



KG COLLEGE OF ARTS AND SCIENCE
 Autonomous Institution | Affiliated to Bharathiar University
 Accredited with A++ Grade by NAAC
 ISO 9001:2015 Certified Institution
 KGiSL Campus, Saravanampatti, Coimbatore – 641 035

Regulations 2025-26 for Postgraduate Programme

Learning Outcomes Based Curriculum Framework (LOCF) model with Choice Based Credit System (CBCS)

Programme: M.Com.

Programme Code: MCO

(Applicable for the Students admitted during the Academic Year 2025 – 26 onwards)

Eligibility

The student should have passed Undergraduate degree in Commerce stream with any specialization.

(As per the eligibility conditions given by Bharathiar University Ref. BU/ P/ B3- B4/ Eligibility condition /2025/7960 dated 08.05.2025)

Program Learning Outcomes (PLOs)

PLO1	To solve complex and real-time problems in Accounting, Taxation and Finance.
PLO2	To sensitize the methodologies for research and development in industries captivating professional networking.
PLO3	To hold up the positions as entrepreneurs to contribute as a good citizen to the local, national and global needs.
PLO4	To become certified consultants with professional ethics to exercise and ensure governments' policies and regulations.
PLO5	To be industry and technology ready for a prominent career with an attitude of Lifelong learning.

M. Com.
Distribution of Credits and Hours for all the Semesters

Part	Course Category	No. of Courses	Hours		Credits		Total Credits	Semester
III	Core Theory (6 hrs./ week)	10	10 X 6	60	10 X 4	40	82	1 - 4
	Core Theory (5 hrs./ week)	1	1 X 5	10	1 X 4	4		1
	Core Lab (4 hrs./week)	1	1 X 4	4	1 X 2	2		3
	Core Lab (3 hrs. / week)	1	1 X 3	3	1 X 2	2		2
	Core Lab (Embedded) (7 hrs. / week)	1	1 X 7	7	1 X 5	5		3
	Discipline Specific Elective (DSE)	1	1 X 6	6	1 X 4	4		4
	Discipline Specific Elective (DSE)	3	3 X 5	15	3 X 4	12		1 - 3
	Skill Enhancement (SEC)	3	3 X 2	6	3 X 2	6		2 – 4
	Internship	1	-	-	1 X 2	2		3
	Project	1	1 X 8	8	1 X 5	5		4
IV	Ability Enhancement Compulsory Course (AECC)	4	4 X 2	8	4 X 2	8	8	1 – 4
	Total	27		120		90	90	

**Consolidated Semester wise and Component wise
Hours and Credits Distribution**

Semester	Part III		Part IV		Total	
	Hours	Credits	Hours	Credits	Hours	Credits
1	28	20	02	02	30	22
2	26	18	04	04	30	22
3	26	21	04	04	30	25
4	26	17	04	04	30	21
Total	106	76	14	14	120	90

Curriculum
Master of Commerce

Semester - 1									
Course Code	Part	Course Category	Course Name	Hrs. / week	Examination				Credits
					Duration in hrs.	Max Marks			
						CIA	ESE	Total	
25MCO11C	III	Core - I	Economics for Business	6	3	25	75	100	4
25MCO12C	III	Core - II	Advanced Financial Accounting	6	3	40	60	100	4
25MCO13C	III	Core - III	Legal and Regulatory Aspects of Business	6	3	25	75	100	4
25MCO14C	III	Core - IV	Marketing Management	5	3	25	75	100	4
25MCO1AE/	III	Discipline Specific Elective I	Cost Accounting Methods/	5	3	25	75	100	4
25MCO1BE/			Contemporary Marketing/						
25MCO1CE			Organizational Behavior						
25SOF1AE	IV	AECC –I	Soft Skills	2	2	-	50	50	2
Total				30				550	22

Semester 1

Course Code	Course Name	Category	Hours/Week	Credits
25MCO11C	Economics for Business	Core-I	6	4

Course Objectives

This course intends to cover

- The learners to understand the Nature, Scope and Significance of Managerial Economics, its relationship with other Disciplines.
- The concepts of demand and supply relevance to managerial economics.
- The concept of price and non-price competition used by the sellers.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Comprehend the fundamental concepts of managerial economics.	K1– K4
CLO2	Analyze demand and supply dynamics and apply it in real world.	K2-K3
CLO3	Apply production analysis principles, by understanding production functions, the laws of diminishing returns and variable proportions.	K3
CLO4	Differentiate between economic and accounting costs, and understand Various cost concepts.	K4
CLO5	Capable of making pricing and output decisions in different market Situations	K4
K1-Remember; K2-Understand; K3 -Apply; K4 -Analyze		

