

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)-POLLACHI

72	B.Sc.IT	Data Analytics	19UIT4N3	2019
73	B.Sc.IT	Skill Based Major Elective - Lab. I Web Programming (Python)	19UIT5S1	2019
74	B.Sc.IT	Skill Based Major Elective - Lab. II DTP Software (CorelDraw / Photoshop)	19UIT6S3/ 19UIT6S4	2019
75	B.Sc. CT	CORE VII: OPERATING SYSTEMS	19UCT309	2019
76	B.Sc. CT	CORE XIII: FRAMEWORK TECHNOLOGY	19UCT621	2019
77	B.Sc. CT	ALLIED IV: PROCESSORS	19UCT4A4	2019
78	BCA	Mathematics-II: Mathematical Foundation of Computer Applications	19UBC2A2	2019
79	BCA	Web Development	19UBC413	2019
80	BCA	Web Development Lab	19UBC416	2019
81	BCA	Storage Management	19UBC5E3	2019
82	BCA	Distributed Operating System	19UBC5S3	2019
83	BCA	Python Programming	19UBC623	2019
84	BCA	Python Programming Lab	19UBC626	2019
85	B.Com	Entrepreneurial Development	19UCO519	2019
86	B.Com	Service Marketing and Customer Relationship Marketing	19UCO625	2019
87	B.Com	Retail Management	19UCO515	2019
88	B.Com	Goods and Service Tax (GST) Accounting	19UCO518	2019
89	B.Com	Intellectual Property Rights	19UCO5S1	2019
90	B.Com	Commerce For Competitive Exams/ Business Ethics	19UCO6S3	2019
91	B.Com	Financial Management	19UCO624	2019
92	B.Com (CA)	Banking and Insurance Law	19UCC6E3	2019
93	B.Com (CA)	Services Marketing	19UCC6E4	2019
94	B.Com (CA)	Higher Corporate Accounting	19UCC410	2019
95	B.Com (CA)	Commerce and Computer Application Practical	19UCC5E1	2019
96	B.Com (CA)	Consumer Behaviour	19UCC5E2	2019

BOS Highlighted



New Course Introduced

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

16/02/19 : Sat

Name of the members

Signature

1. DR. M. REVATHI BALU

Associate Professor & Head,
PG & Research Department of
Commerce,
& Commerce (CPA),
Kongunadu Arts and Science
College,
Coimbatore - 29,

Mail: mrevathibal@gmail.com
Mobile: 9245284453.

Revathi Balu
16/2/2019.

2. DR. M. KANAGARATHINAM

Vice-principal

Nehru Arts and Science College
Coimbatore - 105

meekmk77@yahoo.co.in
9943034036

Kanagarathinam
16/2/19

Studies - UG

May 2019 - 11.00 a.m.

04

115

Minutes

A meeting of the Board of studies - UG was held on 16th Feb 2019 at 10.00 a.m under the chairmanship of Dr. P. Renuka, Associate Prof & Head, PG & Research Department of Commerce. The following resolutions were passed.

Resolved to revise all the accounts paper

It is resolved to merge Banking theory Law and Practice paper, and Insurance & Risk management paper,

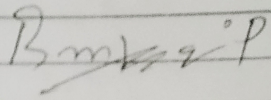
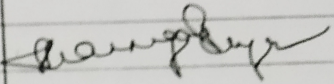
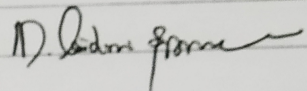
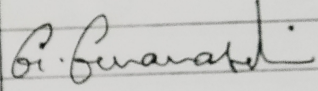
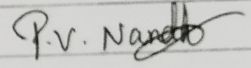
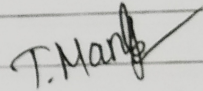
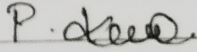
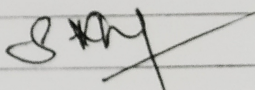
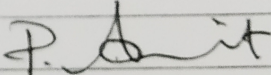
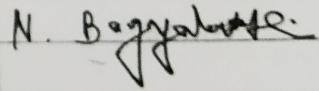
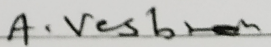
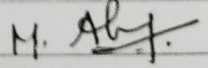
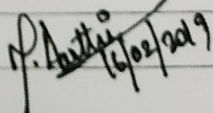
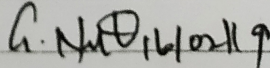
Business communication and commerce practical paper, Business Management and Human Resource Management paper and new papers such as Entrepreneurial Development, Service marketing and customer Relation Management, Retail Management.

