

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)-POLLACHI

476	B.Com BI	Core Elective - II : Consumer Behaviour	21UBI6E21	2021
477	B.Com BI	Core Elective II: Financial Management	21UBI6E23	2021
478	B.Com BI	Core Elective - III : International Business	21UBI6E31	2021
479	B.Com BI	Core Elective - III : Retail Management	21UBI6E33	2021
480	B.Com BI	Advanced Learner Course - II (Optional) - Self Study - Services Marketing	21UBI6AL2	2021
481	B.Com (CA)	Fundamentals of Information Technology	21UCC102	2021
482	B.Com (CA)	Business Mathematics	21UCC2A2	2021
483	B.Com (CA)	Business Statistics	21UCC4A4	2021
484	B.Com (CA)	Financial Markets and Services	21UCCSE1	2021
485	B.Com (CA)	International Marketing	21UCC5A1	2021
486	B.Com (CA)	ERP and Industry 4.0	21UCC6E3	2021
487	B.Com (BPS)	Auditing Principles and Practices	21UBP5E3	2021
488	B.Com (BPS)	Executive Communication	21UBP6E6	2021
489	B.Com (BPS)	Financial Management	21UBP619	2021
490	B.COM IB	Principle of Accounting	21UIB101	2021
491	B.COM IB	Cost and Management Accounting	21UIB203	2021
492	B.COM IB	Transportation and Freight Management	21UIB5E2	2021
493	B.COM IB	Company Law and Secretarial Practice	21UIB5E3	2021
494	B.COM IB	Institution To Industry	21UIB6E1	2021
495	B.COM IB	Industrial Relations and Labour Law	21UIB6E3	2021
496	B.COM IB	Soft Skills for International Business	21UIB6E4	2021
497	B.COM IB	Shipping Ocean and Freight Management	21UIB6E5	2021
498	B.COM IB	Business Law	21UIB6E6	2021
499	M.Com (CA)	Management Information System	21PCC207	2021
500	M.Com (CA)	Brand Management	21PCC2E3	2021
501	M.Com (CA)	Low-Cost Management	21PCC3E2	2021

Metric : 1.2.1



New Course Introduced

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BOS
HIGHLIGHTED

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)-POLLACHI

502	M.Com (CA)	Human Resources Management	21PCC415	2021
503	M. Sc. Physics	Thin Film & Nano Science	21PPS3E5	2021
504	M.A Tamil	Ikkala Ilakkiyam	21PTM101	2021
505	M.A Tamil	Bhakthi Ilakkiam	21PTM205	2021
506	M.A Tamil	Ikkala mozhiyal	21PTM208	2021
507	M.A Tamil	Tamilar Panpadu/Pechukala)	21PTM2N1/ 21PTM2N2	2021
508	M.A Tamil	Kapliyangal	21PTM310	2021
509	M.A Tamil	HTML and collaborative communication tools	21PTM313	2021
510	M.A Tamil	Thonami Ilakkiyam	21PTM414	2021
511	M.Sc. Botany	Economic Botany	21PBY1E2	2021
512	M.Sc. Botany	Elective 1-Seed technology	21PBY1E3	2021
513	M.Sc. Botany	Non- Major Elective Commercial Horticulture	21PBY1N1	2021
514	M.Sc. Botany	Elective 2-Organic forming	21PBY2E6	2021
515	M.Sc. Botany	Laboratory Course III	21PBY312	2021
516	M.Sc. Botany	Pharmacognosy	21PBY3E9	2021
517	M.Sc. Botany	Economic Botany	21PBY3N3	2021
518	M.Sc. Botany	Field/Industry/ Institute Visit	21PBYFV1	2021
519	M.Sc Computer Science	Advanced Database Management System	21PCS104	2021
520	M.Sc Computer Science	Programming Lab II:Android Programming	21PCS210	2021
521	M.Sc Computer Science	Design and Analysis of Algorithms	21PCS101	2021
522	M.Sc Computer Science	Advanced Operating System	21PCS103	2021
523	M.Sc Computer Science	Advanced Database Management System	21PCS104	2021
524	M.Sc Computer Science	Programming Lab I:Design and analysis of Algorithm	21PCS105	2021
525	M.Sc Computer Science	Elective -1: Advanced Networks	21PCS1E1	2021
526	M.Sc Computer Science	Elective -1:Wireless Network	21PCS1E2	2021

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Metric : 1.2.1



New Course Introduced

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PG DEPARTMENT OF COMMERCE (CA)

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

POLLACHI - 642001

11th Board of Studies - Online Meeting – Google Meet

M.COM (CA)

Date & Time: 22.05.2021 & 10.00 AM

Agenda

BoS / CC 11.1	:	Welcome address and Opening Remarks by Head of the Department, Board of studies in the Department of M.Com (CA)
BoS / CC 11.2	:	Confirmation of the Minutes of the 10 th Board of studies in the Department of M.Com(CA) held on 22.02.2020 and Action taken report of 10 th meeting of Board of studies
BoS / CC 11.3	:	11.3.1 Syllabus of M.COM CA under Regulation 2021 Any other Discussions if any
BoS / CC 11.4	:	Suggestion given by BOS Members
BoS / CC 11.5	:	Any other items