CLO–PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	1	-	2	2
CLO2	-	3	2	3	3
CLO3	1	3	3	1	2
CLO4	3	2	3	1	3
CLO5	3	3	3	2	1
3-Substantial(high)		2 -Moderate(medium)		1 -Slight(low)	

Core–I-Economics for Business

Unit	Content	No. of Hours
I	Introduction Economics for Business: Meaning- Nature- Scope- Role and Responsibilities of Business Economist– Goals of Corporate Enterprises: Profit maximization and Wealth maximization- Economic Optimization Process- Theory of the firm.	18
II	Demand and Supply Analysis Demand analysis - determinants – Demand curve - distinctions- Law of demand- Exceptions to law of demand– Budget Constraints – Managerial Application- Elasticity of demand – Types, methods – Applications- Factors influencing elasticity of demand– Demand forecasting- Basis of Supply- Market supply function- Supply curve– Managerial Application.	18
III	Production Analysis Production Function- Laws of diminishing returns- Law of variable proportions- Assumptions and Significance - Limitations. -Total, Average and Marginal product.	18
IV	Cost Analysis Economic and accounting cost - Money, real, opportunity, fixed & variable cost. Short Run Cost Curves, Long Run Cost Curves- Firm and Plant Size – Learning Curves - Revenue curves- Average and Marginal revenue- Break Even Analysis– Economies of scale of production– Economies and Diseconomies of Scale- Economies of Scope.	18
V	Pricing and output decisions- different market situations Pricing and output decisions in different market situations – Monopoly and Monopsony - Duopoly competition - Oligopoly market- Meaning- Features- Price determination in short and long period. -Perfect and Imperfect - Pricing policies – Overt and Covert Agreements- Performance and Strategy in competitive markets- Price discrimination – Profit making and degrees of price discrimination.	18
Total Hours		90
Text Books		
1	Maheswari.K.L and Varshney.R.L. (2022). Managerial Economics. 27 th Edition. Sultan & Chand Sons., New Delhi	
2	Gupta.G.S.(2023). Managerial Economics. 10 th Edition. Tata McGraw-Hill Education Pvt.Ltd., New Delhi.	
Reference Books		
1.	Cauvery.R., Dr.SudhaNayak.U.K., Girija.M. and Dr.Meenakshi.R. (2021). Managerial Economics. S.Chand Sons., New Delhi.	
2.	MarkHirschey(2022), Managerial Economics". CENGAGE learning, Delhi, 17 th Edition	
Web Resources (Swayam/NPTEL)		
1.	https://archive.nptel.ac.in/courses/110/101/110101149	

Course Code	Course Name	Category	Hours/Week	Credits
25MCO12C	Advanced Financial Accounting	Core-II	6	4

Course Objectives

This course intends to cover

- The importance of accounting standards and develop the ability to account for the personal investments.
- The knowledge of accounting practices in computer software.
- The preparation of Government Accounting and to analyze it.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Recollect the importance of accounting standards and possess the ability to Account for the personal investments	K1
CLO2	Illustrate the accounting practices in Computer Software Accounting	K2- K4
CLO3	Locate the different accounting concepts in Investment Accounts.	K2-K3
CLO4	Analyze the knowledge of accounting practices in Hire purchase.	K4
CLO5	Prepare and Analyze the Government Accounting	K4
K1-Remember; K2-Understand;K3 -Apply; K4 -Analyze		

CLO–PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	2	2	3	3
CLO2	3	1	2	3	2
CLO3	2	1	3	2	3
CLO4	2	2	3	3	3
CLO5	2	2	3	3	3
3-Substantial(high)		2 -Moderate(medium)		1 -Slight(low)	

