Unit II	Mathematics of finance: Simple Interest - Compound Interest –Depreciation.	18
Unit III	Matrix Algebra – Addition, Subtraction & Multiplication of matrix – Rank of a matrix – inverse of matrix; Determinants and solution of simultaneous linear equations - Application to business.	18
Unit IV	Elementary Integral Calculus – Determining Indefinite and Definite Integrals of simple Functions – Integration by Parts.	18
Unit V	Linear Programming Problem – Formation – Solution by Graphical Method Solution by Simple Method.	18
	Total Contact Hrs	90

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments.

Text Book

21UEC4A4

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Navanitham.P.A	Business mathematics & Statistics	Jai Publishers, Thiruchy	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Asim Kumar Manna	Business Mathematics and Statistics	McGraw Hill Education	2019
2	J.K. Sharma	Business Mathematics	Dream tech Press	2019

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC516			Title	Batch:	2021 – 2024
				Skill Enhanced Course: Information Security & E- Commerce Technology	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	75		Credits:	4

Course Objective

To enable the students to understand the technology of e-Commerce for Business Application.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To understand the Components of communication systems	K2
CO2	To remember the information security threats and how to overcome the threats	K1
CO3	To apply knowledge on internet marketing and advertising.	K3
CO4	To understand technology behind Mobile commerce	K2
CO5	To analyze the various methods of Electronic Payment Systems	K4

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	M	H	M	H	H	H
CO2	H	H	H	M	H	M	H	H	H	H
CO3	M	H	H	H	H	H	M	M	H	H
CO4	H	H	M	H	H	H	H	H	H	H
CO5	H	M	H	H	H	M	M	H	H	H

H- High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Components of communication systems – Transmission Media – Protocol definition – Introduction to TCP/IP – wireless Network – Basics of internet – Types of attack : Phishing, spoofing, Impersonation, Dumpster diving – Information security goals- Information security threats –and vulnerability: Spoofing Identity, Tampering with data, Repudiation, Information disclosure, Denial of service, Elevation of Privilege.	15
Unit II	Authentication- Password management – E-Commerce security – windows security- Network security: Network intrusion detection and prevention systems – firewalls – software security – Web security: User authentication, authentication – secret and session management, Cross site scripting, Cross site forgery, SQL injection. Computer Forensics – Steganography.	15
Unit III	Internet Advertising – Emergence of the internet as a competitive advertising media- Models of internet advertising – Weakness in Internet advertising. Internet Marketing- Internet marketing techniques. Electronic data interchange – EDI legal, security and privacy issues – EDI Software implementation –Advantages and limitations.	15
Unit IV	M-Commerce – Introduction – Mobile Computing Applications – Advantages and Disadvantages. E-Learning - Role of E-Learning – Components of e-learning: CBT, WBT, Virtual Classroom – Barriers to e-Learning. E-Banking- changing dynamics in e-banking-advantages of e-banking-limitations of e- banking-Transaction Processing.	15
Unit V	Electronic Payment Systems-Types-Digital -Smart Cards & Credit Card- risks involved in Electronic Payment Systems - Designing electronic payment system – Process of EPS.	15
	Total Contact Hrs	75

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC5E1			Title	Batch:	2021 – 2024
				Advertising and Sales Promotion	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	75		Credits:	5

Course Objective

To make the students understand the importance of advertising and medias' role in advertising and sales promotion

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the elements of advertising and sales promotion	K2
CO2	To understand how advertisement is used as a tool to achieve marketing objectives.	K1
CO3	To implement advanced theories of communication relating to advertising.	K3
CO4	To analyze sales promotion planning	K2
CO5	To evaluate an advertising campaign.	K3

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	M	H	M	H	H	H
CO2	H	H	H	M	H	M	H	H	H	H
CO3	M	H	H	H	H	H	M	M	H	H
CO4	H	H	M	H	H	H	H	H	H	H
CO5	H	M	H	H	H	M	M	H	H	H

H- High; M-Medium; L-Low

Pedagogy and Assessment Methods:

