

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)-POLLACHI

578	B.Sc. Botany	Major Practical - IV (For VI Sem Theory Papers)	22UBY615	2022
579	B.Sc. Botany	Project & Viva-voce	22UBY616	2022
580	B. Sc. Zoology	Non Major Elective I Practical Skill in Human Health	22UZY3N2	2022
581	B. Sc. Zoology	Skill based Elective -II Biofarming	22UZY6S3	2022
582	B. Sc. Zoology	Advanced Learner Course-II Zoology for competitive Exams	22UZY6AL	2022
583	B. Sc. Zoology	Project	22UZY616	2022
584	M.Sc. Mathematics	Core VI: Mathematical Statistics	22PMS206	2022
585	M.Com	Business Environment	22PCO102	2022
586	M.Com	Investment Management	22PCO2N1	2022
587	M.Com	Fundamentals of Marketing	22PCO2N2	2022
588	Tamil Aided	Tamil Paper I	22UTL101	2022
589	Tamil Aided	Tamil Paper II	22UTL202	2022
590	Tamil Aided	Tamil Paper III	22UTL303	2022
591	Tamil Aided	Tamil Paper IV	22UTL404	2022
592	B.A Tamil	IKKALA ILAKKIYAM	22UTM101	2022
593	B.A Tamil	ARA ILAKKIYAM	22UTM102	2022
594	B.A Tamil	Allied - I TAMILAGA VARALARUM PANBADUM	22UTM1A1	2022
595	B.A Tamil	SITRILAKKIYAM	22UTM204	2022
596	B.A Tamil	TAMIL ILAKKIYA VARALARU	22UTM2A2	2022
597	B.A Tamil	NANNOOL SOLLATHIGARAM	21UTM305	2022
598	B.A Tamil	BAKTHI ILAKKIYAM	21UTM306	2022
599	B.A Tamil	KAAPPIYANGAL	20UTM509	2022
600	B.A Tamil	SANGA ILAKKIYAM ETTUTHOGAI	20UTM613	2022
601	B.A Tamil	SANGA ILAKKIYAM PATHUPAATTU	20UTM614	2022
602	B.Sc Computer Science	Computing Fundamentals and C Programming	22UCS101	2022
603	B.Sc Computer Science	Allied-1: Mathematics(Statistical Methodes and Linear Algebra)	22UCS1A1	2022

Click Here for Bos
Highlighted

Metric : 1.2.1



New Course Introduced

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

29th Board of Studies Meeting in the PG and Research Department of Commerce

Date & Time: 04.06.2022 @10.00 a.m

Agenda

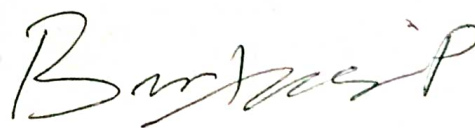
BoS / PC NN.1	:	Welcome address and Opening Remarks by Chairman, Board of studies in the PG and Research Department of Commerce.
BoS / PC NN.2	:	Confirmation of the Minutes of the 28 th / Previous meeting of Board of studies in the PG and Research Department of Commerce held on 22.05.2021 and Action taken report of 28 th meeting of Board of studies
BoS / PC NN.3	:	NN.3.1 Syllabus of I M.Com under Regulation 2022-2024
	:	NN.3.2 Syllabus of II M.Com under Regulation 2021-2023
	:	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)



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NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
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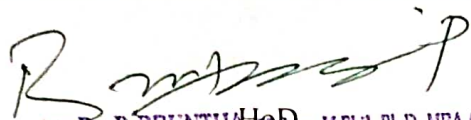
MINUTES OF BOS MEETING

The 29th Meeting of the Board of studies of the PG and Research Department of Commerce was held on 04.06.2022 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	Dr.P.V.Nandhini Assistant Professor	
6	Dr.G.Gnanaselvi Assistant Professor	
7	Ms.P.Karthika Assistant Professor	
8	Ms.S.Mahalakshmi Assistant Professor	
9	Ms.P.Anitha Assistant Professor	
10	Ms.S.Subaithani	University Nominee
11	Mr.P.Abibu Rahuman	
12	Dr. P. Chellasamy Professor. Department of Commerce Bharathiar University, Coimbatore – 641 046.	Academic Experts
13	Dr.K.Kumar Associate Professor & Head Department of Commerce,	

