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

## **Scheme of Learning and Evaluation**

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

22LAT101N   Tamil-1   ELECTIVE   THEORY   1	Course Code	Course Title	Course	Course Type	Part	Semester	Credits
22LAH101N			Category		Type		
22LAF101N   French-I						1	
COMMUNICATIVE English	22LAH101N	Hindi-I		THEORY		1	
COMMUNICATION   CORE   THEORY   2	22LAF101N		ELECTIVE	THEORY	1	1	3
22EU101N   COMMUNICATION   CORE   THEORY   2   1   3		_					
PINANCIAL   ACCOUNTING I   CORE   THEORY   3					_		
22CRM101N   ACCOUNTING I   CORE   THEORY   3   1   5	22EU101N		CORE	THEORY	2	1	3
PRINCIPLES OF   MANAGEMENT   CORE   THEORY   3			G055				_
22CRM102N   MANAGEMENT   CORE   THEORY   3   1   3   3   2   2   2   2   3   1   5   5   2   2   2   3   3   3   3   3   3   3	22CRM101N		CORE	THEORY	3	1	5
22CRM103N   Statistics (ALLIED - ST)   CORE   THEORY   3	22CD 4102N		CODE	THEODY	2	1	2
PRACTICE WORKSHOP - I   CORE							
22CRM207N   (SKILL BASED)   CORE   PRACTICAL   3   1   0     22LAT202N   TAMIL-II   ELECTIVE   THEORY   1   2   3     22LAH202N   HINDI-II   ELECTIVE   THEORY   1   2   3     FRENCH - II - FRENCH   LANGUAGE & CULTURE - LANGUAGE & CULTURE - LANGUAGE & CULTURE - ENGLISH - II ACADEMIC   COMMUNICATIVE   ENGLISH - II ACADEMIC   COMMUNICATION   CORE   THEORY   2   2   3     22CRM204N   ACCOUNTING II   CORE   THEORY   3   2   4     MARKETING   MARKETING   CORE   THEORY   3   2   2     22CRM205   MATHEMATICS FOR   COMMERCE (ALLIED)   CORE   THEORY   3   2   2     22CRM206N   COMMERCE (ALLIED)   CORE   THEORY   3   2   5     PRACTICE WORKSHOP - I   COMPULSORY COURSE-I-VALUES AND ETHICS FOR HUMAN   COMPULSORY COURSE-I-VALUES AND ETHICS FOR HUMAN   EXCELLENCE   CORE   THEORY   4   2   2     23AECU201   ENHANCEMENT - I   CORE   THEORY   4   2   2     23LAT303N   Tamil III   ELECTIVE   THEORY   1   3   3     23LAH303N   Hindi III   ELECTIVE   THEORY   1   3   3     32LAH303N   Hindi III   ELECTIVE   THEORY   1   3   3      3	22CRM103N	` /	CORE	THEORY	3	1	5
22LAT202N   TAMIL-II			G055				
22LAH202N		,					
FRENCH - II - FRENCH	22LAT202N			THEORY	1		
LANGUAGE & CULTURE -	22LAH202N		ELECTIVE	THEORY	1	2	3
22LAF202N   II							
COMMUNICATIVE   ENGLISH - II ACADEMIC   COMMUNICATION   CORE   THEORY   2   2   3							
ENGLISH - II ACADEMIC   COMMUNICATION   CORE   THEORY   2   2   3	22LAF202N		ELECTIVE	THEORY	1	2	3
22EU202N   COMMUNICATION   CORE   THEORY   2   2   3							
FINANCIAL   CORE							_
22CRM204N         ACCOUNTING II         CORE         THEORY         3         2         4           MARKETING         MANAGEMENT         CORE         THEORY         3         2         2           22CRM205         MATHEMATICS FOR         CORE         THEORY         3         2         5           22CRM206N         COMMERCE (ALLIED)         CORE         THEORY         3         2         5           22CRM207N         (SKILL BASED)         CORE         PRACTICAL         3         2         2           23AECU201         EXCELLENCE         CORE         THEORY         4         2         2           23PSEU201         ENHANCEMENT - I         CORE         THEORY         4         2         2           23LAT303N         Tamil III         ELECTIVE         THEORY         1         3         3           23LAH303N         Hin	22EU202N		CORE	THEORY	2	2	3
MARKETING   MANAGEMENT   CORE   THEORY   3   2   2   2   2   2   2   2   2   2	22 (72) (20) (3)		CODE	mun on u	2		
22CRM205         MANAGEMENT         CORE         THEORY         3         2         2           MATHEMATICS FOR         COMMERCE (ALLIED)         CORE         THEORY         3         2         5           22CRM206N         COMMERCE (ALLIED)         CORE         THEORY         3         2         5           PRACTICE WORKSHOP - I (SKILL BASED)         CORE         PRACTICAL         3         2         2           ABILITY ENHANCEMENT COMPULSORY COURSE-I- VALUES AND ETHICS FOR HUMAN         CORE         THEORY         4         2         2           23AECU201         EXCELLENCE         CORE         THEORY         4         2         2           23PSEU201         ENHANCEMENT - I         CORE         THEORY         4         2         2           23LAT303N         Tamil III         ELECTIVE         THEORY         1         3         3           23LAH303N         Hindi III         ELECTIVE         THEORY         1         3         3	22CRM204N		CORE	THEORY	3	2	4
