

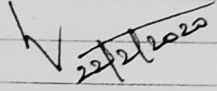
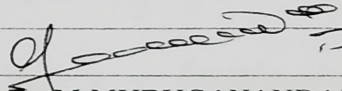
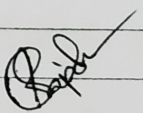
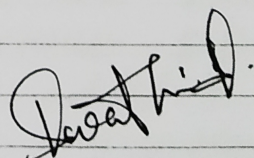
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)-POLLACHI

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

BOS Highlighted



22.02.2020 : Saturday
Signature

S.No	Members	
1.	Dr. P. Chellasamy Professor (Bharathiar University) Department of Commerce Coimbatore Mobile: 944339179 (University Nominee)	 UNIVERSITY NOMINEE Board of Studies in Commerce Nallamuthu Gounder Mahalingam College (Autonomous) Pollachi - 642 001.
2.	Dr. B. Kumar Associate Professor & Head Dept. of Commerce, National College, Tirilly. Mobile: (Subject Expert - Pbi)	ABSENT
3.	Dr. M. Muruganantham Assistant Professor, Department of Commerce, GTN Arts College, Dindigul. Mobile: (Subject Expert - Ubi)	 Dr. M. MURUGANANDAM, M.Com., MBA, M.Phil., PGDCA, Ph.D., ASST. PROF. IN COMMERCE GTN ARTS COLLEGE, DINDIGUL. CELL: 99528 63060. Academic Auditor Board of Studies in Commerce Nallamuthu Gounder Mahalingam College (Autonomous) Pollachi - 642 001. Subject Expert Board of Studies in Commerce Nallamuthu Gounder Mahalingam College (Autonomous) Pollachi - 642 001.
4.	Mr. A. S. Rajesh Chartered Accountant Pollachi. Mobile: 9500930099 (Industrial Expert)	
5.	Ms. S. Swathi Teaching Assistant & Ph.D Scholar Sri Ramakrishna College of Arts & Science, Coimbatore. Mobile: 7871219392 (Alumni)	

A meeting of Board of Studies - UG was held on 22nd Feb 2020. under the chairmanship of Dr. P. Bruntha, Associate Professor & Head, PG & Research department of Commerce.

The following resolutions were passed.

Resolved to pass the scheme and syllabus of B.Com programme for the batch 2020-23

Resolved to make changes in the following papers

In Financial Accounting removed fire insurance claims - computation of claim to be lodged for loss of stock - Gross profit ratio - Abnormal items - Average clause with stock policy (excluding consequential loss)

In Higher financial Accounting sale of firm to company is removed

In commercial law paper in unit V - Performance of contract of sales - Rules regarding delivery of goods - rights of unpaid seller are added.

In corporate ~~and~~ accounting unit I. Removed issue of shares at discount and in unit V - calculation of liquidators remuneration is added.

In Income Tax - unit I. - Scope of Total Income (including Problems) is added.

In Business Mathematics - unit 2 - ~~the~~ sinking fund - Annuities - Depreciation - Present value - Bills Discounting and in unit II - Arithmetic and Geometric Series - Application to Business Problems - De Morgan's Law - Inconsistency of data - Cartesian Product are removed. and in Unit 2 - Effective rate of interest - Definition - Types of sets - Set operations - Laws are added in unit I. In unit V - Linear programming problem - Definition - Formation of LPP - Graphical method - Degenerate solution and non - Degenerate solution - Simplex method is added.

In Higher corporate Accounting in unit 2 -

Type of Amalgamation - Method of purchase consideration is added. and in Unit III - Banking company Accounts - Non-performing assets - Provision for Doubtful debts are added.

In Management Accounting in Unit III - Funds Flow & Cash Flow Statement - Cash flow analysis - Meaning - classification of cash flows - cash flows from operating activities, investing activities and financing activities - Procedure for preparing a cash flow statement (New Format - AS-3).

