

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)-POLLACHI

450	B.Com (E-Commerce)	Core Elective - II : Customer Relationship Management	21UEC 6E3	2021
451	B.Com (E-Commerce)	Core Elective - II : E- commerce Strategy and Applications	21UEC6E4	2021
452	B.Com (E-Commerce)	Core Elective -III: Social Networking Services	21UEC6E5	2021
453	B.Com (E-Commerce)	Advanced Learner Course – II: Digital Marketing	21UEC6AL2	2021
454	B.COM(FINANCE)	Core -III-Financial Accounting II	21UCF203	2021
455	B.COM(FINANCE)	Allied –III-Business Mathematics	21UCF3A4	2021
456	B.COM(FINANCE)	Core IX-Corporate Accounting-II	21UCF409	2021
457	B.COM(FINANCE)	Core XVII-Goods and service Taxes	21UCF517	2021
458	B.COM(FINANCE)	Core Elective-I-International Finance	21UCF5E2	2021
459	B.COM(FINANCE)	Advanced Learner Course - I (Optional) - Self Study	21UCF5AL	2021
460	B.COM(FINANCE)	Skill Based Elective - I: Fundamentals of Entrepreneurship	21UCF5S1	2021
461	B.COM(FINANCE)	Skill Based Elective –I: Organizational Behavior	21UCF5S2	2021
462	B.COM(FINANCE)	Core - XX :Introduction to industry 4.0	21UCF620	2021
463	B.COM(FINANCE)	Core Elective - II :Derivatives Market	21UCF6E2	2021
464	B.COM(FINANCE)	Core Elective - II : E- commerce	21UCF6E3	2021
465	B.COM(FINANCE)	Core Elective - III :Research Methodology	21UCF6E5	2021
466	B.COM(FINANCE)	Advanced Learner Course - II (Optional) - Self Study	21UCF6AL	2021
467	B.COM(FINANCE)	Skill Based Elective - II: Project Management/	21UCF6S1	2021
468	B.Com PA	MIS and Industry 4.0	21UPA5E13	2021
469	B.Com PA	Customer Relationship management	21UPA6E23	2021
470	B.Com PA	Retail Business Management	21UPA6E33	2021
471	B.Com BI	Core Elective - I : Supply Chain Management	21UBI5E11	2021
472	B.Com BI	Core Elective I: Investment Management	21UBI5E12	2021
473	B.Com BI	Core Elective - I : Business Environment	21UBI5E13	2021
474	B.Com BI	Advanced Learner Course - I (Optional) - Self Study – Digital Marketing	21UBI5AL1	2021
475	B.Com BI	SBE I: Principles of Management	21UBI5S11	2021

Metric : 1.2.1



New Course Introduced

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

Page No: 19



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B.Com., (Professional Accounting)

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

POLLACHI - 642001

10th Board of Studies - Online Meeting – Google Meet

Date & Time: 22.05.2021 at 10.30 AM

Agenda

BoS / DC NN.1	:	Welcome address and Opening Remarks by Dr.S.B.Gayathri, Chairman, Board of studies
BoS / DC NN.2	:	Confirmation of the Minutes of the 9 th (Previous meeting) Board of studies in the B.Com., (Professional Accounting) held on 22.02.2020 and Action taken report of 9 th meeting of Board of studies.
BoS / DC NN.3	:	NN.3.1 Syllabus of I B. Com (Professional Accounting) under Regulation 2021-2024
BoS / DC NN.4	:	Suggestion given by BOS Members
BoS / DC NN.5	:	Any other items

**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)
POLLACHI
B.Com., (Professional Accounting)**

MINUTES OF BOS MEETING

The 10th Meeting of the Board of studies of the B.Com., (Professional Accounting)
was held on 22.05.2021 at 10.30 a.m. through Online mode (Google Meet Platform)

1. The following members were present:

1.	Dr.S.B.Gayathri, Head and Associate Professor	Chairman
2.	Dr.D.Rajaseakaran, Assistant Professor	Internal Members
3.	Dr.N.Sumathi, Assistant Professor	
4.	Ms.J.Madhubala, Assistant Professor	
5.	Dr.D.Padma, Associate Professor	
6.	Dr. P. Srinivasan Associate Professor & Head Dept. of Commerce Annamalai University ,Chidambaram – 608 002.	University Nominee
7.	Dr. P. Sandhiya Rani Head, Dept. of Commerce Shri Nehru Maha Vidhayalaya College of Arts and Science,Coimbatore . Ph: 9945592651.	Academic Experts
8.	CA. M. Shankar Krishnasamy Krishanasamy & Associates Mani & Company Building 42 SS Kovil Street Pollachi – 642 001 Ph: 99449 60280	Industrial Expert
9.	Mr. D. Naveen Kumar, CA (inter) Alumnus (2017-2020) Batch	Alumnus nominated by Principal / HoD
10.	Dr. K. Jothi, Associate Professor, Dept. of Commerce Karpagam Academy of Higher Education Coimbatore. Ph: 7010183717	Subject Expert
11.	Mr.G.Aswin, III B.Com (PA) – 2018-2021 batch	Student Member

HoD

CDC Co-ordinator

COE

PRINCIPAL

BoS/PA 12.1 WELCOME ADDRESS AND OPENING REMARKS:

Dr. S. B. Gayathri, The Chairman, Board of Studies of the B.Com (Professional Accounting) welcomed and introduced the members of 10th Board of Studies and thanked each one of them for sparing their valuable time to attend the meeting.