	National College, Trichy.	
14	Dr. R. Velmurugan Associate Professor of Commerce Karpagam Academy for Higher Education Coimbatore.	Academic Experts
15	Sri Balaji M.D Sarathy Agencies Kovai Road, Pollachi	Industrial Expert
	-	Special Invitees if any
16	Mr. A.S. Kannan	Student Members



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NCC College, Pollachi

BoS/PC29.1 **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 29th Board of Studies and thanked each one of them for sparing their valuable time to attend the meeting.

BoS/PC 29.2 To confirm the minutes of previous BOS meeting 28th BOS meeting held on 22.02.2020. The minutes of the previous BOS meeting 28th 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 28th Academic council.

BoS/PC 29.3

BoS/PC 29.3.1

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

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

22PCO101 Core I : Advanced Corporate Accounting

22PCO103 Core III: Marketing Research

22PCO104 Core IV: Internet, HTML and Cyber Security

22PCO105 Core V: Programming Laboratory-HTML

22PCO206 Core VI : Operations Research

22PCO2E1/22PCO2E2 Core Elective I : Strategic Management/

Core Elective I : Consumer Affairs

22PCO207 Core VII : Business Research Methods

22PCO208 Core VIII : Managerial Economics

The following courses were revised with major / minor modifications

- 22PCO102 Core II: Business Environment
- 22PCO2N1 NME : Investment Management

New Course Added:

22PCO2N2 NME : - Fundamentals of Marketing



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BoS/PC 29.3.2

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

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

22PCO309 Core IX: Applied Cost Accounting

22PCO310 Core X : Direct Taxes

22PCO311 Core XI: Financial Modelling

22PCO3E1/22PCO3E2 Core Elective II: Human Resource Development/

Core Elective II: International Marketing

22PCO312 Core XII: Business Case Analysis

22PCO3P1 Core XIII: In Service Training

22PCO414 Core XV: Security Analysis and Portfolio Management

22PCO415 Core XVI: Retail Management

22PCO4E1/22PCO4E2 Core Elective III: Logistics Management/

Core Elective III: Advertisement and Salesmanship

22PCO4P2 Core XVII: Project Work and Viva-Voce

The following courses were revised with major / minor modifications.

22PCO413 Core XIV: Accounting For Managerial Decision-Making

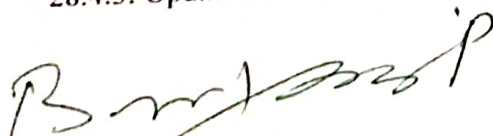
New Course Added:

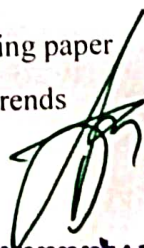
BoS/PC 28.4 SUGGESTIONS GIVEN BY THE BoS MEMBERS

28.4.1: To update UGC NET syllabus in Business Environment

28.4.2: To remove funds flow statement in Accountancy for decision making paper

28.4.3: Update NME: Investment Management syllabus based on recent trends


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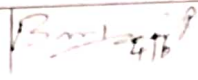
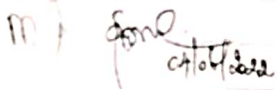
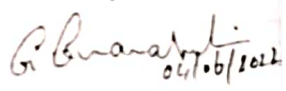
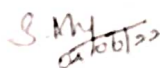
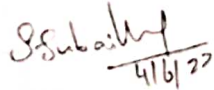
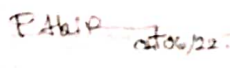

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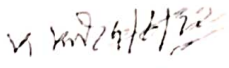
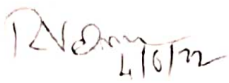
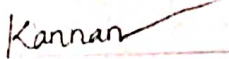
The members had a brainstorming discussion and interaction among themselves. After discussion, fruitful suggestions were incorporated appropriately in the Curriculum and Syllabi.

