

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)-POLLACHI

47	B. Sc. Zoology	Core Major Paper-XI Animal Physiology and Endocrinology	19UZY611	2019
48	B. Sc. Zoology	Core elective Paper VI- Dairy farming and management	19UZY6E6	2019
49	M.Com	Marketing Research	19PCO102	2019
50	M.Com	Strategic Management	19PCO2E2	2019
51	M.Com	Corporation Finance and Institutions	19PCO310	2019
52	M.Com	Logistics Management	19PCO4E3	2019
53	Tamil Aided	Tamil Paper I	19UTL101	2019
54	Tamil Aided	Tamil Paper II	19UTL202	2019
55	Tamil Aided	Tamil Paper III	19UTL303	2019
56	Tamil Aided	Tamil Paper IV	19UTL404	2019
57	B.A. Tamil	Ikkala Ilakiyam	19UTM101	2019
58	B.A. Tamil	Ara Ilakkiyam	19UTM102	2019
59	B.A. Tamil	Sitru illakiyam	19UTM204	2019
60	B.A. Tamil	Bhakthi illakiyam	19UTM306	2019
61	B.A. Tamil	Kanni Ilakkiyam	19UTM3A3	2019
62	B.A. Tamil	Porulilakkanam	19UTM407	2019
63	B.A. Tamil	Pataipu Ilakkiyam	19UTM408	2019
64	B.A. Tamil	Kappiyangal	19UTM505	2019
65	B.A. Tamil	Tamil mozhi varalaru	19UTM511	2019
66	B.A. Tamil	Sanga illakiyam Ettutogai	19UTM613	2019
67	B.A. Tamil	Sanga illakiyam Pathupattu	19UTM614	2019
68	B.A. Tamil	Aachitamil	19UTM6S3	2019
69	B.Sc.IT	Service Oriented Architecture	19UIT309	2019
70	B.Sc.IT	Lab IV. Web designing (HTML, CSS, JavaScript and Angular)	19UIT311	2019
71	B.Sc.IT	Social Networks	19UIT3N1	2019

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Board of
16/02/19 -

Name of the member

Signature

1. Dr. M. Revathi Dala
Associate Professor and Head
Pw and Research Department of
Commerce and Commerce (PA)
Kongu Nadu Arts and Science College,
Coimbatore - 29
Mail ID : mrevathibala@gmail.com
Mobile : 9245284453

Revathi Dala
16/2/2019

2. Dr. M. Kanagarathnam
Vice Principal
Nehru Arts and Science College
Coimbatore - 105
meetmk77@yahoo.co.in
9943034036

Kanagarathnam
16/2/19

Studies - PG
Saturday @ 12.00 a.m

PG.

Minutes

A meeting of board of studies - PG was held on 16th Feb 2019 at 12.00 a.m under the chairmanship of Dr. P. Brundha, Associate Professor and head, PG & Research Department of Commerce. The following resolutions were passed.

It is resolved to revise the syllabus of all accounts papers.

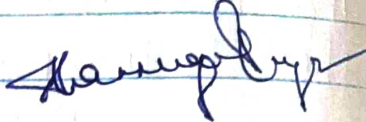
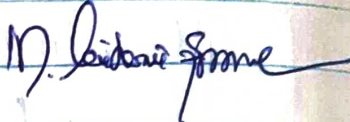
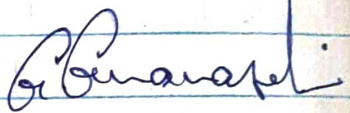
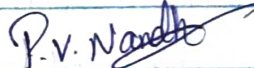
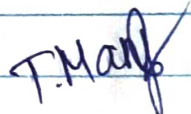
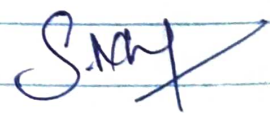
Resolved to introduce Strategic Management paper by replacing corporate administration and secretarial practice paper.

It is resolved to merge corporation finance and Financial Markets and Institutions paper as corporation finance and institution.

Resolved to introduce logistic

Management paper.

Resolved to change marketing management paper as Market Research paper.

