

**PSG College of Arts & Science, Coimbatore – 14.**

**Scheme of Learning and Evaluation**

**Programme: B.Com (Retail Marketing) (SF)**

Course Code	Course Title	Course Category	Course Type	Part Type	Semester	Credits
22LAT101N	Tamil-I	ELECTIVE	THEORY	1	1	3
22LAH101N	Hindi-I	ELECTIVE	THEORY	1	1	3
22LAF101N	French-I	ELECTIVE	THEORY	1	1	3
22EU101N	COMMUNICATIVE English - I INTERPERSONAL COMMUNICATION	CORE	THEORY	2	1	3
22CRM101N	FINANCIAL ACCOUNTING I	CORE	THEORY	3	1	5
22CRM102N	PRINCIPLES OF MANAGEMENT	CORE	THEORY	3	1	3
22CRM103N	Statistics (ALLIED - ST)	CORE	THEORY	3	1	5
22CRM207N	PRACTICE WORKSHOP - I (SKILL BASED)	CORE	PRACTICAL	3	1	0
22LAT202N	TAMIL-II	ELECTIVE	THEORY	1	2	3
22LAH202N	HINDI-II	ELECTIVE	THEORY	1	2	3
22LAF202N	FRENCH - II - FRENCH LANGUAGE & CULTURE - II	ELECTIVE	THEORY	1	2	3
22EU202N	COMMUNICATIVE ENGLISH - II ACADEMIC COMMUNICATION	CORE	THEORY	2	2	3
22CRM204N	FINANCIAL ACCOUNTING II	CORE	THEORY	3	2	4
22CRM205	MARKETING MANAGEMENT	CORE	THEORY	3	2	2
22CRM206N	MATHEMATICS FOR COMMERCE (ALLIED)	CORE	THEORY	3	2	5
22CRM207N	PRACTICE WORKSHOP - I (SKILL BASED)	CORE	PRACTICAL	3	2	2
23AECU201	ABILITY ENHANCEMENT COMPULSORY COURSE-I- VALUES AND ETHICS FOR HUMAN EXCELLENCE	CORE	THEORY	4	2	2
23PSEU201	PROFESSIONAL SKILL ENHANCEMENT - I	CORE	THEORY	4	2	2
23LAT303N	Tamil III	ELECTIVE	THEORY	1	3	3
23LAH303N	Hindi III	ELECTIVE	THEORY	1	3	3
23LAF303N	French III	ELECTIVE	THEORY	1	3	3

23EU303N	English - III DEVELOPING LANGUAGE SKILLS THROUGH LITERATURE	CORE	THEORY	2	3	3
23CRM308N	COST ACCOUNTING	CORE	THEORY	3	3	4
23CRM309N	INCOME TAX	CORE	THEORY	3	3	4
23CRM310N	COMPUTER PRACTICAL I - BUSINESS DATA PROCESSING (Skill Based)	CORE	PRACTICAL	3	3	2
23CRM311N	EXECUTIVE COMMUNICATION (ALLIED - COM)	CORE	THEORY	3	3	4
23CRM416N	PRACTICE WORKSHOP II (SKILL BASED)	CORE	PRACTICAL	3	3	0
22AECU302	ABILITY ENHANCEMENT COMPULSORY COURSE II - ENVIRONMENTAL STUDIES AND SUSTAINABLE DEVELOPMENT GOALS	CORE	THEORY	4	3	0
23LAT404N	TAMIL - IV	ELECTIVE	THEORY	1	4	3
23LAH404N	HINDI-IV	ELECTIVE	THEORY	1	4	3
23LAF404N	FRENCH-IV - FRENCH LITERATURE & GRAMMER - II	ELECTIVE	THEORY	1	4	3
23EU404N	COMMUNICATIVE ENGLISH-IV-ENGLISH FOR CAREER	CORE	THEORY	2	4	3
23CRM412N	CORPORATE ACCOUNTING I	CORE	THEORY	3	4	4
23CRM413	INDIRECT TAXATION	CORE	THEORY	3	4	2
23CRM414N	RETAIL AND STORE OPERATIONS MANAGEMENT	CORE	THEORY	3	4	2
23CRM415N	RETAIL BANKING AND INSURANCE(ALLIED-COM)	CORE	THEORY	3	4	4
23CRM416N	PRACTICE WORKSHOP II (SKILL BASED)	CORE	PRACTICAL	3	4	2
22SECU401	SKILL ENHANCEMENT COURSE - I- INFORMATION SECURITY	CORE	THEORY	4	4	2
23PSEU402	PROFESSIONAL SKILL ENHANCEMENT - II	CORE	THEORY	4	4	2
23CRM517	CORPORATE ACCOUNTING II	CORE	THEORY	3	5	5
23CRM518	RESEARCH METHODS	CORE	THEORY	3	5	3
23CRM519	BRAND MANAGEMENT	CORE	THEORY	3	5	3
23CRM520	ENTREPRENEURSHIP	CORE	THEORY	3	5	3