BoS/PA 12.2 TO CONFIRM THE MINUTES OF 9th PREVIOUS BOS MEETING HELD ON 22.02.2020.

The minutes of the 9th PREVIOUS BOS MEETING 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 council.

Action Taken Report (Enclosed in Annexure 1)

BoS/PA 12.3

BoS/PA 12.3.1

I. B.com (Professional Accounting) (I to VI Semesters)

The following papers from B.com (Professional Accounting) were accepted by the experts fully without further suggestions:

Course Code	Course Name
21 UPA 101	Financial Accounting
21 UPA 102	General Economics
21 UPA 1A1	Quantitative Aptitude - I
21UPA 203	Higher Financial Accounting
21UPA 204	Commercial Law
21UPA 2A2	Quantitative Aptitude -II
21UPA 305	Corporate Accounting
21UPA 306	Income Tax
21UPA 307	Company Law and Secretarial Practice

Course Code	Course Name
21UPA 308	Modern Marketing
21UPA 309	Business Management
21UPA 3A3	Computer Applications – I; Programming Lab in MS Office
21UPA 410	Higher Corporate Accounting
21UPA 411	Industrial Law
21UPA 412	Financial Management
21UPA 413	Indirect Taxation
21UPA 4A4	Computer Applications – II Programming Lab in Tally
21 UPA 514	Cost Accounting
21 UPA 515	Executive Communication
21UPA 516	Financial Services
21UPA5E11	Banking Theory Law and Practice
21UPA5E12	Principles of Insurance
21UPA 517	Human Resource Management
21UPA5S11	Business Ethics
21UPA5S12	Brand Management
21UPA618	Management Accounting
21UPA619	Strategic Management
21UPA620	Information Technology & E- Security
21UPA621	Practical Auditing
21UPA6E21	Operations Research
21UPA6E22	Investment Management
21UPA6E31	Auditing and Assurance
21UPA6E32	Case Analysis
21UPA6S21	Entrepreneurial Development
21UPA6S22	Supply Chain Management

New Course Added:

The following papers from B.com (Professional Accounting) were accepted by the experts fully without further suggestions:

Course Code	Course Name
21UPA5E13	MIS and Industry 4.0
21UPA6E23	Customer Relationship management
21UPA6E33	Retail Business Management

BoS/PA12.4 SUGGESTIONS GIVEN BY THE BoS MEMBERS

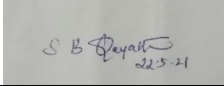
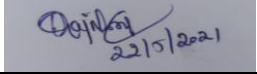
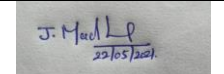
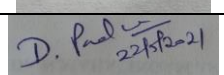
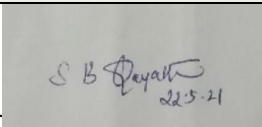
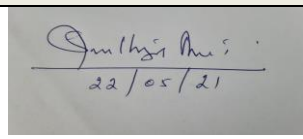
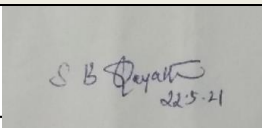
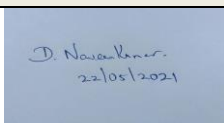
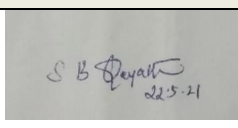
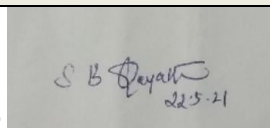
The members had a brainstorming discussion and interaction among themselves. After discussion, the following fruitful suggestions were incorporated appropriately in the Curriculum and Syllabi.

- a) Latest books may be given as text books or reference books to all the possible courses.
- b) In all the accountancy courses, the percentage of theory and problem should be mentioned.
- c) Students may be encouraged to pursue the MOOC / online courses.

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 B.com (Professional Accounting) under Regulation 2021-2014.