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POLLACHI

PG DEPARTMENT OF COMMERCE CA

MINUTES OF BOS MEETING

The 11th Meeting of the Board of studies of the M.Com (CA) was held on 22.05.2021 at 10.00 a.m. through Online Mode (Google Meet Platform)

1. The following members were present:

S.No	Name of the Faculty and Designation	
1.	Dr.P.ANITHA, Head, Associate Professor	Chairman
2.	Dr.S.Poongodi - Assistant Professor	Internal Members
3.	Dr.P.Jayanthi - Assistant Professor	
4.	Dr.P.Archanaa - Assistant Professor	
5.	Dr.T.Vijayachithra - Assistant Professor	
6.	Dr.P.Gomathi Devi - Assistant Professor	
7.	Dr.M.Deepa - Assistant Professor	
8.	M.Shanmugapriya - Assistant Professor	
9.	Mr.A.Prahalathan -- Assistant Professor	
10.	Ms.R.Ramya - Assistant Professor	
11.	Ms.S.Saranya - Assistant Professor	
12.	Ms.M.Nirmala - Assistant Professor	
13.	T.Anish Fathima - Assistant Professor	
14.	Ms.M.Gayathri - Assistant Professor	
15.	Ms.R.Subasangeetha - Assistant Professor	
16.	Ms.Kesavy - Assistant Professor	
17.	Ms.Indhumathi - Assistant Professor	
18.	Ms.T.Ramya - Assistant Professor	
19.	Dr.K.Vanaja, Professor and Head, Department of Commerce With Professional Accounting, Dr.N.G.P College, Kalappatti, Coimbatore-642048	University Nominee


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20.	Dr.Gomathi Assistant professor, Department of Commerce, Palaniandavar College, Palani.	Academic Experts
21.	D.Velmurugan, Assistant Professor, School of Commerce, Karpagam College of higher Education, Coimatore	Academic Auditor
22.	Ms.Nithya, Eswar Academy, Pollachi	Industrial Expert
23.	Dhinesh Kumar, CTS, Coimatore.	Alumnus nominated by HoD
24.	IndhiraPriyadharshini, II M.Com CA	Student Members
25.	Baby Shalini III B.Com CA	


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**BoS/CC11.1 WELCOME ADDRESS AND OPENING REMARKS BY CHAIRMAN,
BOARD OF STUDIES IN THE M.Com CA**

The Chairman, BOS of the M.Com CA welcomed and introduced the members of 20th Board of Studies and thanked each one of them for sparing their valuable time to attend the meeting.

BoS/CC 11.2 TO CONFIRM THE MINUTES OF 10th BOS MEETING HELD ON 22.02.2020.

The minutes of the 10th 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 10th Academic council.

~ Action Taken Report (Enclosed in Annexure 1)


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BoS/CC 11.3.1

M.COM (CA) (I & II SEMESTER)

Core - I : 21PCC101 Higher Corporate Accounting
Core - II : 21PCC102 Managerial Economics
Core - III : 21PCC103 Digital Marketing
Core Elective I : 21PCC1E1- Business Environment
21PCC1E2 - Strategic Management
21PCC1E3 - Advertising and Sales Promotion
Core Lab - I : 21PCC104 - Oracle

Core - IV : 21PCC205 Financial Management
Core - V : 21PCC206 Operations Research
Core - IV : 21PCC207 Management Information System
Core Elective II: 21PCC2E1 - International Business
21PCC2E2 - Entrepreneurship and Project Management
21PCC2E - Brand Management
Core Lab - II : 21PCC208 - VB.Net
Non Major Elective I: 21PCC2N1- Basics of Income Tax
21PCC2N2 - Financial Services.

All the courses were accepted by the experts fully without further suggestions:

The following courses were revised with major / minor modifications

- Core-VIII: 20PCC208 - Digital Marketing is transferred from II semester to Semester I as Core – III: 21PCC103 - Digital Marketing
- Core III: 20PCC103 is considered as Core Elective I: 21PCC1E1 - Business Environment

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- Core-IV: 20PCC104 - Relational Database Management System & Oracle theory course is removed and it is considered only as a practical course Core Lab -I: 21PCC104 - Oracle
- Core-IX: 20PCC209 - VB.Net Oracle theory course is removed and it is considered only as a practical course Core Lab -II: 21PCC208 - VB.Net
- Major Elective – II: 20PCC3E4 - Strategic Management is considered as Core Elective I: 21PCC1E2 - Strategic Management.
- Major Elective – II: 20PCC3E3 - International Business is considered as Core Elective II -21PCC2E1 - International business.
- Major Elective I: 20PCC3E2: Entrepreneurship and Project Management shifted from semester III to semester II as Core Elective II: 21PCC2E2 - Entrepreneurship and Project Management.