Resolved to introduce GST Accounting

Resolved to take consumer affairs paper for NME instead of Investment Management

Resolved to introduce Intellectual Property Right (IPR), Commerce for competitive exam, Business ethics as skills based papers instead of Fundamentals of entrepreneurship, Project management and Logistic Management.

Financial management paper and Financial services paper has been merged as Financial Financial management and services.

Name of the members	Signature
Dr. P. Brantha (Chairman)	
Dr. R. Mandkandan	- ABSENT -
Dr. R. Shanmugapriya	
Dr. M. Chithirai Selvan	
Mr. K. Hari Shankar	- ABSENT -
Ms. G. Gnanaselvi	
Ms. P. V. Nandhini	
Ms. T. Manjula	
Ms. P. Karthika	
Ms. S. Mahalakshmi	
Ms. P. Aritha	
Dr. N. Bagyalakshmi	
Mr. A. Venkatasubramaniam	
Mr. A. Akilanayagi	
Ms. M. Aarthi	
Ms. G. Nithya	

DR. R. kanakavathinam

Ms. S. kaleswari

Ms. T. Rajarajeshwari

Ms. R. kalaiselvi

Ms. N. Girii

Ms. D. Ahila

Dr. Leo Reddy.

Dr. ~~Reddy~~.

T. ~~Reddy~~

- ABSENT -

N. ~~Reddy~~
16/12/19

Ahila. P

B.Com. DEGREE COURSES - SCHEME OF EXAMINATIONS - 2019

Part	Subject Code	Subject	Ins.HoursPer Week	Exam				Credit
				Hours	CIA	ESE	Total	
Semester – I								
I	19UTL101/ 19UHN 101/ 19UFR 101	Tamil / Hindi / French Paper – I	6	3	25	75	100	3
II	19UEN 101	English for Enrichment – I	5	3	25	75	100	3
III	19UCO 101	CORE I : Financial Accounting	6	3	25	75	100	4
	19UCO 102	CORE II : Business Management Practices	6	3	25	75	100	4
	19UCO 1A1	ALLIED I : Business Economics	5	3	25	75	100	4
IV	19UHR 101	Human Rights in India	1	2	-	50	50	2
IV	19HEC 101	Human Excellence: Personal Values & Sky Yoga Practice-I	1	2	25	25	50	1
V	-	Extension Activities (NCC, NSS, Sports & Games)	-	-	-	-	-	-
Total			30	-	150	450	600	21
Semester – II								
I	19UTL201/ 19UHN 201/ 19UFR 201	Tamil / Hindi / French Paper – II	6	3	25	75	100	3
II	19UEN 202	English for Enrichment – II	5	3	25	75	100	3
III	19UCO 203	CORE III : Higher Financial Accounting	6	3	25	75	100	4
	19UCO 204	CORE IV : Commercial Law	5	3	25	75	100	4
	19UCO2A2	ALLIED II : Business Application Software and Internet	3	3	25	75	100	3
	19UCO2A3	ALLIED III : Programming Lab in Business Application Software and Internet	2	3	20	30	50	1
IV	19EVS201	Environmental Studies	2	2	-	50	50	2
IV	19HEC202	Human Excellence: Family Values & Sky Yoga Practice-II	1	2	25	25	50	1
V	-	Extension Activities (NSS, NCC, Sports & Games)	-	-	-	-	-	-
Total			30	-	170	480	650	21

Part	Subject Code	Subject	Ins. Hours Per Week	Exam				Cr
				Hours	CIA	ESE	Total	
Semester – III								
III	19UCO305	CORE V : Corporate Accounting	6	3	25	75	100	4
	19UCO306	CORE VI : Income Tax	6	3	25	75	100	4
	19UCO307	CORE VII : Company Law and Secretarial Practice	5	3	25	75	100	4
	19UCO308	CORE VIII : Modern Marketing	5	3	25	75	100	4
	19UCO3A4	ALLIED IV : Business Mathematics	6	3	25	75	100	4
IV	19HEC303	Human Excellence: Professional Values & Sky Yoga Practice-III	1	2	25	25	50	1
IV	19UCO3N1/ 19 UCO3N2	NME: Practical Banking/ Fundamentals of Accounting	1	2	-	50	50	2
V		Extension Activities (NSS, NCC, Sports & Games)	-	-	-	-	-	-
Total			30	-	150	450	600	23
Semester – IV								
III	19UCO409	CORE IX : Higher Corporate Accounting	6	3	25	75	100	4
	19UCO410	CORE X : International Trade	5	3	25	75	100	4
	19UCO411	CORE XI : Banking and Insurance - Theory and Practice	5	3	25	75	100	4
	19UCO412	CORE XII : Indirect Taxation	6	3	25	75	100	4
	19UCO4A5	ALLIED V : Statistical Methods	6	3	25	75	100	4
IV	19HEC404	Human Excellence: Social Values & Sky Yoga Practice-IV	1	2	25	25	50	1
IV	19 UCO4N3/ 19 UCO 4N4	NME: Consumer Affairs/ Investment Management	1	2	-	50	50	2
V	19UNS401/ 19UNC402/ 19USG403	Extension Activities (NSS, NCC, Sports & Games)	-	-	-	50	50	1
Total			30	-	150	500	650	24