Members Present:

Chairman		
Dr.S.B.Gayathri, Head and Associate Professor		
Internal Members		
Dr.D.Rajaseakaran, Assistant Professor		
Dr.N.Sumathi, Assistant Professor		
Ms.J.Madhubala, Assistant Professor		
Dr.D.Padma, Associate Professor		
University Nominee		
Dr. P. Srinivasan Associate Professor & Head Dept. of Commerce Annamalai University, Chidambaram – 608 002.	For	
Academic Experts		
Dr. P. Sandhiya Rani Head, Dept. of Commerce Shri Nehru Maha Vidhayalaya College of Arts and Science, Coimbatore. Ph: 9945592651.		
Industrial Experts		
CA. M. Shankar Krishnasamy Krishnasamy & Associates Mani & Company Building 42 SS Kovil Street Pollachi – 642 001 Ph: 99449 60280	For	
Alumnus nominated by Principal / HoD		
Mr. D. Naveen Kumar, CA (inter) Alumnus (2017-2020) batch		
Special Invitees if any		
Dr. K. Jothi, Associate Professor, Dept. of Commerce Karpagam Academy of Higher Education Coimbatore. Ph: 7010183717	For	
Student Member		
Mr.G.Aswin, III B.Com (PA) – 2018-2021 batch	For	

ANNEXURE I

Minutes of the 9th / Previous Meeting – Action Taken Report

S.No	Suggestion given by expert members	Action taken
1.	Two Value Added Courses will be offered by the Department	As per the suggestion Two value added courses are offered – Auditing Techniques for the students of 2018-2021 Batch and Service Marketing for the students of 2019-2022 Batch and 2020-2023 Batch
2.	The Continuous Internal Assessment Components for the academic year 2020-2021 may be Internal 30 and external 70 Marks	From the Academic year 2020-2021 the Internal Marks should be 30 and External Marks should be 70.
3.	The board suggested two core papers for advanced learners such as 1. Accounting and Auditing standards and 2. Tax Planning	Two papers for Advanced Learners is introduced for the students admitted from 2021 such as 1. Business Commercial knowledge and 2. Accounting Standards

HoD

**List of Courses having focus on Local, National, Regional and Global Developmental Needs
offered by the B.Com (Professional Accounting)**

B.Com (Professional Accounting)						
Programme: B.Com (Professional Accounting)						Year:2021-2024
Course Code	Course Title	Need				Rationale
		Local	National	Regional	Global	
21 UPA 101	Financial Accounting		✓			To impart knowledge to the students for the preparation of various accounting statements
21 UPA 102	General Economics		✓			To ensure basic understanding of economic systems, economic behaviour of individuals and organizations.
21 UPA 1A1	Quantitative Aptitude - I		✓			To apply the elementary concepts in Mathematics in solving problems relating to marketing and finance
21UPA 203	Higher Financial Accounting		✓			To familiarize the fundamental concepts and updations in higher financial Accounting.
21UPA 204	Commercial Law		✓			To make the students to understand the fundamentals of Commercial Laws such as Indian contract Act, Sale of Goods act and Partnership Act.

Course Code	Course Title	Need				Rationale
		Local	National	Regional	Global	
21UPA 2A2	Quantitative Aptitude -II		✓			To educate the concepts in Statistics and application of the same as useful quantitative tools in business decision making.
21UPA 305	Corporate Accounting		✓			To inculcate knowledge among the students about the accounts prepared in the corporates as per the Accounting Standards and Companies Act 2013.
21UPA 306	Income Tax		✓			To facilitate the students to gain adequate knowledge to compute tax of an individual assessee.
21UPA 307	Company Law and Secretarial Practice		✓			To provide with basic knowledge and understanding on the Law relating the provisions of the Companies Act, 2013 and Secretarial Practice.
21UPA 308	Modern Marketing		✓			To expose the students with the knowledge of New Marketing ideas.
21UPA 309	Business Management		✓			To have basic knowledge in the concepts involved in management

Course Code	Course Title	Need				Rationale
		Local	National	Regional	Global	
21UPA 3A3	Computer Applications – I; Programming Lab in MS Office		✓			To enhance the practical knowledge in Microsoft office tools
21UPA 410	Higher Corporate Accounting		✓			To enable the students to understand accounting concepts applied in corporates and forms of organisations.
21UPA 411	Industrial Law		✓			To provide learning experience of various Laws available for the protection of Industries and labourers.
21UPA 412	Financial Management		✓			To offer relevant and actual knowledge of financial management that can be applied in practice with making financial decisions and resolving financial problems.
21UPA 413	Indirect Taxation		✓			To impart basic knowledge about major Indirect Taxes and its latest amendments.
21UPA 4A4	Computer Applications – II Programming Lab in Tally		✓			To develop the knowledge in computerized accounting packages.
21 UPA 514	Cost Accounting		✓			To enlighten on the importance of cost ascertainment, reduction and control

