

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)-POLLACHI

1.2.1 Percentage of new courses introduced out of the total number of courses across all programmes offered during the last five years

S.No	Name of the programme	Name of the Course	Course Code	Year of introduction (during the last five years)
1	B.A. History	Indian Administration	18UHY2A2	2018
2	B.A. History	History of India from 1526 A.D to 1707 A.D	18UHY203	2018
3	B.A. History	Windows based office automation	18UHY512	2018
4	B.Sc. Botany	Major Paper IV- Anatomy and Embryology	18UBY304	2018
5	B.Sc. Botany	Major Paper V – Cytology, Biochemistry and Biophysics.	18UBY405	2018
6	B.COM IB	Modern Marketing	18UIB102	2018
7	B.COM IB	Cost and Management accounting	18UIB203	2018
8	B.COM IB	Economic Analysis	18UIB204	2018
9	B.COM IB	Statistics for Business	18UIB2A2	2018
10	BCA	PhP Programming Lab	18UBC418	2018
11	BCA	NME: DTP Programming Lab	18UBC3N2	2018
12	BCA	Computer Networks/ Grid Computing	18UBC521	2018
13	BCA	Current Trends and Technology	18UBC522	2018
14	BCA	Data Mining and Warehousing / Cloud Computing	18UBC627	2018
15	BCA	Mobile Application Development	18UBC628	2018
16	BCA	Mobile Application Development Lab	18UBC630	2018
17	B.Com	Consumer Affairs	18UCO4N4	2018
18	B.Com PA	Indirect Taxation	18UPA413	2018
19	B.Com PA	Information Technology and Security	18UPA621	2018
20	B.A. Tamil	Ikkala Illakiyam -II	18UTM102	2018
21	B.A. Tamil	Mozhi varalaru	18UTM511	2018

BOS Highlighted



Metric : 1.2.1



New Course Introduced

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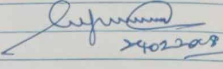
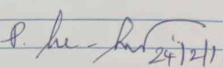
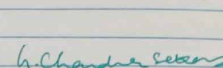
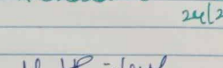
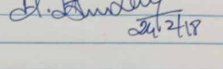
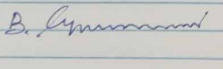
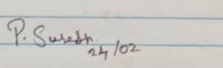
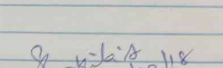
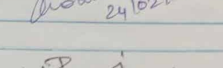
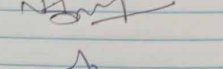
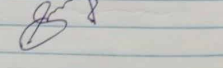
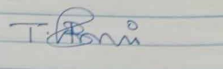


BOARD OF

24.02.2018

STUDIES - B.COM (I.B)
SATURDAY



S.No.	MEMBERS	SIGNATURE
1.	Dr. G. VIGNESH CHAIRMAN	
2.	Dr. P. GURUSAMY UNIVERSITY NOMINEE	
3.	Dr. G. CHANDRASEKARAN SUBJECT EXPERT	
4.	Dr. H. HARIHARAN ACADEMIC AUDITOR	
5.	Mr. B. JAYAKKUMAR INDUSTRIAL EXPERT	
6.	Mr. P. SURESHKUMAR ALUMINI MEMBER	
7.	Ms. A. KOKILA	
8.	Mr. N. BHUVANESH KUMAR	
9.	Ms. S. SARANYA	
10.	Ms. T. BHAVANI	
11.	Mr. B. MADHAN KUMAR	
12.	Ms. M. KANAGAMANI	

The Board of Studies meeting for B.com (IB) for the academic year 2018-2021 commenced at 02.00 pm in the department premises. The chairman Dr. G. VIGNESH Head - International Business introduced and initiated the course features.

The University Nominee suggested to add Economic paper and some basic shift in the existing syllabus.

The Academic Auditor was very happy with the papers Export Marketing and International Trade Procedure and Documentation. He suggested to revamp those papers for students better understanding.

