

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)-POLLACHI

347	B. Sc. Zoology	Ancillary Zoology Paper-II Economic Zoology	21UBY2A2	2021
348	B. Sc. Zoology	Non Major Elective (NME) : Ornamental Fish Culture	21UZY3N2	2021
349	B. Sc. Zoology	Biochemistry	21UZY510	2021
350	B. Sc. Zoology	Core Major Paper -X Ecology and Evolution	21UZY612	2021
351	B. Sc. Zoology	Core Major Paper-XI Microbiology and Immunology	21UZY613	2021
352	B. Sc. Zoology	Core Elective Paper-III Wild life Conservation	21UZY6E32	2021
353	B. Sc. Zoology	Core elective Paper VI- Dairy farming and management Technology	21UZY6E33	2021
354	B. Sc. Zoology	Core Elective Paper I Haematology and Clinical Pathology	21UZY5E3	2021
355	B. Sc. Zoology	Advanced Learner Course-I Bioinformatics	21UZY5AL1	2021
356	B. Sc. Zoology	Parasitology	21UZY6E6	2021
357	B. Sc. Zoology	Advanced learner course-II Immunotherapeutics	21UZY6AL2	2021
358	M.Sc. Mathematics	Core XVII: Algebraic Topology	21PMS417	2021
359	M.Sc. Mathematics	Major Elective I: Special Functions	21PM1E2	2021
360	M.Sc. Mathematics	Major Elective III: Mathematical Modelling	21PMS3E2	2021
361	M.Sc. Mathematics	Advanced Learner Course: Algebraic Number Theory	21PMS3AL	2021
362	M.Sc. Mathematics	Certificate Course: Data Analytics With Python	21PMS3CC	2021
363	M.Sc. Mathematics	Major Elective V:Fuzzy Logic and Fuzzy Sets	21PMS4E2	2021
364	M.Com	Business Environment	21PCO102	2021
365	M.Com	International Marketing	21PCO3E22	2021
366	M.Com	Direct Taxes	21PCO310	2021
367	M.Com	Financial Modeling	21PCO311	2021
368	M.Com	Industry 4.0	21PCO415	2021
369	M.Com	Advertisement and salesmanship	21PCO4E32	2021
370	Tamil Aided	Tamil Paper I	21UTL101	2021
371	Tamil Aided	Tamil Paper II	21UTL202	2021
372	B.A Tamil	Ikkala illakiyam	21UTM101	2021

Click Here for BOS Highlight

Metric : 1.2.1



New Course Introduced

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

Page No: 15

PG AND RESEARCH DEPARTMENT OF COMMERCE
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
POLLACHI - 642001

28th Board of Studies Meeting in the PG and Research Department of Commerce

Date & Time: 22.05.2021 @10.30 a.m

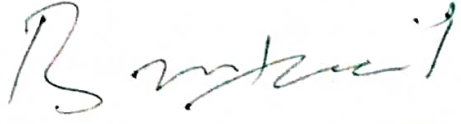
Agenda

BoS / PC NN.1	:	Welcome address and Opening Remarks by Chairman, Board of studies in the PG and Research Department of Commerce.
BoS / PC NN.2	:	Confirmation of the Minutes of the 27 th / Previous meeting of Board of studies in the PG and Research Department of Commerce held on 22.05.2021 and Action taken report of 27 th meeting of Board of studies
BoS / PC NN.3	:	NN.3.1 Syllabus of I M.Com under Regulation 2021-2023
	:	NN.3.2 Syllabus of II M.Com under Regulation 2020-2022
	:	Any other Discussions if any
BoS / PC NN.4	:	Suggestion given by BOS Members
BoS / PC NN.5	:	Any other items

NN – Number of BOS Meeting

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


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


Dr. P. BRUNTHA, M.Com., M.Phil., Ph.D., MBA (HR)
Associate Professor & Head
PG and Research Department of Commerce
NGM College, Pollachi - 642 001.

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
POLLACHI
PG AND RESEARCH DEPARTMENT OF COMMERCE

MINUTES OF BOS MEETING

The 28th Meeting of the Board of studies of the PG and Research Department of Commerce was held on 22.05.2021 at 10.00 a.m. in the PG and Research Department of Commerce, 90 – Palghat Road, Nallamuthu Gounder Mahalingam College, Pollachi – 642 001

1. The following members were present:

1	Dr.P.Bruntha Associate Professor & Head	Chairman
2	Dr.R.Manikandan Assistant Professor	Internal Members
3	Dr.S.Shanmugapriya Assistant Professor	
4	Dr.M.Chithiraiselvan Assistant Professor	
5	Mr.K.Harishankar Assistant Professor	
6	Ms.P.V.Nandhini Assistant Professor	
7	Dr.G.Gnanaselvi Assistant Professor	
8	Ms.T.Manjula Assistant Professor	
9	Ms.P.Karthika Assistant Professor	
10	Ms.S.Mahalakshmi Assistant Professor	
11	Ms.P.Anitha Assistant Professor	
12	Dr. P. Chellasamy Professor, Department of Commerce Bharathiar University, Coimbatore – 641 046.	University Nominee

13	Dr. Allousis Edward Dean Commerce and Management Director IQAC Kristu Jayanthi College, Bangalore.	Academic Experts
14	CA .R. Nataraj Asd, Mahalingapuram, Pollachi - 642002	Industrial Expert
15	Ms. M .Devipriya Assistant Professor and Head Department of Commerce (SF) Sri GVG College for Women, Udumalpet.	Alumnus nominated by Principal / HoD
	-	Special Invitees if any
	-	
16	Mr. A.S. Kannan Mcom II year	Student Members

B. V. S. P.
Dr. P. BRUNDIA, M.Com., M.Phil., Ph.D., MBA (HR)
Associate Professor & Head
PG and Research Department of Commerce
NGM College, Pollachi - 642 001.