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

- The syllabus of First Year M.Com under Regulation 2022-2024
- The syllabus of Second Year M.Com under Regulation 2021-2023
- Any other discussion

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	
Dr.P.V.Nandhini Assistant Professor	
Dr.G.Gnanaselvi Assistant Professor	
Ms.P.Karthika Assistant Professor	ABSENT
Ms.S.Mahalakshmi Assistant Professor	
Ms.P.Anitha Assistant Professor	
Ms.S.Subaithani	
Mr.P.Abibu Rahuman	
University Nominee	
Dr. P. Chellasamy Professor, Department of Commerce Bharathiar University.	Absent

Coimbatore – 641 046.	
Academic Experts	
Dr.K.Kumar Associate Professor & Head Department of Commerce, National College, Trichy.	 DR. K. KUMAR Associate Professor & Head Department of Commerce National College, Trichy Coimbatore - 641 046
Dr. R.Velmurugan Associate Professor of Commerce Karpagam Academy for Higher Education Coimbatore.	
Industrial Experts	
Sri Balaji M.D Sarathy Agencies Kovai Road, Pollachi	
Alumnus nominated by Principal / HoD	
-	
Special Invitees if any	
-	
Student Members	
Mr. A.S. Kannan	

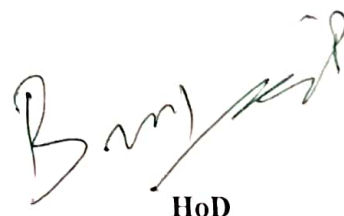
ANNEXURE I

Minutes of the 29th /Previous Meeting – Action Taken Report

S.No	Suggestion given by expert members	Action taken
1.	NME: Investment Management content updation	Implemented
2.	Business Environment (syllabus Based on UGC NET)	Implemented
3.	Change NME: Principles of Accounting paper	Implemented



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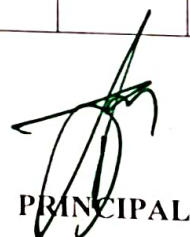
**List of Courses having focus on local, national, regional and global developmental needs
offered by the PG and Research Department of Commerce**

PG AND RESEARCH DEPARTMENT OF COMMERCE						
Programme: M.Com						Year:2022
Course Code	Course Title	Need				Rationale
		Local	National	Regional	Global	
22PCO101	Core I : Advanced Corporate Accounting	✓	✓	✓		Analyses and Interprets the financial results of business
22PCO102	Core II: Business Environment	✓	✓	✓	✓	Threats and opportunities of business
22PCO103	Core III: Marketing Research	✓	✓	✓		Identify competitors
22PCO104	Core IV: Internet, HTML and Cyber Security	✓	✓	✓		Concept of web security
22PCO105	Core V: Programming Laboratory-HTML	✓	✓	✓		Practical knowledge
22PCO206	Core VI : Operations Research	✓	✓	✓		Achieve the performance under given circumstance
22PCO2E1	Core Elective I : Strategic Management	✓	✓	✓	✓	Decision making and planning which leads to development of effective strategy
22PCO2E1	Core Elective I : Consumer Affairs	✓	✓	✓	✓	Consumer preference and decision process
22PCO207	Core VII : Business Research Methods	✓	✓	✓	✓	Identifying and Problem solving
22PCO208	Core VIII : Managerial Economics	✓	✓	✓	✓	Application of economic methods
22PCO2N1	NME : Investment Management	✓	✓	✓		Financial decision
22PCO2N2	NME: Fundamentals of Marketing	✓	✓	✓		Analysis and reporting of Marketing Activities
22PCO309	Core IX: Applied Cost Accounting	✓	✓	✓		Focus on reducing cost and increasing profit
22PCO310	Core X : Direct Taxes	✓	✓	✓	✓	Knowledge about direct tax laws
22PCO311	Core XI: Financial Modelling	✓	✓	✓	✓	Estimate the valuation of business
22PCO3E1	Core Elective II: Human	✓	✓	✓	✓	Effective management