Name of the members	Signature
Mr. P. Beuntha (chairman)	
Mr. R. Manikandan	- ABSENT -
Mr. S. Shanmugapriya	
Mr. M. Chithiraiselvan	
Mr. K. Harushankar	- ABSENT -
Ms. G. Unanaselvi	
Ms. P. V. Nandhini	
Ms. T. Manjula	
Mr. P. Karthika	
Ms. S. Mahalakshmi	
Ms. P. Anitha	

N.G.M COLLEGE - CURRICULUM DEVELOPMENT CELL
M.Com SCHEME OF EXAMINATION FOR (2019-2020 BATCH)
CHOICE BASED CREDIT SYSTEM & OBES

Subject Code	Subjects	Ins. Hours per Week	Examinations				Credits
			Dur. Hrs	CIA	ESE	Total	
SEMESTER I							
19PCO1E1	Major Elective I : Advanced Corporate Accounting	6	3	25	75	100	5
19PCO101	Core I:Business Environment	6	3	25	75	100	4
19PCO102	Core II: Marketing Research	6	3	25	75	100	4
19PCO103	Core III: Internet,HTML and Cyber Security	4	3	25	75	100	4
19PCO104	Core IV: Programming Laboratory-HTML	2	3	40	60	100	4
Total		24	-	140	360	500	21
SEMESTER II							
19PCO205	Core V : Operations Research	6	3	25	75	100	5
19PCO2E2	Major Elective II : Strategic Management	6	3	25	75	100	5
19PCO206	Core VI : Research Methodology	6	3	25	75	100	4
19PCO207	Core VII : Managerial Economics	6	3	25	75	100	4
19PCO2N1/ 19PCO2N2	NME : Investment Management/ Principles of Accounting	1	3		100	100	2
Total		25	-	100	400	500	20
SEMESTER III							
19PCO308	Core XV: Cost Accounting	6	3	25	75	100	4
19PCO309	Core VIII : Labour Legislation	6	3	25	75	100	4
19PCO310	Core IX: Corporation Finance and Institutions	6	3	25	75	100	4
19PCO311	Core X: Human Resource Development	6	3	25	75	100	4
19PCO312	Core XI: Business Case Analysis	6	3	40	60	100	4
19PCO3P1	Core XII: Mini Project	-	-	20	80	100	3
Total		30	-	160	440	600	23

SEMESTER IV							
19PCO413	Core XIII: Accounting For Managerial Decision-Making	6	3	25	75	100	5
19PCO414	Core XIV: Investment Management	6	3	25	75	100	4
19PCO4E3	Major Elective III: Logistics Management	6	3	25	75	100	5
19PCO415	Core XVI: Organizational Behaviour	6	3	25	75	100	4
19PCO4P2	Core XVII: Project Work	6	-	40	160	200	8
Total		30	-	140	460	600	26
Grand Total		109	-	540	1660	2200	90


Head of the Department

Dr. P. BRUNTHA, B.Com., M.Fin., M.B.A. (Fin.)
Associate Professor & Head
PG and Research Department of Commerce
NGM College, Pollachi - 642 001.


Principal

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

Programme code:	M.Com	Programme Title:	Master of Commerce	
Course Code:	19PCO102	Title	Batch:	2019-2021
		Marketing Research	Semester	I
Hrs/Week:	4		Credits:	4

Course Objective

To impart knowledge relating to various aspects of marketing research

Course Outcomes (CO)

K1	CO1	To understand the basics of marketing research
K2	CO2	To develop the students knowledge on motivation research
K3	CO3	To familiarise the concepts of product research and sales control research
K4	CO4	To learn and apply the knowledge in advertising research