The Subject Expert asked to replace the Advanced Accounting paper with cost and Management Accounting. He also suggested to remove Air Cargo Management from the Semester-VI.

The Industrial Expert suggested to incorporate more practical and online papers for students updated knowledge. He also suggested the students to take up projects related with International Business.

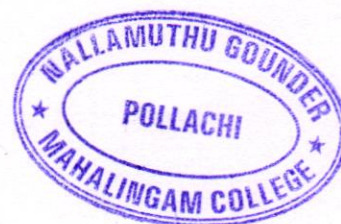
The Board Members along with the Chairman have discussions to revamp all semester papers so that there is no confusion with UOI and PO paper allotments move over the board suggested to have placement orientation for the current students from the Fourth Semesters onwards. Mr. N. Bhuvanesh Kumar in charge B.com (IB) thanked all the participants of BOS around 5.30 pm.

SCHEME OF EXAMINATIONS – B. Com International Business

(With effect from 2018-2021 Batch)

Part	Subject Code	Title	Lrs. Hours Per Week	Exam				Credit
				Hours	CIA	ESE	Total	
Semester – I								
I	18UTL101/ 18UHN101	Tamil / Hindi / French Paper – I	6	3	25	75	100	3
II	18UEN101	English for Enrichment – I	5	3	25	75	100	3
III	18UIB101	CORE I : Principles of Accounting	6	3	25	75	100	4
	18UIB102	CORE II : Modern Marketing	6	3	25	75	100	3
	18UIB1A1	ALLIED I : Elements of Management	5	3	25	75	100	4
IV	18UHR101	Human Rights in India	1	2	-	50	50	2
	18HEC101	Human Excellence: Personal Values & Sky Yoga Practice-I	1	2	25	25	50	1
V	-	Extension Activities (NSS, NCC, Sports & Games)	-	-	-	-	-	-
Total			30	-	150	450	600	20
Semester – II								
I	18UTL202 / 18UHN202	Tamil / Hindi / French Paper – II	6	3	25	75	100	3
II	18UEN202	English for Enrichment – II	5	3	25	75	100	3
III	18UIB203	CORE III : Cost and Management accounting	6	3	25	75	100	4
	18UIB204	CORE IV : Economic Analysis	6	3	25	75	100	3
	18UIB2A2	ALLIED II : Statistics for Business	4	3	25	75	100	4
IV	18EVS201	Environmental Studies	2	2	-	50	50	2
	18HEC202	Human Excellence: Family Values & Sky Yoga Practice-II	1	2	25	25	50	1
V	-	Extension Activities (NSS, NCC, Sports & Games)	-	-	-	-	-	-


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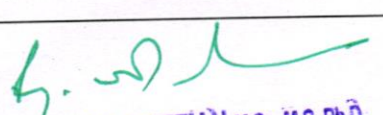


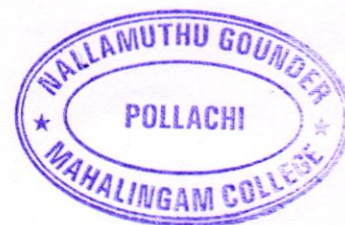
Semester – III								
	18UIB305	CORE V : Banking Law and Practice	6	3	25	75	100	4
		Total	30	-	150	450	600	20
	18UIB306	CORE VI : Legal Aspect of Business	6	3	25	75	100	4
III	18UIB307	CORE VII : Export marketing	6	3	25	75	100	4
	18UIB308	CORE VIII : Practical Banking – I	5	3	40	60	100	4
	18UIB3A3	ALLIED III : Business Application Software – I**	5	3	40	60	100	4
IV	18HEC303	Human Excellence: Professional Values & Sky Yoga Practice-III	1	2	25	25	50	1
	18UIB3N1 / 18UIB3N2	NME: Global Business / Tourism Marketing	1	2	-	50	50	2
V	-	Extension Activities (NSS, NCC, Sports & Games)	-	-	-	-	-	-
Total			30	-	180	420	600	23
Semester – IV								
III	18UIB409	CORE IX : Business Taxation	5	3	25	75	100	4
	18UIB410	Core X : International trade procedures and documentation	5	3	25	75	100	4
	18UIB411	CORE XI : Global business Environment	5	3	25	75	100	4
	18UIB412	CORE XII : Principles of Logistics	4	3	25	75	100	3
	18UIB413	CORE XIII : Practical Banking – II	4	3	40	60	100	3
	18UIB4A4	ALLIED IV : Business Application Software – II**	5	3	40	60	100	4
IV	18HEC404	Human Excellence: Social Values: Sky Yoga Practice-IV	1	2	25	25	50	1
	18UIB4N3 / 18UIB4N4	NME: Global Logistics / Tour Operation Management	1	2	-	50	50	2
V	18UNC401 / 18UNS402 / 18USG403	Extension Activities (NSS, NCC, Sports & Games)	-	-	-	50	50	1
Total			30	-	205	545	750	26