	Resource Development					of people
22PCO3E2	Core Elective II: International Marketing	✓	✓	✓	✓	Marketing activities in more than one nation
22PCO3I2	Core XII: Business Case Analysis	✓	✓	✓		Captures the reason for initiating a project
22PCO3P1	Core XIII: In Service Training	✓	✓	✓		Practical Knowledge
22PCO4I3	Core XIV: Accounting For Managerial Decision-Making	✓	✓	✓		Internal analyse to guide business strategy
22PCO4I4	Core XV: Security Analysis and Portfolio Management	✓	✓	✓	✓	Financial evaluation
22PCO4I5	Core XVI: Retail Management	✓	✓	✓	✓	Identify new business opportunities and marketing strategies
22PCO4E1	Major Elective III: Logistics Management	✓	✓	✓	✓	Efficient and effective way to move resources
22PCO4E2	Major Elective III: Advertisement and Salesmanship	✓	✓	✓	✓	Encourage consumer to buy or act on cognitive basis
22PCO4P2	Core XVII: Project Work and Viva-Voce	✓	✓	✓		Problem identification and analysis


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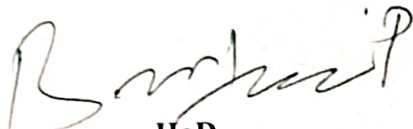
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List of Courses having focus on employability/ entrepreneurship/ skill development offered by the PG and Research Department of Commerce

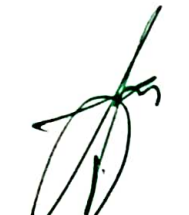
PG and Research Department of Commerce						
Programme: M.Com					Year:2022-2024	
Course Code	Course Title	Employability (EM) / Entrepreneurship (EN) / Skill Development (SD)			Focus	Year of Introduction
		EM	EN	SD		
22PCO101	Core I : Advanced Corporate Accounting	✓			Company's Financial Results	2022
22PCO102	Core II: Business Environment	✓	✓		Identifying Business Opportunities	2022
22PCO103	Core III: Marketing Research	✓			✓ Market research methods	2022
22PCO104	Core IV: Internet, HTML and Cyber Security	✓			✓ Keeping software and device free of threats	2022
22PCO105	Core V: Programming Laboratory-HTML	✓			✓ How to use HTML	2022
22PCO206	Core VI : Operations Research	✓			✓ Practical Applications	2022
22PCO2E1	Core Elective I : Strategic Management	✓	✓		Evaluating strategies	2022
22PCO2E2	Core Elective I : Consumer Affairs	✓	✓		Protection of consumers	2022
22PCO207	Core VII : Business Research Methods	✓			✓ Research Technique	2022
22PCO208	Core VIII : Managerial Economics	✓	✓		Improvement of managerial decisions	2022

22PCO2N1	NME : Investment Management	✓	✓		Handling of Assets and Investment	
22PCO2N2	NME : Fundamentals of Marketing	✓	✓		Marketing Principles and practices	2022
22PCO309	Core IX: Applied Cost Accounting	✓		✓	Reducing cost and increasing profit	2022
22PCO310	Core X : Direct Taxes	✓		✓	Application of taxes	2022
22PCO311	Core XI: Financial Modelling	✓	✓	✓	Understand and create financial model	2022
22PCO3E1	Core Elective II: Human Resource Development	✓	✓	✓	Motivating and Developing employees	2022
22PCO3E2	Core Elective II: International Marketing	✓	✓	✓	Global market opportunities and threats	2022
22PCO312	Core XII: Business Case Analysis	✓		✓	Investigate a business problem and to examine alternative solution	2022
22PCO3P1	Core XIII: In Service Training	✓		✓	Practical exposure	2022
22PCO413	Core XIV: Accounting For Managerial Decision-Making	✓		✓	Key Business decision	2022
22PCO414	Core XV: Security Analysis and Portfolio Management	✓	✓	✓	Portfolio diversification	2022
22PCO415	Core XVI: Retail Management	✓	✓	✓	Using smart technology	2022
22PCO4E1	Major Elective III: Logistics	✓	✓	✓	Efficient and	2022