New Course Added: (IF ANY)

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

- 21PCC207- Core - IV: Management Information System
- 21PCC2E3 - Core Elective II-Brand Management,

BOS/CC 11.3.2

M.COM CA (III & IV SEMESTER)

III Semester

Core - VII	: 21PCC309 Applied Cost Accounting
Core - VIII	: 21PCC310 Taxation
Core - IX	: 21PCC311 Research Methodology
Core Elective - III	: 21PCC3E1 E-Commerce and Cyber Security 21PCC3E2 Logistics Management 21PCC3E3 Customer Relationship Management
Core - X	: 21PCC312 Security Analysis and Portfolio Management
Core - XI	: 21PCC313 Institutional Training

IV Semester

Core - XII	: 21PCC414 Accounting for Decision Making
Core - XIII	: 21PCC415 Human Resource Management

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Core Lab -III : 21PCC416 Accounting and Statistical Package

Core - XIV : 21PCC4P1 (Project Work)

The presented syllabus was accepted by the experts and no suggestions were given

All the courses from M.Com CA were accepted by the experts fully without further suggestions:

The following courses were revised with major / minor modifications.

- Core-XIII: 20PCC313 - Taxation is considered as Core VIII: 21PCC310 - Taxation
- Major Elective I: 20PCC3E3 - Research Methodology is considered as Core - IX : 21PCC311 - Research Methodology
- Core-XII - 20PCC312- Security Analysis and Portfolio Management is considered as Core - X 21PCC312 - Security Analysis and Portfolio Management
- Major Elective - II: 20PCC3E3- International Business is shifted from semester III to semester II Core Elective II - 21PCC2E1 - International business.
- Major Elective - II: 20PCC3E4 - Strategic Management is shifted from Semester III to semester I Core Elective I: 21PCC1E2 - Strategic Management.
- Major Elective I: 20PCC3E2 - Entrepreneurship and Project Management is shifted to semester III to semester II Core Elective II: 21PCC2E2: Entrepreneurship and Project Management.
- Core-XIV: 20PCC414 - Accounting for Decision Making is considered as Core XII: 21PCC414 - Accounting for Decision Making
- Major Elective-III: 20PCC4E5 - E-Commerce and Cyber Security shifted from IV semester to Core Elective - III: 21PCC3E1: E-Commerce and Cyber Security.
- Major Elective- III: 20PCC4E6 - Customer Relationship Management shifted from IV semester to III semester Core Elective - III: 21PCC3E3- Customer Relationship Management.

New Course Added: (IF ANY)

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

- Core Elective - III: 21PCC3E2 - Logistics Management


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These changes have been made effect for the students admitted in 2021 – 2024 with I to IV Semesters accordingly.

BoS/CS11.4 SUGGESTIONS GIVEN BY THE BoS MEMBERS

- 11.4.1: The Department offers one value added course (Semester III – Desktop Publishing) for minimum 30 hours.
- 11.4.3: Resolved to enroll all students in MOOC in any one of the portals offered by MOOC / NPTEL / SWAYAM. A student should complete at least one course during I semester.
- 11.4.4: Resolved to offer one Certificate Course - Advanced Excel during any semester (Optional).

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

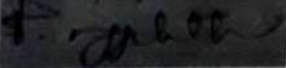
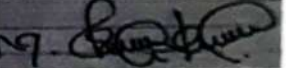
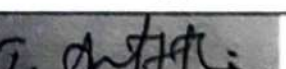
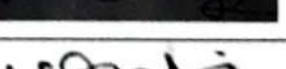
Based on the suggestions given by the members, BOS resolved to recommend the following to the Academic Council for further approval.

- a) The syllabus of First Year M.Com (CA) under Regulation 2021.
- b) Any other discussion


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Members Present:

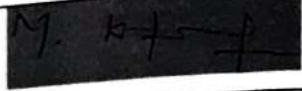
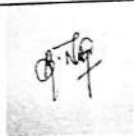
Chairman	
Dr.P.ANITHA, Head, Associate Professor	
Internal Members	
Dr.S.Poongodi - Assistant Professor	
Dr.P.Jayanthi - Assistant Professor	
Dr.P.Archanaa - Assistant Professor	
Dr.T.Vijayachithra - Assistant Professor	
Dr.P.Gomathi Devi - Assistant Professor	
Dr.M.Deepa - Assistant Professor	
M.Shanmugapriya - Assistant Professor	
Ms.R.Ramya - Assistant Professor	
Mr.A.Prahalathan -- Assistant Professor	
Ms.M.Nirmala - Assistant Professor	
T.Anish Fathima - Assistant Professor	
Ms.S.Saranya - Assistant Professor	
Ms.M.Gayathri - Assistant Professor	
Ms.Indhumathi - Assistant Professor	



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Ms.Kesavy - Assistant Professor	
Ms.R.Subasangeetha - Assistant Professor	R. Subhasangeetha.
University Nominee	
Dr.K. Vanaja, Professor and Head, Department of Commerce With Professional Accounting, Dr.N.G.P College, Kalappatti, Coimbatore-642048	
Academic Experts	
Dr.Gomathi Assistant professor, Department of Commerce, Palaniandavar College, Palani.	
Industrial Experts	
Ms.Nithya, Eswar Academy, Pollachi	
Alumnus nominated by Principal / HoD	
Dhinesh Kumar, CTS, Coimatore.	
Special Invitees if any	
D.Velmurugan, Assistant Professor, School of Commerce, Karpagam College of higher Education, Coimbatore.	
Student Members	
IndhiraPriyadharshini, II M.Com CA	
Baby Shalini III B.Com CA	