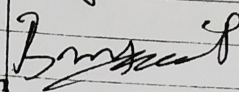
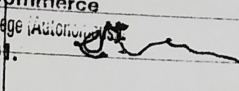
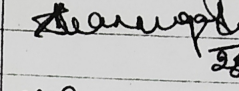
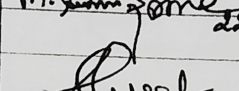
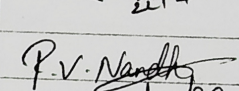
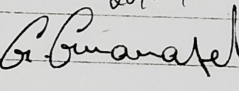
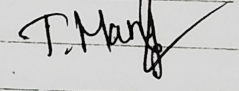
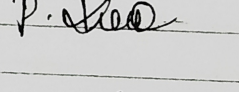
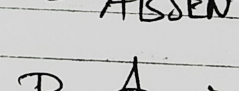
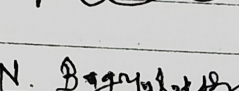
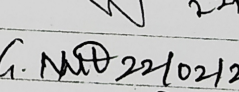
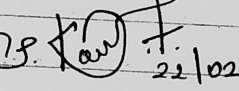
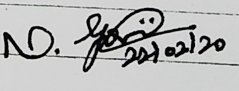
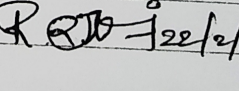
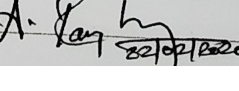
Resolved to Eliminate

1. Business Management and Practice
2. International Trade
3. Investment Management (NME)

Resolved to Introduce

1. Principles of Management
2. Human Resource Management
3. Fundamentals of Marketing (NME)

Resolved to introduce value added course "Aptitude and Logical Reasoning"

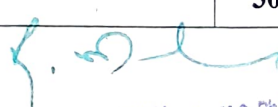
S.No	Members	Signature
	Dr. P. Branthia (Chairman)	
	Dr. R. Manikandan	
	Dr. S. Shanmuga Priya	
	Dr. M. Chithirai Selvan	
	Mr. K. Hari Shankar	
	Ms. P.V. Nandhini	
	Ms. G. Guanasevi	
	Ms. T. Manjula	
	Ms. P. Karthika	
	Ms. S. Mahalakshmi	- ABSENT -
	Ms. P. Anitha	
	Dr. N. Bagyalakshmi	
	Ms. G. Nithya	
	Ms. S. Kalleswari	
	Mr. N. Gini	
	Ms. R. Kalaiselvi	
	Mr. A. Ram Kumar	

Chairman
Board of Studies in Commerce
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

S.No	Members	Signature
	Ms. D. Ahula	Ahula D 22/02/2020
	Ms. V. Ruba	Ruba V 22/02/2020
	Mrs. A. Ramkumar	A. Ramkumar 22/02/2020
	Ms. S. Saranya	Sarany S / 22/2/20

B.Com. DEGREE COURSES - SCHEME OF EXAMINATIONS – 2020 - 2023

Part	Subject Code	Subject	Ins.HoursPer Week	Exam				Credit
				Hours	CIA	ESE	Total	
Semester – I								
I	20UTL101/ 20UHN 101/ 17UFR 101	Tamil / Hindi / French Paper – I	6	3	30	70	100	3
II	20 UEN 101	English for Enrichment – I	5	3	30	70	100	3
III	20 UCO 101	CORE I : Financial Accounting	6	3	30	70	100	4
	20 UCO 102	CORE II : Principles of Management	6	3	30	70	100	4
	20 UCO 1A1	ALLIED I : Business Economics	5	3	30	70	100	4
IV	20 UHR 101	Human Rights in India	1	2	-	50	50	2
IV	20 HEC 101	Human Excellence: Personal Values & Sky Yoga Practice-I	1	2	25	25	50	1
V	-	Extension Activities (NCC, NSS, Sports & Games)	-	-	-	-	-	-
Total			30	-	175	425	600	21
Semester – II								
I	20UTL201/ 20UHN 201/ 17UFR 201	Tamil / Hindi / French Paper – II	6	3	30	70	100	3
II	20 UEN 202	English for Enrichment – II	5	3	30	70	100	3
III	20 UCO 203	CORE III : Higher Financial Accounting	6	3	30	70	100	4
	20 UCO 204	CORE IV : Commercial Law	5	3	30	70	100	4
	20 UCO2A2	ALLIED II : Business Application Software and Internet	3	3	30	70	100	3
	20 UCO2A3	ALLIED III : Programming Lab in Business Application Software and Internet	2	3	20	30	50	1
IV	20 EVS 201	Environmental Studies	2	2	-	50	50	2
IV	20 HEC 202	Human Excellence: Family Values & Sky Yoga Practice-II	1	2	25	25	50	1
V	-	Extension Activities(NSS, NCC, Sports & Games)	-	-	-	-	-	-
Total			30	-	195	455	650	21


Dr. R. MANICKA CHEZIAN M.Sc., M.S., Ph.D.,
 PRINCIPAL I/c
 Nellamuthu Gounder Mahalingam College
 Pollachi - 642 001, Coimbatore District.

