

Vellalar College for Women (Autonomous), Erode - 12.
PG & Research Department of Commerce
Master of Commerce
Academic Year 2019-2020

Course Content and Scheme of Examinations (OBE Pattern)

Semester I

Study Components	Paper Code	Title of the Paper	Inst. Hrs./ Week	Exam. Dur.	Max. Marks			Credits
					CIA	ESE	Total	
Core	18COPC101	Marketing Management	6	3	25	75	100	4
	18COPC102	Managerial Economics	7	3	25	75	100	4
	18COPC103	Information Technology & MIS	7	3	25	75	100	4
	18COPC104	Corporate Accounting	7	3	25	75	100	4
Non-Major Elective	18COPN101	Internet and E-Commerce	3	3	25	75	100	5

Semester II

Core	18COPC205	Business Research Methods	6	3	25	75	100	4
	18COPC206	Advanced Cost Accounting	5	3	25	75	100	4
	18COPC207	Human Resource Management	5	3	25	75	100	4
	18COPC208	Business Environment	5	3	25	75	100	4

	18COPCP01	Computer Application Practicals-I	6	3	40	60	100	3
Skill Based Subject - I	18COPS201	Advanced Multi Skill Development Paper	3	1	40*	60**	100	5

* CIA –Unit IV & V

**Online Examination Unit- I, II & III

Semester III

Core	18COPC309	Income Tax	6	3	25	75	100	4
	18COPC310	Financial Management	6	3	25	75	100	4
	18COPC311	Investment Management	6	3	25	75	100	4
	18COPCP02	Computer Application Practicals-II	6	3	40	60	100	3
Skill Based Subject - II	18COPS302	Investment and Secondary Market Operations	3	3	25	75	100	5
Skill Based Subject - III	18COPS303	Customer Relationship Management	3	3	25	75	100	5

Semester IV

Core	18COPC412	Accounting for managerial decision making	6	3	25	75	100	4
	18COPC413	E-Commerce	6	3	25	75	100	4
	18COPC414	International Business	6	3	25	75	100	4
	18COPC415	Advertising Management	6	3	25	75	100	4
	18COPC4PV	Project Work	6			100	100*	4
	Total(I- IV Semesters)							2200

*80% for project and 20% for Viva-Voce
Group Project (2 members in a Group)

SKILL BASED SUBJECT

Subject	Semester	Paper Code	Paper
Paper-I	II	18COPS201	Advanced Multi Skill Development Paper
Paper-II	III	18COPS302	Investment and Secondary Market Operations (Cafeteria System)
Paper-III	III	18COPS303	Customer Relationship Management (Cafeteria System)

NON – MAJOR ELECTIVE

Subject	Semester	Paper Code	Paper
Paper-I	I	18COPN101	Internet and E-Commerce

SELF LEARNING PAPER

Subject	Semester	Paper Code	Paper
Group-II		18COPSL02	Services Marketing Credits-5