

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)-POLLACHI

123	B.Com BI	Higher Corporate Accounting	19UBI409	2019
124	B.Com BI	Recent Trends in Banking	19UBI4N4	2019
125	B.Com BI	Indirect Taxation	19UBI514	2019
126	B.Com BI	Entrepreneurship Development	19UBI552	2019
127	M.A Tamil	Ikkala illakiyam	19PTM101	2019
128	M.A Tamil	Kapliyanga	19PTM310	2019
129	M.A Tamil	Thonmai illakiyam	19PTM414	2019
130	M.Sc. Botany	Microbiology and plant pathology	19PBY103	2019
131	M.Sc. Botany	Economic Botany	19PBY1E2	2019
132	M.Sc. Botany	Cytology, Genetics and Plant Breeding	19PBY207	2019
133	M.Sc. Botany	IPR and Bioethics	19PBY2E4	2019
134	M.Sc. Botany	Mushroom Cultivation & Medicinal Plant Trading	19PBY2N1	2019
135	M.Sc. Botany	Research Methodology	19PBY311	2019
136	M.Sc. Botany	Herbal Technology	19PBY3E6	2019
137	M.Sc Computer Science	Information Security and Cryptography	19PCS208	2019
138	M.Sc Computer Science	Data Analytics using Python Programming	19PCS207	2019
139	M.Sc Computer Science	Angular JS	19PCS313	2019
140	M.Sc. Chemistry	Major Elective-I-Polymer Chemistry	19PCY3E3	2019
141	M.Sc. Chemistry	Major Elective II: Nano Technology and Supra Molecular Chemistry	19PCY3E4	2019
142	M.Sc. Chemistry	Major Elective III : Medicinal Chemistry/Food Science and Technology/ Dye Chemistry	19PCY4E7/ 19PCY4E8/ 19PCY4F9	2019
143	M.Com (CA)	Entrepreneurship and Project Management	19PCC3E2	2019
144	M.Com (CA)	Strategic Management	19PCC3E4	2019
145	M.Com (CA)	Customer Relationship Management	19PCC4E6	2019
146	MSW	Communication for Social Work Practice	19PSW1E2	2019

Metric : 1.2.1



New Course Introduced

Dr. R. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 015
Coimbatore District

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BOS
HIGHLIGHTED

Saturday

S.No	MEMBERS	SIGNATURE
1.	Dr. P. Anitha (Chairman)	<i>Anitha P</i> 16/02/2019
2.	Dr. R. Gopi Assistant Professor in Commerce Government Arts College Udumalpet (University Nominee)	<i>Gopi</i> 16/02/2019
3.	Dr. R. Velmurugan Assistant Professor in Commerce Karpagam University Echanai, Coimbatore (Subject Expert cum Academic Auditor)	<i>R. Velmurugan</i> 16/2/19
4.	Mrs. Nithya Prabhu Proprietor & Trainee Sri Eswar Academy Pollachi. (Alumni cum Industrial Expert)	— ABSENT —
5.	Mrs. S. Poongodi	<i>S. Poongodi</i>
6.	Mrs. P. Jayanthi	<i>P. Jayanthi</i>
7.	Dr. P. Archana	<i>Dr. P. Archana</i>
8.	Dr. T. Vijaya Chithra	<i>Dr. T. Vijaya Chithra</i>
9.	Dr. P. Gomathi Devi	<i>Dr. P. Gomathi Devi</i>
10.	Mrs. M. Thilagarathy	<i>M. Thilagarathy</i>
11.	Dr. M. Deepa	<i>M. Deepa</i>

16.02.2019 - 10.00 am

37/02/2019

MINUTES

22/2/2019

02.

The Board of Studies for B.Com(CA) & M.Com(CA) Courses were convened on 16th February 2019, and the following resolutions were made;

- ⇒ The scheme and syllabi for all semesters (I to VI semester) for the UG students to be admitted during 2019-20 have been framed and approved.