Part	Subject Code	Subject	Ins. Hours Per Week	Exam				Credit
				Hours	CIA	ESE	Total	
Semester – III								
III	20 UCO 305	CORE V : Corporate Accounting	6	3	30	70	100	4
	20 UCO 306	CORE VI : Income Tax	6	3	30	70	100	4
	20 UCO 307	CORE VII : Company Law and Secretarial Practice	5	3	30	70	100	4
	20 UCO 308	CORE VIII : Modern Marketing	5	3	30	70	100	4
	20 UCO 3A4	ALLIED IV : Business Mathematics	6	3	30	70	100	4
IV	20 HEC 303	Human Excellence: Professional Values & Sky Yoga Practice-	1	2	25	25	50	1
IV	20UCO 3N1/ 20 UCO 3N2	NME: Practical Banking/ Fundamentals of Accounting	1	2	-	50	50	2
V		Extension Activities (NSS, NCC, Sports & Games)	-	-	-	-	-	-
Total			30	-	175	425	600	23
Semester – IV								
III	20 UCO 409	CORE IX : Higher Corporate Accounting	6	3	30	70	100	4
	20 UCO 410	CORE X : Human Resource Management	5	3	30	70	100	4
	20 UCO 411	CORE XI : Banking and Insurance	5	3	30	70	100	4
	20 UCO 412	CORE XII : Indirect Taxation	6	3	30	70	100	4
	20 UCO 4A5	ALLIED V : Statistical Methods	6	3	30	70	100	4
IV	20 HEC 404	Human Excellence: Social Values & Sky Yoga Practice-IV	1	2	25	25	50	1
IV	20 UCO4N3/ 20 UCO 4N4	NME: Consumer Affairs / Fundamental of Marketing	1	2	-	50	50	2
V	20UNS401/ 20UNC402/ 20USG403	Extension Activities (NSS, NCC, Sports & Games)	-	-	-	50	50	1

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Nallamuthu Gounder Mahalingam College
Pollachi - 642 001, Coimbatore District.

Part	Subject Code	Subject	Ins.HoursPer Week	Exam				Credit
				Hours	CIA	ESE	Total	
Total			30	-	175	475	650	24
Semester – V								
III	20 UCO 513	CORE XIII : Cost Accounting	6	3	30	70	100	4
	20 UCO 514	CORE XIV : Auditing Principles and Practice	5	3	30	70	100	3
	20 UCO 515	CORE XV : Retail Management	5	3	30	70	100	3
	20 UCO 516	CORE XVI : Business Communication and Commerce Practical	5	3	30	70	100	3
	20 UCO 517	CORE XVII : Institutional Training	-	-	40	60	100	3
	20 UCO 518	CORE XVIII : Goods and Services Tax (GST) Accounting	2	3	20	30	50	1
	20 UCO 519	Major Elective-I : Entrepreneurial Development	5	3	30	70	100	5
IV	20 HEC 505	Human Excellence: National Values & Sky Yoga Practice-	1	2	25	25	50	1
IV	20 UCO 5S1/ 20UCO 5S2	SBE (Major): Intellectual Property Rights/ Advertisement and Sales Promotion	1	2	-	50	50	2
IV	20 GKL 501	General Knowledge and General Awareness (SBE)	*SS	2	-	50	50	2
Total			30	-	235	565	800	27
Semester – VI								
III	20 UCO 620	CORE XIX : Management Accounting	6	3	30	70	100	4
	20 UCO 621	CORE XX : E-Commerce and Information Security	5	3	30	70	100	4
	20 UCO 622	CORE XXI : Case Analysis	4	3	20	30	50	2
	20 UCO 623	CORE XXII : Programming Laboratory - Accounting Package	2	3	20	30	50	1
	20 UCO 624	Major Elective-II : Financial Management and Services	5	3	30	70	100	5
	20 UCO 625	Major Elective-III : Service Marketing and Customer Relationship Marketing	6	3	30	70	100	5
IV	20 HEC 606	Human Excellence: Global Values & Sky Yoga Practice -VI	1	2	25	25	50	1


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Part	Subject Code	Subject	Ins. Hours Per Week	Exam				Credit
				Hours	CIA	ESE	Total	
IV	20UCO 6S3/ 20UCO 6S4	SBE (Major) : Commerce for Competitive Exams /Business Ethics	1	2	-	50	50	2
Total			30	-	185	415	600	24
Grand Total			190	-	975	2925	3900	140


PRINCIPAL

Dr. R. MANICKA CHEZIAN M.Sc., M.S., Ph.D.,
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Nallamuthu Gounder Mahalingam College
Pollachi - 642 001, Coimbatore District.