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

**BoS/PC28.1 WELCOME ADDRESS AND OPENING REMARKS BY CHAIRMAN,
BOARD OF STUDIES IN THE PG AND RESEARCH DEPARTMENT OF
COMMERCE**

The Chairman, BoS of the PG and Research Department of Commerce welcomed and introduced the members of 28th Board of Studies and thanked each one of them for sparing their valuable time to attend the meeting.

BoS/PC 28.2 To confirm the minutes of previous BOS meeting 27th BOS meeting held on 22.02.2020. The minutes of the previous BOS meeting 27th Board of Studies meeting held on 22.02.2020 were communicated to the members. The comments received have been incorporated and placed for confirmation. The same was approved by the PREVIOUS ACADEMIC MEETING 27th Academic council.

BoS/PC 28.3

BoS/PC 28.3.1

<<I M.Com (I & II SEMESTER)>>

<< 21PCO207 Core VII : Research Methodology

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

Title of the paper Research Methodology is changed as Business Research Methods

The following papers from M.Com were accepted by the experts fully without further suggestions:

21PCO101 Core I: Advanced Corporate Accounting

21PCO103 Core III: Marketing Research

21PCO104 Core IV: Internet, HTML and Cyber Security

21PCO105 Core V: Programming Laboratory-HTML

21PCO206 Core VI : Operations Research

21PCO2E11 Core Elective I : Strategic Management

21PCO2N1/21PCO2N2 NME : Investment Management/ Principles of Accounting

The following courses were revised with major / minor modifications

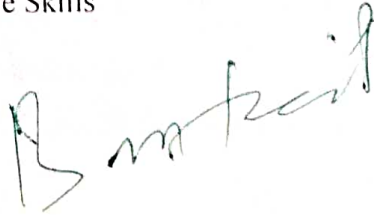
- 21PCO102 Core II: Business Environment

New Course Added:

The following papers from M.Com were accepted by the experts fully without further suggestions

- 21PCO2E12 Core Elective I : Consumer Affairs
- 21VAD101 Value Added course Communicative Skills


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


Dr. P. BRUNTHA, M.Com., M.Phil., Ph.D., MBA (HR)
Associate Professor & Head
PG and Research Department of Com.
NGM College, Pollachi - 642 001

BoS/PC 28.3.2

<<II M.Com (III & IV SEMESTER)>>

- 21PCO309 Core IX: Advanced Cost Accounting
- 21PCO310 Core X : Labour Legislation
- 21PCO311 Core XI: Corporation Finance and Institutions
- 21PCO3P1 Core XIII: Mini Project
- 21PCO4P2 Core XVII: Major Project
- 21PCO4E31 Major Elective III: Organizational Behaviour

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

Change the title of the following papers

Advanced cost Accounting as Applied Cost Accounting

Mini Project as In Service Training

Major Project as Project Work and Viva-Voce

Remove the following papers and Introduce New Papers

Corporation Finance and Institutions, Labour Legislation and Organisational Behaviour

The following papers from M.Com were accepted by the experts fully without further suggestions:

21PCO3E21 Core Elective II: Human Resource Development

21PCO3E22 Core Elective II: International Marketing

21PCO312 Core XII: Business Case Analysis

21PCO413 Core XIV: Accounting For Managerial Decision-Making

21PCO414 Core XV: Security Analysis and Portfolio Management

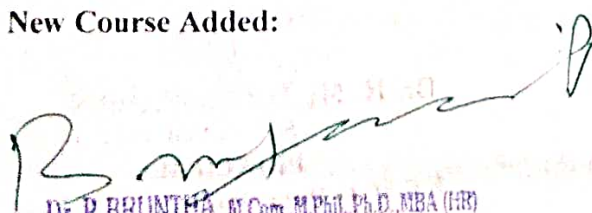
21PCO415 Core XVI: Logistics Management

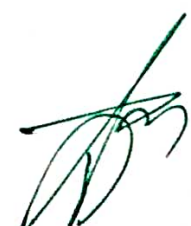
21PCO4E32 Major Elective III: Advertisement and Salesmanship

The following courses were revised with major / minor modifications.

NIL

New Course Added:


Dr. P. BRUNTHA, M.Com., M.Phil., Ph.D., MBA (HR)
Associate Professor & Head
PG and Research Department of Commerce
N.G.M. College, Pollachi - 642 001.