	Management				effective management of daily activities	
22PCO4E2	Major Elective III: Advertisement and Salesmanship	✓	✓	✓	Promotion of products	2022
22PCO4P2	Core XVII: Project Work and Viva-Voce	✓		✓	Research Knowledge	2022


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N.G.M COLLEGE - CURRICULUM DEVELOPMENT CELL
M.Com SCHEME OF EXAMINATION FOR (2022-2023 BATCH)
CHOICE BASED CREDIT SYSTEM & OBES

Subject Code	Subjects	Hours per Week	Examinations				Credits
			Dur. Hrs	CIA	ESE	Total	
SEMESTER I							
22PCO101	Core I : Advanced Corporate Accounting	6	3	50	50	100	4
22PCO102	Core II: Business Environment	6	3	50	50	100	4
22PCO103	Core III: Marketing Research	6	3	50	50	100	4
22PCO104	Core IV: Internet, HTML and Cyber Security	4	3	50	50	100	4
22PCO105	Core V: Programming Laboratory-HTML	2	3	50	50	100	4
Total		24	-	250	250	500	20
SEMESTER II							
22PCO206	Core VI : Operations Research	6	3	50	50	100	5
22PCO2E1/ 22PCO2E2	Core Elective I : Strategic Management/ Core Elective II : Consumer Affairs	6	3	50	50	100	5
22PCO207	Core VII : Business Research Methods	6	3	50	50	100	4
22PCO208	Core VIII : Managerial Economics	6	3	50	50	100	4
22PCO2N1/ 22PCO2N2	NME : Investment Management/ Fundamentals of Marketing	1	3	50	50	100	2
Total		25	-	250	250	500	20
SEMESTER III							
22PCO309	Core IX: Applied Cost Accounting	6	3	50	50	100	4
22PCO310	Core X : Direct Taxes	6	3	50	50	100	4
22PCO311	Core XI: Financial Modelling	6	3	50	50	100	4
22PCO3E3/ 22PCO3E4	Core Elective III: Human Resource Development/ Core Elective IV: International Marketing	6	3	50	50	100	5

22PCO312	Core XII: Business Case Analysis	6	3	50	50	100	4
22PCO3P1	Core XIII: In Service Training	-	-	50	50	100	3
Total		30	-	300	300	600	24
SEMESTER IV							
22PCO413	Core XIV: Accounting For Managerial Decision-Making	6	3	50	50	100	5
22PCO414	Core XV: Security Analysis and Portfolio Management	6	3	50	50	100	4
22PCO415	Core XVI: Retail Management	6	3	50	50	100	4
22PCO4E5/ 22PCO4E6	Core Elective V: Logistics Management/ Core Elective VI: Advertisement and Salesmanship	6	3	50	50	100	5
22PCO4P2	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

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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:	22PCO102			Title	Batch:	2022-2024
				Business Environment	Semester:	I
Lecture Hrs./Week	6	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs).	-		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 – Micro Environment – Macro Environment – State Intervention in Business – <i>Competition Act 2002</i> – MSME - Role &Significance of MSME in Economic Development	19
Unit II	International Business: LPG- Modes of Entry into international Business – Theories of International Trade – Government intervention – tariff and non tariff – Indian foreign trade policy – FEMA	19
Unit III	Business Ethics: Business Ethics - Importance – objectives– Corporate Social Responsibilities – Balance of Payment (BOP) - Importance and Components of BOP	18
Unit IV	Foreign Direct Investment: Foreign direct investment (FDI) - Foreign portfolio investment (FPI) -Types of FDI - Costs and benefits of FDI to home and host countries - Trends in FDI - India's FDI policy	17
Unit V	International Economic Institutions: IMF - World Bank – UNCTAD - World Trade Organization (WTO): Functions and objectives of WTO - Agriculture Agreement – GATS – TRIPS - TRIMS	17
	Total Contact Hrs	90