Programme code:	B.Com	Programme Title :	Bachelor of Commerce (AIDED and SELF FINANCING)	
Course Code:	20UCO101	Title	Batch :	2020-2023
		FINANCIAL ACCOUNTING	Semester	I
Week:	06		Credits:	04

Course Objective

To impart knowledge to the students for the preparation of various accounting statements

Course Outcome

CO1	To recollect the basic concepts, conventions, methods and techniques underlying the accounting practices.
CO2	To get the idea for preparing and presenting financial statements in accordance with generally accepted accounting principles.
CO3	To apply skills in critical-thinking and problem-solving
CO4	To evaluate conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.

Syllabus

Unit-1 Introduction to Accounting Cycle

Accounting – Definition – *Concepts and Conventions* (AS-09) - Accounting Standards – Meaning - Final Accounts of a Sole Trader (AS-04). (15 hrs)

Unit-2 Depreciation Accounting (AS-06) and Single Entry System

Depreciation Accounting – *Methods of Depreciation*- Straight Line and Diminishing Balance Methods – Annuity Method.

Single Entry system - Meaning and Salient Features - Statement of Affairs Method-Conversion Method. (15 hrs)

Unit-3 Branch Accounting

Branch Accounts- Dependent Branch-Stock and Debtors System (Excluding Foreign Branch) – Departmental Accounts – Inter-Departmental Transfer. (16 hrs)

Unit-4 Hire Purchase and Installment accounting

Hire Purchase and Installment- Hire Purchase Accounting - Default and Repossession-Installment Accounting. (16 hrs)

Unit-5 Royalty Accounting

Royalty Accounting (Excluding Sub-Lease) - Fire Insurance Claims - Computation of claim to be lodged for loss of stock- Gross profit ratio - Abnormal items- Average clause with stock policy (Excluding Consequential loss) (16 hrs)

Total Contact hrs / Semester

(78 hours)

Group discussions, Seminar and Assignment

- Italics denotes self study topics
- 20% Theory and 80% Problems

Books for Study:

Dr.V.Radha revised edition (2019), Financial Accounting, Prasanna Publishers and Distributors

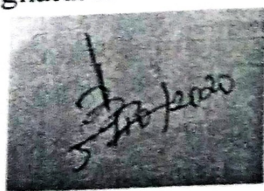
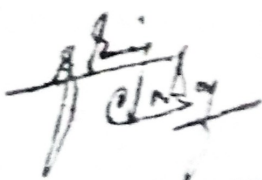
Books for Reference:

1. Jain and Narang (2019), Financial Accounting. Chennai, Kalyani Publishers.
2. Vinayakam. N and Charumathi,B. (2019), Financial Accounting. New Delhi, Sultan Chand and Sons.
3. Gupta. R.L and Radhaswamy,M. (2019), Financial Accounts, Theory Methods and Applications,13th Revised Edition, New Delhi, Sultan Chand and Sons.

Mapping

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

High-H; Medium-M; Low-L

Course Designed by Name and Signature	Verified by HOD Name and Signature	Checked by CDC	Approved by COE
Dr.R.Manikandan Dr.N.Bagyalakshmi	Name: Dr.P.Bruntha Signature: 	Name: (Mr.K.Srinivasan) Signature: 	Name: (Dr.R.Muthu kumaran) Signature: 

K. SRINIVASAN, M.C.A.
 Co-ordinator
 Curriculum Development Cell (CDC)
 NGM College (Autonomous)
 Pollachi - 642 001.

Dr. R. MUTHUKUMARAN
 Co-ordinator
 NGM
 POLLACHI - 642 001.

Programme code:	B.Com	Programme Title :	Bachelor of Commerce(AIDED and SELF FINANCING)	
Course Code:	20UCO102	Title	Batch :	2020-2023
Weeks/Week:	06	PRINCIPLES OF MANAGEMENT	Semester	I
			Credits:	04

Course Objective

To make the students understand the conceptual framework of Business Management.