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

The following papers from M.Com were accepted by the experts fully without further suggestions

- 21PCO3E22 Core Elective II: International Marketing
- 21PCO310 Core X : Direct Taxes
- 21PCO311 Core XI: Financial Modeling
- 21PCO415 Core XVI: Industry 4.0
- 21PCO4E32 Core Elective III: Advertisement and salesmanship

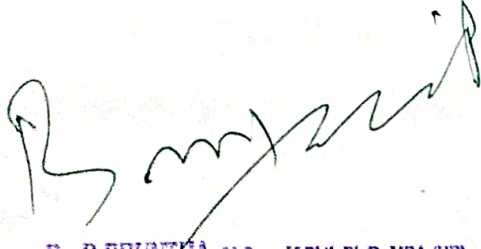
BoS/PC 28.4 SUGGESTIONS GIVEN BY THE BoS MEMBERS

- 28.4.1: To Introduce Financial Modelling, Direct Taxes and Industry 4.0 as new paper
- 28.4.2: Add Government services in Programme Educational Objectives 3 and PO should be based on action verbs.
- 28.4.3: Research Methodology title can be changed as Business Research Methods.
- 28.4.4: Mini Project title can be changed as In Service Training
- 28.4.5: Introduce Value Added Course and Online Course (SWAYAM/NPTEL/MOOC)

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

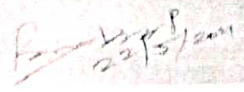
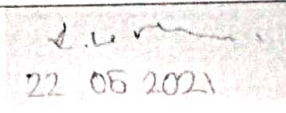
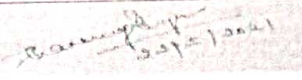
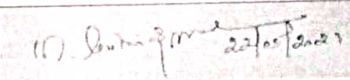
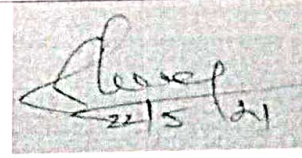
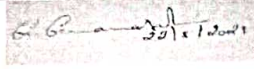
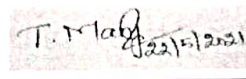
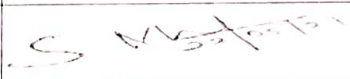
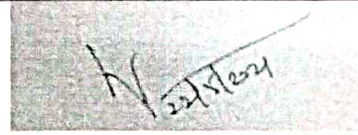
Based on the suggestions given by the members, BOS resolved to recommend the following to the Academic Council for further approval.

- a) The syllabus of First Year M.Com under Regulation 2021-2023
- b) The syllabus of Second Year M.Com under Regulation 2020-2022
- c) Any other discussion


Dr. P. BRUNTHA, M.Com., M.Phil., Ph.D., MBA (HR)
Associate Professor & Head
PG and Research Department of Commerce
NGM College, Pollachi - 642 001.


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

Members Present:

Chairman	
Dr.P.Bruntha Associate Professor & Head	
Internal Members	
Dr.R.Manikandan Assistant Professor	
Dr.S.Shanmugapriya Assistant Professor	
Dr.M.Chithiraiselvan Assistant Professor	
Mr.K.Harishankar Assistant Professor	
Ms.P.V.Nandhini Assistant Professor	
Dr.G.Gnanaselvi Assistant Professor	
Ms.T.Manjula Assistant Professor	
Ms.P.Karthika Assistant Professor	
Ms.S.Mahalakshmi Assistant Professor	
Ms.P.Anitha Assistant Professor	
University Nominee	
Dr. P. Chellasamy Professor, Department of Commerce Bharathiar University, Coimbatore – 641 046.	
Academic Experts	
Dr. Allousis Edward Dean Commerce and Management Director IQAC Kristu Jayanthi College, Bangalore.	

Industrial Experts	
CA .R. Nataraj Asd, Mahalingapuram, Pollachi - 642002	
Alumnus nominated by Principal / HoD	
Ms. M .Devipriya Assistant Professor and Head Department of Commerce (SF) Sri GVG College for Women, Udumalpet.	
Special Invitees if any	
-	
Student Members	
Mr. A.S. Kannan Mcom II year	Kannan 22/05/21

ANNEXURE I

Minutes of the 28th /Previous Meeting – Action Taken Report

S.No	Suggestion given by expert members	Action taken
1.	Change title: Investment Management as Security Analysis and Portfolio Management	Implemented
2	Mark Allocation Internal 30 External 70	Implemented



HoD

Dr. P. BRUNTHA, M.Com., M.Phil., Ph.D., MDA (HR)
Associate Professor & Head
PG and Research Department of Commerce
NGM College, Pollachi - 642 001.



Dr. R. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL

N.G.M. College, Pollachi - 642 001,
Coimbatore District

**List of Courses having focus on local, national, regional and global developmental needs
offered by the PG and Research Department of Commerce**

