

# NEHRU MEMORIAL COLLEGE

(AUTONOMOUS)

NATIONALLY ACCREDITED WITH "A" GRADE BY NAAC

PUTHANAMPATTI, TRICHY – 621007



## Commerce

1.1.1 Curricula developed and implemented have relevance to the local, national, regional and global developmental needs

<b>Name of the Programme</b>	<b>Course code</b>	<b>Title of Course</b>	<b>Need</b>	<b>Description</b>
B.COM	19C101	CC I - Business Accounting	Global	Universally applicable accounting concepts and practices are taught.
B.COM	19C102	CC II - Business Environment and Ethics	Global	Comprehend the ethical theories and practice them to be global corporate citizens
B.COM	19C103A	AC I - Business Economics	National	National Income – Concept, Methods and Calculations offers indispensable information on Macro Economic Analysis and its influence upon Managerial decisions.
B.COM	19VE	VE-VALUE EDUCATION	local	understand and accept importance of harmonious living in a diverse society
B.COM	19C204	CC III - Statistical Methods	National	Understanding the importance of Data-Driven business decisions
B.COM	19C205A	AC II - Modern Banking Practices	National	To update the recent development in banking services.
B.COM	19C206A	AC III - Principles of Marketing	Local	To determine the impact of advertisement and personal selling in the state.
B.COM	19XC21	SKBC I - Commercial Correspondence	Local	Understanding the importance of Business Communication
B.COM	19EVS	EVS- ENVIRONMENTAL STUDIES	Local	appreciate the ethical, cross culture, historical, context of environmental issues and the links between

				human and natural system
B.COM	19C307L	CCL IV-Computer Application in Business	Global	Fundamental concepts of internet and web page development taught.
B.COM	19C308	CC V-Auditing Principles and Practices	Local	To be proficient with the principles of auditing and to gain knowledge on EDP auditing.
B.COM	19C309A	AC IV-Commercial Law	National	Predominantly covers practical business deals and corporate legal framework in different organizations.
B.COM	19XC32	SKBC II - Advertising and Salesmanship	Local	Creation and evaluation of advertisement pertaining to the region are discussed.
B.COM	19GS	GS: GENDER STUDIES	Local	recognize the intersections between gender and other social culture identities.
B.COM	19C410	CC VI- Financial Accounting	National	Predominantly covers by acquiring accounting skills in different forms of organization.
B.COM	19C411	CC VII - Introduction of GST	National	Predominantly covers the procedures and collection of indirect taxes.
B.COM	19C412A	AC V-Company Law	Local	To impart observation on corporate management, government regulations of corporate business.
B.COM	19C413A	AC VI-Business Management	Global	Inculcates the skills sets and analytical

				abilities that help; businesses to formulate strategies cope up with the global trend.
B.COM	19C4N	NMEC I- Fundamentals of Accounting	Global	Apply critical thinking by identifying and analyzing an accounting issues using the relevant accounting framework.
B.COM	19SSC	SS - SOFT SKILL	Local	Develop and nature a deep understanding of personal motivation
B.COM	19C514L	CCL VIII - Computerized Accounting	Local	Gives exposure to the accounting and statutory norms in the region through practical exercises
B.COM	19C515	CC IX - Cost Accounting	Global	Globally relevant costing methods and techniques are taught.
B.COM	19C516	CC X - Income Tax Law and Practice	National	Predominantly covers the procedures involved in computing taxable profit of various sources in a different organization.
B.COM	19C517	CC XI - Corporate Accounting	National	Covers accounting treatment required for different situations in the corporate world in accordance with companies act and accounting standards.
B.COM	19C518	EC I** Service Marketing	National	Able to provide theoretical and practical basis for assisting service