Course Outcomes (CO)

K1	CO1	To recollect the general framework and understand the key functions in management as applied in practice.
K2	CO2	To understand the managerial performance of an organization.
K3	CO3	To execute the strength, weakness, opportunities and challenges of business management.
K4	CO4	To evaluate organizational decision with consideration of the political, legal and ethical aspects of business.

Syllabus

Unit-1 The Evolution of Managerial Thought

Introduction to Management: Evolution of management thought: Classical School of thought (Contributions of Taylor and Fayol) – Neo-classical School – Human Relations Approach (Hawthorne Experiments) – Modern Management Theory - Quantitative Approach, Systems Approach and Contingency Approach. Nature and significance of management - Managerial roles - Mintzberg - An overview of functional areas of management - Principles of Management – Managerial skill set. (15 hrs)

Unit-2 Planning Forecasting and Decision Making

Planning: Concept, process and objectives – Types of plans – MBO & MBE, Corporate planning: Environment analysis and diagnosis. *Forecasting: Meaning and purpose of forecasting* – Techniques of forecasting - Qualitative and quantitative Decision making: Concept and process; Delegation and Principles of delegation: Strategy Formulation. (15 hrs)

Unit-3 Organizing and Staffing

Organizing: Nature and Purpose of Organization – Principles of Organization – Organization structure and types – Departmentalization – Centralization vs. Decentralization of Authority – Span of Control – Meaning - Factors affecting span. Staffing: Nature and Process of Staffing. (16 hrs)

Unit-4 Leadership, Control and Coordination

Leadership: Concept and leadership styles: Leadership theories- Trait theory, Rensis Likert Management theory, situational contingency theory; Managerial control: concept and process; Effective control system:

Techniques of control- traditional and modern. *Co-ordination: Meaning – steps and methods of co-ordination.*
(16 hrs)

Unit-5 Change Management and Business Ethics

Concept, nature and process of planned change: Resistance to change: Emerging horizons of management in a changing environment. Business/Management Ethics – factors affecting ethical decisions, benefits of Business ethics
(16 hrs)

Total Contact hrs / Semester
(78 hours)

Group discussions, Seminar, Assignment and Case study

- Italics denotes self study topics

Books for Study:

Dinkar Pagare (2018), Business Management, New Delhi, Sultan Chand and Sons.

Books for Reference:

1. Gupta, C.B (2017), Business Management, New Delhi, Sultan Chand & Sons.
2. Ramasamy, T (2017), Principles of Management, New Delhi, Sultan Chand & Sons.
3. Dr. Padmakar Asthana, (2019), Business Organization and Management, Sahithya Bhawan

Mapping

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

High-H; Medium-M; Low-L

Programme code:		Programme Title :	Bachelor of Commerce(AIDED & SELF FINANCING)	
Course Code:	20UCO410	Title		
Hrs/Week:	5	Human Resource Management	Batch :	2021-2023
			Semester	IV
			Credits:	4

Course Objective

To expose the students to the Human Resource Management.

Course Outcomes (CO)

K1	CO1	To remember the importance of human resource management in organizations.
K2	CO2	To get the idea about training and development needed to the human resource.
K3	CO3	To identify the nature and sources of conflict and different strategies, approaches used in the resolution of conflict.
K4	CO4	To analyze the key issues related to administering the human elements such as motivation, performance appraisal, recruitment and training.

Syllabus

Unit-1 Introduction

Human Resource Management- Meaning and Scope – Importance - Evolution of Human Resource Management – HR Policies – HR Information System – International HRM – HRM vs IHRM - Human Resource Function.
(13 hrs)

Unit-2 Acquisition of Human Resource

Manpower Planning - Importance – Factors governing Human Resource Planning. Recruitment – Factors Governing Recruitment - Recruitment Process - Sources of Recruitment - Selection Process – Tests – Interviews - Placement – Induction - Evaluation of Recruitment Methods. (13 hrs)

Unit-3 Training and Development

Concept and Importance - Identifying Training and Development needs - Methods of Training - Evaluating Training effectiveness – Training Process Outsourcing - Management and career development (13 hrs)

Unit-4 Performance Appraisal

Performance Appraisal - Objectives – Importance – Modern techniques of performances appraisal - Compensation: Concepts and Policies – Methods of wage Payment and incentive plans – Fringe benefits - Performance linked compensation. (13 hrs)

Unit-5 Employee Relations

Employee relations - An overview – Grievances handling and redressal - Conflict Management- Types of Conflict- Stages of Conflict - Causes and Remedies of Conflict – Measures to Stimulate Conflicts.