Part	Subject Code	Subject	Ins. Hours Per Week	Exam				Credit
				Hours	CIA	ESE	Total	
Semester – V								
III	19 UCO 513	CORE XIII : Cost Accounting	6	3	25	75	100	4
	19 UCO 514	CORE XIV : Auditing Principles and Practice	5	3	25	75	100	3
	19 UCO 515	CORE XV : Retail Management	5	3	25	75	100	3
	19 UCO 516	CORE XVI : Business Communication and Commerce Practical	5	3	25	75	100	3
	19 UCO 517	CORE XVII : Institutional Training	-	-	40	60	100	3
	19 UCO 518	CORE XVIII : Goods and Services Tax (GST) Accounting	2	3	20	30	50	1
	19 UCO 519	Major Elective-I : Entrepreneurial Development	5	3	25	75	100	5
IV	19 HEC 505	Human Excellence: National Values & Sky Yoga Practice-V	1	2	25	25	50	1
IV	19 UCO 5S1/ 19UCO 5S2	SBE (Major): Intellectual Property Rights/ Advertisement and Sales Promotion	1	2	-	50	50	2
IV	19 GKL 501	General Knowledge and General Awareness (SBE)	*SS	2	-	50	50	2
Total			30	-	210	590	800	27
Semester – VI								
III	19 UCO 620	CORE XIX : Management Accounting	6	3	25	75	100	4
	19 UCO 621	CORE XX : E-Commerce and Information Security	5	3	25	75	100	4
	19 UCO 622	CORE XXI : Case Analysis	4	3	20	30	50	2
	19 UCO 623	CORE XXII : Programming Laboratory - Accounting Package	2	3	20	30	50	1
	19 UCO 624	Major Elective-II : Financial Management and Services	5	3	25	75	100	5
	19 UCO 625	Major Elective-III : Service Marketing and Customer Relationship Marketing	6	3	25	75	100	5
IV	19 HEC 606	Human Excellence: Global Values & Sky Yoga Practice -VI	1	2	25	25	50	1
IV	19UCO 6S3/ 19UCO 6S4	SBE (Major) : Commerce for Competitive Exams /Business Ethics	1	2	-	50	50	2
Total			30	-	165	435	600	2
Grand Total			190	-	975	2925	3900	1




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PRINCIPAL i/c
 Nallamuthu Gounder Mahalingam College
 Pollachi - 642 001, Coimbatore District.

Programme code:	B.Com	Programme Title:	Bachelor of Commerce (Aided & S.F)
Course Code:	19UCO515	Title	Batch: 2019-2022
Hrs/Week:	5	Retail Management	Semester V
			Credits: 3

COURSE OBJECTIVE

The objective is to enable the students to gain in-depth knowledge in retail management.

COURSE OUTCOMES (CO)

K1	CO1	To recollect the concepts of effective retailing.
K2	CO2	To understand the strategic decisions involved in location, evaluation and selection.
K3	CO3	To recognize the tactics of pricing, store management and visual merchandising for extracting profit from retail offering.
K4	CO4	To know the numerous career positions available in the retail field.

SYLLABUS

Unit-1 Introduction to Retail Management:

Definition- Evolution of retailing in India- Functions of Retailing – Characteristics- Traditional and Non-Traditional Retailing – Retail Business in India – Influencing factors of Retail Business – Classification of Retailers – Store Based and Non-Store Based – Emerging Trends in Retailing – FDI – Rural Retailing – Present Indian Retail Scenario (13 hrs)

Unit-2 Retail Strategy:

Definition – Nature of Strategic Planning – Retail Strategic Planning Process – Store Location – Importance – Influencing factors of Store Location – Trade Area Analysis – Site Evaluation and Selection – Retail Organization – Designing – Principles – Specialization and Departmentalization – Forms of Retail Organization – Retail Organization Types – Legal Forms of Retail. (13 hrs)

Unit-3 Managing Retail Store:

Store Management – Role of Store Managers - Store Layout – Store Interiors - Merchandise Management – Objectives – Organisational Structure of Merchandise Management – Merchandise Pricing – Pricing Strategies – Visual Merchandising – Store Security – Customer Service – Types – Customer Service Strategies. (13 hrs)

Unit-4 Emerging Trends in Retailing:

Retail Management Information System – Non- Store Retailing (e- tailing) – Impact of Information Technology in Retailing – Integrated System and Networking – Bar Coding – Electronic Article Surveillance – Electronic Shelf Labels - Customer Database Management System – Legal, Social and Ethical issues in Retailing. (13 hrs)

Unit-5 Careers in Retailing:

Retail Industry – Traits of Retailers – Employment Opportunities – *Careers in Retailing: Sales Executive, Store Managers, Sales and Merchandise Representative (SMR)* – Future Retailing – Integrated Multichannel Retailing.