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ANNEXURE I

Minutes of the 10th / Previous Meeting – Action Taken Report

S.No	Suggestion given by expert members	Action taken
1	To change the course title of Advanced Corporate Accounting as Higher Corporate Accounting	Reviewed and Implemented
2	To change the course title of Programming Lab III – Tally and SPSS as Accounting Package and Statistical Package	Implemented
3	To introduce a new NME course instead of Commerce and Computer Application Practical	Implemented



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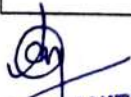


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**List of Courses having focus on Local, National, Regional and Global Developmental Needs
offered by the Department of M.Com (CA)**

M.COM (CA)						
Programme: M.Com (CA)						Year:2021
Course Code	Course Title	Need				Rationale
		Local	National	Regional	Global	
21PCC101	Core - I :Higher Corporate Accounting	✓	✓	✓	✓	To impart the knowledge in the area of corporate accounting and its applications in banking, insurance and holding company
21PCC102	Core - II :Managerial Economics	✓	✓	✓		To impart the knowledge on application of economic principles in key management decisions within the firm.
21PCC103	Core - III :Digital Marketing	✓	✓	✓	✓	To endow the students with the basic knowledge of marketing and its digitalization.
21PCC1E1/ 21PCC1E2/ 21PCC1E3	Core Elective I: Business Environment/ Core Elective I: Strategic Management/ Core Elective I: Advertising and Sales Promotion	✓	✓	✓	✓	To expose the students to the environmental aspects of business/ To expose the students in the field of advertising and sales promotional activities.
21PCC104	Core Lab -I : Oracle	✓	✓	✓		To design and implement a database scheme.
21PCC205	Core - IV : Financial Management	✓	✓	✓	✓	To enhance the students knowledge on various concepts in financial management and tools of investment analysis to take right financial decision in business or firm
21PCC206	Core - V : Operations Research	✓	✓	✓		To develop the knowledge of students in the application of mathematical tools in

						decision making
21PCC207	Core – VI : Management Information System	✓	✓	✓		To offer students with the knowledge of automated management system
21PCC2E1/ 21PCC2E2/ 21PCC2E3	Core Elective II: International Business/ Core Elective II: Entrepreneurship and Project Management / Core Elective II: Brand Management	✓	✓	✓	✓	To provide global knowledge to students in managing a business/ To train the students in the field of entrepreneurship and in developing a real time projects / To enhance the skill set in identifying and positioning brand and building brand loyalty in product marketing
21PCC208	Core Lab -II : VB.Net	✓	✓	✓		To have practical exposure in application oriented programming
21PCC2N1/ 21PCC2N2	Non Major Elective II: Basics of Income Tax /Non Major Elective II: Financial Services /	✓	✓	✓	✓	To enrich the students' knowledge in basics of income tax/ To expose the students on the functioning of various financial intermediaries
21PCC309	Core - VII: Applied Cost Accounting	✓	✓	✓		To expose the students with the basic concepts and techniques used in cost accounting
21PCC310	Core VIII: Taxation	✓	✓	✓	✓	To facilitate the students to expand their knowledge on direct taxes.
21PCC311	Core - IX : Research Methodology	✓	✓	✓	✓	To give exposure to the students on the basic research skills.
21PCC3E1/ 21PCC3E2/ 21PCC3E3/	Core Elective - III : E-Commerce and Cyber Security / Core Elective - III : Logistics Management / Core Elective - III : Customer Relationship Management	✓	✓	✓	✓	To provide knowledge on fundamentals of e-commerce / To provide the students an opportunity to learn the Logistic Management / To enrich the students with the conceptual framework of CRM.


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21PCC312	Core – X: Securities Analysis and Portfolio Management	✓	✓	✓	✓	To enlighten the students on the fundamentals of security analysis and portfolio management
21PCC313	Core - XI : Institutional Training	✓	✓	✓		To train the students in real business situations.
	Value Added Course I: Desktop Publishing	✓	✓	✓		To make the students familiar with designing invitations etc.,
21PCC414	Core - XII : Accounting for Decision Making	✓	✓	✓		To enlighten the students in making decisions in the area of managerial accounting.
21PCC415	Core - XIII : Human Resource Management	✓	✓	✓		To enable the students to learn the principles and practices of developing human resources.
21PCC416	Core Lab -III : Accounting and Statistical Package	✓	✓	✓	✓	To provide knowledge on application of computerized accounting and statistical tools.
21PCC4P1	Core – XIV (Project Work) (Project – 160 & Viva – 40)	✓	✓	✓	✓	To enrich the students' knowledge in computer arena with commerce background.