Core–II-Advanced Financial Accounting

Unit	Content	No. of Hours
I	Accounting Standards: Indian Accounting standards (Ind.AS), International Accounting standards (IAS) -Royalty Accounts-meaning-entries in the books of lessor and lessee- excluding sublease- Accounts of Cooperative societies – meaning–Accounting Provision of Tamil Nadu State Co-operative Societies Act And Rules Forms and Requirements of Final Accounts.	18
II	Branch Accounts:: Dependent branch; Debtors system, stock and debtor system, Final accounts system; Wholesale branch - Independent branch -Foreign Branch	18
III	Investment Accounts: Meaning, types, cost, cum-interest, ex-interest, cum-dividend, ex-dividend - Accounting for fixed interest earning securities and variable earning securities, Bonus shares and Right shares.	18
IV	Hire Purchase: Accounting entries for hire vendor and hire purchaser- Re-possession - Partial Re-possession and Complete Re-possession Hire Purchase stock and Debtors Method	18
V	Government Accounting: Meaning, features and Objectives of Government Accounting; difference between commercial accounting and Government Accounting; General Principles of Government Accounting; System of financial administration and financial control in India-Accounts Keeping of the Government- Classification of Accounts- Consolidated Fund, contingency fund and public accounts- Government Accounting Standards Advisory Board.	18
	Problems 80% and Theory 20%	
Total Hours		90
Text Books		
1	Jain,S.P., & Narang, K.L.(2023).Advanced Financial Accounting. Kalyani Publisher.	
2	Gupta S P.and Radhaswamy (2021)“Advanced Accounting” New Delhi, S.Chand and Sons.	
Reference Books		
1.	Maheswari,S.N. (2022).Advanced Financial Accounting. Vikas Publishing.	
2.	Singh,D.K.(2024).Advanced Financial Accounting. SBPD Publications.	
Web Resources (Swayam/NPTEL)		
1	https://onlinecourses.nptel.ac.in/noc23_mg65	
2	https://archive.nptel.ac.in/courses/110/101/110101131	
3	https://onlinecourses.nptel.ac.in/noc24_ec01	

Course Code	Course Name	Category	Hours/Week	Credits
25MCO13C	Legal and Regulatory Aspects of Business	Core-III	6	4

Course Objectives

This course intends to cover

- To provide a comprehensive understanding of the fundamental legal principles and frameworks governing business operations.
- To develop the ability to identify and analyze legal issues in business scenarios.
- To equip students with practical knowledge of legal documentation and dispute resolution mechanisms.

Course Learning Outcomes

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

CLO	CLO statements	Knowledge Level
CLO1	Explain and interpret the legal principles related to the transfer of property.	K2
CLO2	Demonstrate knowledge of the legal framework governing societies and trusts.	K4
CLO3	Analyze the scope and significance of intellectual property laws in India.	K4
CLO4	Evaluate the regulatory framework under the Competition Act, 2002 and the Consumer Protection Act,	K3
CLO5	Apply the provisions of the Right to Information Act, 2005	K4
K1 – Remember ; K2 - Understand; K3 - Apply; K4 – Analyze.		

CLO– PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	2	1	2	2
CLO2	3	3	2	3	3
CLO3	2	3	3	3	3
CLO4	2	3	3	3	3
CLO5	2	3	3	3	3
3-Substantial (high)	2-Moderate (medium)		1-Slight(low)		

Core–III- Legal and Regulatory Aspects of Business

Unit	Content	No. of Hours
I	Law relating to Transfer of Property: Important definitions; types of properties; movable and immovable property; properties which cannot be transferred; rule against perpetuities; lis pendens; provisions relating to sale; mortgage, charge, lease, gift and actionable claim.	18
II	Law relating to Societies and Trusts: General concept relating to registration of societies; property of societies; suits by and against societies; enforcement of judgment against societies; dissolution of societies; general concept relating to trusts; creation of a trust; duties and liabilities of trustees; rights and powers of trustees, disabilities of trustees; rights and liabilities of the beneficiary	18
III	Law relating to Intellectual Property: Concept and development of intellectual property law in India; law and procedure relating to patents, trademarks and copyrights; geographical indications; design act; overview of laws relating to other intellectual property rights; intellectual property appellate board.	18
IV	Law relating to Competition and Consumer Protection: Concept of competition; Competition Act, 2002 - anti competitive agreements, abuse of dominant position, combination, regulation of combinations, competition commission of India; compliance of competition law; Consumer protection in India- Consumer Protection Act, 1986; rights of consumers; consumer disputes redressal agencies.	18
V	Law Relating to Information: Right to Information Act, 2005- Definitions, right to information, obligations of public authorities, request for obtaining information, disposal of request, exemption from disclosure of information, grounds for rejection to access in certain cases, severability; central information commission- its constitution, term of office, conditions of service and removal; powers and functions of Central Information Commissions, appeals and penalties.	18
Total Hours		90
Text Book		
1	Singh, Avtar, The Principles of Mercantile Law, Eastern Book Company, Lucknow.	
Reference Book		
1.	Sharma J. P., and Sunaina Kanojia, Business Laws, Ane Books Pvt. Ltd, New Delhi.	
2.	Bhandari, Munish, Professional Approach to Corporate Laws and Practice, Bharat Law House, New Delhi	
Web Resources (Swayam/NPTEL)		
1.	https://onlinecourses.swayam2.ac.in/nou25_cm10/preview	
2.	https://onlinecourses.nptel.ac.in/noc24_mg11/preview	