**Italicized texts are for self study*

Pedagogy

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

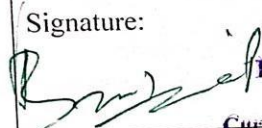
Test, Seminar, Quiz, Assignments, Group Task.(GD/ Roll Play /APS)

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: 	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: 

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:	22PCO2N1			Title	Batch:	2022-2024
Lecture Hrs./Week	1	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs).	-	Investment Management	Semester:	II
					Credits:	2

Course Objective

To introduce students to the basis of portfolio investment management

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the purpose, importance and needs of investments in day to day life.	*K1
CO2	To understand the avenues available for investment.	*K2
CO3	To implement correct investment decision.	*K3
CO4	To analyze the profitable venture for investment	*K4
CO5	To evaluate investment decisions.	*K5

Mapping

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

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

Units	Content	Hrs
Unit I	Investment – Meaning – <i>Importance of investment</i> – Investment Media- Risk-Types	3
Unit II	Share Market – Primary market – Secondary Market –New issues – Methods of floating New Issues	3
Unit III	Shares – Preference Shares and Equity Shares – Bonds- Types – Public Sector Bond – Zero Coupon Bonds and Right Shares.	3
Unit IV	Debentures – Non-convertible – Partly Convertible – Fully Convertible Debenture- Mutual Funds – Types.	3
Unit V	Alternative Forms of Investment- Private Equity, Private Debt, Hedge Funds, Real Estate, Commodities, Collectibles, Structured Products.	3
	Total Contact Hrs	15

**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	Preeti Singh	Investment Management	Himalaya Publishing House, 15 th edition	2015

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr.B.Hiriyappa	Investment management	New age International Pvt. Ltd	2019
2	M.R.Agrawal	Investment Management	Garima Publication , 2019	2019

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

Co-ordinator
Curriculum Development Cell (CDC)
NGM College (Autonomous)
Pollachi - 642 001.

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

Programme Code:	M.Com			Programme Title:	Master of Commerce	
Course Code:	22PCO2N2			Title	Batch:	2022-2024
				FundamentalsOf Marketing	Semester:	II
Lecture Hrs./Week	1	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs).	-		Credits:	2

Course Objective

To introduce the students to the rudiments of Investment.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the key concept and elements of marketing management.	*K1
CO2	Discuss an idea, how to implement marketing in Real life situation.	*K2
CO3	Deploy the role of marketing in a business context.	*K3
CO4	Analyze the global marketing environment and opportunities.	*K4
CO5	Evaluate product promotion and product life cycle.	*K5

Mapping

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

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

Units	Content	Hrs
Unit I	Introduction – Evolution – Definition – Objectives – Importance –Functions-Types	3
Unit II	Market Segmentation – Need- Methods of segmenting markets – Marketing Mix –Meaning and Definition Elements.	3
Unit III	Digital Marketing –Definition – Objectives- Advantages and Disadvantages-DigitalMarket vs Traditional Market	3
Unit IV	Modern Marketing Concepts – Green marketing – Social marketing – Rural marketing – Service marketing– Commodity marketing – Niche marketing – Viral marketing – Ambush marketing –Guerrilla marketing	3
Unit V	Product Promotion – Product Life Cycle – Advertisement–Types	3
	Total Contact Hrs	15

**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)

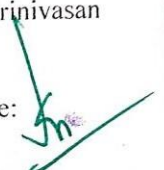
Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Pillai. R.S.N and Bagavathi	Modern Marketing Principles and Practices,	S. Chand & Co Pvt. Ltd, NewDelhi.	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Philip Kotler (2020),	Principles of Marketing	Prentice Hall of India, New Delhi.	2019

2	Pingali Venugopal(2019),	Marketing Management	SAGE Publication, New Delhi.	2018
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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.Karthika	Name: Dr.P.Bruntha	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature 	Signature: 	Signature:  K. SRINIVASAN, M.C.A.	Signature: 

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