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**List of Courses having focus on Employability/ Entrepreneurship/ Skill Development
offered by the Department of M.Com (CA)**

Department of M.Com (CA)						
Programme: M.COM (CA)					Year: 2021	
Course Code	Course Title	Employability (EM) / Entrepreneurship (EN) / Skill Development (SD)			Focus	Year of Introduction
		EM	EN	SD		
21PCC101	Core - I :Higher Corporate Accounting	✓	✓	✓		2011
21PCC102	Core - II :Managerial Economics	✗	✗	✓		2011
21PCC103	Core - III :Digital Marketing	✗	✓	✓		2017
21PCC1E1/ 21PCC1E2/ 21PCC1E3	Core Elective I: Business Environment/Core Elective I: Strategic Management/ Core Elective I: Advertising and Sales Promotion	✓	✗	✓		2011/
21PCC104	Core Lab -I : Oracle	✓	✗	✓		2011
21PCC205	Core - IV : Financial Management	✓	✗	✓		2011
21PCC206	Core - V : Operations Research	✓	✗	✓		2012
21PCC207	Core – VI : Management Information System	✓	✗	✓		2021
21PCC2E1/ 21PCC2E2/ 21PCC2E3	Core Elective II: International Business/Core Elective II: Entrepreneurship and Project Management /Core Elective II: Brand Management	✗	✓	✓		2011/ 2021/ 2021
21PCC208	Core Lab -II : VB.Net	✓	✓	✓		2011
21PCC2N201 / 21PCC2N202	Non Major Elective II: Basics of Income Tax /Non Major Elective II: Financial Services /	✓	✓	✓		2020/ 2021
21PCC309	Core - VII: Applied Cost Accounting	✓	✓	✓		2011
21PCC310	Core VIII: Taxation	✓	✓	✓		2011
21PCC311	Core - IX : Research Methodology	✓	✗	✓		2011
21PCC3E1/ 21PCC3E2/	Core Elective - III : E-Commerce and Cyber	✓	✓	✓		2011/

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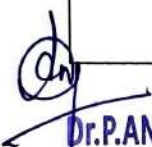
21PCC3E3/	Security / Core Elective - III : Logistics Management / Core Elective - III : Customer Relationship Management					2021/ 2019
21PCC312	Core - X: Securities Analysis and Portfolio Management	✓	✓	✓		2011
21PCC313	Core - XI : Institutional Training	✓	✓	✓		2021
	Value Added Course I: Desktop Publishing	✓	✓	✓		2021
21PCC414	Core - XII : Accounting for Decision Making	✓	✓	✓		2011
21PCC415	Core - XIII : Human Resource Management	✓	✓	✓		2011
21PCC416	Core Lab -III : Accounting and Statistical Package	✓	✓	✓		2017
21PCC4P1	Core - XIV (Project Work) (Project - 160 & Viva - 40)	✓	x	✓		2011
	Certificate Course - Advanced Excel	✓	x	✓		2021


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Percentage of Revision of M.Com CA Syllabus under Regulation 2021

M.COM CA							
S.No	Course Code	Course Title	Change Details	% of Changes	Content Deleted	Content Updated	Reason for Change Subject Expert / Course Teacher / Alumni Opinion
1.	21PCC207	Management information System		100%			Subject Expert
2.	21PCC2E3	Brand Management		100%			Subject Expert / Course Teacher
3.	21PCC3E2	Logistic Management		100%			Subject Expert / Course Teacher
4.	21PCC415	Human Resource Management		25%	Unit: I Principles, Challenges, Unit: II Importance, Objectives, Benefits, Factors Influencing HRP. Unit: III Goals, Methods, Advantages, Characteri	Unit: I HRD Organisation and Responsibilities. Unit: II Nature and Scope of HR Plan, Human Resource Forecast. Unit: III Training Process, Training Program,	Subject Expert / Course Teacher



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					stics of Training Program, Assessing Effectiven ess of Training. Unit: IV Career Developm ent- Importanc e, Types. Promotion - Purpose, Importanc e, Types.	Preparation of Trainees, Follow up Training. Unit: IV Career Developme nt - Stages, Promotion Plans, Promotion Program	
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HoD


CDC co-ordinator


Controller of Examinations


Principal

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PG DEPARTMENT OF COMMERCE (CA)

M.Com (CA)

SYLLABUS 2021 – 2023 BATCH
(Outcome-Based Education)

BOARD OF STUDIES 2021

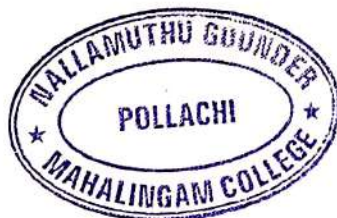
I to IV SEMESTER



NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
(AUTONOMOUS)

Re-Accredited by NAAC
An ISO 9001:2015 Certified Institution
POLLACHI - 642 001

N.G.M College - Curriculum Development Cell Scheme of Examination For 2021 - 2022 Choice Based Credit System & OBES									
For M.Com(CA)									
SEMESTER – I									
Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
		L	P	T		Internal	External		
21PCC101	Core - I :Higher Corporate Accounting	6		4	3	50	50	100	5
21PCC102	Core - II :Managerial Economics	6			3	50	50	100	4
21PCC103	Core - III :Digital Marketing	6			3	50	50	100	4
21PCC1E1 21PCC1E2/ 21PCC1E3	Core Elective I: Business Environment/ Core Elective I: Strategic Management/ Core Elective I: Advertising and Sales Promotion	6			3	50	50	100	5
21PCC104	Core Lab -I : Oracle	2	4		3	50	50	100	3
Total		26	4	4		250	250	500	21




