

M.COM RESTRUCTURED PATTERN

(PHASE III) WITH EFFECT FROM (2008 - 2009)

BASED ON UNIVERSITY OF MADRAS CURRICULAM DESIGN

I SEMESTER

SUB.CODE	CORE PAPERS	CREDITS	HOURS
CO - 1807	FINANCIAL MANAGEMENT	5	6
CO - 1808	STRATEGIC MARKETING MANAGEMENT	4	6
CO - 1809	ORGANISATIONAL BEHAVIOUR	4	6
CO - 1810	ADVANCED/MODERN BUSINESS STATISTICS	5	6
CO - 1811	BUSINESS ENVIRONMENT & POLICY	4	6
	TOTAL	22	30

II SEMESTER

SUB.CODE	CORE PAPERS	CREDITS	HOURS
CO - 2807 /			
CO- 2811	INDIAN SECURITIES MARKET	4	5
CO - 2808 /			
CO - 2812	CONSUMER BEHAVIOUR	4	6
CO - 2809 /			
CO - 2813	MODERN MANAGEMENT PRACTICE	4	6
CO - 2810 /			
CO- 2814	ACCOUNTING FOR DECISION MAKING	5	6
	TOTAL	17	23

SUBJECT ELECTIVE

CO - 2950			
CO - 2953	BUSINESS TAXATION (OR)	4	4
CO - 2954	SERVICE MARKETING		

EXTRA DISCIPLINARY

CO – 2802	MANAGERIAL ECONOMICS (from Economics Dept)	2	3
	TOTAL	23	30

III SEMESTER

SUB.CODE	CORE PAPERS	CREDIT	HOURS
CO –3802	SECURITY ANALYSIS & PORTFOLIO Mgt	4	5
CO –3803	BRAND MANAGEMENT	4	6
CO –3804	RESEARCH METHODOLOGY	4	6
CO- 2951/ CO –3925	ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT	4	5
CO – 3875	CREATIVE ADVERTISING	3	4
	TOTAL	19	26

EXTRA DISCIPLINARY PAPER

CO – 3900	E- COMMERCE (from Computer Dept)	3	4
	TOTAL	22	30

IV SEMESTER

SUB.CODE	CORE PAPERS	CREDITS	HOURS
CO – 4802	INTERNATIONAL MARKETING	5	6
CO – 4803	HUMAN RESOURCES MANAGEMENT	4	6
CO – 4804	GLOBAL BUSINESS STRATEGY	5	6
CO- 4805	PROJECT PART I THEORY (INTERNAL)	1	2
	PROJECT PART II (FIELD WORK)	4	6
	TOTAL	19	26

SUBJECT ELECTIVE (ANY ONE)

CO – 4958/ CO – 4959	CORPORATE ACCOUNTS & ACCOUNTING STANDARDS / LABOUR LEGISLATION	4	4
	TOTAL	23	30
	TOTAL	90	120

Note: Soft Skill Courses (2 Credits) will be between 2nd and 3rd semester .