Course Code	Course Title	Need				Rationale
		Local	National	Regional	Global	
21 UPA 515	Executive Communication				✓	To develop writing Skill and train how to correspond with the organizations along with the basic exposure to various forms and materials associated with office management.
21UPA 516	Financial Services		✓			To acquire an depth knowledge in financial services
21UPA5E11	Banking Theory Law and Practice /		✓			To impart a thorough knowledge on the various functions and loans and advances offered by the central bank and other nationalized banks and other services rendered by the banks..
21UPA5E12	Principles of Insurance		✓			To gain knowledge of insurance market in India.
21UPA5E13	MIS and Industry 4.0		✓			To gain knowledge in the Management Information System and Industry 4.0 its role in business.
21UPA 517	Human Resource Management		✓			To study the issues and approaches relating to managing the human resources
21UPA5S11	Business Ethics		✓			To understand ethical issue in business
21UPA5S12	Brand Management		✓			To teach the importance of brand and its impact among the customers

Course Code	Course Title	Need				Rationale
		Local	National	Regional	Global	
21UPA618	Management Accounting		✓			To enlighten on the different tools and techniques used by the management for decision making.
21UPA619	Strategic Management		✓			To develop an understanding of the general and competitive business environment
21UPA620	Information Technology & E-Security				✓	To develop an understanding of Information Technology as a key enabler and facilitator of implementing Information Systems in enterprises and their impact on business processes and controls.
21UPA621	Practical Auditing		✓			To undergo the internship training in the auditor's office to get hands-on training.
21UPA6E21	Operations Research		✓			To create an awareness in the application of mathematical and statistical tools in Business Research.
21UPA6E22	Investment Management		✓			To impart knowledge related to the various tools of investments.

Course Code	Course Title	Need				Rationale
		Local	National	Regional	Global	
21UPA6E23	Customer Relationship management		✓			To understand and familiarize the concept of Customer Relationship Management and its application in various businesses.
21UPA6E31	Auditing and Assurance		✓			To provide an understanding of the principles and practice of Auditing and procedure for investigation.
21UPA6E32	Case Analysis		✓			To enable the student to develop their analytical skills, evaluating new and current knowledge, problem solving abilities and decision making strategies.
21UPA6E33	Retail Business Management		✓			To enable the students to understand the various concepts in Retail business management.
21UPA6S21	Entrepreneurial Development	✓	✓	✓	✓	To Identify the business opportunities and prepare a project
21UPA6S22	Supply Chain Management			✓		To create awareness about the supply chain activities taken to deliver the goods

HoD

PRINCIPAL

**List of Courses having focus on Employability/ Entrepreneurship/ Skill Development
offered by the B.Com (Professional Accounting)**

Programme: B.Com (Professional Accounting)					Year: 2021-2024
Course Code	Course Title	Focus Employability (EM) / Entrepreneurship (EN) / Skill Development (SD)			Year of Introduction
		EM	EN	SD	
21 UPA 101	Financial Accounting	✓	✓		2016
21 UPA 102	General Economics	✓			2012
21 UPA 1A1	Quantitative Aptitude - I	✓			2016
21UPA 203	Higher Financial Accounting	✓	✓		2016
21UPA 204	Commercial Law	✓			2012
21UPA 2A2	Quantitative Aptitude -II	✓			2016
21UPA 305	Corporate Accounting	✓	✓		2016
21UPA 306	Income Tax	✓	✓		2012
21UPA 307	Company Law and Secretarial Practice	✓			2012
21UPA 308	Modern Marketing	✓			2019
21UPA 309	Business Management	✓			2015
21UPA 3A3	Computer Applications – I; Programming Lab in MS Office	✓	✓	✓	2013
21UPA 410	Higher Corporate Accounting	✓	✓		2014
21UPA 411	Industrial Law	✓			2012

Course Code	Course Title	Focus Employability (EM) / Entrepreneurship (EN) / Skill Development (SD)			Year of Introduction
		EM	EN	SD	
21UPA 412	Financial Management	✓	✓		2012
21UPA 413	Indirect Taxation	✓	✓		2019
21UPA 4A4	Computer Applications – II Programming Lab in Tally	✓	✓	✓	2014
21 UPA 514	Cost Accounting	✓	✓		2013
21 UPA 515	Executive Communication	✓	✓	✓	2012
21UPA 516	Financial Services	✓			2020
21UPA5E11	Banking Theory Law and Practice /	✓			2014
21UPA5E12	Principles of Insurance	✓			2014
21UPA5E13	MIS and Industry 4.0	✓		✓	2021
21UPA 517	Human Resource Management	✓			2013
21UPA5S11	Business Ethics	✓			2014
21UPA5S12	Brand Management	✓			2014
21UPA618	Management Accounting	✓	✓		2014
21UPA619	Strategic Management	✓			2012
21UPA620	Information Technology & E- Security	✓			2014
21UPA621	Practical Auditing	✓	✓	✓	2012
21UPA6E21	Operations Research	✓			2014
21UPA6E22	Investment Management	✓			2014