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SEMESTER - II									
Part Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
		L	P	T		Internal	External		
21PCC205	Core - IV : Financial Management	6		4	3	50	50	100	5
21PCC206	Core - V : Operations Research	5			3	50	50	100	4
21PCC207	Core - VI : Management Information System	5			3	50	50	100	4
21PCC2E1/ 21PCC2E2/ 21PCC2E3	Core Elective II: International Business/ Core Elective II: Entrepreneurship and Project Management / Core Elective II: Brand Management	6			3	50	50	100	5
21PCC208	Core Lab -II : VB.Net	2	4		3	50	50	100	3
21PCC2N1/ 21PCC2N2	Non Major Elective I: Basics of Income Tax / Non Major Elective I: Financial Services /	2			3	50	50	100	2
Total		26	4	4		300	300	600	23




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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		
21PCC309	Core - VII: Applied Cost Accounting	6	-	4	3	50	50	100	5
21PCC310	Core VIII: Taxation	6	-	-	3	50	50	100	4
21PCC311	Core - IX : Research Methodology	6	-	-	3	50	50	100	4
21PCC3E1/ 21PCC3E2/ 21PCC3E3/	Core Elective - III : E-Commerce and Cyber Security / Core Elective - III : Logistics Management / Core Elective - III : Customer Relationship Management	6	-	-	3	50	50	100	5
21PCC312	Core – X: Security Analysis and Portfolio Management	6	-	-	3	50	50	100	4
21PCC313	Core - XI : Institutional Training	-	-	-	-	50	50	100	3
Total		30		4		300	300	600	25

SEMESTER – IV									
Part Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs	Maximum Marks		Total Marks	Credits
		L	P	T		Internal	External		
21PCC414	Core - XII : Accounting for Decision Making	6	-	4	3	50	50	100	5
21PCC415	Core - XIII : Human Resource Management	6	-	-	3	50	50	100	5
21PCC416	Core Lab -III : Accounting and Statistical Package	2	4	-	3	50	50	100	3
21PCC4P1	Core – XIV (Project Work)	12	-	-	3	100	100	200	8
Total		26	4	4	-	250	250	500	21
Grand Total		108	12	16	-	1100	1100	2200	90



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Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	21PCC207			Course Title	Batch :	2021-'23
Lecture Hrs./ Week Or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Core VI – Management Information System	Semester:	II
					Credits:	4

Course Objective

To offer students with the knowledge of automated management system

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the concept of Management Information System.	K1
CO2	Understand the various functions of MIS application in organization.	K2
CO3	Apply the different kinds of techniques in Management Information System.	K3
CO4	Analyze the various classifications of computers.	K4
CO5	Review the concepts of emerging trends in MIS and network trends in telecommunication	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO												
CO1	M	H	L	H	M	M	L	L	L	L	M	M
CO2	M	M	L	H	H	H	M	M	L	M	M	M
CO3	H	M	M	H	M	M	M	M	M	M	H	M
CO4	M	H	M	H	M	M	M	M	M	M	H	M
CO5	M	H	H	H	H	H	M	M	M	H	H	H

Unit	Content	Hours
Unit - 1	Management Information System : Meaning - Definition - Characteristics - Functions - Components - Requisites of an effective MIS - MIS Model - Structure of MIS - Subsystems of MIS - Role and Importance - Approaches to MIS development - Computerized MIS - Limitation of MIS.	14
Unit - 2	Functional Information systems: MIS support for planning - Organizing - Controlling. Functional Information system for Research - Marketing - Finance -	15

	Production System - Accounting System - Inventory control system - Product Development and Market Development	
Unit - 3	Strategic Information System: Managing Information System and Information Resources Management (IRM) - Types of Information System - Office Automation - Decision Support System (DSS) - Expert system - Executive Information System - Artificial Intelligence (AI) - Information Systems Security	16
Unit - 4	Computer Hardware and Software: Description of Electronic Computers - CPU Operations - Input devices - Output devices - Classification of computers - Types of software - Data Representation in computers - Introduction to Client/Server	15
Unit - 5	Emerging Trends in MIS: Data mining - Cloud computing -, Mobile Computing - Big Data Analytics. Networks Trends in Telecommunication - Telecommunication Network Model - Types of Telecommunication Networks - Telecommunication Media - Processors - Network Topologies.	15

Pedagogy and Assessment Methods:

Power point Presentations, Group discussions, Seminar ,Quiz, Assignment, Experience Discussion

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	James O.Brien	Management Information Systems	Tata McGraw Hill Education (India) Pvt Ltd, New Delhi	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kenneth Laudon & Jan Laudon	Management Information Systems, Contemporary Perspective.,	Pearson Prentice Hall of India. New Delhi	2017
2	P.Mohan	Management Information System	2nd Edition, Himalaya Publishing House, New Delhi	2013
3	Laudon Kenneth C Laudon Jane P	Management Information System	2nd Edition, Pearson Publishers, New Delhi	2017

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

Curriculum Development Cell (CDC)
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Pollachi - 642 001.