PG AND RESEARCH DEPARTMENT OF COMMERCE						
Programme: M.Com						Year:2021
Course Code	Course Title	Need				Rationale
		Local	National	Regional	Global	
21PCO101	Core I : Advanced Corporate Accounting	✓	✓	✓		Analyses and Interprets the financial results of business
21PCO102	Core II: Business Environment	✓	✓	✓	✓	Threats and opportunities of business
21PCO103	Core III: Marketing Research	✓	✓	✓		Identify competitors
21PCO104	Core IV: Internet, HTML and Cyber Security	✓	✓	✓		Concept of web security
21PCO105	Core V: Programming Laboratory-HTML	✓	✓	✓		Practical knowledge
21PCO206	Core VI : Operations Research	✓	✓	✓		Achieve the performance under given circumstance
21PCO2E11	Core Elective I : Strategic Management	✓	✓	✓	✓	Decision making and planning which leads to development of effective strategy
21PCO2E12	Core Elective I : Consumer Affairs	✓	✓	✓	✓	Consumer preference and decision process
21PCO207	Core VII : Business Research Methods	✓	✓	✓	✓	Identifying and Problem solving
21PCO208	Core VIII : Managerial Economics	✓	✓	✓	✓	Application of economic methods
21PCO2N1	NME : Investment Management	✓	✓	✓		Financial decision
21PCO2N2	NME: Principles of Accounting	✓	✓	✓		Analysis and reporting of financial transactions
21PCO309	Core IX: Applied Cost Accounting	✓	✓	✓		Focus on reducing cost and increasing profit
21PCO310	Core X : Direct Taxes	✓	✓	✓	✓	Knowledge about direct tax laws
21PCO311	Core XI: Financial	✓	✓	✓	✓	Estimate the valuation

21PCO3E21	Modelling Core Elective II: Human Resource Development	✓	✓	✓	✓	of business Effective management of people
21PCO3E22	Core Elective II: International Marketing	✓	✓	✓	✓	Marketing activities in more than one nation
21PCO3I2	Core XII: Business Case Analysis	✓	✓	✓		Captures the reason for initiating a project
21PCO3P1	Core XIII: In Service Training	✓	✓	✓		Practical Knowledge
21PCO4I3	Core XIV: Accounting For Managerial Decision-Making	✓	✓	✓		Internal analyse to guide business strategy
21PCO4I4	Core XV: Security Analysis and Portfolio Management	✓	✓	✓	✓	Financial evaluation
21PCO4I5	Core XVI: Industry 4.0	✓	✓	✓	✓	Detect new business opportunities and models
21PCO4E31	Major Elective III: Logistics Management	✓	✓	✓	✓	Efficient and effective way to move resources
21PCO4E32	Major Elective III: Advertisement and Salesmanship	✓	✓	✓	✓	Encourage consumer to buy or act on cognitive basis
21PCO4P2	Core XVII: Project Work and Viva-Voce	✓	✓	✓		Problem identification and analysis



HoD

Dr. P. BRUNTHA, M.Com., M.Phil., Ph.D., MBA (HR)
Associate Professor & Head
PG and Research Department of Commerce
NGM College, Pollachi - 642 001.



PRINCIPAL

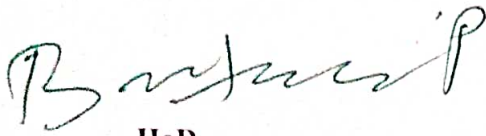
Dr. R. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 001
Coimbatore District

**List of Courses having focus on employability/ entrepreneurship/ skill development offered
by the PG and Research Department of Commerce**

PG and Research Department of Commerce						
Programme: M.Com					Year:2021-2023	
Course Code	Course Title	Employability (EM) / Entrepreneurship (EN) / Skill Development (SD)			Focus	Year of Introduction
		EM	EN	SD		
21PCO101	Core I : Advanced Corporate Accounting	✓			Company's Financial Results	2021
21PCO102	Core II: Business Environment	✓	✓		Identifying Business Opportunities	2021
21PCO103	Core III: Marketing Research	✓		✓	Market research methods	2021
21PCO104	Core IV: Internet, HTML and Cyber Security	✓		✓	Keeping software and device free of threats	2021
21PCO105	Core V: Programming Laboratory-HTML	✓		✓	How to use HTML	2021
21PCO206	Core VI : Operations Research	✓		✓	Practical Applications	2021
21PCO2E11	Core Elective I : Strategic Management	✓	✓		Evaluating strategies	2021
21PCO2E12	Core Elective I : Consumer Affairs	✓	✓		Protection of consumers	2021
21PCO207	Core VII : Business Research Methods	✓		✓	Research Technique	2021
21PCO208	Core VIII : Managerial Economics	✓	✓		Improvement of managerial	2021

					decisions	
21PCO2N1	NME : Investment Management	✓	✓		Handling of Assets and Investment	
21PCO2N2	NME : Principles of Accounting	✓	✓		Accounting Principles and practices	2021
21PCO309	Core IX: Applied Cost Accounting	✓		✓	Reducing cost and increasing profit	2021
21PCO310	Core X : Direct Taxes	✓		✓	Application of taxes	2021
21PCO311	Core XI: Financial Modelling	✓	✓	✓	Understand and create financial model	2021
21PCO3E21	Core Elective II: Human Resource Development	✓	✓	✓	Motivating and Developing employees	2021
21PCO3E22	Core Elective II: International Marketing	✓	✓	✓	Global market opportunities and threats	
21PCO312	Core XII: Business Case Analysis	✓		✓	Investigate a business problem and to examine alternative solution	2021
21PCO3P1	Core XIII: In Service Training	✓		✓	Practical exposure	2021
21PCO413	Core XIV: Accounting For Managerial Decision-Making	✓		✓	Key Business decision	2021
21PCO414	Core XV: Security Analysis and Portfolio Management	✓	✓	✓	Portfolio diversification	2021
21PCO415	Core XVI: Industry 4.0	✓	✓	✓	Using smart technology	2021