EXISTING SYLLABUS

Unit	Contents	Hrs
I	Introduction to Marketing Research Marketing Research: Introduction – Definition and Meaning – Scope of Marketing Research – Objectives – Process – Benefits – Distinction between Market Research and Marketing Research - Approaches to Marketing Research.	16
II	Motivation Research Definition – Scope of Motivation Research – Need - Rational and Emotional Motives – Dynamics of Motivation – Motivational Research – Relevance of Motivational Research in Production and Marketing - Limitations of Motivational Research – <i>Motivation Research Skills</i> .	15
III	Product Research Definition – Scope of Product Research - Importance – Types of Product Research - New Product Development and Research – Steps to Conduct a New Product Market Research Survey - <i>Skills of Product Research</i> .	15
IV	Sales Control Research Definition – Scope of Sales Control Research – Significance and Benefits of Sales Control Research – Difficulties in Sales Control Research – Types of Sales Control Research – Sales Audits – Conduct of Sales Audit – Sales Analysis – Sales Control Research Skills. Marketing Cost – Techniques of Marketing Cost Analysis.	16
	Advertising Research	

V	Advertising Research - Definition – Scope – Importance – Purpose of Conducting Advertising Research - Classification of Advertising Research – Methods of Advertising Research – Process of Advertising Research – Role of Advertising Research in Marketing – Advertising Research Skills.	16
	Total Contact Hrs/Semester	78

Seminar, Assignments, PowerPoint Presentation and Group Discussion

* *Italic denotes self-study topics*

Book Recommended

Ravilochanan, P. (2015), *Marketing Research*, Margham Publications, Chennai.

Books for References

Naresh K. Malhotra (2013), *Marketing Research: An Applied Orientation*, 7th Revised Edition, Pearson Education, Chennai

Rajagopal (2012), *Marketing Research – Fundamentals, Process and Implications*, Nova Science Publishers, Chennai.

Alan R. Andreasen (2012), *Marketing Research*, Jossey Bass, United States of America.

Mapping

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

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

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: Dr.M.Chithirai Selvan  Signature	Name: Dr.P.Bruntha  Signature:	Name: Prof.K.Srinivasan  Signature: K. SRINIVASAN, M.C.A. Coordinator	Name: Dr.R.Manicka Chezian  Signature:

Curriculum Development Cell (CDC)
AGM College (Autonomous)
Pollachi - 642 001.

Programme code:	M.Com	Programme Title:	Master of Commerce	
Course Code:	19PCO2E2	Title	Batch:	2019-2021
		Strategic Management	Semester	I
Hrs/Week:	6		Credits:	4

COURSE OBJECTIVE

To enable the student to learn the different aspects of the strategic management

COURSE OUTCOMES (CO)

K1	CO1	To recollect concepts in the field of strategic management.
K2	CO2	To understand the principles of strategic management in analyse of external and internal environment of business.
K3	CO3	To develop implementation plans to execute strategies.
K4	CO4	To apply and understand the strategic management process to analyse and improve the organisational performance.

EXISTING SYLLABUS

Unit	Contents	Hrs
I	Introduction to Strategic Management: Conceptual Evolution of Strategy – Importance of Strategies – Types of Strategies – Role of Strategies in Decision making - Purpose of Business – Difference between Goal and Objectives of Business – Vision and Mission statement – Strategic Management – Need – Scope – Key features of Strategic Management – Limitations of Strategy Management	16
II	Environment Analysis: Internal Environment – Organisational Capability Profile – Portfolio Analysis: Business Portfolio Analysis – BCG Matrix – GE9 Cell Model. External Environment – Environment Threats and Opportunity Profile (ETOP) – Industry Analysis – Porter's Five Forms Model of Competition – Entry and Exit Barriers.	16
III	Strategies Implementation and Evaluation: Components of Strategic Plan – Barriers to Implementation of Strategies – Minzberg's 5 P's – Deliberate and Emergent Strategies – McKinsey's 7's Framework – Designing Organisational Structure for strategy Implementation - Strategy Evaluation – Operations and Strategic Control – Symptoms of Mal Functioning of Strategy – Use of Balanced Score Card for Strategy Evaluation – Strategic Information System (SIS) – Case Studies	16
IV	Strategic Modules: Strategic Thinking – Managing Technology and Innovations – Strategic Issues for Small and Medium Enterprise – Non Profit Organisation - New Business Models for Internet Economy – E- Commerce Business Models and Strategies – Internet Strategies for Traditional Business – Virtual Value Chain – Case Studies.	15
V	Strategies for MNC's and Alliance: MNC's – Benefits – Limitations – Business Strategies of MNC's – Techniques Employed by MNC's to manage Markets – TNC – Global Companies – Strategic Alliance – Types – Business Decisions – Problems involved in Strategic Alliance –	15

