

Nallamuthu Gounder Mahalingam College

**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						2019 Batch - III and IV Semesters 2020 Batch - I and II Semesters
Course Code	Course Title	Need				Rationale
		Local	National	Regional	Global	
19PCC311	Core - XI: Applied Cost Accounting	✓	✓	✓		Expose the students with the basic concepts and techniques used in cost accounting
19PCC3E1	Major Elective - I : Research Methodology	✓	✓	✓	✓	Exposure to the students on the basic research skills
19PCC3E2	Major Elective - I : Entrepreneurship and Project Management	✓	✓	✓	✓	Train the students in the field of entrepreneurship and in developing a real time projects.
19PCC312	Core - XII: Securities Analysis and Portfolio Management	✓	✓	✓	✓	Enlighten the students on the fundamentals of security analysis and portfolio management
19PCC313	Core XIII: Taxation	✓	✓	✓	✓	Facilitate the students to expand their knowledge on direct taxes.
19PCC3E3	Major Elective II: International Business	✓	✓	✓	✓	Provide global knowledge to students in managing a business
19PCC3E4	Major Elective II: Strategic Management	✓	✓	✓	✓	Enrich the students in the process of implementing and managing strategies in real time.
19PCC414	Core - XIV : Accounting for Decision Making	✓	✓	✓		Enlighten the students in making decisions in the area of managerial accounting.
19PCC415	Core – XV : Human Resource Management	✓	✓	✓		Enable the students to learn the principles and practices of developing human resources.
19PCC4E5	Major Elective - III: E-Commerce and Cyber Security	✓	✓	✓	✓	Provide knowledge on fundamentals of e-commerce and importance of cyber security
19PCC4E6	Customer Relationship Management	✓	✓	✓	✓	Enrich the students with the conceptual framework of Customer Relationship Management.
19PCC416	Core XVI: Programming Laboratory –III:	✓	✓	✓	✓	Provide knowledge on application of computerized accounting and statistical tools.

	Accounting and Statistical Package					
19PCC4P1	Core – XVII: Project Work and Viva-Voce (Project – 160 & Viva – 40)	✓	✓	✓	✓	Enrich the students’ knowledge in computer arena with commerce background.
20PCC101	Core - I :Higher Corporate Accounting	✓	✓	✓	✓	Impart the knowledge in the area of corporate accounting and its applications in banking, insurance and holding company
20PCC102	Core - II :Managerial Economics	✓	✓	✓		Impart the knowledge on application of economic principles in key management decisions within the firm.
20PCC103	Core-III – Digital Marketing	✓	✓	✓	✓	Endow the students with the basic knowledge of marketing and its digitalization
20PCC1E1	Core Elective-I - Business Environment	✓	✓	✓	✓	Expose the students to the environmental aspects of business
20PCC1E2	Core Elective-I – Strategic Management	✓	✓	✓		Enrich the students in the process of implementing and managing strategies in real time
20PCC1E3	Core Elective-I – Advertisement and Sales Promotion	✓	✓	✓		Expose the students in the field of advertising and sales promotion activities
20PCC104	Core Lab I - Oracle	✓	✓	✓	✓	Design and implement a database schema.
20PCC205	Core - IV : Financial Management	✓	✓	✓	✓	Enhance the students’ knowledge on various concepts in financial management and tools of investment analysis to take right financial decision in a business or firm
20PCC206	Core - V : Operations Research	✓	✓	✓		Develop the knowledge of students in the application of mathematical tools in decision making
20PCC207	Core VI – Management Information System	✓	✓	✓	✓	Offer students with the knowledge of automated management system
20PCC2E1	Core Elective II – International Business	✓	✓	✓	✓	Provide global knowledge to students in managing a business
20PCC2E2	Core Elective II - Entrepreneurship and Project Management	✓	✓	✓	✓	Train the students in the field of entrepreneurship and in developing a real time projects
20PCC2E3	Core Elective II –Brand Management	✓	✓	✓	✓	Enhance the skill set in identifying and positioning brand and building brand loyalty in product marketing

20PCC208	Core Lab II – VB.Net	✓	✓	✓	✓	To have practical exposure in application oriented programming
20PCC2N1	Non Major Elective: Basics of Income Tax	✓	✓	✓		Enrich the students' knowledge in basics of income tax
20PCC2N2	Non Major Elective: Financial Services	✓	✓	✓		Expose the students on the functioning of various financial intermediaries



HOD
Dr. P. ANITHA, M.Com., M.Phil., Ph.D., PGDCA., NET.,
 Associate Professor & Head
 PG Department of Commerce (CA)
 NGM College (Autonomous), Pollachi - 642 001.



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