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Semester – V								
III	18UIB514	CORE XIV : Fundamentals of Supply Chain Management	5	3	25	75	100	4
	18UIB515	CORE XV : EXIM Management	5	3	25	75	100	4
	18UIB516	CORE XVI : Information Security & Executive Communication	4	3	25	75	100	3
	18UIB517	CORE XVII : Human Resource Management	5	3	25	75	100	3
	18UIB518	Major Elective-I : Tally – I**	5	3	40	60	100	5
	18UIB519	CORE XIX : EXIM Documentation – I	4	3	40	60	100	3
IV	18UIB505	Human Excellence: National Values: Sky Yoga Practice-V	1	2	25	25	50	1
	18UIB 5S1 / 18UIB 5S2	SBE(Major): Personality Building / Garment costing	1	2	-	50	50	2
	18GKL501	General Knowledge and General Awareness (SBE)	*SS	2	-	50	50	2
Total			30	-	205	545	750	27
Semester – VI								
III	18UIB620	CORE XIX : Global Sourcing Management	6	3	25	75	100	4
	18UIB621	CORE XX : International Finance	6	3	25	75	100	4
	18UIB622	CORE XXI : Shipping, Ocean and freight Management	4	3	25	75	100	3
	18UIB623	Major Elective-II : Tally – II**	6	3	40	60	100	5
	18UIB624	Major Elective-III : EXIM Documentation – II	6	3	40	60	100	5
IV	18HEC606	Human Excellence: Global Values & Yoga Practice-VI	1	2	25	25	50	1
	18UIB 6S3 / 18UIB 6S4	SBE (Major) : Intellectual Property Rights / Garment Merchandising	1	2	-	50	50	2
Total			30	-	180	420	600	24
Grand Total			180	-	1070	2830	3900	140


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Programme Code	B.Com – IB	Programme Title	Bachelor of Commerce – International Business	
Course Code	18UIB102	Title	Batch	2018-2021
		Modern Marketing	Semester	I
Hrs/Week	6		Credits	3

Course Objectives

On successful completion of this course, the student should be well versed in the prevailing act.

Course Outcomes

K1	CO1	To remember the marketing concept and its changing role in society.
K2	CO2	To understand the key features of the modern marketing environment.
K3	CO3	To apply the role of modern marketer managers and their role in a multiple stakeholders environment.
K4	CO4	To analysis buyer behaviour as a basic for market segmentation.

Unit	Content	Hours
I	Marketing Management: Concept Philosophy & Process. Marketing Mix; Definition, Importance & Factors Determining Marketing Mix. Meaning & Nature of Product, Concept of Product Mix. Product Planning and New Product Development. Product Life Cycle. Product Packaging: Definition, Functions And <i>Requisites Of Good Packaging</i> . Branding & Labeling.	13
II	Pricing: Concept, Objectives & Factors Affecting Price of A Product, Pricing Policies And Strategies. Types of Pricing Decisions.	11
III	Place: Concept, Objectives & Importance of Channels of Distribution Of Consumer Goods, Types Of Channels Of Distribution, Factors Affecting Choice Of Distribution Channels. Logistics: Meaning, Importance, Objectives, Marketing Logistics Task, Approaches Of Logistics (Total Cost & Total System Approach)	12
IV	Promotion: Meaning, Nature & Importance. Types of Promotion. Concept of Promotion Mix and Factors Affecting Promotion Mix, Emerging Trends in marketing.	12
V	Market Segmentation: Concept, Importance, and Basis. Target Market Selection, Market Positioning: Concept & Importance. Market Repositioning. <i>Product Differentiation Vs Market Segmentation</i> . Contemporary Issues In Marketing.	12