21PCO4E31	Major Elective III: Logistics Management	✓	✓	✓	Efficient and effective management of daily activities	2021
21PCO4E32	Major Elective III: Advertisement and Salesmanship	✓	✓	✓	Promotion of products	2021
21PCO4P2	Core XVII: Project Work and Viva-Voce	✓		✓	Research Knowledge	2021



HoD

Dr. P. BRUNTHA, M.Com., M.Phil., Ph.D., MBA (HR)
Associate Professor & Head
PG and Research Department of Commerce
N.G.M. College, Pollachi - 642 001



PRINCIPAL

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

Percentage of Revision of M.Com Syllabus under Regulation 2021-2023

PG and Research department of Commerce

S.No	Course Code	Course Title	Change Details	% of Changes	Content Deleted	Content Updated	Reason for Change
1.	21PCO102	Business Environment	In Existing Syllabus	20%	Sick Industrial Companies Act (SICA) 1985 & Board for Industrial and Financial Reconstruction (BIFR)	Meaning- Objectives- Evolution- Need- Characteristics -Role & Significance of MSME in Economic Development- Organisational Structures- Problems Faced by MSME	Course Teacher Opinion
2	21PCO207	Business Research Methods	Title alone changed		-	-	University Nominee
3	21PCO309	Applied Cost Accounting	Title alone changed				Academic Auditor
4	21PCO3E22	International Marketing	New Syllabus	100%	-	-	Academic Experts
5	21PCO310	Direct Taxes	New Syllabus	100%	-	-	Academic Experts

6	21PCO311	Financial Modeling	New Syllabus	100%	-	-	University Nominee
7	21PCO3P1	In Service Training	Title alone changed				Alumni
8	21PCO415	Industry 4.0	New Syllabus	100%	-	-	University Nominee
9	21PCO4E32	Advertisement and salesmanship	New Syllabus	100%	-	-	Alumni
10	21PCO4P2	Project Work and Viva-Voce	Title alone changed				Course Teacher



HoD

Dr. P. BRUNTHA, M.Com., M.Phil., Ph.D., MBA (GRI)
Associate Professor & Head
PG and Research Department of Commerce
N.G.M. College, Pollachi - 642 001.



PRINCIPAL

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

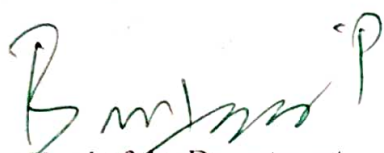
N.G.M COLLEGE - CURRICULUM DEVELOPMENT CELL
M.Com SCHEME OF EXAMINATION FOR (2021-2022 BATCH)
CHOICE BASED CREDIT SYSTEM & OBES

Subject Code	Subjects	Hours per Week	Examinations				Credits
			Dur. Hrs	CIA	ESE	Total	
SEMESTER I							
21PCO101	Core I : Advanced Corporate Accounting	6	3	50	50	100	4
21PCO102	Core II: Business Environment	6	3	50	50	100	4
21PCO103	Core III: Marketing Research	6	3	50	50	100	4
21PCO104	Core IV: Internet, HTML and Cyber Security	4	3	50	50	100	4
21PCO105	Core V: Programming Laboratory-HTML	2	3	50	50	100	4
Total		24	-	250	250	500	20
SEMESTER II							
21PCO206	Core VI : Operations Research	6	3	50	50	100	5
21PCO2E1/ 21PCO2E2	Core Elective I : Strategic Management/ Core Elective I : Consumer Affairs	6	3	50	50	100	5
21PCO207	Core VII : Business Research Methods	6	3	50	50	100	4
21PCO208	Core VIII : Managerial Economics	6	3	50	50	100	4
21PCO2N1/ 21PCO2N2	NME : Investment Management/ Principles of Accounting	1	3	50	50	100	2
Total		25	-	250	250	500	20
SEMESTER III							
21PCO309	Core IX: Applied Cost Accounting	6	3	50	50	100	4
21PCO310	Core X : Direct Taxes	6	3	50	50	100	4
21PCO311	Core XI: Financial Modelling	6	3	50	50	100	4
21PCO3E1/ 21PCO3E2	Core Elective II: Human Resource Development/ Core Elective II: International Marketing	6	3	50	50	100	5

21PCO312	Core XII: Business Case Analysis	6	3	50	50	100	4
21PCO3P1	Core XIII: In Service Training	-	-	50	50	100	3
Total		30	-	300	300	600	24

SEMESTER IV

21PCO413	Core XIV: Accounting For Managerial Decision-Making	6	3	50	50	100	5
21PCO414	Core XV: Security Analysis and Portfolio Management	6	3	50	50	100	4
21PCO415	Core XVI: Retail Management	6	3	50	50	100	4
21PCO4E1/	Core Elective III: Logistics Management/	6	3	50	50	100	5
21PCO4E2	Core Elective III: Advertisement and Salesmanship						
21PCO4P2	Core XVII: Project Work and Viva-Voce	6	-	100	100	200	8
Total		30	-	300	300	600	26
Grand Total		109	-	1100	1100	2200	90