Course Code	Course Name	Category	Hours/Week	Credits
25MCO14C	Marketing Management	Core-IV	5	4

Course Objectives

This course intends to cover

- Various factors influencing consumer and business buyers, and enhance practical applications on advertising media.
- The significance of supply chain and promotional mix.
- The agricultural marketing and clarify the difference between market research and marketing research.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Recollect the marketing concepts, types, Segmentation and Positioning strategy in marketing	K1
CLO2	Illustrate the factors influencing buying and theories in marketing.	K2
CLO3	Locate the different types of products, product line, product mix and pricing decisions	K2-K3
CLO4	Analyze the importance of channels of distribution and Promotional mix	K4
CLO5	Examine the market agricultural produce and marketing research.	K4– K5
K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5– Evaluate.		

CLO–PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	-	1	2	2	2
CLO2	-	1	2	1	3
CLO3	1	1	1	1	3
CLO4	-	2	3	2	3
CLO5	-	3	3	2	3
3-Substantial(high)		2 -Moderate(medium)		1 -Slight(low)	

Core–III-Marketing Management

Unit	Content	No. of Hours
I	Introduction to Marketing: Importance and Scope, Types, Core concepts - Company Orientations -analyzing the Marketing Environment, Components of Macro and micro environment, Market Segmentation, Targeting & Positioning, LevelsofSegmentation-BasesforSegmentingConsumerandBusinessMarkets-Developing and Communicating a Positioning Strategy.	18
II	Consumer & Business Markets: Factors influencing Consumer Behavior – Buying Decision Process –Theories of Consumer Decision Making. Organizational Buying-Participants in the Business Buying Process-Stages in the Buying Process-Institutional and Government Markets- Managing Relationships.	18
III	Product & Pricing Strategy: Product Levels: Classifying products - New product development, Product Line, Mix - Product Life cycles. Pricing Environment: Consumer Psychology & Pricing; Pricing methods - Setting Price - Price Adaptations- Initiating Price Changes- Responding to Competitors’ Price Changes.	18
IV	Promotional Mix: Meaning-importance Advertising: Meaning-methods-media-advertising copy qualities of a good advertising copy – Evaluation of Advertisements.PersonalSelling:Meaning-Importance–Duties-Qualitiesofan Effective Salesman. Sales promotion: Meaning & Importance.	18
V	Distribution Decisions: Role of Intermediaries, Channel Levels, Types and Nature of Marketing Communications: The Marketing Communication Process, Factors Influencing Distributing Decisions, Channel Conflict, E- Commerce Marketing Practices-Generative AI and Distribution decision making using GPT- Types and Functions of Wholesalers and Retailers. Public Relations and Major Tools-Events And Experiences –Personal Selling: Nature and Process, Direct Marketing.	18
Total Hours		90
Text Books		
1.	Kotler,P., Keller,K.L., Koshy, A. & Jha,M. (2021); Marketing Management–A South Asian Perspective.21 st Ed,Pearson, New Delhi.	
2.	Dr.Gupta C.B.and Dr.Rajan Nair N(2022) “Marketing Management” New Delhi, S. Chand and sons.	
Reference Books		
1.	Pillai R.S.N & Bagavathi. (2021). <i>Modern Marketing</i> , New Delhi, S Chand.	
2.	Ramaswamy, V.S.& Namakumari. (2023); <i>Marketing Management</i> . 9 th Ed, McGraw Hill, New Delhi	
Web Resources (Swayam/NPTEL)		
1.	https://onlinecourses.nptel.ac.in/noc24_mg41	
2.	https://onlinecourses.nptel.ac.in/noc24_mg27	

Course Code	Course Name	Category	Hours/Week	Credits
25MCO1AE	Cost Accounting Methods	Elective-I	5	4