Course Code	Course Title	Focus Employability (EM) / Entrepreneurship (EN) / Skill Development (SD)			Year of Introduction
		EM	EN	SD	
21UPA6E23	Customer Relationship management	✓			2021
21UPA6E31	Auditing and Assurance	✓			2013
21UPA6E32	Case Analysis	✓	✓	✓	2012
21UPA6E33	Retail Business Management	✓			2021
21UPA6S21	Entrepreneurial Development		✓		2014
21UPA6S22	Supply Chain Management	✓			2014

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PRINCIPAL

Percentage of Revision of B.Com (Professional Accounting)

Syllabus under Regulation - 2021-24

B.Com-Professional Accounting							
S.No	Course Code	Course Title	Change Details	% of Changes	Content Deleted	Content Updated	Reason for Change
1	21UPA5E13	MIS and Industry 4.0	The Paper Added in Semester V as Core Elective-I	100%	Nil	Unit-1 to Unit-5	Course Teacher
2	21UPA6E23	Customer Relationship management	The Paper Added in Semester VI as Core Elective-II	100%	Nil	Unit-1 to Unit-5	Course Teacher
3	21UPA6E33	Retail Business Management	The Paper Added in Semester VI as Core Elective-III	100%	Nil	Unit-1 to Unit-5	Course Teacher

S B Gayathri

HoD

Dr. S.B. GAYATHRI, M.Com.,M.Phil.,Ph.D.
Associate Professor & Head
Department of Commerce - PA
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

[Signature]

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 (Autonomous), Pollachi
Department of Commerce – Professional Accounting
Scheme of Examination for 2021 - 2022
Choice Based Credit System & OBES

For Part I and Part II in First & Second Semesters Only

SEMESTER - I

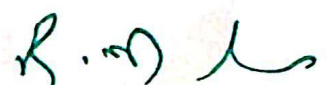
Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Max. Marks		Total Marks	Credits
			L	P	T		Int.	Ext.		
I	21UTL101 / 21UHN101 / 21UFR101	Tamil Paper - I /	6	-	4	3	50	50	100	3
		Hindi Paper - I /								
		French Paper - I								
II	21UEN101	Communication Skills - I (Level I)	5	-	4	3	50	50	100	3
	21UEN102	Communication Skills - I (Level II)								
III	21UPA101	Core - I : Financial Accounting	6	-	4	3	50	50	100	4
	21UPA102	Core - II : General Economics	5	-	4	3	50	50	100	3
	21UPA1A1	Allied - I : Quantitative Aptitude - I	6	-	4	3	50	50	100	4
IV	21UHR101	Human Rights	1	-	-	2	-	50	50	2
	21HEC101	Human Excellence - Personal Values & SKY Yoga Practice - I	1	-	-	2	25	25	50	1
V		Extension Activities – Annexure I	-	-	-	-	-	-	-	-
CC	21CFE101	Fluency in English - I	-	-	-	-	-	-	-	-
		Online Course (Optional) (MOOC / NPTEL / SWAYAM)	-	-	-	-	-	-	-	Grade
Total			30		-	-	275	325	600	20



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

SEMESTER - II										
Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P			T	Internal		
I	21UTI202	Tamil Paper - II	6	-	4	3	50	50	100	3
	21UHN202	Hindi Paper - II								
	21UFR202	French Paper - II								
II	21UEN202	Communication Skills - II (Level I)	5	-	4	3	50	50	100	3
	21UEN203	Communication Skills - II (Level II)								
III	21UPA203	Core - III : Higher Financial Accounting	6	-	4	3	50	50	100	4
	21UPA204	Core - IV : Commercial Law	5	-	4	3	50	50	100	4
	21UPA2A2	Allied - II : Quantitative Aptitude -II	5	-	4	3	50	50	100	4
IV	21EVS201	Environmental Studies	2	-	-	2	-	50	50	2
	21HEC202	Human Excellence - Family Values & SKY Yoga Practice - II	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
CC	21CFE202	Fluency in English - II	-	-	-	-	-	-	-	-
	21CMM201	Manaiyiyal Mahathuvam - I	1*	-	-	2	-	50	50	Grade
	21CUB201	Uzhavu Bharatham - I	1*	-	-	2	-	50	50	Grade
		Online Course (Optional) (MOOC / NPTEL / SWAYAM)								Grade
Total			30				275	325	600	21