- Italics denotes self study topics

Book for Study:

Aswathappa.K.(2017), 7th Edition, Human Resources and Personnel Management- Text and Cases. New Delhi, Tata MC.Graw- Hill Publishing Ltd.

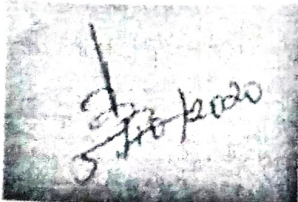
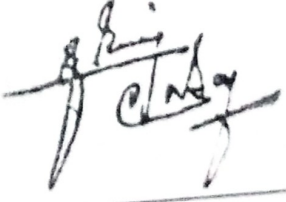
Books for Reference:

1. Subba Rao. P. (2017), 4th Edition, Personal and Human Resources Management- Text and Cases, Mumbai, Himalaya Publishing House.
2. Tripathi.P.C.(2016) 7th Edition, Human Resource Development. New Delhi, Sultan Chand & Sons.
3. Verma N, (2018), Human Resource Management, published by Vayu Education of India.

Mapping

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

High-H; Medium-M; Low-L

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Dr.S.Shanmugapriya Ms.R.Kalaiselvi	Name: Dr.P.Bruntha Signature: 	Name: (Mr.K.Srinivasan) Signature: 	Name: (Dr.R.Muthu kumaran) Signature: 

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Programme code:	B.Com	Programme Title :	Bachelor of Commerce(AIDED & SELF FINANCING)
Course Code:	20UCO4N4	Title	Batch : 2020-2023
		FUNDAMENTALS OF MARKETING	Semester IV
Hrs/Week:	1		Credits: 2

Course Objective

To introduce the students to the rudiments of Investment.

Course Outcomes (CO)

K1	CO1	To remember the key concept and elements of marketing management.
K2	CO2	To get an idea, how to implement marketing in Real life situation.
K3	CO3	To deploy the role of marketing in a business context. S
K4	CO4	To analyze the global marketing environment and opportunities.

Syllabus

Unit 1

Introduction - Evolution – Definition – Objectives – Importance – Functions- Types (3hrs)

Unit 2

Market Segmentation - Need- Methods of segmenting markets – Marketing Mix – Meaning and Definition – Elements. (3hrs)

Unit 3

Digital Marketing –Definition - Objectives- Advantages and Disadvantages- Digital Market vs Traditional Market (3hrs)

Unit 4

Modern Marketing Concepts - Green marketing – Social marketing – Rural marketing -Service marketing – Commodity marketing – Niche marketing – Viral marketing – Ambush marketing – Guerrilla marketing (3hrs)

Unit 5

Product Promotion – Product Life Cycle – Advertisement – Types (3hrs)

(13 hours)

Total Contact hrs / Semester

Group discussions, Seminar and Assignment

- Italics denotes self study topics

Book for Study:

Pillai. R.S.N and Bagavathi (2017). Modern Marketing Principles and Practices. New Delhi, S. Chand & Co Pvt. Ltd.

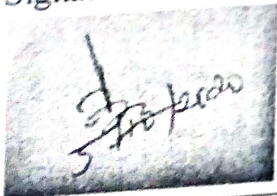
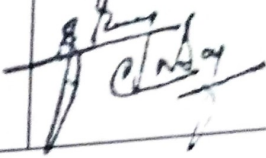
Books for Reference:

1. Philip Kotler (2017), Principles of Marketing, New Delhi, Prentice Hall of India.
2. Pingali Venugopal (2017), Marketing Management, Edition-I, New Delhi, SAGE Publication.
3. Govindarajan Madabusi, (2018), Marketing management, concepts and challenges, PHI Learning.

Mapping

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

High-H; Medium-M; Low-L

Course Designed by Name and Signature	Verified by HOD Name and Signature	Checked by CDC	Approved by COE
Ms.P.Anitha Ms.V.Ruba	Name: Dr.P.Bruntha Signature: 	Name: (Mr.K.Srinivasan) Signature: 	Name: (Dr.R.Muthu kumaran) Signature: 

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