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Controller of Examinations
NGM College (Autonomous)
POLLACHI - 642 001.

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	21PCC2E3			Course Title	Batch :	2021-'23
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Core Elective II – Brand Management	Semester:	II
					Credits:	5

Course Objective

To enhance the skill set in identifying and positioning brand and building brand loyalty in product marketing

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Recall the basic concepts of branding and its functions.	K1
CO2	Understand the branding strategies applicable in competing foreign brands.	K2
CO3	Apply the various possible methods in promoting a brand.	K3
CO4	Analyze the brand types in re-branding and re-launching of a product brand.	K4
CO5	Determine the challenges and opportunities in competing global brand strategies.	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO												
CO1	H	L	L	M	L	M	H	M	L	L	M	M
CO2	M	M	L	M	M	M	M	M	M	L	M	M
CO3	H	M	M	M	H	H	M	H	H	M	M	H
CO4	M	M	M	H	H	H	M	H	H	M	M	M
CO5	M	M	M	M	M	M	M	H	H	M	M	M

Unit	Content	Hours
Unit-1	Basic understanding of brands: Definition of Brand - Branding Concepts: Brand Name, Brand Attributes, Brand Identity, Sources of Brand Identity, Brand Personality, Brand Awareness, Brand Association, Brand Preference, Customer Equity, Brand Extension - Functions of brand - Significance of Brands - Co-branding - Store brands.	18
Unit-2	Strategic Brand Management Process - Building a Strong Brand - Brand Positioning - Establishing Brand Values - Brand Vision - Brand Elements	18

	– Branding for Global Markets – Competing with Foreign Brands.		
Unit-3	Brand Image – Building Brand Loyalty Programmes – Brand Promotion Methods – Role of Brand Ambassadors – Celebrities in Brand Promotions.	18	
Unit-4	Brand Adoption Practices - Different types of brands – Factors influencing Decision for Extension – Re-Branding – Re-Launching.	18	
Unit-5	Measuring Brand Performance – Brand Equity Management – Global Branding Strategies – Brand Audit – Brand Equity Measurement – Brand Leverage – Role of Brand Managers – Branding Challenges and Opportunities.	18	

Pedagogy and Assessment Methods:

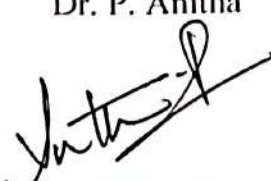
Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Experience Discussion

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS/ EDITION	YEAR OF PUBLICATION
1	Kevin Lane Kelier, Vanitha Swaminathan	Strategic Brand Management: Building, Measuring and Managing Brand Equity	Pearson Publication / 3 rd Edition	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS/ EDITION	YEAR OF PUBLICATION
1	Richard Rosenbaum-Elliott, Larry Percy & Simon Pervan	Strategic Brand Management	Oxford University Press – Bell & Bain Ltd, Glasgow; 3 rd Edition	2015
2	Alexander Chernev	Strategic Brand Management	Cerebellum Press, USA; 3 rd Edition	2020
3	Sharad Sarin	Strategic Brand Management for B2B Markets	SAGE Publications India Pvt Ltd, New Delhi; 1 st Edition	2010

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
Dr. T. Vijaya Chithra  Signature:	Dr. P. Anitha  Signature:	Prof. K. Srinivasan  Signature: K. SRINIVASAN, M.C.A., Co-ordinator	Dr. R. Manicka Chezian  Signature: Dr. R. MANICKA CHEZIAN, M.Sc., M.S., Ph.D., Controller of Examinations

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

NGM College (Autonomous)
POLLACHI - 642 001.

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	21PCC3E2			Course Title	Batch :	2021-'23
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Core Elective III – Logistics Management	Semester:	III
					Credits:	5

Course Objectives:

To provide the students an opportunity to learn the Logistic Management and to relate the concepts to real life business.

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Recollect the knowledge of logistics and freight	K1
CO2	Understand the techniques followed in logistics management	K2
CO3	Implement the fundamentals of logistics in real business.	K3
CO4	Analyze the operations of global business.	K4
CO5	Assess the importance of operational elements in business.	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO												
CO1	M	M	L	M	M	H	L	H	L	M	H	H
CO2	L	M	M	M	H	M	M	H	L	M	H	M
CO3	M	H	M	H	H	M	H	M	M	H	H	M
CO4	L	H	M	H	H	M	M	M	M	M	H	H
CO5	M	M	M	M	M	M	M	H	M	M	M	M