Dr. R. MANICKA CHEZIAN M.Sc., M.S., Ph.D.,
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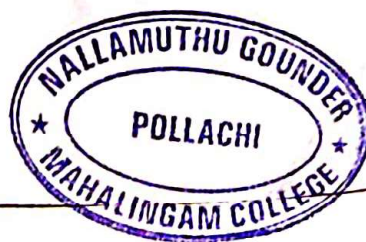
SEMESTER - III										
Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
III	21UPA305	Core - V : Corporate Accounting	6	-	4	3	50	50	100	4
	21UPA306	Core - VI : Income Tax	5	-	4	3	50	50	100	4
	21UPA307	Core - VII : Company Law and Secretarial Practice	4	-	4	3	50	50	100	3
	21UPA308	Core - VIII : Modern Marketing	4	-	4	3	50	50	100	4
	21UPA309	Core - IX : Business Management	4	-	4	3	50	50	100	3
	21UPA3A3	Allied - III : Computer Applications - I; Programming Lab in MS Office	1	4	4	3	50	50	100	4
IV	21UPA3N1 / 21UPA3N2	Non Major Elective - I : Accounting and Auditing / Company Law	1	-	-	2	-	50	50	2
	21HEC303	Human Excellence - Professional Values & Ethics - III	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
CC	21CFE303	Fluency in English - III	-	-	-	-	-	-	-	-
	21CMM302	Manaiyiyal Mahathuvam - II	1*	-	-	2	-	50	50	Grade
	21CUB302	Uzhavu Bharatham - II	1*	-	-	2	-	50	50	Grade
Total			26	4			325	375	700	25



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

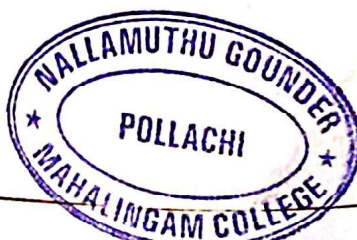
SEMESTER - V										
Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
III	21UPA514	Core XIV : Cost Accounting	6	-	4	3	50	50	100	4
	21UPA515	Core XV : Executive Communication	5	-	4	3	50	50	100	3
	21UPA516	Core XVI : Financial Services	5	-	4	3	50	50	100	3
	21UPA5E1 / 21UPA5E2 / 21UPA5E3	Core Elective - I : (A) Banking Theory Law and Practice / (B) Principles of Insurance / (C) MIS and Industry 4.0	5	-	4	3	50	50	100	5
	21UPA517	Core XVII : Human Resource Management	5	-	4	3	50	50	100	3
	21UPA5AL	Advanced Learner Course - I : Business Commercial Knowledge - Self Study	-	-	-	3	50	50	100	2**
	21UPA5VA	Value Added Course : Service Marketing	30 Hrs *	-	-	2	-	50	50	2*
	21UPASS1 / 21UPASS2	Skill Based Elective - I : (A) Business Ethics (B) Brand Management	3	-	3	2	25	25	50	3
IV	21HEC505	Human Excellence - National Values & SKY Yoga Practice - V	1	-	-	2	25	25	50	1
	21GKL501	General Awareness - Self Study	SS		2	-	-	50	50	1
CC	21CFE505	Fluency in English - V	-	-	-	-	-	-	-	
	21CSD501	Soft Skills Development - I	1*	-	-	-	-	-	-	Grade
Total			30				300	350	650	23

** Credits – Based on course content , Maximum of 4: * Extra Credits



R. M. L.
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SEMESTER - VI										
Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
III									100	4
	21UPA618	Core XVIII : Management Accounting	6	-	4	3	50	50	100	3
	21UPA619	Core XIX : Strategic Management	5	-	4	3	50	50	100	3
	21UPA620	Core XX : Information Technology & E-Security	4	-	4	3	50	50	100	4
	21UPA621	Core XI : Practical Auditing	2	-	-	3	50	50		
	21UPA6E1 / 21UPA6E2 / 21UPA6E3	Core Elective - II : (A) Operations Research (B) Investment Management (C) Customer Relationship Management	5	-	4	3	50	50	100	5
	21UPA6E4 / 21UPA6E5 / 21UPA6E6	Core Elective - III : (A) Auditing and Assurance (B) Case Analysis (C) Retail Business Management	5	-	4	3	50	50	100	5
	21UPA6AL	Advanced Learner Course - II : Accounting Standards- Self Study	-	-	-	3	50	50	100	4**
	21UPA6VA	Value Added Course : Business System and Environment	30 Hrs *	-	-	2	-	50	50	2*
	21UPA6S1 / 21UPA6S2	Skill Based Elective - II : (A) Entrepreneurial Development (B) Supply Chain Management	2		2	2	25	25	50	2
IV	21HEC606	Human Excellence - Global Values & SKY Yoga Practice - VI	1	-	-	2	25	25	50	1



R. Manick
Dr. R. MANICKA CHEZIAN M.Sc., M.S., Ph.D.,
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Programme Code:	B.Com (PA)			Programme Title:	Bachelor of Commerce (Professional Accounting)	
Course Code:	21UPA5E3			Batch:	2021 – 2024	
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	4	Core Elective I:	Semester:	V
				MIS and Industry 4.0	Credits:	5

Course Objective

To gain knowledge in the Management Information System and its role in 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 Management Information System	K2
CO2	To Apply the system concepts and the integration of business system and MIS	K3
CO3	To Apply the decision making concepts in business	K3
CO4	To Analyze the need for Industry 4.0	K4
CO5	To Evaluate the various applications and tools of Industry 4.0	K5