				performance using company
B.COM	19C518b	EC I** Principles and Practice of Insurance	National	Basic understanding of insurance mechanism in different organizations.
B.COM	19C5N	NMEC II - General Commercial Knowledge	Local	Legal issue governing relationships between those subject to commercial law
B.COM	19CEXC1L	EXCL 1 - R Programme	Local	Learning through R languages of data analyst
B.COM	19C619	CC XII - Management Accounting	national	Recognize commonly used financial statement their components and information from business transaction flows into this statement
B.COM	19C620	CC XIII-Financial Management	National	Universally applicable by gaining knowledge on working capital requirements and evaluating investment decisions.
B.COM	19C621	CC XIV - Entrepreneurial Development	Local	Development of entrepreneurs in the state taught.
B.COM	19C622	CC XV - Industrial Relations and Regulations	Local	Efficient enough to handle the disciplinary proceeding and grievance measures according to the changing scenario of the social and industrial environment.
B.COM	19C623a	ECII ** - Financial Markets and Services	National	Throws light on the different kinds of players in the financial market and

				their role in nation building.
B.COM	19C623b	EC II ** - International Trade and Export Management	National / Global	Gives knowledge of international trade and its role in economic development.
B.COM	19C624a	EC III** - Fundamentals of Capital Markets	National / Global	Stock Exchange – Functions enhances the knowledge of BSE, NSE and OTCEI operations within our country and the impact it creates in the International Stock Exchanges like NYSE and NIKKEI indices.
B.COM	19C624b	ECIII**-Human Resource Management	Local	Understand and apply key human resource management perspectives and develop self-leadership strategies to enhance personal and professional effectiveness
B.COM	19CEXC2	EXC 2 - Group Project	Local	Learning through field visit and Promoting independent learning
M.COM	19PC101	Managerial economics	Global need	It integrates the concept of price and output decisions of firms under various market structure.
M.COM	19PC102	Business environment	Global need	Describe the characteristics opportunities and challenges of the global business environment
M.COM	19PC103	Corporate laws	Regional need	Demonstrate an understanding of the

				legal environment of business
M.COM	19PC104	Advanced cost and management accounting	Global need	It defines budgeting, Cost-Volume-Profit analysis, standard variation analysis through standard costs.
M.COM	19PC105A	Information technology for management (Lab)	Regional need	Apply current technical concepts in the core information technologies of networking, data management & Computer security.
M.COM	19PC105B	Retail marketing	Local need	It recognizes career opportunities available in the retail businesses
M.COM	19PC206	Advanced financial management	National need	It explains alternative sources of finance and investment opportunities.
M.COM	19PC207	Computational indirect tax & GST (Lab)	Regional need	To learn the concepts of indirect tax and GST
M.COM	19PC208	Banking and financial institutions	National need	Ensuring good organizational functioning within institutions to manage the variety of risks
M.COM	19PC209	Security analysis and portfolio management	Global need	Gain knowledge of the various strategies followed by investment practitioners in global level.
M.COM	19PC210A	Organizational behavior	Regional need	Satisfaction, emotions, personality, values, perception, decision making, communication, leadership, power, conflict help to the



				upliftment of our region
M.COM	19PC210B	Accounting for managerial decisions	Local need	Apply key types of financial performance measurement tools to analyses financial statement
M.COM	19PC311	Advanced corporate accounting	Regional need	A comprehensive understanding of the advanced issues in accounting for assets, liabilities and owner's equity.
M.COM	19PC312	Research methodology	Global need	It identifies and discusses the complex issues inherent in selecting a research problem, selecting research design and implementing research project globally
M.COM	19PC313A	Advanced business statistics and practical (Lab)	Local need	Apply the most widely used quantitative techniques in decision making at global level.
M.COM	19PC313B	Advertising and sales promotion	Global need	Collaborate in the development of advertising and marketing material globally
M.COM	19PC314	International finance and institutions	Global need	Apply techniques used in the global tax policies of major companies
M.COM	19PC315A	Corporate recruiting practices	National need	List the skills and knowledge needed to conduct full and fair recruitment and selection
M.COM	19PC315B	Consumer behavior	Regional need	Identify and explain factors influence



				consumer behavior at regional level
M.COM	19PC416	Agriculture and rural marketing	Local need	Provide the platform for marketing of agricultural inputs
M.COM	19PC417	Corporate ethics	Regional need	Demonstrate critical thinking skills required for the successful practice of management
M.COM	19PC418	Human resource management	National need	Develop, implement and evaluate organizational development strategies aimed at promoting organizational effectiveness.
M.COM	19PC419A	E-commerce (Lab) or Training and development	Global need	Analyse the impact and describe the infrastructure for E-Commerce on business models.