Unit	Content	Hours
Unit - 1	Logistics: Introduction – Definition - History and Evolution- Objectives – Elements- Activities Importance - logistics mission – growing importance of logistic management – logistics performance cycle – global logistics - Freight – meaning – definition and importance –types –Freight networks	18
Unit - 2	Logistics Management: Logistics Elements - Information – integrated information technology – logistic information system LIS - operating principles- Logistical packaging: Protective packaging – forms of protective	18

	packaging – protective packaging problems– Packaging terminologies used for both sea and air - warehousing – Types of warehousing.	
Unit - 3	Indian Shipping Industry: Flags of convenience – conference system – chartering – shipping routes – freight rates – ports in India – stevedores – shipping agents – freight brokers and forwarders – Third party logistics provider-Fourth party Logistics providers (4 pl) - Stages-Role of logistics providers.	18
Unit - 4	Transportations: Air transport – importance – advantages – constraints – air cargo – tariff structure for air cargo – IATA – roadways- railways - ICDs – combined transport documents – multimodal transportation of goods Act 1993 - transportation of hazardous & dangerous goods-International logistics.	18
Unit - 5	Logistics Strategy: Strategic role of logistics – Definition - role of logistics managers in strategic decisions - Strategy options, Lean Strategy, Agile Strategies & Other strategies - Designing & Implementing logistical strategy.	18

Pedagogy and Assessment Methods:

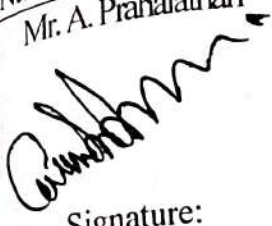
Power point Presentations, Group discussions, Seminar ,Quiz, Assignment, Experience Discussion

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	G.K. Agarwall	Logistics & Supply Chain Management	Trinity Press	2016

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Douglas Lambert, James R Stock, Lisa M. Ellram,	Fundamentals of Logistics Management	Mcgraw-Hill, First Edition,	2006
2	Dr. L. Natarajan	Logistics and Supply Chain Management	MarghamPublication, Chennai	2019
3	Sudalaimuthu & S. Anthony Raj,	Management for International Business: Text and Cases,	Phi Learning, First Edition	2009

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature Mr. A. Prakashathan	Name and Signature Dr. P. Anitha	Name and Signature Prof. K. Srinivasan	Name and Signature Dr. R. Manicka Chezhian
 Signature:	 Signature:	 Signature:	 Signature:
		K. SRINIVASAN, M.C.A., Co-ordinator Curriculum Development Cell (CDC) NGM College (Autonomous) Pollachi - 642 001.	Dr. R. MANICKACHEZHIAN, M.Sc., M.S., Ph.D., Controller of Examinations NGM College (Autonomous) POLLACHI - 642 001.

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	21PCC415			Course Title	Batch :	2021-'23
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem	-	Core XIII – Human Resource Management	Semester:	IV
					Credits:	5

Course Objective

To enable the students to learn the principles and practices of developing human resources

Course Outcomes (CO)

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

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the importance of human resource and their effective management	K1
CO2	Understand the different tools used in forecasting, planning and recruiting human resource	K2
CO3	Apply the training strategies and specifications for the delivery of training programmes	K3
CO4	Analyze the concepts and procedures of career development	K4
CO5	Assess the performance of employees and the promotion strategies	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO												
CO1	M	L	L	M	H	H	L	M	M	M	H	H
CO2	M	M	M	H	H	H	M	M	H	H	M	H
CO3	M	M	M	H	M	H	L	M	M	H	H	M
CO4	M	M	M	H	H	H	M	M	H	H	H	H
CO5	M	M	L	H	H	H	M	M	H	H	H	H

Unit	Content	Hours
Unit - 1	Human Resource Management: Meaning – Definition – Importance – Scope – Objectives – Functions –Activities – Managerial Skill and Roles – HRD Organisation and Responsibilities –Evolution and Environment.	18
Unit - 2	Human Resource Planning: Nature and Scope of HR Plan – Human Resource Forecast –Job Analysis – Job Description – Job Specification – Job Evaluation. Recruitment: Sources of Recruitment – Recruitment Methods. Selection:	18

	Procedure for Selection, Placement, Induction and Socialization.	
Unit - 3	Employees Training: Training Process – Identification of Training Needs – Planning of Training Programme – Preparation of Trainees – Implementation of Training – Performance Evaluation of Training – Follow-up Training.	18
Unit - 4	Career Development: Concepts – Stages – Career Development Programme, Promotion, Transfers and Separations: Promotions – Promotion Policy – Promotion Plans – Promotion Programme – Problems in Promotion – Transfers – Demotion – Separations.	18
Unit - 5	Performance Appraisal and Merit Rating: Meaning - Concepts – Performance Standard - Appraisal Methods – Appraisal Errors - Method of Improving Performance Appraisal – Merit Rating – 360 Method of Appraising. HRM Audit and Research: Importance – Scope – Conduct of HR Audit – HR Research.	18

Pedagogy and Assessment Methods:

Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Experience Discussion

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Subba Rao, P	Essentials of Human Resource Management and Industrial Relations Text, Cases and Games	5 th Edition, Mumbai: Himalaya Publishing House.	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION.	YEAR OF PUBLICATION
1	Aswathappa, K	Human Resource Management – Text and Cases	8 th Edition, New Delhi: Tata McGraw Hill Education Private Limited	2017
2	Nair, N.G. and Latha Nair	Personnel Management and Industrial Relations	6 th Edition, Chennai: Sultan Chand & Company Limited.	2014
3	Prasad, L.M.	Human Resource Management	4 th Edition, New Delhi: Sultan Chand & Sons.	2018

21PCC415

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