Mapping

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

H-High; M-Medium; L-Low

Unit	Content	Hours
I	Introduction of MIS MIS -Meaning and Definition- MIS Model – Components of MIS- Role and importance of MIS – Characteristics – MIS as competitive advantage	15
II	System Concepts Introduction – Elements of a system – Characteristics – System view of business – Types of systems – System approach – Business organization as a system – System Integration between business system and MIS	15
III	Decision-Making Concepts Basic decision making concepts – Simon's model of decision making – Support system for planning control and decision making – Different kinds of system – Major types of Information system	15
IV	Industry 4.0 Need – Reason for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0 – Big Data – Artificial Intelligence (AI) – Industrial Internet of Things - Cyber Security – Cloud – Augmented Reality	12
V	Applications and Tools of Industry 4.0 Applications of IoT – Manufacturing – Healthcare – Education – Aerospace and Defense – Agriculture – Transportation and Logistics – Impact of Industry 4.0 on Society: Impact on Business, Government, People. Tools for Artificial Intelligence, Big Data and Data Analytics, Virtual Reality, Augmented Reality, IoT, Robotics	14
	Total Contact Hours	71

Pedagogy

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

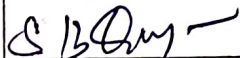
Seminar, Quiz, Assignments, Group Task.

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Aman Jindal	Management Information System	Kalyani Publishers New Delhi.	2014
2	P. Kaliraj, T. Devi	Higher Education for Industry 4.0 and Transformation to Education 5.0	Bharathiar University	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kenneth C. Laudon	Management Information System	Pearson India; Fourteenth edition	2016
2	Girdhar Joshi .I	Management Information System	Oxford University Press; Illustrated edition	2013
3	James A. O'Brien, George M. Marakas,	Management Information System	McGraw Hill Education	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. D.Padma Signature: 	Name: Dr. S. B. Gayathri Signature: 	Name: Thiru.K.Srinivasan Signature: 	Name: Dr.R.Manicka Chezhan Signature: 

K. SRINIVASAN, M.C.A.,

Co-ordinator

Curriculum Development Cell (CDC)

NGM College (Autonomous)

Pollachi - 642 001.

Dr. R. MANICKA CHEZHIAN

Controller of Examination

NGM College (Autonomous)

POLLACHI - 642 001.

Programme Code:	B.Com (PA)			Programme Title:	Bachelor of Commerce (Professional Accounting)	
Course Code:	21 UPA517			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	4	Core XXII : Human Resource Management	Semester:	V
					Credits:	3

Course Objective

- ❖ To study the issues and approaches relating to human resources management.
- ❖ To understand how to be ethically and socially responsive to the needs of the Society.
- ❖ To emphasize the skill, knowledge and ability required for the work force to work efficiently.

Programme Code:	B.Com (PA)	Programme Title:	Bachelor of Commerce (Professional Accounting)	
Course Code:	21UPA6E3	Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	4	Semester: V
		CORE ELECTIVE II : Customer Relationship Management	Credits:	5

Course Objective

To understand and familiarize the concept of Customer Relationship Management and its application in various businesses.

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 Customer Relationship Management	K2
CO2	To Apply the technical support in CRM in businesses	K3
CO3	To Analyse the e-CRM challenges and strategies	K4
CO4	To Analyze the implementation of CRM in businesses	K4
CO5	To Evaluate the CRM practices in various services	K5

Mapping

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

H-High; M-Medium; L-Low

Unit	Content	Hours
I	Introduction to Customer Relationship Management (CRM): Meaning, Definition of CRM, Development in CRM, Benefits of CRM, Effective CRM through Customer Knowledge Management, CRM Cycle, Winning market through effective CRM, CRM programmes, Relationship marketing and effectiveness of Relationship marketing, Factors responsible for growth of Customer Relationship Management (CRM)	15
II	Technological Support in Customer Relationship Management (CRM) Introduction, Technological application in CRM, Types of Technological application in CRM, Database and Information systems, Database marketing strategies, CRM software solutions for B2C and B2B, Accounting systems for Customer Acquisition and Retention Costs, Customer loyalty and Profitability through Technology .	14
III	e-CRM: Introduction, Importance, Challenges, Strategies, e-marketing and e-CRM	14
IV	Implementing Customer Relationship Management.(CRM) Allocation rule of Customer Relationship Management (CRM), Customer Satisfaction survey, Contact management, Building Customer Relationship Management (CRM), Effectiveness of Customer Relationship Management (CRM), Organising of Customer Relationship Management (CRM), Employee and customer management process.	14
V	CRM in Services : Status of Customer Relationship Management in service industry in India; Relevance of CRM for Hospital Services; Customer Relationship Management in Banking and Financial Services; CRM in Insurance Sector, Supply-Demand Mismatches and their impact on CRM; The Past, Present and Future of CRM.	14
	Total Contact Hours	71

Pedagogy

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

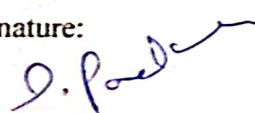
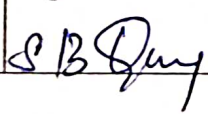
Seminar, Quiz, Assignments, Group Task.