Course Objectives

This Course intends to cover

- The aspects of cost accounting, beginning with an exploration of its definition, scope, and classification.
- The role of costing as a management tool and explore different types and methods of cost determination.
- The key elements of cost, including materials, labor, and overhead, and how these elements impact a company's financial performance.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Recollect the concepts, classification and elements of cost.	K1
CLO2	Evaluate cost of Jobs and Contracts	K2– K5
CLO3	Analyze batch costing and its cost reduction techniques	K2– K4
CLO4	Solve process costing real time problems	K4
CLO5	Determine and Prepare Standard costing and analyze variance.	K3, K4
K1-Remember; K2-Understand; K3-Apply; K4-Analyze		

CLO-PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	2	2	3	2
CLO2	2	1	3	2	3
CLO3	2	2	3	2	3
CLO4	2	1	2	2	2
CLO5	2	3	3	3	2
3-Substantial(high)	2 -Moderate(medium)		1 -Slight(low)		

Elective- I - Cost Accounting Methods

Unit	Content	No. of Hours
I	Introduction to Cost Accounting : Cost Accounting – Definition– Meaning and Scope – Concept and Classification – Costing an aid to Management – Types and Methods of Cost– Elements of Cost- Life Cycle Costing –Target costing-Just-in-Time Approach-Cost Accounting Standards.	15
II	Job and Contract Costing: Job costing - Features, objectives, essential prerequisites for introduction, merits and limitations - Cost estimation - Contract costing - Profits on incomplete contracts, escalation clause, cost plus contract and work in progress.	15
III	Batch Costing: Determination of Economic Lot Size - Operating costing - Meaning, cost unit, characteristics, transport costing, power house costing, cinema house costing, hospital costing and canteen costing.	15
IV	Process Costing: Features, advantages, disadvantages, costing procedure, normal and abnormal loss, abnormal gain, scrap, and defective - Concept of equivalent production - Joint and by product accounting - Inter process profits.	15
V	Standard Costing and Variance Analysis: Meaning, advantages and limitations of standard cost - Determination of standard cost, Revision of standards; Meaning and uses of variance analysis-Material variances-Labour variances-Overhead Variances and Sales variances.	15
Total Hours		75
Problems–60% and Theory–40%		
Text Books		
1.	Jain.S.P,Narang. K.L.and Agarwal.S (2022).“Advanced Cost Accounting (Cost Management)” 16 th Edition, Ludhiana, Kalyani Publishers.	
2.	Madegowda.J.(2021). Cost Management. 4 th Edition, Mumbai, Himalaya Publishing House.	
Reference Books		
1.	Pillai. R.S.N. and BagavathiV. (2023). <i>Cost Accounting</i> , 13 th Edition, New Delhi, Sultan Chand and Sons.	
2.	Reddy T.S.and ReddyY.H.P.(2022). <i>Cost and Management Accounting</i> . 6 th Edition, Chennai, Margham Publishers.	
Web Resources (Swayam/NPTEL)		
1.	https://onlinecourses.nptel.ac.in/noc19_mg38	
2.	https://elearn.nptel.ac.in/shop/nptel/cost-accounting/?v=c86ee0d9d7ed	

Course Code	Course Name	Category	Hours/Week	Credit
25MCO1BE	Contemporary Marketing	Elective-I	5	4

Course Objectives

This course intends to cover

- The various aspects of marketing, starting from its fundamental concepts to advanced techniques and emerging trends.
- The meaning and importance of marketing, its role in understanding customer needs,
- The development of customer- driven marketing strategies.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Recollect the marketing concepts, product concept, relationship Marketing and internal marketing.	K1
CLO2	Illustrate the successful business models in direct marketing	K2– K4
CLO3	Locate the role of digital marketing in Market share.	K3, K4
CLO4	Analyze the importance of green marketing and co-operative marketing In India.	K4
CLO5	Examine the impact of Artificial intelligence in current marketing Era.	K4
K1-Remember; K2-Understand;K3 -Apply; K4 -Analyze		

CLO-PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	-	2	2	1	3
CLO2	1	2	3	2	3
CLO3	-	3	2	2	3
CLO4	-	3	2	2	3
CLO5	-	2	1	3	3
3-Substantial(high)		2 -Moderate(medium)		1 -Slight(low)	