*** Italic denotes self-study topic

Seminar, Quiz, Assignment, Experience Discussion

REFERENCE BOOK

1. Kotler, Keller, Koshy And Jha “ Marketing Management” 13th edition Pearson Education
2. Ramaswamy VS, Namakumari “Marketing Management” 4th Macmillan
3. Shukla A.K. “Marketing Management” 2st edition, VaibhavLaxmiPrakashan
4. Evance&Berman “ Marketing Management”2007, Cenage Learning
5. Mcdenial, Lamb, Hair “ Principles Of Marketing 2008”Cenage Learning
6. William M. Pride and O.C Ferrell: Marketing; Houghton - Mafflin Boston
7. Stanton W.J. et al: Fundamentals of Marketing, McGraw H
8. Cundiff, Edward W et al: Basic Marketing - Concepts, Decisions & Strategies; PHI
9. Bushkirk, Richard H: Principles of Marketing; Dryden Pren, Illinois.

Mapping

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

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

Course Designed by	Verified by HoD	Checked by CDC	Approved by COE
Mr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code	B.Com - IB	Programme Title	Bachelor of Commerce – International Business	
Course Code:	18UIB203	Title	Batch	2018-2021
		Cost and management accounting	Semester	II
Hrs/Week	6		Credits	4

Course Objectives

On successful completion of this course the student should have Knowledge in the practical applications of accounting.

Course Outcomes

K1	CO1	To recollect the concept of depreciation, investment and hire purchase account
K2	CO2	To deduce the reserve for depreciation, Royalty and branch accounting.
K3	CO3	To execute method of providing depreciation and instalment systems.
K4	CO4	To interpret the single entry system with statement of affairs and conversion method.

Unit	Content	Hours
I	Cost Accounting: Definition-Meaning and Scope-Relationship of Cost Accounting with Financial Accounting and Management Accounting – Costing as an Aid to Management –Limitations and Objectives against cost Accounting – Elements of Cost – Cost Sheet.	15
II	Inventory Control Techniques- Materials-Levels of Inventory- EOQ-Methods of Valuing Materials Issues-FIFO-LIFO-Simple Average-Weighted Average.	12
III	Process Costing- Meaning-Features-General Principles –Process Losses-Normal Loss-Abnormal Loss- Abnormal Gain (Excluding Equivalent Production)	15
IV	Management Accounting-Meaning-Definition-Objectives-Scope-Relationship between Management Accounting and Financial Accounting – Management Accounting and Cost Accounting-Common Size Statement and Comparative Statement and Trend Analysis.	15
V	Ratio Analysis – Meaning-Uses-Limitations-Classifications of Ratios from Financial Statements- Preparation of Balance Sheet	15

*** Italic denotes self-study topic

Seminar, Quiz, Assignment

REFERENCE BOOK

1. S.P. JAIN AND K.L NARANG-2014- COST ACCOUNTING-EIGHTEENTH EDITION,KALYANI PUBLISHERS
2. DR.S.N. MAHESWARI-2013-COST AND MANAGEMENT ACCOUNTING-FOURTEENTH EDITION,J.B.A. PUBLISHERS
3. SHARMA,R.K. AND SHASI K.GUPTA-2014 –MANAGEMENT ACCOUNTING-THIRTEENTH REVISED,NEW DELHI, KALYANI PUBLISHERS
- 4.PILLAI,R.S.N AND V.BAGAVATHY-2015,MANGEMENT ACCOUNTING – FOURTH EDITION S.CHAND AND COMPANY PRIVATE LIMITED.