Text Book:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. Shamshar Singh	Customer Relationship Management	Himalaya Publishing House	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Shraddha M.Bhome, Suyash v.Pradhan, Rajiv.S.Mishra and Sadhve D.Singh	Customer Relationship Management	Himalaya Publishing House	2018
2	Jagdish N Sheth, Parvatiyar Atul, et al.	Customer Relationship Management: Emerging Concepts, Tools and Applications	McGraw Hill Education	2017
3	Francis Buttle and Stan Macklan	Customer Relationship Management : Concepts and Technologies,	T&F INDIA 4TH EDITION	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: Dr. D.Padma Signature: 	Name: Dr. S. B. Gayathri Signature: 	Name: Thiru.K.Srinivasan Signature: 	Name: Dr.R.Manicka Chezian Signature: 

K. SRINIVASAN, M.C. **Dr. R.MANICKA CHEZIAN, M.Sc., M.S., Ph.D.**
 Co-ordinator Controller of Examinations
 Curriculum Development Cell (CNC) **NGM College (Autonomous)**
NGM College (Autonomous) **POLLACHI - 642 001.**
 Pollachi - 642 001.

Programme Code:	B.Com (PA)	Programme Title:	Bachelor of Commerce (Professional Accounting)		
Course Code:	2IUPA6E6	Title	Batch:	2021 - 2024	
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	4	Semester:	VI
				Credits:	5
				Major Elective III: Retail Business Management	

Course Objective

On successful completion of the course the students should have Understood the features of retailing, learnt the theories of retail development and learnt retail development in India and global retail markets.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the functions of retail business and various retail formats and retail channels.	K1
CO2	Understand the difference between Retail and Manufacturing Supply Chain	K2
CO3	Understand, key drivers of retail supply chain and how to select a retail store location	K3
CO4	Analyze Retail Market and Financial Strategy including product pricing	K4
CO5	Integrate the various Supply Chain partners and how to collaborate with them	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	H	H	H	H	H	M	H	H	M	H
CO3	H	H	H	H	H	H	H	H	H	H
CO4	M	H	H	M	H	H	H	H	H	H
CO5	M	H	H	M	H	H	H	H	H	H

H-High; M-Medium; L-Low

Units	Content	Hours
I	Introduction to Retailing Retail - Meaning – Functions and Special Characteristics of Retailer - Types of Retailers – Franchising – The Evolution of retail in India – Retailing as a Career– Consumer Behaviour in Retail Context	15
II	Retail Strategies Retail Strategies – Retail Location – Site Selection – Merchandise Management – Managing Service and Quality – Strategic planning - Global retail markets: Strategic planning process for global retailing - Factors affecting the Success of a Global Retailing Strategy .	14
III	Human Resource Management in Retail Organization Structure and Human Resource Management in Retail – Retail Store Operations – Financial Aspects of Retail – Retail Marketing and Communication.	14
IV	Retail Management Information Systems Servicing the Retail Customer – Retail Store Design and Visual Merchandising – Retail Management Information Systems – Supply Chain Management.	14
V	IT Applications in Retail IT Applications in Retail – Data Base Marketing – Electronic Retailing – International Retailing Trends – Ethics in Retailing – Competition Commission of India.	14
	Total Contact Hours	71

Pedagogy

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

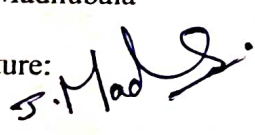
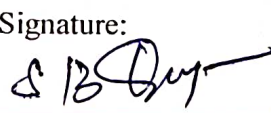
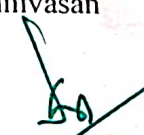
Seminar, Quiz, Assignments, Group Task.

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Swapna pradhan	Retailing Management	Tata Mc Graw- Hill companies	2007

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Barrt Vernab & Joel Evan	Retail Management	Macmillan, New Delhi	2005
2	Geroge H. Lucas, Robert P. Bush, Larry G. Gresham	Retailing	All India Publishers.	2004
3	Gibson Vedamani	Retail Management	Jaico Publishers	2007

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.J.Madhubala Signature: 	Name: Dr. S. B. Gayathri Signature: 	Name: Thiru.K.Srinivasan Signature: 	Name: Dr.R.Manicka Chezian Signature: 
	K. SRINIVASAN, M.C.	Dr. R. MANICKA CHEZIAN, M.Sc, M.S., Ph.D.	
	Co-ordinator Curriculum Development Cell (CDC) NGM College (Autonomous) Pollachi - 642 001.	Controller of Examinations NGM College (Autonomous) POLLACHI - 642 001.	