Elective-I- Contemporary Marketing

Unit	Content	No. of Hours
I	Introduction to Marketing: Meaning and Importance, process, - understanding the market place and customer needs. Designing the customer driven marketing strategy, Market orientation- product selling marketing, societal marketing, Holistic marketing concept. Relationship marketing, Integrated marketing, Internal marketing,- performance marketing.	15
II	Direct Marketing: Nature scope and advantages- requisites for the success of direct marketing. Forms of direct marketing - database marketing- Tele marketing- Tele shopping - Multi level marketing. (Relevance and significance).	15
III	Digital Marketing: Online and Digital marketing: Introduction and meaning. Benefits to sellers and consumers. Limitations of online marketing. Problems of online marketing in India. Digital marketing-concept -role of digital marketing - Terminology used in Digital Marketing, PPC and online marketing through social media, Social Media Marketing, SEO techniques, Key word advertising, Google web- master and analytics over view, Affiliate, Email and Mobile Marketing	15
IV	Green and Co-operative Marketing: Green-marketing: Meaning – importance – Fundamental requirements – problems of green marketing - Co-operative Marketing Objectives-Characteristics of Agricultural Cooperative Marketing Society-Necessary Conditions for the success of a Marketing Co-operative- Organizational Structure- Advantages of Co-operative Marketing- Problems of Co-Operative Marketing– Progress of Co-operative Marketing in India	15
V	Artificial Intelligence in Marketing: Artificial Intelligence (AI), Augmented Reality Marketing (AR), Experiential Marketing, Sense of Mission Marketing- Content Marketing - Influencer Marketing - Video Marketing – Meta verse – Inclusive marketing- Local search optimization- Live streaming– Chat bots– Chat GPT and its influence on marketing- Social Commerce- Mobile optimization.	15
Total Hours		75
Text Books		
1.	Kotler,P., Keller,K.L., Koshy, A.&Jha,M. (2021), Marketing Management– A South Asian Perspective.24 th Ed, Pearson, New Delhi	
2.	Dr.Gupta C.B. and Dr.RajanNair N(2020),“ Marketing Management” New Delhi, S. Chand And sons	
Reference Books		
1.	Dr.LouisE & Dr.Boone’s (2009). <i>Contemporary Marketing</i> Cengage Learning.	
2.	MOWillan(2021). <i>The essential of Contemporary Marketing</i> . Bloomsbury Business	
3.	Kurtz & David.L (2013). <i>Principles of Contemporary Marketing</i> . Delhi publication	
Web Resources (Swayam/NPTEL)		
1.	https://www.coursera.org/specializations/digital-marketing	
2.	https://nptel.ac.in/courses/110104055	

Course Code	Course Name	Category	Hours/Week	Credit
25MCO1CE	Organizational Behaviour	Elective-I	5	4

Course Objectives

This course intends to cover

- The comprehensive understanding of organizational behavior(OB) and its significance in contemporary workplaces.
- The fundamental concepts and theories of Personality Development.
- The dynamics of individual and group behavior within organizations.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Evoke the focus and purpose of OB by way of exhibiting Organizational behavior modification.	K2– K4
CLO2	Gauge a learning process and formation of characteristics to know the Perceptions of persons at workplace.	K2– K4
CLO3	Analyze Organization structure and the formation of groups in organizations	K2– K4
CLO4	Exhibit Leadership traits and understand the organizational power stations.	K2– K4
CLO5	Apply and Analyze the dynamics of Organizational Behavior.	K2– K4
K2-Understand;K3 -Apply;K4 -Analyze		

CLO-PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	-	3	3	3	2
CLO2	-	3	2	3	3
CLO3	1	3	3	2	3
CLO4	-	2	2	3	3
CLO5	1	3	2	3	2
3-Substantial(high)		2 -Moderate(medium)		1 -Slight(low)	