23CRM630	PRACTICE WORKSHOP - III	CORE	PRACTICAL	3	5	0
23CRM521	MAJOR ELECTIVE COURSE - 1 - RETAIL SUPPLY CHAIN MANAGEMENT	ELECTIVE	THEORY	3	5	4
23COU521A	Major Elective Course I - Financial Management	ELECTIVE	THEORY	3	5	4
23AFU521	Major Elective Course I - Global Business Finance	ELECTIVE	THEORY	3	5	4
23CBI521	Major Elective Course-I- Development Banking	ELECTIVE	THEORY	3	5	4
23BPU521	Major Elective Course-I- Corporate Social Responsibility	ELECTIVE	THEORY	3	5	4
23COC524	Major Elective Course-I-E- Banking and Internet	ELECTIVE	THEORY	3	5	4
23CMA519	Major Elective Course I - Financial Market and Services	ELECTIVE	THEORY	3	5	4
23COE522	Major Elective Course- I: Social Media Marketing	ELECTIVE	THEORY	3	5	4
23FSU520	Major Elective Course I- Working Capital Management	ELECTIVE	THEORY	3	5	4
23FTU521	Major Elective Course - I : Intellectual Property Rights	ELECTIVE	THEORY	3	5	4
23CBA523	MAJOR ELECTIVE COURSE - I -DATA MINING AND BUSINESS INTELLIGENCE	ELECTIVE	THEORY	3	5	4
23BSB528A	MAJOR ELECTIVE COURSE - I-MODERN BANKING	ELECTIVE	THEORY	3	5	4
23CRM522	COMPUTER PRACTICALS - II - TALLY	CORE	PRACTICAL	3	5	1
23CRM524	INTERNSHIP	CORE	TRAINING	3	5	2
23CRM625	MANAGEMENT ACCOUNTING	CORE	THEORY	3	6	5
23CRM626	AUDITING & FINANCIAL REPORTING	CORE	THEORY	3	6	3
23CRM627	HUMAN RESOURCE MANAGEMENT FOR RETAIL	CORE	THEORY	3	6	3
23CRM628	DIGITAL MARKETING FOR RETAIL	CORE	THEORY	3	6	3
23CRM629	MAJOR ELECTIVE COURSE - II: MALL MANAGEMENT	CORE	THEORY	3	6	4

23FTU629	MAJOR ELECTIVE COURSE - II: EXIM FINANCE AND SHIPPING	CORE	THEORY	3	6	4
23FSU628	MAJOR ELECTIVE COURSE II - PRINCIPLES OF SUSTAINABLE FINANCE	ELECTIVE	THEORY	3	6	4
23COE630	Major Elective Course - II-e- Services	CORE	THEORY	3	6	4
23COC631	MAJOR ELECTIVE COURSE-II: E-BUSINESS MODELS & PRACTICE	ELECTIVE	THEORY	3	6	4
23BPU629	MAJOR ELECTIVE COURSE-II: CORPORATE GOVERNANCE	ELECTIVE	THEORY	3	6	4
23COU629A	MAJOR ELECTIVE COURSE II: PRIMARY & SECONDARY MARKET	ELECTIVE	THEORY	3	6	4
23AFU629	MAJOR ELECTIVE COURSE - II: COMMODITY MARKET	ELECTIVE	THEORY	3	6	4
23CBI629	MAJOR ELECTIVE COURSE - II: INSURANCE ENVIRONMENT	ELECTIVE	THEORY	3	6	4
23CBA629	MAJOR ELECTIVE COURSE - II: BI TOOLS FOR DATA VISUALIZATION	ELECTIVE	THEORY	3	6	4
23BSB629	MAJOR ELECTIVE COURSE - II: FIXED INCOME SECURITIES MARKET	ELECTIVE	THEORY	3	6	4
23CMA626	MAJOR ELECTIVE COURSE-II-Project Management	ELECTIVE	THEORY	3	6	4
23CRM630	PRACTICE WORKSHOP - III	CORE	PRACTICAL	3	6	2
23CRM631	PROJECT / INNOVATION / START UP	CORE	PROJECT	3	6	6