(13hrs)

Total Contact hrs / Semester

(65 hours)

*Italicized texts are for self study

Seminar, Assignment

BOOK FOR STUDY

1. J K Nayak, Prakash C.Dash , Retail Management, Ceneage, 2017
2. Chetan Bajaj, Rajnish Tow and Nidhi V.Srivatsava, Retail Management, Oxford University Press, 3rd Edition 2016.

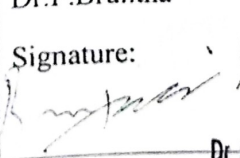
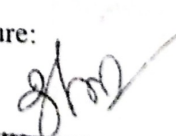
BOOKS FOR REFERENCE

1. Suja R. Nair, Retail Management, Himalayas Publishing House, New Delhi
2. Dr.Harjit Singh, Retail Management A Global Perspective, 3rd Edition, S.Chand Publishing House, 2014.

MAPPING

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		S	S	S	S	S
CO2		H	S	S	H	S
CO3		S	H	H	H	S
CO4		H	H	M	H	S

S-Strong; 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: G. Gnanasathi Signature: G. Gnanasathi	Name: Dr.P.Bruntha Signature: 	Name: Dr.M.Durairaju Signature: 	Name: Dr.R.Muthukumaran Signature: 

Dr. M. DURAIRAJU M.Sc., M.Phil., B.Ed., PGDGC, Ph.D.
Associate Professor / Co-ordinator,
Curriculum Development Cell (CDC)
NGM College (Autonomous)
Pollachi - 642 001.

Dr. R.MUTHUKUMARAN
Controller of Examinations
NGM College (Autonomous)
POLLACHI - 642 001.

Programme Code: B.Com.		Programme Title :	Bachelor of Commerce (Aided and Self-financing)	
Course Code	19 UCO 518		Batch	2019-2022
Hours per week	2	Core XVIII: Goods and Services Tax (GST) Accounting	Semester	V
			Credits	1

Course Objective

Course Objective

To give practical exposure on Goods and Services Tax (GST) accounting in India.

Course Outcomes (CO)

K1	CO1	To understand the importance of Goods and Services Tax (GST) in India
K2	CO2	To enrich the knowledge of students in preparing accounting entries with GST
K3	CO3	To know the preparation of source documents and types of vouchers
K4	CO4	To prepare and analyse the final accounts of a sole proprietorship

Practicals

26 Hours

1. Calculation of selling price before and after GST
2. Preparation of accounting entries under GST
3. Preparation of Source Documents:
 - a. Cash Memo
 - b. Invoice or Bill
 - c. Receipt
 - d. Pay-in-slip
 - e. Cheque
 - f. Debit Note
 - g. Credit Note
4. Preparation of Cash Voucher
5. Preparation of Non-cash Voucher or Transfer Voucher
6. Preparation of Compound Voucher
7. Preparation of Trading Account with GST
8. Preparation of Profit and Loss Account with GST
9. Preparation of Balance Sheet with GST
10. Preparation of Balance Sheet with simple adjustments including GST

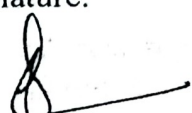
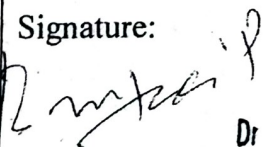
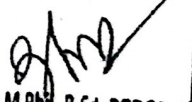
Books Recommended

1. Grewal, T.S. (2018), Double Entry Book Keeping – Financial Accounting, Sultan Chand & Sons (P) Ltd., New Delhi.

Mapping

PSO / CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	H	M	S
CO2	S	M	M	H	S
CO3	H	S	H	S	H
CO4	H	H	S	S	H

S – Strong; 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: Dr.M. CHITHIRAN SELVAN	Name: Dr.P.Bruntha	Name: Dr.M.Durairaju	Name: Dr.R.Muthukumar
Signature: 	Signature: 	Signature: 	Signature: 

Dr M DURAIRAJU M.Sc., M.Phil., B.Ed., PGDGC, Ph.D.,
Associate Professor / Co-ordinator,
Curriculum Development Cell (CDC)
NGM College (Autonomous)
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POLLACHI - 642 001.