	Case Studies.	
	Total Contact Hrs/Semester	78

**Italicized texts are for self study*

Activity, Seminar, Assignment

BOOK FOR STUDY

Charles W L Hill (2012) , Strategic Management: An Integrated Approach, 10th Edition, Wiley.
Frank T Rothaermel (2018), Strategic Management, 3rd Edition, McGraw Hill Education, New Delhi.

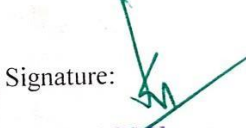
BOOKS FOR REFERENCE

1. Srinivasan R (2014), Strategic Management: The Indian Context, 5th Edition, PHI Learning Pvt.Ltd.,
2. Joh A Pearce, Richard B Robinson, Amita Mita (2017), Strategic Management: Formulation, Implementation and Control, 12th Edition, McGraw Hill Education, New Delhi.

MAPPING

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

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

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: Dr.S.Shanmugapriya  Signature	Name: Dr.P.Bruntha  Signature:	Name: Prof.K.Srinivasan  Signature: K. SRINIVASAN, M.C.A., Co-ordinator	Name: Dr.R.Manicka Chezian  Signature:

Curriculum Development Cell (CDC)
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Dr. R. MANICKA CHEZIAN, M.Sc., M.S., Ph.D.
Controller of Examinations
NGM College (Autonomous)
POLLACHI - 642 001.

Programme code:	M.Com	Programme Title:	Master of Commerce	
Course Code:	19PCO310	Title	Batch:	2019-2021
		Corporation Finance and Institutions	Semester	III
Hrs/Week:	6		Credits:	4

Course Objective

To facilitate the students in understanding the various concepts of corporation finance and institutions.

Course Outcomes (CO)

K1	CO1	To understand and remember the concept of corporation finance
K2	CO2	To develop the financial decision making through cost of capital and capital budgeting techniques
K3	CO3	To realize the significance of capital structure, working capital management and dividend decision in managing the corporation finance
K4	CO4	To learn and apply the knowledge of financial markets and institutions in making apt investment decision

Existing Syllabus

Unit	Contents	Hrs
I	Introduction to Corporation Finance & Cost of Capital Corporation Finance & Financial Management – Meaning and Definition - Nature and Scope of Financial Management – Functions of Financial Management – <i>Role of a Financial Manager</i> – Goals of Financial Management. Cost of Capital – Significance – Concepts of Cost of Capital: Cost of Debt, Preference, Equity and Retained Earnings – Weighted Average Cost of Capital.	16
II	Capital Budgeting & Capital Structure Capital Budgeting – Need and Importance of Capital Budgeting – Capital Budgeting Techniques: Payback Method, ARR, NPV, IRR and Profitability Index Method. Capital Structure – Concept – Capital Structure Theories: Net Income Theory – Net Operating Income Theory – MM's Proposition on Capital Structure – Determinants of Optimal Capital Structure – Financial and Operating Leverage.	16
III	Working Capital Management and Dividend Decision Management of Working Capital – <i>Determinants of Working Capital</i> – Management of Accounts Receivables, Inventory and Cash – Financing of Working Capital. Dividend Decision - Importance - Dividend Theories: Walter's Model – Gordon's Model and MM Models – Factors Determining Dividend Policy – Types of Dividend Policies – Forms of Dividend.	16
IV	Introduction to Financial Markets Introduction to Financial Markets – Financial System – Components of Indian	15

	Financial System: Money Market and Capital Market. 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.	
V	Financial Institutions RBI – Commercial Banks - GIC – LIC – IDBI – PF – Mutual Fund – Stock Holding Corporation of India, IFCI, SFCI, SEBI – Investor Protection Guidelines.	15
	Total Contact Hrs/Semester	78
Seminar, Assignments, Group Discussion and PowerPoint Presentation		

* Italic denotes self study topics

Book for Study

1. Pandey, I.M. (2017), *Financial Management*, Vikas Publishing House (P) Ltd., New Delhi.
2. Gordon. E. and Natarajan.K. (2017), *Financial Markets and Institutions*, Himalaya Publishing House, New Delhi.