SEMESTER - I

- Core I : Financial Accounting
 Core II : Programming Laboratory I : MS Office
 Allied I : Business Economics

SEMESTER - II

- Core III : Higher Financial Accounting
 Core IV : Programming Laboratory II : HTML
 Allied II : Business Mathematics & Statistics

SEMESTER - III

- Core V : Corporate Accounting
 Core VI : Principles of Marketing
 Core VII : Relational Database Management System & Oracle
 Core VIII : Programming Laboratory III : Oracle
 Allied III : Executive Communication-Practical
 Core IX : Commercial Law
 NME : Commerce Practical / Supply Chain Management

S.NO

MEMBERS

20/02/19

SIGNATURE

12 Mrs. R. Ramya

R. Ramya

13 Mr. A. Prahalathan

A. Prahalathan

14 Dr. A. Karuppusamy

A. Karuppusamy

15 Mrs. T. Gowthami

T. Gowthami

16 Dr. K. S. Kavitha

K. S. Kavitha

17 Mrs. M. Nirmala

M. Nirmala

18 Mrs. T. Anish Fathima

T. Anish Fathima

19 Mrs. M. Shanmuga Priya

M. Shanmuga Priya

20 Mrs. S. Loganayagi

S. Loganayagi

MINUTES

SEMESTER IV

- Core X : Higher Corporate Accounting
 Core XI : Visual Basic
 Core XII : Programming Laboratory IV - Visual Basic
 Core XIII : Programming Laboratory V - Tally.
 Allied IV : Operations Research.
 Core XIV : Company Law & Secretarial Practice
 NME : Computer Application Practical / Retail Management

SEMESTER V

- Core XV : Cost Accounting
 Core XVI : Income Tax
 Core XVII : Programming in C
 Core XVIII : Programming Laboratory VI : C
 Core XIX : Institutional Training
 Major Elective I : Commerce & Computer Application Practical / Consumer Behaviour.
 SBE (Major) : Principles of Management / Organizational Behaviour.

SEMESTER VI

- Core XX : Management Accounting
 Core XXI : Programming Laboratory VII - Multimedia
 Core XXII : Indirect Taxation
 Major Elective II : Banking & Insurance Law / Services Marketing
 Major Elective III : E-Commerce & Information Security / Advertising & Sales Promotion
 SBE (Major) : Financial Markets & Institutions / Investment Management.

NOTE: Major changes have been made in the following subjects:-

Semester III : Commercial Law (Instead of the title Business Law)

Semester III : Executive Communication Practical
The End-of semester Examination is to be conducted for 60 marks for Written Communication Only. Both Internal & External Examiners will assess the students. Internal marks 40 is to be assessed by ^{evaluating} Oral Communication of the students.

Semester IV : Higher Corporate Accounting
(Newly Introduced)

Semester IV : Company Law & Secretarial Practise
(Instead of Company Law)

Semester V : Income Tax (Instead of Income Tax Law & Practice)

Semester V : Major Elective I : Commerce & Computer Application Practicals/
Consumer Behaviour (Newly Introduced)

Semester VI : Indirect Taxation (Instead of Indirect Taxes)

Semester VI : Major Elective II : Banking & Insurance Law/
Services Marketing (Newly Introduced)

Semester VI : Major Elective III : E Commerce & Information Security / Advertising & Sales Promotion
(Newly Introduced).

⇒ The scheme & Syllabi for all the semesters (I to IV) for the M.Com(CA) students admitted during 2019-20 have been framed and approved.

SEMESTER - I

- Core I : Advanced Corporate Accounting
 Core II : Managerial Economics
 Core III : Business Environment
 Core IV : Relational Database Management System & Oracle
 Core V : Programming Laboratory I - Oracle.

SEMESTER - II

- Core VI : Financial Management
 Core VII : Operations Research
 Core VIII : Digital Marketing
 Core IX : VB.Net
 Core X : Programming Laboratory II - VB.Net
 NME : Commerce & Computer Application Practicals/Financial Services.