Head of the Department

Dr. P. BRUNTHA, M.Com., M.Phil., Ph.D., MBA (HR)
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:	21PCO102			Title	Batch:	2021-2023
				Business Environment	Semester:	I
Lecture Hrs./Week	6	Tutorial Hrs./ Sem.	-		Credits:	4

Course Objective

To promote basic understanding on the concept of business environment and that enable them to realize the impact of environment on business

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind the knowledge on the environment in which businesses operate.	*K1
CO2	To understand the internal and external environment pertaining to business.	*K2
CO3	To apply an ethical understanding and perspective of handling business situations.	*K3
CO4	To analyse how political, legal and social factors have their impact on business.	*K4
CO5	To evaluate the industry policy and regulations	*K5

Mapping

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

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

Units	Content	Hrs
Unit I	Introduction to Business Environment: Business Environment –Meaning- Definition-Types-Social – Economic – Political – Legal Environments – State Intervention in Business – Objectives – Competition Act 2002.	19
Unit II	LPG Globalization – Privatization–Liberalization-Meaning- Definition-Process - Pros and Cons of LPG – Forms – Arguments for and against LPG	19
Unit III	Business Ethics: Business Ethics - Importance – objectives– Social Responsibilities – Argument for and against.	18
Unit IV	FDI& MNC: FDI - Needs – Types – Indian Government Policy – Trends and Progress – Dangers– Definition – Motives – Merits – Demerits – <i>MNC's of & in India-FEMA</i> - World Bank and International Monetary Fund – Functions.	17
Unit V	MSME Meaning-Objectives-Evolution-Need-Characteristics-Role &Significance of MSME in Economic Development- Organisational Structures-Problems Faced by MSME	17
	Total Contact Hrs	90

**Italicized texts are for self study*

Pedagogy

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

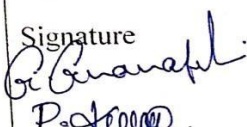
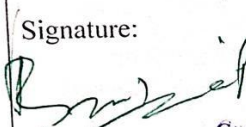
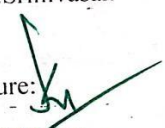
Test, Seminar, Quiz, Assignments, Group Task.(GD/ Roll Play /APS)

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Francis Cherunilum	Global Economy and Business Environment	Himalaya publishing House, 3 rd Latest Edition	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ruddar Dutt & K.P.M. Sundaram	Indian Economy	New Delhi, S. Chand Co. Ltd., 73 th Revised Edition	2020
2	Ashwathappa K.	Essentials of Business Environment	Himalaya publishing House, 15 th Revised Edition Mumbai,	2020
3	Justin Paul	Business Environment	New Delhi, The McGraw Hill, 4 th Revised Edition,	2018

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 Ms.P.Karthika Signature  P. Karthika	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)
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:	21PCO3E2			Title	Batch:	2021-2023
				International Marketing	Semester:	III
Lecture Hrs./Week	6	Tutorial Hrs./ Sem.	-		Credits:	5

Course Objective

To make the student understand the concept of International Marketing

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the marketing concepts and consumer behaviour in global market.	*K1
CO2	To understand how to make marketing decisions in international market	*K2
CO3	To apply the new product development and pricing in global market.	*K3
CO4	To recognize the promotional strategies and channels of distribution in international market.	*K4
CO5	To evaluate new market entry and expansion strategy through global marketing research.	*K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	International Marketing: Principles of International Marketing - International Marketing Approaches: Ethno - Poly- Regio – and Geo-centric approaches - Benefits of global marketing - Global marketing environment, Political Environment, legal and Regulatory Environment, Socio-cultural Environment, Economic Environment, Technological Environment - Challenges in Global Marketing.	19
Unit II	International Marketing Mix Decisions: International Marketing Mix - Meaning – Concept - Product Mix: concept and features – Product strategies - New Product Planning and Development Process - Product Life Cycle concept in Global Marketing context - Product Standardization Vs. Product adaptation - National Vs. International Product - Brand Decisions - Role of Packaging in marketing	19
Unit III	Product Planning and Pricing Policy: International product planning - International market segmentation, targeting and positioning - International product marketing - Marketing of services - Price and non-price factors - Methods of pricing - International pricing strategies - Dumping and anti-dumping measures in international marketing - Payment procedures and methods in global trades	18
Unit IV	International Advertising: Concept and Types - Impact of Webcast and Net-based Advertisements - Creativity in global Advertisements - Advertisement Ethics - International Publicity - International logistics planning – International Logistics for Movement - International Marketing Information System and Research - International Packaging.	17
Unit V	Global Marketing Research and Market Entry Strategies: Concept of marketing research - Need for marketing research - Approach to marketing research- Global marketing research process - Market surveys - Marketing information system- global market selection - Different market entry modes and market entry strategies.	17
	Total Contact Hrs	90

* Italics denotes self study topic

Pedagogy

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments,

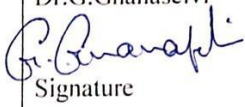
Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
------	--------	-------------------	----------------------	---------------------

1	Baack,D.W Czarnecka B	International marketing	SAGE Publications	2018
---	--------------------------	-------------------------	-------------------	------