Programme Code: B.Com.		Programme Title :	Bachelor of Commerce (Aided and Self-financing)	
Course Code	19 UCO 519			
Hours per week	5	Title	Batch	2019-2022
		Major Elective: Entrepreneurial Development	Semester	V
			Credits	5

Course Objective

To instill the concept of entrepreneurship and to impart the knowledge on the entrepreneurial development and supportive measures

Course Outcomes (CO)

K1	CO1	To make the students to understand the essentials of entrepreneurship and to know the presence of supportive institutions
K2	CO2	To enlarge the students ability to identify and appraise the project
K3	CO3	To know the forms of entrepreneurship including the women entrepreneurship
K4	CO4	To apply the knowledge of entrepreneurship in understanding the pros and cons of entrepreneurial ventures

Syllabus

Unit-1: Introduction to Entrepreneurship

13 Hours

Entrepreneurship – Definition – Characteristics – Factors affecting Entrepreneurship – Barriers to Entrepreneurship – Role of Entrepreneurship in Economic Development.

Entrepreneur – Definition and Meaning – Entrepreneur Vs Enterprise – Entrepreneur Vs Manager – Qualities of Entrepreneur – Types of Entrepreneur – Traits of a successful Entrepreneur.

Unit-2: Project Identification and Appraisal

13 Hours

Meaning of Project – Objectives – Classification – Identification – Internal and External Constraints – Techno Economic Survey – Project Life Cycle – Formulation and Significance – Elements of Formulation – Project Selection – Design – Basic Concepts of Network Analysis like CPM and PERT.

Unit-3: Institutions Assisting Entrepreneurs

13 Hours

DIC – SIDO – NSIC – SIDCO – SIPCOT – ITCOT – NIESBUD – NAYE – Commercial Banks – Self-Help Groups – Micro Credit – Institutional Finance System.

Unit-4: Women and Social Entrepreneurship

13 Hours

Women Entrepreneurship - Characteristics – Problems of Women Entrepreneurship in India – Developing Women Entrepreneurship in India – Schemes for Women Entrepreneurs in India.
Concept of Social Enterprise and Social Entrepreneurship: Sustainability Issues and Challenges.
Rural Entrepreneurship and Family Business Entrepreneurship – Need and Importance – Issues and Challenges.

Unit-5: Case Study and Government Policy

13 Hours

Successful Entrepreneurial Ventures – Drawbacks of Entrepreneurial Ventures and Turn around Ventures – Sickness in Micro, Small and Medium Enterprises – Case Study.

Government Policy about Entrepreneurial Development – SMEs – Government of India support for Entrepreneurship.

65hrs

Total Contact hrs / Semester

Seminar, Assignments, Group Discussion and PowerPoint Presentation

Book Recommended

1. Vasant Desai (2014), *Dynamics of Entrepreneurial Development*, Wiley Eastern Ltd., New Delhi

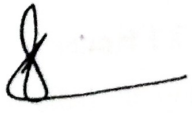
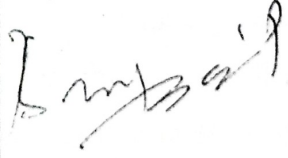
Books for Reference

1. Gardon, E. and K. Natarajan (2012), *Entrepreneurship Development*, Himalaya Publishing House, Chennai.
2. Saravanavel, P. (2012), *Entrepreneurial Development, Principles, Policies and Programmes*, Ess Pee Kay Publishing House, Tanjore
3. Sujatha, V. (2014), *Entrepreneurial Development*, Cauvery Publications, Tiruchirappalli

Mapping

PSO / CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	H	M	M
CO2	S	M	M	H	S
CO3	H	H	H	H	H
CO4	H	H	S	S	H

S – Strong; H – High; M – Medium; L – Low.

Course Designed by Name and Signature	Verified by HOD Name and Signature	Checked by CDC	Approved by COE
Name: Dr. M. CHITHIRAN SELVAN Signature: 	Name: Dr. P. Bruntha Signature: 	Name: Dr. M. Durairaju Signature: 	Name: Dr. R. Muthukumaran Signature: 

Dr. M. DURAIRAJU, M.Sc., M.Phil., B.Ed., PGDGC, Ph.D.
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Programme code:	B.Com	Programme Title :	Bachelor of Commerce (AIDED & SELF FINANCING)	
Course Code:	19UCO 5S1	Title	Batch :	2019-2022
Hrs/Week:	1	SBE(Major) -INTELLECTUAL PROPERTY RIGHTS (IPRS)	Semester	V
			Credits:	2

Course Objective

It aims to provide basic knowledge on Intellectual Property Rights followed in our country.