SEMESTER - III

- Core XI : Applied Cost Accounting
 Major Elective I : Research Methodology / Entrepreneurship & Project Management
 Core XII : Security Analysis & Portfolio Management
 Core XIII : Taxation
 Major Elective II : International Business / Strategic Management

SEMESTER - IV

- Core XIV : Accounting for Decision Making
 Core XV : Human Resource Management
 Major Elective III : E-Commerce & Cyber Security / Customer Relationship Management

Core xvi : Programming Laboratory III :
Accounting & Statistical Package
Core xvii : Project Work & Viva Voce.

NOTE : Major changes have been made in the following subjects.

Semester I : Advanced Corporate Accounting
(Instead of Higher Corporate Accounting)

Semester IV : Programming Lab, III : Accounting & Statistical Package (Change in the title instead of Tally & SPSS)

* Entrepreneurship Project Management, 'Strategic Management', 'Customer Relationship Management' subjects has been introduced as additional Elective papers for Major Elective I, II & III respectively.

Ratification :-

B. Com - CA :-

The following change have been made in the pattern for the student admitted during The A.Y 2018-19

Semester III : Allied III - Executive Communication Practical.

End-of-Semester Examination: 60 Marks.
Written Communication Only.
Both Internal & External Examiners.

Internal Assessment : 40 Marks.
Oral Communication Only.

M.Com (CA) :

The following change have been made in the Scheme & Syllabi for the student admitted during the A.Y 2018-19.

Semester IV :

Core XVI : Programming Lab III :-
Tally & SPSS

The 'DTP' has been removed from the Syllabi.

PG DEPARTMENT OF COMMERCE(CA)

SYLLABUS 2019 – 2021 BATCH

(Outcome-Based Education)

BOARD OF STUDIES 2019

I, II, III & IV SEMESTER



**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
(AUTONOMOUS)**

Re-Accredited with 'A' Grade by NAAC
An ISO 9001:2015 Certified Institution

POLLACHI - 642 001

Scheme of Examination
(With effect from 2019-2021 Batch)

Subject Code	Subjects	Ins. Hours Per Week	Examinations				Credits
			Dur. Hrs.	CIA	ESE	Total	
Semester I							
19PCC101	Core I: Advanced Corporate Accounting	8	3	25	75	100	4
19PCC102	Core II: Managerial Economics	6	3	25	75	100	4
19PCC103	Core III: Business Environment	6	3	25	75	100	4
19PCC104	Core IV: Relational Database Management System and Oracle	6	3	25	75	100	4
19PCC105	Core V: Programming Laboratory – I : Oracle	4	3	40	60	100	4
Total		30	-	140	360	500	20
Semester II							
19PCC206	Core VI: Financial Management	7	3	25	75	100	4
19PCC207	Core VII: Operations Research	6	3	25	75	100	4
19PCC208	Core VIII: Digital Marketing	6	3	25	75	100	4
19PCC209	Core IX: VB.Net	6	3	25	75	100	4
19PCC210	Core X: Programming Laboratory – II : VB.Net	4	3	40	60	100	4
19PCC2N1/ 19PCC2N2	NME: Commerce and Computer Application Practicals / Financial Services *	1	3	-	100	100	2




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

Subject Code	Subjects	Ins. Hours Per Week	Examinations				Credits
			Dur. Hrs.	CIA	ESE	Total	
Total		30	-	140	460	600	22
Semester III							
19PCC311	Core XI: Applied Cost Accounting	6	3	25	75	100	4
19PCC3E1/ E2	Major Elective -I: Research Methodology / Entrepreneurship and Project Management	6	3	25	75	100	5
19PCC312	Core XII: Security Analysis and Portfolio Management	6	3	25	75	100	4
19PCC313	Core XIII: Taxation	7	3	25	75	100	5
19PCC3E3/ E4	Major Elective-II: International Business/ Strategic Management	5	3	25	75	100	5
Total		30	-	125	375	500	23
Semester IV							
19PCC414	Core XIV: Accounting for Decision Making	7	3	25	75	100	4
19PCC415	Core XV: Human Resource Management	6	3	25	75	100	4
19PCC4E5/ E6	Major Elective-III E-Commerce and Cyber Security / Customer Relationship Management	5	3	25	75	100	5
19PCC416	Core XVI : Programming Laboratory – III : Accounting & Statistical Package	6**	3	40	60	100	4
19PCC4P1	Core-XVII: Project Work and Viva-Voce (Project – 160 & Viva – 40)	6	-	40	160	200	8
Total		30	-	155	445	600	25
GRAND TOTAL		120	-	560	1640	2200	90