Units	Content	Hrs
Unit I	Introduction to Advertisement-Concept and definition of advertisement – Social, Economic and Legal Implications of Advertisements – setting advertisement objectives – Ad. Agencies – selection and remuneration – advertisement campaign.	15
Unit II	Advertisement Media -Media plan – type and choice criteria – reach and frequency of advertisements – cost of advertisements related to sales – media strategy and scheduling.	15
Unit III	Design and Execution of Advertisements-Message development – different types of advertisements – layout – design appeal – copy structure – advertisement production – print – Radio. T.V. and web advertisements – Media Research – testing validity and reliability of ads – measuring impact of advertisements.	15
Unit IV	Promotion – Significance – Promotion Mix - Introduction to Sales Promotion - Scope and role of sale promotion – Objective of Sales Promotion- Sales Promotion Techniques – Trade Oriented and Consumer Oriented.	15
Unit V	Sales Promotion Campaign - Sales promotion – Requirement identification – designing of sales promotion campaign – involvement of salesmen and dealers – out sourcing sales promotion national and international promotion strategies – Integrated promotion – Coordination within the various promotion techniques – online sales promotions.	15
	Total Contact Hrs	75

Seminar, Power Point Presentation, Chalk and talk, Assignments, Group Task.

Text Book**21 UEC 5E1**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	S.H.H.Kazmi, Satish K Batra	Advertising & Sales Promotion	Excel Books, New Delhi	2012

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC5E2			Title	Batch:	2021 – 2024
				Retail Business Management	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	75		Credits:	5

Course Objective

To make the students to understand the conceptual framework of Retail management. To know the functioning of retail market.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To recollect business management theories, principles and practices and understand the terminologies related to various functional areas of retail business	K1
CO2	To apprehend the flow of goods and services in retail environment.	K2
CO3	To implement the technologies to support retail business.	K3
CO4	To analyze buyer decision making	K4
CO5	To understand the international retailing and recent developments of retail channels	K2

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	M	H	M	H	H	H
CO2	H	H	H	M	H	M	H	H	H	H
CO3	M	H	H	H	H	H	M	M	H	H
CO4	H	H	M	H	H	H	H	H	H	H
CO5	H	M	H	H	H	M	M	H	H	H

H- High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Definition, importance and scope of Retailing; Evolution of Retail Competition- The Wheel of Retailing, the Accordion, the Retail Life Cycle; Emerging Trends in Retailing; The Retail Scenario in India; Retail Formats.	15
Unit II	Information Gathering in Retailing; Retail Strategic Planning and Operation Management; Retail Financial Strategy; Target Market Selection and Retail Location; Store Design and Layout; Visual Merchandising and Displays.	15
Unit III	Merchandise Planning, Buying and Handling; Merchandise Pricing; Retail communication Mix; Promotional Strategy; Retail Human Resources Management; Customer Service, The GAPs Model, Customer Relationship Management.	15
Unit IV	Retail Selling Skills -Pre-check, Opening the Sale, Probing, Demonstration, Trial Close Handling Objections, Closing, Confirmations & Invitations	15
Unit V	Retail Management Information Systems; Retail Audits; Online Retailing; Global Retailing; Legal and Ethical Issues in Retailing	15
	Total Contact Hrs	75

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book

21UEC5E2

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Bajaj C; Tuli R., Srivanstava N.V.	Retail Management	Oxford University Press, Delhi.	2012

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC5AL			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-	Organisational Behaviour	Semester:	V
					Credits:	2*

Course Objective

To expose the students to understand the organization structure and maintain relationships for advanced learners

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the structure of organization	K1
CO2	To understand the various stages in personality development and theories of group dynamics	K2
CO3	To deploy leadership styles and motivational theories in real business	K3
CO4	To analyze the factors leading to change in organization	K4
CO5	To apply leadership styles in organization	K3

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	M	H	M	H	H	H
CO2	H	H	H	M	H	M	H	H	H	H
CO3	M	H	H	H	H	H	M	M	H	H
CO4	H	H	M	H	M	M	H	H	M	H
CO5	H	M	H	H	H	M	M	H	H	H