Course Outcomes (CO)

K1	CO1	To recall the IPR concepts in India.
K2	CO2	To understand various procedures for IPR in India.
K3	CO3	To develops procedural knowledge to Legal System and solving the problem relating to intellectual property rights.
K4	CO4	To evaluate the legal management of IPR in real life practice.

Syllabus

UNIT 1 Overview of Intellectual Property:

Need for IPR- IPR in India and abroad- importance of IPR. (3 hrs)

UNIT 2 Patents:

Patent Document- Granting of Patent- Rights of Patent- Drafting and Filing of Patent. (3 hrs)

UNIT 3 Copy Right:

Meaning- Coverage Protection of Copy Right- Other Related Rights- Distinguish Between Rights and Copy Rights. (3 hrs)

UNIT 4 Trade Marks:

Meaning- Rights- Kinds of Signs- Types of Trademark- Functions- Well Know Marks. (2 hrs)

UNIT 5 Unfair competitions:

Meaning- Relationship between Unfair and Intellectual Property Laws- Merits and Demerits of Unfair Competition. (3 hrs)

Total Contact hrs / Semester

13hrs

Group discussions, Seminar and Assignment, quiz

Italics denotes self study topics

TEXT BOOKS

1. V. Sople Vinod, Managing Intellectual Property by (Prentice hall of India Pvt.Ltd), 2006.
2. P.N. Cheremisinoff, R.P.Ouellette and R.M.Bartholomew, biotechnology applications and research, Technomic publishing co., Inc. USA, 1985.

REFERENCES

1. A. Primer, R. Anita Rao and Bhanoji Rao, Intellectual Property Rights, Lastain Book company.
2. Edited by Derek Bosworth and Elizabeth Webster, The Management of Intellectual Property, Edward Elgar Publishing Ltd., 2006.
3. WIPO Intellectual Property Hand book.
4. Tejaswini Apte, A single guide to Intellectual property rights, Biodiversity and Traditional knowledge.

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	H	H	M
CO2	H	H	H	H	M
CO3	M	S	H	H	H
CO4	H	H	H	M	H

S-Strong; 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: P. Karthikeyan Signature: P. Karthikeyan	Name: Dr.P.Bruntha Signature: Dr. P. Bruntha	Name: (Dr.M.Durairaju) Signature: Dr. M. Durairaju	Name: (Dr.R.Muthukumaran) Signature: Dr. R. MUTHUKUMARAN
		Dr. M. DURAIRAJU, M.Sc, M.Phil, B.Ed, PGDGC, Ph.D. Associate Professor / Co-ordinator, Curriculum Development Cell (CDC) NGM College (Autonomous) Pollachi - 642 001.	Dr. R. MUTHUKUMARAN Controller of Examinations NGM College (Autonomous) POLLACHI - 642 001.

Programme code:	B.Com	Programme Title :	Bachelor of Commerce (AIDED & SELF FINANCING)	
Course Code:	19UCO624	Title	Batch :	2019-2022
Hrs/Week:	5	FINANCIAL MANAGEMENT AND SERVICES	Semester	V
			Credits:	05

To help the students in understanding the various concepts of financial management and services.

Course Objective

Course Outcomes (CO)		
K1	CO1	To understand and remember the concepts and tools of finance.
K2	CO2	To evaluate capital investment decision and financial policies to business valuation.
K3	CO3	To analyze the structure of the financial markets.
K4	CO4	To apply the financial knowledge to practice.

Syllabus

Unit-1 Foundations of Finance:

Introduction to Finance – Nature, Scope and Functions of Finance, Organization of Financial Functions – Objectives of Financial Management – Investment Decisions – Capital Budgeting – Principles and Techniques – Nature of Capital Budgeting – Identifying Relevant Cash Flows – Evaluation Techniques (10 hrs)

Unit-2 Financing Decision:

Leverages – Operating and Financial Leverage – Measurement of Leverages – Degree of Operating and Financial Leverage – Combined Leverage, EBIT – EPS Analysis – Indifference Point Cost of Capital – Significance – Concepts of Cost of Capital – Cost of Debt, Preference, Equity and Retained Earnings – Weighted Average cost of Capital – Capital Structure - Theories – Net Income Approach, Net Operating Income Approach– Determinants of capital Structure (15 hrs)

Unit-3 Dividend Decision:

Dividend Decision – Issue in Dividend Decision, Importance, Relevance and Irrelevance Theories – Walter's Model – Gordon's Model and MM Models – Factors Determining Dividend Policy – Types of Dividend Policies – Forms of Dividend (10 hrs)