Note:-

- * Self-study Paper; ** Theory 2 hours & Lab 4 hours



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Dr. R. MANICKA CHEZIAN M.Sc., M.S., Ph.D.,
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Programme Code:	MCCA	Programme Title :	19PCC3E2	
Course Code:	19PCC3E2	Course Title	Master of Commerce with Computer Applications	
Hrs/Week:	6	Major Elective I: Entrepreneurship and Project Management	Batch :	2019-'21
			Semester :	III
			Credits:	5

Course Objective

To train the students in the field of entrepreneurship and in developing a real time projects

Course Outcomes (CO)

K1	CO1	To recollect the nature and functions of an entrepreneur
K2	CO2	To understand the entrepreneur development assistance given by various institutions
K3	CO3	To evaluate the roles as a project manager
K4	CO4	To implement the guidance in developing a project report

Unit	Content	Hours
Unit 1	Meaning of Entrepreneurship – Characteristics, Functions and Types of Entrepreneurship – Roll of Entrepreneurship in Economic Development.	16
Unit 2	Factors Affecting Entrepreneur Growth – Economic and Non-Economic. Entrepreneurship Development Programmes – Need – Objectives – Course Contents – Phases – Evaluation – Institutional Support to Entrepreneurs.	16
Unit 3	Project Management: Meaning of Project – Concepts – Categories – <i>Project Life Cycle Phases</i> – <i>Characteristics of a Project</i> – Project Manager – Role and Responsibilities of Project Manager.	16
Unit 4	Project Identification - Selection – Project Formulation – Contents of a Project Report – Planning Commission Guidelines for Formulating a Project – Specimen of a Project Report.	15

Unit 5	Source of Finance for a Project – Institutional Finance supporting Projects – Project Evaluation – Objectives – Types – Methods.	15
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* *Italicized texts* are for self-study.

Teaching Methods

Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion, Brain storming and Activity

Book for Study

1. Abha Mathur (2019), *Entrepreneurship*. Taxmann's Publishing Pvt. Ltd,
2. K.Nagarajan (2017), *Project Management*. New Age International Pvt.Ltd,

Books for Reference

1. Neeta Baporikar (2013), *Entrepreneur Development and Project Management*. Himalaya Publishing House,

Mapping

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

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

Course Designed by	Verified by HoD	Checked by CDC	Approved by COE
Dr. S. Loganayaki	Dr. P. Anitha	Dr. M. Durairaju	Dr. R. Muthukumaran
			

Dr.P.ANITHA, M.Com., M.Phil., PGDCA., Ph.D.,
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Dr. M. DURAIRAJU, M.Sc., M.Phil., B.Ed., PGDGC., Ph.D.,
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Pollachi - 642 001

Programme Code:	MCCA	Programme Title :	19PCC3E4	
Course Code:	19PCC3E4	Course Title	Master of Commerce with Computer Applications	
Hrs/Week:	5	Major Elective - II: Strategic Management	Batch :	2019-'21
			Semester :	III
			Credits:	5

Course Objective

To enrich the students in the process of implementing and managing strategies in real time

Course Outcomes (CO)

K1	CO1	To remember the fundamentals involved in strategic management
K2	CO2	To understand about SWOT in the formulation of strategies
K3	CO3	To evaluate the role of top management in strategic implementation
K4	CO4	To apply the criteria to be followed in real time strategic management