H- High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Organisational Behaviour – Meaning - Importance- Organisation as a Social System – Socio - Technical System- Constraints over Organisation and Managerial Performance.	-
Unit II	Stages of Personality Development - Determinants of Personality-Learning-Perception-Factors Influencing Perception-Perceptual Distortion-Values – Attitudes –Attitude Formation-Role of Behaviour Status	-
Unit III	Group and Group Dynamics- Reasons for the Formations of Groups-Characteristics of Groups - Theories of Group Dynamics - Types of Groups in Organisations - Group Cohesiveness-Factors Influencing Group Cohesiveness-Group Decision Making	-
Unit IV	Leadership - Characteristics- Leaderships Styles -. Motivation – Concepts and Importance Theories of Motivation.	-
Unit V	Management of Change: Meaning - Importance - Resistance to Change – Causes – Dealing with Resistance to Change – Concepts of Social Change & Organisational Change- Factors Contributing to Organisational Change.	-
	Total Contact Hrs	-

Text Book

21UEC5AL

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr.J.Jayashankar	Organisational Behaviour	Margham Publishers	2020

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC6E5			Title	Batch:	2021 – 2024
				Social Networking Services	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	90		Credits:	5

Course Objective

To inculcate knowledge on social media – social networking websites, blogging and micro blogging, and other forms of online interaction and content generation – has introduced a powerful tool for people to communicate and share information.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To understand the concept of social networking services	K2
CO2	To remember the various Social Networking Apps	K1
CO3	To apply practical insights on Facebook	K3
CO4	To understand the comprehensive framework of Twitter and LinkedIn	K2
CO5	To analyze the presentation skills required for social networking.	K3

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	M	H	M	H	H	H
CO2	H	H	H	M	H	M	H	H	H	H
CO3	M	H	H	H	H	H	M	M	H	H
CO4	H	H	M	H	H	H	H	H	H	H
CO5	H	M	H	H	H	M	M	H	H	H

H- High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Social Networking Service –Meaning and Definition – History – Social Impact - Features – Emerging Trends – Professional, Curriculum and Learning Uses - Niche Networks – Trading Network – Business Model – Social Interaction – Issues - Psychological effects of Social Networking.	18
Unit II	Social Networking Sites (SNS) -Meaning – Basic concepts – Risk and Benefits- Types – Facebook –YouTube – Instagram - Twitter – Reddit - Vine (shut down soon) – Ask.fm -Tumblr -Flickr- Google+ - LinkedIn – Pinterest –VK- ClassMates -Meetup	18
Unit III	Social Networking Apps- Meaning – Functions – Features – Benefits – Types – Messenger – WhatsApp; Calls – Chats -Contacts – Group – Broadcasting – Status – Gallery – Document – Location – Settings - QQ Chat – WeChat – QZone – Instagram – Viber – LINE - Snapchat – YY	18
Unit IV	Facebook - Create a Profile –Events – Pages – Groups – Sharing – Message – Friend request – Photos/videos- Tag friends – Post- Understand the privacy options - Deactivate a social network profile - Set profile permissions and privacy settings	18
Unit V	Twitter – How does it work – Create an account –Signing Up - Tweets – Following – Followers - Notification – Message –Disadvantage of Twitter – Deactivation of account – LinkedIn–Profile –My network – Learning – Jobs – interests – Posts – Groups – Privacy and Settings	18
	Total Contact Hrs	90

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Text Book

21UEC6E5

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Michael Branding	Social Media Marketing and Facebook Marketing	Create space Independent Pub	2021

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-commerce	
Course Code:	21UEC6E4			Title	Batch:	2021 – 2024
				Cyber Security	Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	06	Tutorial Hrs./Sem.	90		Credits:	5

Course Objective

To enable the students to be aware of various E-Commerce strategy and its Applications.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To understand the basics of Cyber security	K1
CO2	To apply the appropriate security over internet and mobile devices	K2
CO3	To understand the legal frame work of Cyber security and different security threats	K3
CO4	To analyze and adopt the required firewall and security details	K4
CO5	To examine the method and procedure for cryptography	K4