Mapping

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

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

Course Designed by	Verified by HoD	Checked by CDC	Approved by COE
Mr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code	B.Com – IB	Programme Title	Bachelor of Commerce – International Business	
Course Code	18UIB204	Title	Batch	2018-2021
		Economic Analysis	Semester	II
Hrs/Week	6		Credits	3

Course Objectives

To equip the students with various importance of demand and supply.
To make aware the various fundamental and technical concepts of economics.

Course Outcomes

K1	CO1	To remember the use of economics terminologies in oral and written communications.
K2	CO2	To understand the decisions wisely using cost-benefit analysis.
K3	CO3	To implement the benefits and costs of a global economy.
K4	CO4	To apply the basic theories of economics in critical thinking and problem solving.

Unit	Content	Hours
I	SCOPE OF METHODOLOGY: Definition of Economics – Nature and Scope of Economics – Utility analysis – Law of diminishing utility – Law of Equilibrium...Marginal utility – Indifference curve – Approaches of Economic Analysis – Methodology of Economics maximisation and other objectives – Marshall's utility Analysis – Law of Diminishing Marginal Utility – Social Responsibilities.	10
II	THEORY OF CONSUMER BEHAVIOUR: Demand Analysis – Demand Schedule –Law of Demand – Demand Curves – Elasticity of Demand – Consumer's surplus – Analysis Schedule.	10
III	Production – Factors of Production – Law of diminishing Returns – Law of variable proportions – Returns to scale – scale of production – Law of supply – Cost and Revenue– concepts and Curves – THEORY OF PRODUCTION : Production Function – Factors of Production – Enterprise as a Factor.	10
IV	PRODUCT PRICING : Market Definition – Types – Equilibrium under perfect competition of Firm and Industry – Pricing – Pricing under perfect competition, Monopoly – Price Discrimination – Pricing under Monopolistic competition – Pricing under Oligopoly.	8
V	FACTOR PRICING – Marginal Productivity theory – Theories of wages, rent,	10

	interest and profit.	
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*** Italic denotes self-study topic

Seminar, Quiz, Assignment, Case Studies

REFERENCE BOOK

1. Principles of Economics - Seth M.L.
2. A Text Book of Economic Theory - Stonier and
3. Macro Economics - Jhingan

Mapping

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

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

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Signature:	Signature:	Signature:	Signature:

Programme Code	B.Com - IB	Programme Title	Bachelor of Commerce – International Business	
Course Code	18UIB2A2	Title	Batch	2018-2021
		Statistics for Business	Semester	II
Hrs/Week	4		Credits	4

Course Objective

On successful completion of this course the students shall enrich to solve the statistical problems in commerce

Course Outcomes

K1	CO1	To remember the importance of statistics and its role in business
K2	CO2	To understand various techniques and tools used for statistics calculation.
K3	CO3	To implement statistical problem in commerce.
K4	CO4	To review various usage of statistics in current scenario.

Unit	Content	Hours
I	Introduction - Classification and tabulation of statistical data - Diagrammatic and <i>graphical representation of data.</i>	9
II	Measures of Central tendency - Mean, median and mode - Dispersion, Range, Quartile deviation, Mean Deviation, Standard Deviation - Measures of Skewness.	10
III	Correlation - Karl Pearson's Coefficient of Correlation - Spearman's Rank Correlation -Regression Lines and Coefficients.	10
IV	Time Series Analysis - Trend - <i>Seasonal Variation.</i>	10
V	Introduction to OR - Linear Programming - Graphical and Algebraic Solution (maximization and minimization)	9

*** Italic denotes self-study topic

Seminar, Assignment, Experience Discussion

REFERENCE BOOK

1. Statistical Methods - S.P. Gupta
2. Introduction to Operations Research - Dr. P.R. Vittal
3. Statistics - Elhance
4. Operations Research - Hira and Gupta, S. Chand.
5. Operations Research - Handy and A. Taha

Mapping

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

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

Course Designed by	Verified by HoD	Checked by CDC	Approved by COE
Ms. T. Bhavani	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature: