

Programme code:	M.Com	Programme Title:	Master of Commerce	
Course Code:	17PCO102	Title	Batch:	2017-2019
		Marketing Management	Semester	I
Hrs/Week:	6		Credits:	4

COURSE OBJECTIVE

To make the students to acquire in depth knowledge in the field of Marketing

COURSE OUTCOMES (CO)

K1	CO1	To recollect various concepts of marketing.
K2	CO2	To get the idea how to manage people, process of recourses and diverse organisation.
K3	CO3	To apply knowledge of leadership concepts in an integrated manner.
K4	CO4	To analyse organizations activities to develop/implement marketing strategies.

EXISTING SYLLABUS

Unit	Contents	Hrs
I	Marketing Concept – Recent Developments in Marketing Concept – Impact of Environment on Marketing – Strategic Marketing – Strategies to deal with Marketing Environment.	16
II	Marketing Information System and Marketing Research: Nature – Scope – Significance of Marketing Research – Difference between MIS and MR – Marketing Research Process – Types of Research Methods.	16
III	Consumer Behaviour – Motives – Consumer Motivation- Introduction, Needs And Goals, Motivational Conflict, Defence Mechanisms, Motivational theories- Consumer Behaviour Model And Theories – Factors Influencing Buyer Behaviour Consumer Decision Making process-Introduction-Problem Recognition, Information Search and Evaluation of Alternatives- Outlet selection, Purchase and Post purchase behaviour	16
IV	Retail Promotion – Retail Promotion Strategy –Building Retail Store Image – Retail Promotion Mix and Strategy. Retail Control – Technological Development in Retailing	15
V	Logistics Management – Main Tasks – Physical Distribution Decision – Comparative Study of Modes of Transport – Warehousing – Significance and Types – Inventory Control Levels and Methods.	15
	Total Contact Hrs/Semester	78

**Italicized texts are for self study*

Activity, Seminar, Assignment

BOOK FOR STUDY

Philip Kotler (2016), “Marketing Management”, 15th Edition, Pearson India Education India Pvt.Ltd.

BOOKS FOR REFERENCE

1. Pillai R.S.N and Bhagavathi (2016), “Modern Marketing Principles and Practice”, Latest Edition, New Delhi, S.Chand and Company (Pvt).
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MAPPING

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

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

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

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

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

Programme code:	M.Com	Programme Title:	Master of Commerce	
Course Code:	17PCO311	Title	Batch:	2017-2019
		Human Resource Development	Semester	III
Hrs/Week:	6		Credits:	4

COURSE OBJECTIVE

To give a thorough exposure to the students on the HRD practices

COURSE OUTCOMES (CO)

K1	CO1	To recollect management skills and knowledge in a realistic environment.
K2	CO2	To point out human resource systems for employment and labour related activities.
K3	CO3	To execute own professional development and provide leadership to others in the achievement of ongoing competence in HR professional practices.
K4	CO4	To sort of business issues considering economic, psychological and legal perspective.

EXISTING SYLLABUS

Unit	Contents	Hrs
I	Introduction to Human Resource Development Meaning – Definition –Features – Need – Methods – <i>Difference between Personnel Management and Human Resource Management and Human Resource Development</i> – Outcomes of Human Resource Development.	16
II	Executive Management Development Meaning –Need – Importance – Objectives – Essentials of Management Development – Techniques - Problems in Management Development – Executive Remuneration – Components – Features.	16
	Organizational Development	

III	Meaning – Importance – Objectives –Features – Organizational Development Process and Interventions. Change Management – Meaning –Resistance to change – Approaches – Planning and Implementing Change – Requisites to Successful Change.	16
IV	Career Planning Meaning – Need –Process – Step involved in Career Development Planning – Requisites for successful Career planning – Merits and Demerits	15
V	Organizational Effectiveness and Evaluation Emerging Concepts Kaizen – Bench marking – Total Quality Management – Learning Organization – Just in Time / Lean Production – Supply Chain Management – Smart Sizing – De layering – Down Sizing – Outsourcing – Business Process re-engineering (BPR) – Strategic Planning.	15
Total Contact Hrs/Semester		78

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Assignment, Group Discussion, Seminar

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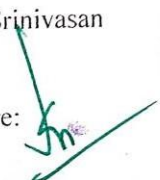
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Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: Ms.P.Karthika Signature 	Name: Dr.P.Bruntha Signature: 	Name: Prof.K.Srinivasan Signature:  K. SRINIVASAN, M.C.A.	Name: Dr.R.Manicka Chezian Signature: 

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

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POLLACHI - 642 001.

Nallamuthu Gounder Mahalingam College, Pollachi

M.Com Syllabus Batch: 2018-2020

SCHEME OF EXAMINATION

SCHEME OF EXAMINATION							
Subject Code	Subjects	Ins. Hours per Week	Examinations				Credits
			Dur. Hrs	CIA	ESE	Total	
SEMESTER III							
18PCO308	Core XV: Cost Accounting	6	3	25	75	100	4
18PCO309	Core VIII : Labour Legislation	6	3	25	75	100	4
18PCO310	Core IX: Financial Markets and Institutions	6	3	25	75	100	4
18PCO311	Core X: Human Resource Development	6	3	25	75	100	4
18PCO312	Core XI: Business Case Analysis	6	3	25	75	100	4
18PCO3P1	Core XII: Mini Project	6	3	40	60	100	4
Total		-	-	20	80	100	3
		30	-	160	440	600	23

SEMESTER IV							
18PCO413	Core XIII: Accounting For Managerial Decision-Making	6	3	25	75	100	5
18PCO414	Core XIV: Investment Management	6	3	25	75	100	4
18PCO4E3	ME III: Corporation Finance	6	3	25	75	100	5
18PCO415	Core XVI: Organizational Behaviour	6	3	25	75	100	4
18PCO4P2	Core XVII: Project Work	6	-	40	160	200	8
Total		30	-	140	460	600	26
Grand Total		109	-	540	1660	2200	90

Dr. P. Bruntha

Dr. P. BRUNTHA, M.Com., M.Phil., Ph.D., MBA (HR)
Associate Professor & Head
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Dr. R. Muthukumar

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

Programme code:	M.Com	Programme Title:	Master of Commerce	
Course Code:	18PCO102	Title	Batch:	2018-2020
		Marketing Management	Semester	I
Hrs/Week:	6		Credits:	4

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Programme code:	M.Com	Programme Title:	Master of Commerce	
Course Code:	18PCO311	Title	Batch:	2018-2020
		Human Resource Development	Semester	III
Hrs/Week:	6		Credits:	4

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To give a thorough exposure to the students on the HRD practices

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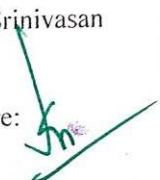
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POLLACHI - 642 001.

Nallamuthu Gounder Mahalingam College, Pollachi

M.Com Syllabus Batch: 2019-2021

SCHEME OF EXAMINATION

Subject Code	Subjects	Ins. Hours per Week	Examinations				Credits
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Associate Professor & Head
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M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 001
Coimbatore District

Programme code:	M.Com	Programme Title:	Master of Commerce	
Course Code:	19PCO311	Title	Batch:	2019-2021
		Human Resource Development	Semester	III
Hrs/Week:	6		Credits:	4

COURSE OBJECTIVE

To give a thorough exposure to the students on the HRD practices

COURSE OUTCOMES (CO)

K1	CO1	To recollect management skills and knowledge in a realistic environment.
K2	CO2	To point out human resource systems for employment and labour related activities.
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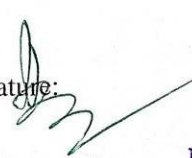
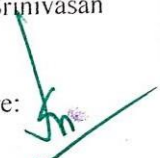
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Programme code:	M.Com	Programme Title:	Master of Commerce	
Course Code:	19PCO4E3	Title	Batch:	2019-2021
		Logistics Management	Semester	IV
Hrs/Week:	6		Credits:	5

COURSE OBJECTIVE

To provide the students the key activities performed by the logistics function including inventory control, distribution, transportation and global logistics.

COURSE OUTCOMES (CO)

K1	CO1	To learn out the importance of logistics to business organisations.
K2	CO2	To get an idea about the fundamental supply chain management concepts.
K3	CO3	To understand the role of logistics as it relates to transportation and inventory management.
K4	CO4	To examine the use of information technology in logistics management.

EXISTING SYLLABUS

Unit	Contents	Hrs
I	Introduction to Logistics Management: Definition – Evolution of Logistics - Concept of Logistics – Types – Role of Logistics in Economy – Logistics and Competitive Advantage – Logistics in Organised Retail in India.	16
II	Supply Chain Management: Definition – Objectives – Concept of Supply Chain Management – Supply Chain Effectiveness and Indian Infra structure – Functions and Contribution of SCM – Creating Value – Supply Chain Relationship – Supplier Relationship Management.	16
III	Inventory Management: Inventory Management – Importance – Types of Inventory – Material Handling in Logistics – Material Storage System – Warehousing – Types – Warehousing Management System (WMS).	16
IV	Logistical Package and Transportation: Concept of Logistical Packaging – Types of Packaging Material – Packaging Cost – Transportation – Objectives – Modes – Freight Management – Transportation Network – Containerisation – Logistics Outsourcing.	15
V	Logistics Information System and E-Commerce: Concept of LIS – Importance – Principles of Designing LIS – E-Commerce – Objectives – Requirements of Logistics in E-Commerce – Reverse Logistics – Global Logistics – Strategic Logistics – Green Logistics.	15
	Total Contact Hrs/Semester	78

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Seminar, Assignment

BOOK FOR STUDY

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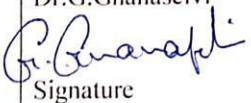
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Assignment, Group Discussion, Seminar

BOOK FOR STUDY

Aswathappa K. (2013), "Human Resource and Personnel Management Text and Cases", 7th Edition, New Delhi, Tata McGraw Publishing Company Limited.

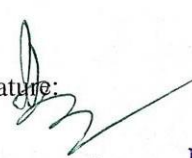
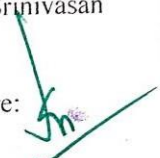
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2. Tripathi P.C. (2013), "Human Resource and Development", 7th Edition, New Delhi, Sultan Chand & Sons.

MAPPING

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

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

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: Ms.P.Karthika	Name: Dr.P.Bruntha	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature 	Signature: 	Signature:  K. SRINIVASAN, M.C.A. Co-ordinator Curriculum Development Cell (CDC) NGM College (Autonomous) Pollachi - 642 001.	Signature:  Dr. R. MANICKA CHEZIAN, M.Sc., M.S., P Controller of Examinations NGM College (Autonomous) POLLACHI - 642 001.

Programme code:	M.Com	Programme Title:	Master of Commerce	
Course Code:	20PCO4E3	Title	Batch:	2020-2022
		Logistics Management	Semester	IV
Hrs/Week:	6		Credits:	5

COURSE OBJECTIVE

To provide the students the key activities performed by the logistics function including inventory control, distribution, transportation and global logistics.

COURSE OUTCOMES (CO)

K1	CO1	To learn out the importance of logistics to business organisations.
K2	CO2	To get an idea about the fundamental supply chain management concepts.
K3	CO3	To understand the role of logistics as it relates to transportation and inventory management.
K4	CO4	To examine the use of information technology in logistics management.

EXISTING SYLLABUS

Unit	Contents	Hrs
I	Introduction to Logistics Management: Definition – Evolution of Logistics - Concept of Logistics – Types – Role of Logistics in Economy – Logistics and Competitive Advantage – Logistics in Organised Retail in India.	16
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V	Logistics Information System and E-Commerce: Concept of LIS – Importance – Principles of Designing LIS – E-Commerce – Objectives – Requirements of Logistics in E-Commerce – Reverse Logistics – Global Logistics – Strategic Logistics – Green Logistics.	15
	Total Contact Hrs/Semester	78

**Italicized texts are for self study*

Seminar, Assignment

BOOK FOR STUDY

Agarwal B.K (2016), Logistics and Supply Chain Management, 3rd Edition, Trinity Press.

BOOKS FOR REFERENCE

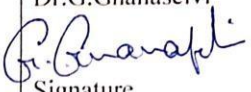
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MAPPING

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

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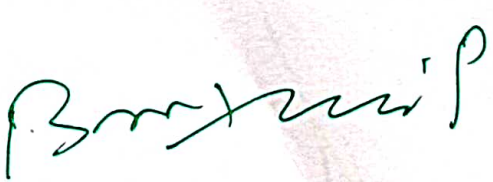
Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: Dr.G.Gnanaselvi  Signature	Name: Dr.P.Bruntha  Signature	Name: Prof.K.Srinivasan  Signature: K. SRINIVASAN, M.C.A. Co-ordinator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

Nallamuthu Gounder Mahalingam College, Pollachi

M.Com Syllabus Batch: 2021-2023

SCHEME OF EXAMINATION

SCHEME OF EXAMINATION							
Subject Code	Subjects	Hours per Week	Examinations				Credits
			Dur. Hrs	CIA	ESE	Total	
SEMESTER III							
21PCO309	Core IX: Applied Cost Accounting	6	3	50	50	100	4
21PCO310	Core X : Direct Taxes	6	3	50	50	100	4
21PCO311	Core XI: Financial Modelling	6	3	50	50	100	4
21PCO3E1/ 21PCO3E2	Core Elective II: Human Resource Development/ Core Elective II: International Marketing	6	3	50	50	100	5
21PCO312	Core XII: Business Case Analysis	6	3	50	50	100	4
21PCO3P1	Core XIII: In Service Training	-	-	50	50	100	3
Total		30	-	300	300	600	24
SEMESTER IV							
21PCO413	Core XIV: Accounting For Managerial Decision-Making	6	3	50	50	100	5
21PCO414	Core XV: Security Analysis and Portfolio Management	6	3	50	50	100	4
21PCO415	Core XVI: Retail Management	6	3	50	50	100	4
21PCO4E1/ 21PCO4E2	Core Elective III: Logistics Management/ Core Elective III: Advertisement and Salesmanship	6	3	50	50	100	5
21PCO4P2	Core XVII: Project Work and Viva-Voce	6	-	100	100	200	8
Total		30	-	300	300	600	26
Grand Total		109	-	1100	1100	2200	90


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


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

Programme code:	M.Com	Programme Title:	Master of Commerce	
Course Code:	21PCO3E1	Title	Batch:	2021-2023
		Human Resource Development	Semester	III
Hrs/Week:	6		Credits:	4

COURSE OBJECTIVE

To give a thorough exposure to the students on the HRD practices

COURSE OUTCOMES (CO)

K1	CO1	To recollect management skills and knowledge in a realistic environment.
K2	CO2	To point out human resource systems for employment and labour related activities.
K3	CO3	To execute own professional development and provide leadership to others in the achievement of ongoing competence in HR professional practices.
K4	CO4	To sort of business issues considering economic, psychological and legal perspective.

EXISTING SYLLABUS

Unit	Contents	Hrs
I	Introduction to Human Resource Development Meaning – Definition –Features – Need – Methods – <i>Difference between Personnel Management and Human Resource Management and Human Resource Development</i> – Outcomes of Human Resource Development.	16
II	Executive Management Development Meaning –Need – Importance – Objectives – Essentials of Management Development – Techniques - Problems in Management Development – Executive Remuneration – Components – Features.	16
III	Organizational Development Meaning – Importance – Objectives –Features – Organizational Development Process and Interventions. Change Management – Meaning –Resistance to change – Approaches – Planning and Implementing Change – Requisites to Successful Change.	16
IV	Career Planning Meaning – Need –Process – Step involved in Career Development Planning – Requisites for successful Career planning – Merits and Demerits	15
V	Organizational Effectiveness and Evaluation Emerging Concepts Kaizen – Bench marking – Total Quality Management – Learning Organization – Just in Time / Lean Production – Supply Chain Management – Smart Sizing – De layering – Down Sizing – Outsourcing – Business Process re-engineering (BPR) – Strategic Planning.	15
	Total Contact Hrs/Semester	78

**Italicized texts are for self study*

Assignment, Group Discussion, Seminar

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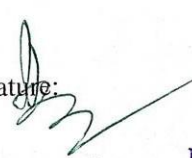
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MAPPING

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

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Programme Code:	M.Com			Programme Title:	Master of Commerce	
Course Code:	21PCO310			Title	Batch:	2021-2023
				Direct Taxes	Semester:	III
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	4

Course Objective

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

Course Outcomes

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

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

Mapping

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

H-High; M-Medium; L-Low

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

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

*Italic Denotes Self Study

Pedagogy

Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

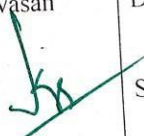
Test, Seminar, Quiz, Assignments, Group Task.(GD/ Roll Play /APS)

Text Book

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

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gaur and Narang	Income Tax Law and Practice	Kalyani publishers, New Delhi	2021
2	Bhagawathi Prasad	Law & Practice of Income Tax in India	Navman Prakashan Aligarh, New Delhi	2021

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

Programme code:	M.Com	Programme Title:	Master of Commerce	
Course Code:	21PCO4E1	Title	Batch:	2021-2023
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Hrs/Week:	6		Credits:	5

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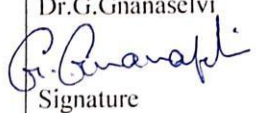
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