Unit	Content	Hours
Unit 1	Strategic Management: Concepts – Difference between Strategy and Tactics – Three Levels of Strategy, Strategic Management Process – Benefits, TQM and Strategic Management Process, Social Responsibility, Social Audit	13
Unit 2	Strategic Formulation: Corporate Mission: Need – Formulation, Objectives: Classification – Guidelines, Goals: Features – Types, Environmental Scanning – Need – Approaches – SWOT Analysis – ETOP – Value Chain Analysis.	13
Unit 3	Choice of Strategy: BCG Matrix – The GE Nine Cell Planning Grid – Corporate Level Generic Strategies: Stability, Expansion, Retrenchment. Combination Strategies.	13
Unit 4	Strategic Implementation: Role of Top Management – Process – Approaches, Resource Allocation – Factors – Approaches, Mckinsey's 7's Framework, Strategic Positioning – Four Routes to Competitive Advantage.	13
Unit 5	Strategic Evaluation: Importance – Criteria – Quantitative and Qualitative Factors, Strategic Control, Process – Criteria – Types, Essential Features of Effective Evaluation and Control Systems.	13

* *Italicized* texts are for self-study.

Teaching Methods

Power point Presentations, Group discussions, Seminar, Quiz and Assignment

Book for Study

1. John A Pearce, Richard B Robinson and Amita Mital (2017), *Strategic Management*, McGraw Hill Education

Books for Reference

1. Adela Kazmi and Azhar Kazmi (2015), *Strategic Management*, McGraw Hill Publishers
2. Jacob Thomas (2015), *Strategic Management – Text and Cases*, Pearson Education India

Mapping

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

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

Course Designed by	Verified by HoD	Checked by CDC	Approved by COE
Dr. P. Archanaa	Dr. P. Anitha	Dr. M. Durairaju	Dr. R. Muthukumaran
			

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Programme Code:	MCCA	Programme Title :	Master of Commerce with Computer Applications	
Course Code:	19PCC4E6	Course Title	Batch :	2019-'21
		Major Elective-III :	Semester :	IV
		Customer Relationship Management	Credits:	5
Hrs/Week:	5			

Course Objective

To enrich the students with the conceptual framework of customer relationship management

Course Outcomes (CO)

K1	CO1	To keep in mind the basis of building the customer relationship
K2	CO2	To apprehend the strategies and the framework of CRM in India
K3	CO3	To apply the benchmarks and metrics in building and managing customer relationship
K4	CO4	To evaluate the best practices and technologies in building customer relationship

Unit	Content	Hours
Unit 1	Overview of Relationship Marketing – Basis of Building Relationship – Types of Relationship Marketing – Customer Life Cycle.	13
Unit 2	CRM – Overview and Evaluation of the Concept – CRM and Relationship Marketing – CRM Strategy – Importance of Customer Divisibility in CRM.	13
Unit 3	Sales Force Automation – Contact Management – Concept – Enterprise Marketing Management – Core Beliefs – CRM in India.	13
Unit 4	Value Chain – Concept – Integration Business Management – Benchmarks and Metrics – Culture Change – Alignment with Customer Eco System – Vendor Selection.	13
Unit 5	Database Marketing – Prospect Database – Data Warehouse and Data Mining – Analysis of Customer Relationship Technologies	13

* *Italicized* texts are for self-study.

19PCC4E6

Teaching Methods

Power point Presentations, Group discussions, Seminar and Assignment

Book for Study

1. H.Peeru Mahamed and A. Sagadevan (2003), *Customer Relationship Management – A Step by Step Approach*. Vikas Publication House Pvt Ltd

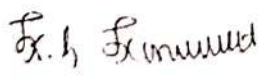
Books for Reference

1. N.H.Mullick (2016). *Customer Relationship Management*. Oxford University Press,
2. William G.Zikmund, Raymond McLeod, JR, Faye W.Gilbert (2010), *Customer Relationship Management*, Wiley Publishing Ltd

Mapping

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

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

Course Designed by	Verified by HoD	Checked by CDC	Approved by COE
Dr. K. S. Kavitha	Dr. P. Anitha	Dr. M. Durairaju	Dr. R. Muthukumaran
			

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