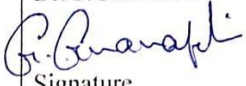
Books for References:

1. Prasanna Chandra (2015), *Financial Management – Theory and Practice*, Tata McGraw Hill Publishing Company Limited, New Delhi.
2. Khan, M.Y. and P.K. Jain (2014), *Financial Management*, Tata McGraw Hill Publishing Company Limited, New Delhi.
3. Srivastava, R.M. and Divya Niggam (2013), “Management of Indian Financial Institution”, Himalaya Publishing House, Mumbai

Mapping

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

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

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: Dr.G.Gnanaselvi  Signature	Name: Dr.P.Bruntha  Signature:	Name: Prof.K.Srinivasan  Signature:	Name: Dr.R.Manicka Chezian  Signature:

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

Dr. R.MANICKA CHEZIAN, M.Sc., M.S., Ph.D.,
Controller of Examinations
NGM College (Autonomous)
POLLACHI - 642 001.

Programme code:	M.Com	Programme Title:	Master of Commerce	
Course Code:	19PCO4E3	Title	Batch:	2019-2021
		Logistics Management	Semester	IV
Hrs/Week:	6		Credits:	5

COURSE OBJECTIVE

To provide the students the key activities performed by the logistics function including inventory control, distribution, transportation and global logistics.

COURSE OUTCOMES (CO)

K1	CO1	To learn out the importance of logistics to business organisations.
K2	CO2	To get an idea about the fundamental supply chain management concepts.
K3	CO3	To understand the role of logistics as it relates to transportation and inventory management.
K4	CO4	To examine the use of information technology in logistics management.

EXISTING SYLLABUS

Unit	Contents	Hrs
I	Introduction to Logistics Management: Definition – Evolution of Logistics - Concept of Logistics – Types – Role of Logistics in Economy – Logistics and Competitive Advantage – Logistics in Organised Retail in India.	16
II	Supply Chain Management: Definition – Objectives – Concept of Supply Chain Management – Supply Chain Effectiveness and Indian Infra structure – Functions and Contribution of SCM – Creating Value – Supply Chain Relationship – Supplier Relationship Management.	16
III	Inventory Management: Inventory Management – Importance – Types of Inventory – Material Handling in Logistics – Material Storage System – Warehousing – Types – Warehousing Management System (WMS).	16
IV	Logistical Package and Transportation: Concept of Logistical Packaging – Types of Packaging Material – Packaging Cost – Transportation – Objectives – Modes – Freight Management – Transportation Network – Containerisation – Logistics Outsourcing.	15

V	Logistics Information System and E-Commerce:	15
	Concept of LIS – Importance – Principles of Designing LIS – E-Commerce – Objectives – Requirements of Logistics in E-Commerce – Reverse Logistics – Global Logistics – Strategic Logistics – Green Logistics.	
Total Contact Hrs/Semester		78

**Italicized texts are for self study*

Seminar, Assignment

BOOK FOR STUDY

Agarwal B.K (2016), Logistics and Supply Chain Management, 3rd Edition, Trinity Press.

BOOKS FOR REFERENCE

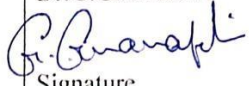
Bowersox Donald J. (2016), Logistics Management – The Integrated Supply Chain Process, 3rd Edition, McGraw Hill, New Delhi.

Raguram G , Rangaraj N (2015), Logistics and Supply Chain Management, Manikam, New Delhi .

MAPPING

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

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

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: Dr.G.Gnanaselvi Signature: 	Name: Dr.P.Bruntha Signature: 	Name: Prof.K.Srinivasan Signature:  K. SRINIVASAN, M.C.A. Co-ordinator Curriculum Development Cell (CDC)	Name: Dr.R.Manicka Chezian Signature: 

Curriculum Development Cell (CDC)
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