Unit-4 Financial Markets an Overview:

Introduction to Financial Markets – Financial System – Components of Indian Financial System – Money Market – Features and Functions of Money Market – Structure of Indian Money

Market – Participants in Money Market. Capital Market – Objectives and Importance – Characteristics – Structure of Indian Capital Market – Components of Capital Market (15 hrs)

Unit-5 Mutual Funds and Credit Rating:

Mutual Funds – Origin and Growth of Mutual Funds – Organization of Fund – Types – Importance of Mutual Fund – Selection of Fund – Mutual Fund in India – Recent Trends – Credit Rating – Origin and Growth – Need for Rating – Features – Merits and Demerits – Methodology of Rating – Functions – Credit Rating Agencies in India (15 hrs)

Total Contact hrs / Semester

(65 hours)

Group discussions, Seminar and Assignment

- Italics denotes self study topics

Books for Study:

Gordon. E. and Natarajan.K.(2017), Financial Services, New Delhi, Himalaya Publishing House.

Books for Reference:

1.Khan.M.Y.(2017) "Financial Services",5th Edition New Delhi, Tata McGraw Hill Publishing Company Limited.

2.Santhanam. B.(2017), Financial Services, ,New Delhi, McGraw Hill Publishing Company Limited.

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	H	H	H	H
CO2		M	H	H	M	H
CO3		M	M	H	H	M
CO4		S	H	H	H	H

S- Strong; H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: <i>S. Mahalakshmi</i> Signature: <i>S. Mahalakshmi</i>	Name: Dr.P.Bruntha Signature: <i>Dr.P.Bruntha</i>	Name: (Dr.M.Durairaju) Signature: <i>Dr.M.Durairaju</i>	Name: (Dr.R.Muthu kumar) Signature: <i>Dr.R.Muthu kumar</i>
Dr. M. DURAIRAJU, M.Sc., M.Phil., B.Ed., PGDGC, Ph.D., Associate Professor / Co-ordinator, Curriculum Development Cell (CDC) NGM College (Autonomous) Pollachi - 642 001.			
Dr. R.MUTHUKUMARAN Controller of Examinations NGM College (Autonomous) POLLACHI - 642 001.			

Programme code:	B.Com	Programme Title :	Bachelor of Commerce (AIDED & SELF FINANCING)	
Course Code:	19UCO 625	Title	Batch :	2019-2022
		Service Marketing and Customer	Semester	VI
Hrs/Week:	06	Relationship Marketing	Credits:	05

Course Objective

To equip the students with the knowledge of emerging trends in service marketing and customer relationship marketing.

COURSE OUTCOMES (CO)

K1	CO1	To recollect the concepts of service marketing.
K2	CO2	To demonstrate ability evaluating service design.
K3	CO3	To identify the way in which marketing of services can be practically applied in service sector.
K4	CO4	To analyse and investigate the aspects of CRM implementation or CRM innovations in work related environment.

SYLLABUS

Unit-1 Introduction to Service Marketing:

Definition- Nature and Scope of Services – Unique Characteristics of Services – *Service Sector* – Consumer Expectations in Service Sector- Growth of Service Sector and Service Industries in India - Evolution of Service Marketing – Concept of Service Marketing – Challenges and Issues in Service Marketing. (13 hrs)

Unit-2 Service Life Cycle and Design

Service Life Cycle - Service Blueprint – GAP'S Model of Service Quality – *7 P's of Services Marketing* – Service Benchmarking - Service Segmentation – Targeting and Positioning – Service Marketing Triangle - Integrated Service Marketing Communication (IMC). (13 hrs)

Unit-3 Marketing of Services:

Overview of different Service Sectors: Marketing of Banking Services – Marketing in Insurance Sector – Marketing of Educational Services – Marketing of Tourism and Airlines – Marketing of Hospitality Service – Healthcare Marketing – Social Services by NGO's – Marketing of Online Services – Marketing of Professional Services – *case studies*. (13 hrs)

Unit-4 Customer Relationship Marketing:

Evolution of Relationship Marketing – Concept and Growth of Relationship Marketing - Definition of CRM – Emerging CRM Practices – CRM Implementation – Customer Development Process – Customer Retention – Customer Retention Strategies – Concept of Life Time Customer – Customer Satisfaction – Measuring Customer Satisfaction – Cases of Customer Satisfaction. (13 hrs)

Unit-5 Emerging Trend in CRM:
 E-CRM – Importance of e-CRM in Service Marketing – CRM- Changing perspective – Features
 of e-CRM – Technologies of e-CRM – Voice Portals – Virtual Customer Representative –
 Functional Components of CRM – Database Management – Challenges involved in Formulating
 and Implementing E-CRM Strategies – CRM Software. (13hrs)

Total Contact hrs / Semester

(65 hours)

Italicized texts are for self study

Seminar, Assignment

BOOK FOR STUDY

1. Bhattacharjee C , Service Marketing – Concepts, Planning and Implementation, Excel books, New Delhi, 1st Edition 2010.