Elective- I - Organizational Behaviour

Unit	Content	No. of Hours
I	Focus and Purpose of OB: Definition, need and importance of Organizational Behaviour – Nature and scope – Frame work – Organizational behavior models, Organization and the environmental factors. Organizational Theory, Organizational Behavior Modification. Misbehavior –Types.	15
II	Individual Behavior: Personality – Types – Factors influencing personality – Theories. Learning – Types of Learners – The learning process – Learning theories. Attitudes – Characteristics – Components – Formation – Measurement - Values. Perceptions–Importance–Factors influencing perception– Interpersonal Perception Impression Management. Emotions and Moods in workplace.	15
III	Group Behavior: Organization Structure–Formation –Groups in organizations – Influence – Group dynamics – Interpersonal Communication Team building – Interpersonal relations–Group decision making techniques. Meaning of conflict and its types, Conflict Redress Process.	15
IV	Leadership and Power: Leadership – Meaning – importance – traits - styles and Theories. Leaders Vs. Managers - Sources of power – Power centers – Power and Politics. Motivation at work– Importance- Need, Types and its effects on work behavior. Motivation Theories: Maslow’s, Herzberg.	15
V	Dynamics of Organizational Behavior- Factors affecting organizational climate– Importance - Organizational change – Importance – Stability Vs. Change – Proactive versus Reaction change – the change process – Resistance to change – Managing change - Stress – Work Stressors – Prevention and Management of stress Balancing work and Life- Organizational Development– Characteristics & Objectives - Organizational effectiveness- Benchmarking- TQM and Six Sigma.	15
Total Hours		75
Text Books		
1	K.Aswathapa.(2021). <i>Organizational Behavior</i> . 14 th Edition, Himalaya publishing house.	
2	R.D. Agarwal (2021) <i>Organization & Management</i> First Edition, SBPD Publications.	
Reference Books		
1.	Fred Luthans, <i>Organizational Behavior</i> , 10 th Edition, Academy of Management Journals 2021	
2.	Stephen Robbin.(2023). <i>Organizational Behavior</i> , Eighteenth Edition, Pearson Publications	
Web Resources (Swayam/NPTEL)		
1.	https://archive.nptel.ac.in/courses/110/106/110106145	
2.	https://onlinecourses.nptel.ac.in/noc24_mg45	

Part – IV : Ability Enhancement Compulsory Courses(AECC)

Course Code	Course Name	Category	Hours / Week	Credits
25SOF1AE	Soft Skills	AECC - I	2	2

Course Objective

The course intends to cover

- The essential soft skills that is crucial for success in today's dynamic and interconnected workplace.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand the comprehensive skills to participate actively in conversation, writing short texts with expression	K1, K2, K3
CLO2	Infer the cohesive devices to describe and discuss any objects, pictures using compound, complex sentence forms.	K2, K3
CLO3	Comprehend the logic in the given situation to organize the ideas to write formal and informal letters.	K2, K3
CLO4	Understand the given material to organize it in a logical sequence to present a paragraph with main and supporting ideas with concluding sentences.	K3
CLO5	Present valuable ideas in conversation to emulate the main ideas and key points in short essays.	K3
K1 - Remember; K2 - Understand; K3 - Apply;		

Ability Enhancement Compulsory Course - I : Soft Skills

Module	Unit	Details	No. of Hours
I	Presentation Skills		
	1	Getting to Know You: Grammar: Introduction to Tenses, Everyday English, Role-Play. Reading Activity: Different ways of communication. <i>Activities:</i> Fill in the blanks (Listening), Self Introduction (Speaking).	6
	2	My Day: Grammar: Present simple positive & negative/Adverbs of Frequency, Vocabulary & Speaking about Daily Activities. Listening: Observe and Answer/ Telling the time. <i>Activities:</i> Reading & Writing: Describe where you live.	
	3	Your World: Grammar: Possessive determiners. Listening: Positive & negative contractions. Reading & Writing: Personal profile. <i>Activities:</i> Talk about countries, nationalities (Vocabulary & Speaking).	
	4	The World of Work: Grammar: Yes/No & Wh Questions. Vocabulary & Speaking: Jobs. Listening: Recognize the schwa sound. <i>Activities:</i> Opening and closing an email (Reading & Writing).	
	5	Places and Things: Grammar: There is / there are, articles. Vocabulary & Speaking: Talk about rooms & furniture. Listening: Directions. Reading & Writing: Imperatives.	
	6	24 Hours: Grammar: Likes & Dislikes. Vocabulary & Speaking: Speak about hobbies and interests. Reading: Match the photos with descriptions. Writing: Write complete sentence using prompt. <i>Activities:</i> Observe & answer (Listening).	
		Practice: Listening & Speaking Presentations - Talking about how you learn – Understanding key information in a presentation – Writing sentences about you.	
II	Confidence		
	1	Clothes and Shopping: Grammar: Modal verbs/Adverbs of Frequency/Adjectives and Adverbs. Vocabulary & Speaking: Shopping. Reading & Writing: Product Review. <i>Activities:</i> Observe & answer (Listening).	6
	2	Travel & Transport: Grammar: Past simple questions. Vocabulary & Speaking: Talk about holidays. Listening: At the train station. <i>Activities:</i> Email - A perfect holiday (Reading & Writing).	
	3	Health & Fitness: Grammar: Past simple irregular verbs; Listening: Listen & Answer; Reading & Writing: Time sequencers; <i>Activities:</i> Talk about a healthy lifestyle (Vocabulary & Speaking)	
	4	Music: Grammar: Present perfect simple; Vocabulary & Speaking: Survey about music; Listening: Listen two people talk about music; <i>Activities:</i> Use adjectives and create sentences (Reading)	
	5	Let's go shopping: Vocabulary & Speaking: Town Survey; Listening: Listen and answer; Reading & Writing: Read and match; <i>Activities:</i> Countable & Uncountable (Grammar)	
		Practice: Writing a personal statement.	