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	M	H	H	H	H	M	H	H
CO2	H	M	H	H	H	H	M	M	H	H
CO3	H	H	M	H	H	H	H	M	H	H
CO4	H	H	M	M	M	H	H	M	H	H
CO5	H	H	H	M	M	H	M	H	H	H

H- High; M-Medium; L-Low

Units	Content	Hrs
Unit I	History of Internet – Overview of Cyber Security – The Security Environment –Threats: Cyber Crime, Warfare, terrorism and Espionage. vulnerabilities: vulnerabilities in software, System administration, Network Architectures, Open Access Data, Weak Authentication.	18
Unit II	Cyber space – web browsing and browser security – Email security, firewall in browsers, security certificate – basic security for HTTP applications and services. Password security – guidelines to choose a password – two steps authentication – WiFi security. Securing social media – social media secure networking – smart phone security –Android, iOS	18
Unit III	Cyber Intrusion, Abuse of Privileges, Unauthorized Access, Malware infection, Intrusion detection and Prevention Techniques: Network based and host based, Anti-Malware software. Cyber Security Regulations – Government and Private organizations in Cyberspace – Cyber Security Standards – National Cyber Security Policy 2013.	18
Unit IV	Introduction to Cryptography, Classifications of Cryptography: Symmetric key and Asymmetric key Cryptography, Applications of Cryptography. Firewalls- Types of Firewalls, VPN Security Security Protocols: - Application Layer security - PGP and S/MIME, Transport Layer security – SSL and TLS, Network Layer Security -IPSec.	18
Unit V	Introduction to Cyber Forensics, Preliminary Investigations procedure and methods, Conducting disk-based analysis, Tracing Internet access, Tracing memory. Recovering from Information Loss – Destroying Sensitive Information – CCleaner for Windows – Defensive Programming – Emerging Cyber Security Threats.	18
	Total Contact Hrs	90

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments.

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	21UEC6AL			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-	Digital Marketing	Semester:	VI
					Credits:	2

Course Objective

To familiarize students with an understanding of how the digital media works and develop the critical insights necessary to succeed in e-commerce and digital and social media marketing.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the importance of digital marketing	K1
CO2	To understand the concepts, levels and strategies in a digital environment	K2
CO3	To apply the various online marketing techniques	K3
CO4	To analyze the concepts of interactive marketing	K4
CO5	To understand the ethical issues and legal challenges in digital marketing	K2

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	M	M	M	M	M	H	H
CO2	H	M	M	H	M	H	M	M	M	H
CO3	H	H	M	H	M	H	M	H	H	H
CO4	H	H	M	H	H	H	M	M	H	H
CO5	H	H	H	M	M	H	M	H	H	M

H- High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Concept- scope and importance of digital marketing. Traditional marketing versus digital marketing. Challenges and opportunities for digital marketing. Digital penetration in the Indian market. Digital marketing landscape: an overview.	-
Unit II	Digital - Marketing mix. Segmentation, Targeting, Differentiation, and Positioning: Concept, levels, and strategies in a digital environment; Digital technology and customer - relationship management. Digital consumers and their buying decision process.	-
Unit III	Concept and role of Internet in marketing. Online marketing domains. The P.O.E.S-M framework. Website design and Domain name branding. Search engine optimization: stages, types of traffic, tactics. Online advertising: types, formats, requisites of a good online advertisement. Buying models. Online public relation management. Direct marketing: scope and growth. E-mail marketing: types and strategies.	-
Unit IV	Interactive marketing: concept and options. Social media marketing: concept and tools. Online communities and social networks. Blogging: types and role. Video marketing: tools and techniques. Mobile marketing tools. PPC marketing. Payment options.	-
Unit V	Ethical issues and legal challenges in digital marketing. Regulatory framework for digital marketing in India.	-
	Total Contact Hrs	-

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.