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Schlegelmilch, B. B.	Global marketing strategy: an executive digest (management for professionals)	Springer	2016
2	Solberg, C. A.	International Marketing: Strategy Development and Implementation	Routledge	2017
3	. Keegan,W. J.	Global Marketing Management	Pearson Education India	2013

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)
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:	21PCO310			Title	Batch:	2021-2023
				Direct Taxes	Semester:	III
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	4

Course Objective

To make the students understand and gain adequate knowledge in Direct Taxes

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the fundamental of tax administration and practices	*K1
CO2	To prepare statement of income from salaries and house property	*K2
CO3	To apply skills for preparing profits and gains of business or profession	*K3
CO4	To evaluate and calculate income from various sources	*K4
CO5	To apply the procedure for assessment and e-filing	*K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Introduction Income Tax Act – Definition – Agricultural Income - Person – Assessee – Income – <i>Types of Income</i> – Assessment Year – Previous Year – Exception to General Rule – Residential Status – Scope of Total Income.	16

Unit II	Computation of Income from Salaries Computation of Income from Salary – Allowances – Perquisites - Profit in Lieu of Salary – Gratuity – Pension - Leave encashment - Retrenchment compensation - Deductions out of Gross Salary. Computation of Income from House Property Annual Value Computation - Let out House and Self-Occupied House- Income from Capital Gains- Short-term and long-term Capital Gains – <i>Exempted Capital Gains</i> .	20
Unit III	Computation of Profits and Gains of Business or Profession <i>Business Vs Profession</i> - Computation of Profits and Gains of Business and Computation of Professional Income – Doctors, Chartered Accountant and Lawyer. Computation of Capital gain.	18
Unit IV	Computation of Income from Other Sources General Income-Specific Income – Set Off, Carry Forward and Set off of Losses. <i>Exempted Incomes</i> - Deductions from Gross Total Income - 80C to 80GG, 80QQB and 80U (Theory only). Calculation of Tax Liability of Individual	20
Unit V	Income Tax Authorities Income Tax Authorities – Procedure for Assessment – Collection of Tax – Procedure of e-filing.	18
Note	80% Theory 20% problem	
	Total Contact Hrs	90

*Italic Denotes Self Study

Pedagogy

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task.(GD/ Roll Play /APS)

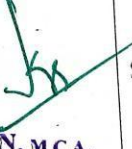
Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Mehrotra, H.C.	Income-tax Law and Account	Sahithya Bhavan Publisher, New Delhi	2021

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gaur and Narang	Income Tax Law and Practice	Kalyani publishers, New Delhi	2021

2	Bhagawathi Prasad	Law & Practice of Income Tax in India	Navman Prakashan Aligarh, New Delhi	2021
---	-------------------	---------------------------------------	-------------------------------------	------

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.R.Manikandan Dr.M.Chithirai Selvan Signature:  	Name: Dr.P.Bruntha Signature: 	Name: Prof.K.Srinivasan Signature:  K. SRINIVASAN, M.C.A., Co-ordinator	Name: Dr.R.Manicka Chezian Signature:  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:	21PCO311			Title	Batch:	2021-2023
					Semester:	III
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-	Financial Modelling	Credits:	4

Course Objective

To disseminate the knowledge and application of financial functions of modern business

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the basics of excel functions for financial modelling	*K1
CO2	To develop the skill of analyzing financial statement	*K2
CO3	To apply the knowledge in preparing financial report analysis of an industry	*K3
CO4	To analyse the project financing and its evaluation	*K4
CO5	To evaluate the casting of equity research	*K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Basic Excel for Financial Modeling Formatting of Excel Sheets - Use of Excel Formula Function - Advanced Modeling Techniques - <i>Data Filter and Sort</i> - Charts and Graphs - Table formula and Scenario building - Lookups: Vlookup Match and Offset - Pivot tables.	16
Unit II	Financial Statement Analysis Introduction to Financial Statement Analysis - Financial Reporting Mechanics - Understanding Income Statement - Balance Sheet. Cash Flow Statement - Financial Analysis Techniques - Inventories, Long Lived Assets – Non-Current Liabilities - Financial Statement Application.	16
Unit III	Financial Ratios Ratio analysis of industries - Du point Analysis - Peer to peer analysis Preparation of Financial Analysis report of industry. Financial Management and Corporate Finance: Time value of money Long term financing - <i>Cost of capital</i> - Measure of Leverage.	18
Unit IV	Project Finance Project evaluation - <i>Stage of project</i> - Construction and development phase - Funding during investment phase - Costs during investment phase - Life of project - Decision making - Cash flow waterfall and resolve circular reference problem in interest during construction.	20
Unit V	Equity Research Modeling Prepare an Income Statement - Balance sheet - Cash Flow Statement Geographic Revenue Sheet - Segment Revenue Sheet - Cost Statement - Debt Sheet - Analyze Revenue Drivers. Forecast Geographic and Segment Revenues - Cost Statement – Debt Income Statement - Balance Sheet and Cash Flow Statement. Performa Adjustments - Income Statement - Compute Margins - Balance Sheet - Compute Ratios Cash Flow Statement Projection – Valuation - Discounted Cash Flow Method (DCF) - Valuation – Relative Valuation Valuation – Assumptions for Valuation Model - Prepare Valuation Model - Prepare Presentation Sheet - Prepare Company Overview - Sector Overview	20
	Total Contact Hrs/Semester	90