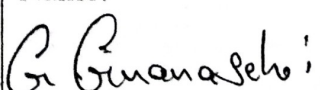
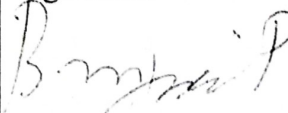
BOOKS FOR REFERENCE

1. Christopher H.Lovell, Jochen Wirtz, Service Marketing, Pearson Education, New Delhi, 8th edition, 2017.
2. Alok Kumar Rai, Customer relationship Management: Concepts and Cases, Prentice Hall of India Pvt.Ltd., New Delhi, 2013

MAPPING

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S	S
CO2	H	S	S	H	S	S
CO3	S	H	H	H	S	S
CO4	H	H	M	H	S	S

S-Strong; 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: 	Name: Dr.P.Bruntha	Name: Dr.M.Durairaju	Name: Dr.R.Muthukumar
Signature: 	Signature: 	Signature: 	Signature: 

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 Curriculum Development Cell (CDC)
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Dr. R. MUTHUKUMARAN
 Controller of Examinations
 NGM College (Autonomous)
 POLLACHI - 642 001.

Programme Code:	B.Com.	Programme Title :	Bachelor of Commerce (Aided and Self-financing)	
Course Code	19 UCO6S3	Title	Batch	2019-2022
Hours per week	1	SBE (Major) : Commerce for Competitive Exams	Semester	VI
			Credits	2

Course Objective

To impart knowledge on the vital aspects of commerce arena in order to face the competitive exams

Course Outcomes (CO)

K1	CO1	To understand the essentials of banking and various investments avenues and different types of financial markets and institutions
K2	CO2	To enrich the knowledge on the basics and latest developments in economics
K3	CO3	To familiarise with basic numerical ability problems
K4	CO4	To learn and resolve verbal reasoning related problems

Syllabus

Unit-1: Banking and Insurance

3 Hours

Banking Functions – Types of Accounts – Types of Cheque – Types of Cards – Functions of RBI – Role of E-Banking and its Services. *Principles of Insurance* – Classification of Insurance – Advantages of Insurance.

Unit-2: Economics

2 Hours

Economic System – Industrial Policies – *Inflation and Deflation* – Business Cycle – Balance of Trade – Balance of Payment – Types of Demand and Supply – Market Structure and Pricing Decisions.

Unit-3: Investment

2 Hours

Investment Avenues: Shares, Debentures and Bonds – Money Market – Capital Market – SEBI – NSE. Fiscal Policy and Taxation Policy – Latest Development in Taxes and Duties.

Unit-4: Numerical Ability

3 Hours

Numerical Ability – BODMAS – Ratio and Percentage – Calculation of Selling Price – Marked Price – Profit and Loss – Simple Interest – Compound Interest – Basic Logarithm – HCF – LCM – GCD Time, Speed and Distance - Mensuration.

Unit-5: Reasoning Ability

3 Hours

Reasoning Ability – Direction – Blood Rotation – English Comprehensive – Spot the Error – Article Proposition – Essay Writing.

Total Contact hrs / Semester

13hrs

Seminar, Assignments, Group Discussion and PowerPoint Presentation

Book Recommended

1. Sanjeev Kumar (2011), *Objective Commerce*, Ramesh Publishing House, Chennai

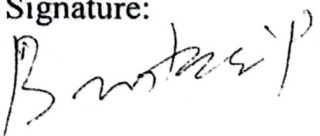
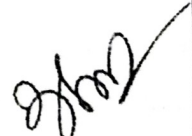
Books for Reference

1. Vineet Kumar (2013), UGC NET / SET (JRF & LS) Commerce Paper II & III, Airhant Publications, Hyderabad
2. Purushottam Kumar (2013), *General Knowledge*, G.K. Publications, New Delhi
3. Singh, S.K. (2011), Reasoning and Numerical Ability for GATE, Cengage Learning India Pvt. Ltd., New Delhi.

Mapping

PSO / CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	H	M	S
CO2	S	M	M	H	S
CO3	H	S	H	S	H
CO4	H	H	S	S	H

S – Strong; 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: Dr. M. CHITHIRAM SELVAN Signature: 	Name: Dr. P. Bruntha Signature: 	Name: (Dr. M. Durairaju) Signature: 	Name: (Dr. R. Muthu kumaran) Signature: 

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