III	Creativity		
	1	Cooking & Eating: Grammar: Some & Any, Quantifiers. Vocabulary & Speaking about Food & Drink. <i>Activities</i> Kitchen conversation (Listening). Reading an article & answering.	6
	2	Survival: Grammar: Comparison of adjectives. <i>Activities</i> Describing people (Speaking and Vocabulary). Listening to an audio & Answering. Reading & Writing: Read and Answer.	
	3	Working Together: Grammar: Verb + Noun phrases. <i>Activities</i> Technology (Vocabulary & Speaking). Listening: Listen & Answer. Reading & Writing: Notice.	
	4	Music: Grammar: Present perfect simple. <i>Activities</i> Survey about music (Vocabulary & Speaking). Listen to two people talking about music (Listening). Reading: Use adjectives and create sentences.	
	5	Culture and Arts: Grammar: Present perfect. Vocabulary & Speaking activity: Speak on the phone. <i>Activities:</i> Listen and answer. Reading & Writing activity: Review.	
		Practice: Writing comparison sentences & paragraphs.	
IV	Problem-Solving		
	1	Do's and Don'ts: Grammar, Modal Verbs. <i>Activities</i> Roleplay (Speaking). Holidays in January (Listening). Reading an article & answering.	6
	2	Body: Grammar: First conditional. Vocabulary & Speaking about Personality & Appearance. <i>Activities</i> Conversations about personality (Listening), Reading & Writing: Read and Answer about your skills.	
	3	Speed: Grammar: Present simple passive. Vocabulary & Speaking about relationships. Listening: Listen & Answer. Reading and Error spotting.	
	4	Work: Grammar: Adverbs of manner. Vocabulary & Speaking about work advice. Listening: Observe & Answer; Reading: Read & check your ideas.	
		Practice: Writing argumentative and descriptive essays.	
V	Critical Thinking		
	1	Influence: Grammar: would / past habits. Listening: Sentence Correction. <i>Activities</i> Your inspiration (Speaking). Picture description (Reading). Rewrite the sentences (Writing).	6
	2	Money: Grammar: Second conditional. <i>Activities:</i> Radio programme (Listening). Talk about games (Speaking). Reading & Writing: Fill in the blanks.	
	3	Things that changed the world: Grammar: articles. <i>Activities</i> :Talk about chewing gum (Speaking & Listening). Reading & Writing: Read and write a book review.	
		Practice: Writing Emails, reports and proposals.	
	Total Hours		30

Components for Internal Assessment and Distribution of Marks for CIA and ESE (Theory)

Max Marks	Marks for		Components for CIA						
100	CIA	ESE	CIA		Model		Attendance	Active Engagement	Total
	25	75	Actual	Weightage	Actual	Weightage	5	5	25
			50	5	75	10			

Question Paper Pattern

Component	Duration in Hours	Section A			Section B			Section C			Total
		Type of Question	No. of Questions	Marks	Type of Question	No. of Questions	Marks	Type of Question	No. of Questions	Marks	
CIA	2	MCQ	8	8x1=8	Either or	3	3x6=18	Either or	3	3x8=24	50
Model Exam / ESE	3	MCQ	10	10x1=10	Either or	5	5x5=25	Either or	5	5x8=40	75

Components for Internal Assessment and Distribution of Marks for CIA (Lab)

Max Marks	Marks for		Components for CIA						
	CIA	ESE	Test		Model		Experiments / Programs	Observation	Total
	40	60	Actual	Weightage	Actual	Weightage	Marks	5	40
100			50	10	60	15	10		

Examination Pattern

Component	Duration in Hours	Marks			Total Marks
		Practical Exam	Record	Weightage	
Test	2	50	-	10	50
Model	3	60	-	15	60
Experiments	-	-	-	10	10
Observation	-	-	-	05	05
Total Marks - CIA				40	40
ESE	3	50	10	-	60

Components for and Distribution of Marks for ESE (Theory)
Ability Enhancement Compulsory Courses (AECC)
&
Question Paper Pattern

Duration in Hours	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Online	MCQ	50	50x1=50