**Italicized* texts are for self study

Pedagogy

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task.(GD/ Roll Play /APS)

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
------	--------	-------------------	----------------------	---------------------

1	Michael Rees	Principles of Financial Modelling	Wiley Finance Series	2018
---	--------------	-----------------------------------	----------------------	------

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Danielle Stein Fairhurst	Financial Modeling in Excel	Dummies, USA	2017
2	Michael Rees	Financial Modelling in Practice – A Concise Guide for Intermediate and Advanced Level	Wiley Finance Series	2018
3	Srivastava, R.M. and Divya Niggam	Management of Indian Financial Institution	Himalaya Publishing House, Mumbai	2013

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

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:	21PCO415			Title	Batch:	2021-2023
				Retail Management	Semester:	IV
Lecture Hrs./Week	6	Tutorial Hrs./Sem	-		Credits:	4

Course Objective

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

Course Outcomes (CO)

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

CO Number	CO Statement	KnowledgeLevel
CO1	Recollect the concepts of effective retailing.	*K1
CO2	Understand the strategic decisions involved in location, evaluation and selection.	*K2
CO3	Recognize the tactics of pricing, store management and visual merchandising for extracting profit from retail offering.	*K3
CO4	Examine the possible opportunities that can arise from strategic planning.	*K4
CO5	Appraise the numerous career positions available in the retail field.	*K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	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.	16
Unit II	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.	18
Unit III	Managing Retail Store Store Management – Role of Store Managers – Store Layout – Store Interiors – Merchandise Management–Objectives –Organizational Structure of Merchandise Management – Merchandise Pricing – Pricing Strategies – Visual Merchandising – Store Security – Customer Service – Types – Customer Service Strategies.	20
Unit IV	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.	20
Unit V	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	16
	Total Contact Hrs/Semester	90

**Italicized* texts are for self study

Pedagogy

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task.(GD)

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
------	--------	-------------------	----------------------	---------------------

1	J K Nayak, Prakash C.Dash	Retail Management	Ceneage	2017
---	------------------------------	-------------------	---------	------

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Suja R. Nair	Retail Management	Himalayas Publishing House, Mumbai	2016
2	Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava	Retail Management	Oxford University	2018
3	Dr. Harjit Singh	Retail Management A Global Perspective	S. Chand Publishing house, 3 rd Edition	2017

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 Ms.P.Anitha	Name: Dr.P.Bruntha	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature 	Signature: 	Signature:  K. SRINIVASAN, M.C.A., Coordinator	Signature: 

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:	21PCO4E2			Title	Batch:	2021-2023
				Advertisement and Salesmanship	Semester:	I
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To make the students understand ideas on feasible advertising and media mix.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To make students memorize the basic nature and purpose of advertising	*K1
CO2	To identify and predict the proper advertising media and budgeting	*K2
CO3	To recognize the role of salesmanship and the importance	*K3
CO4	To deduct the difficulties faced by salesmanship and structure the solution to solve it	*K4
CO5	To assess the difference between salesmanship and selling and the rewards for salesman	*K5

Mapping

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

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Introduction to Advertising and Copyright Advertising-Definition-Objectives-Features-Essentials-Advantages-Disadvantages-Types of advertising-Evaluation of effectiveness of advertisement-ethics in advertisement-Copyright of advertisement-use of symbols, slogans , caption and catch phrase for advertisement	19

Unit II	Advertising Agency and Clients Agency-need for agency-types and functions of ad agencies-benefits and cost to advertisers-relation with clients-departments, creation of advertising materials media and checking	19
Unit III	Salesmanship Salesmanship-definition-Nature-Importance-different types of salesman-steps in selling-methods of sales-selling through own organization or agents-	18
Unit IV	Salesperson Salesperson-Define-Types of salesperson-importance of sales force-functions of sales manager-recruitment and selection-training and development-motivation-compensation-appraisal of performance	17
Unit V	Planning in Sales Organizing and control of sales department-Market Analysis- Sales Forecasting-Sales territory and Quota- Sales and cost Analysis	17
	Total Contact Hrs	90

* Italics denotes self study topic

Pedagogy

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task.(GD/ Roll Play /APS)

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	S.A. Chunawalla	Advertising Sales and Promotion Management	Himalaya Publishing House Pvt Ltd., SixthEdition	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION

1	Ritu Narang	Advertising, Selling & Promotion	Pearson, First Edition	2020
2	Dr.B.S.Rathor	Advertising Management	Himalaya Publishing House Pvt Ltd., Second Edition	2016
3	Prof.M.N.Mishra and Dr.P.N.Harikumar	Advertising and Sales Promotion	Himalaya Publishing House Pvt Ltd., First Edition	2015
4	S.H.H.Kazmi and Satish Batra	Advertising and Sales Promotion	Excel Books	2008

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: Ms.P.V.Nandhini	Name: Dr.P.Bruntha	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature 	Signature: 	Signature:  K. SRINIVASAN, M.C.A., Co-ordinator	Signature: 

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.