MATHEMATICS FOR   COMMERCE (ALLIED)   CORE   THEORY   3   2   5	226014205		CODE	THEODY	2	_	
22CRM206N         COMMERCE (ALLIED)         CORE         THEORY         3         2         5           PRACTICE WORKSHOP - I         CORE         PRACTICAL         3         2         2           22CRM207N         (SKILL BASED)         CORE         PRACTICAL         3         2         2           ABILITY ENHANCEMENT COMPULSORY COURSE-IVALUES AND ETHICS FOR HUMAN         VALUES AND ETHICS FOR HUMAN         4         2         2           23AECU201         EXCELLENCE         CORE         THEORY         4         2         2           23PSEU201         ENHANCEMENT - I         CORE         THEORY         4         2         2           23LAT303N         Tamil III         ELECTIVE         THEORY         1         3         3           23LAH303N         Hindi III         ELECTIVE         THEORY         1         3         3	22CRM205		CORE	THEORY	3	2	2
PRACTICE WORKSHOP - I (SKILL BASED)  ABILITY ENHANCEMENT COMPULSORY COURSE-I- VALUES AND ETHICS FOR HUMAN  23AECU201 EXCELLENCE PROFESSIONAL SKILL 23PSEU201 ENHANCEMENT - I CORE THEORY PROFESSIONAL SKILL 23LAT303N Tamil III ELECTIVE THEORY 1 3 3 3 2 2 2 2	22CDM20CN		CODE	THEODY	2	_	_
22CRM207N (SKILL BASED) CORE PRACTICAL 3 2 2  ABILITY ENHANCEMENT COMPULSORY COURSE-I-VALUES AND ETHICS FOR HUMAN  23AECU201 EXCELLENCE CORE THEORY 4 2 2  PROFESSIONAL SKILL CORE THEORY 4 2 2  23LAT303N Tamil III ELECTIVE THEORY 1 3 3 3  23LAH303N Hindi III ELECTIVE THEORY 1 3 3	22CRM206N		CORE	THEORY	3	2	3
ABILITY ENHANCEMENT COMPULSORY COURSE-I- VALUES AND ETHICS FOR HUMAN  23AECU201 EXCELLENCE CORE THEORY 4 2 2  PROFESSIONAL SKILL 23PSEU201 ENHANCEMENT - I CORE THEORY 4 2 2  23LAT303N Tamil III ELECTIVE THEORY 1 3 3  23LAH303N Hindi III ELECTIVE THEORY 1 3 3	22CDM207N		CORE	DD A CTIC A I	2	2	2
COMPULSORY COURSE-I-VALUES AND ETHICS FOR HUMAN  23AECU201 EXCELLENCE CORE THEORY 4 2 2  PROFESSIONAL SKILL  23PSEU201 ENHANCEMENT - I CORE THEORY 4 2 2  23LAT303N Tamil III ELECTIVE THEORY 1 3 3  23LAH303N Hindi III ELECTIVE THEORY 1 3 3	ZZCKIVIZU/IN	,	CORE	PRACTICAL	3	<u> </u>	
VALUES AND ETHICS FOR HUMAN  23AECU201 EXCELLENCE CORE THEORY 4 2 2  PROFESSIONAL SKILL 23PSEU201 ENHANCEMENT - I CORE THEORY 4 2 2  23LAT303N Tamil III ELECTIVE THEORY 1 3 3  23LAH303N Hindi III ELECTIVE THEORY 1 3 3							
FOR HUMAN   CORE							
23AECU201         EXCELLENCE         CORE         THEORY         4         2         2           PROFESSIONAL SKILL         23PSEU201         ENHANCEMENT - I         CORE         THEORY         4         2         2           23LAT303N         Tamil III         ELECTIVE         THEORY         1         3         3           23LAH303N         Hindi III         ELECTIVE         THEORY         1         3         3							
PROFESSIONAL SKILL 23PSEU201 ENHANCEMENT - I CORE THEORY 4 2 2 23LAT303N Tamil III ELECTIVE THEORY 1 3 3 23LAH303N Hindi III ELECTIVE THEORY 1 3 3	23AECU201		CORE	THEORY	4	2	2
23PSEU201         ENHANCEMENT - I         CORE         THEORY         4         2         2           23LAT303N         Tamil III         ELECTIVE         THEORY         1         3         3           23LAH303N         Hindi III         ELECTIVE         THEORY         1         3         3	2371230201		CORE	THE OILL			2
23LAT303N         Tamil III         ELECTIVE         THEORY         1         3         3           23LAH303N         Hindi III         ELECTIVE         THEORY         1         3         3	23PSEU201		CORE	THEORY	4	2.	2.
23LAH303N Hindi III ELECTIVE THEORY 1 3 3							
$731.5 \pm 3030 \pm 1000 \pm 11$ $\pm 11 \pm 11 \pm 11 \pm 11$ $\pm 11 \pm 11 $	23LAF303N	French III	ELECTIVE	THEORY	1	3	3

	English III DEVEL ODING					
	English - III DEVELOPING LANGUAGE SKILLS					
23EU303N	THROUGH LITERATURE	CORE	THEORY	2	3	3
				3	3	
23CRM308N	COST ACCOUNTING	CORE	THEORY			4
23CRM309N	INCOME TAX	CORE	THEORY	3	3	4
	COMPUTER PRACTICAL I					
22657 (210)	- BUSINESS DATA	CODE	DD 4 GTTG 4 I		2	•
23CRM310N	PROCESSING (Skill Based)	CORE	PRACTICAL	3	3	2
	EXECUTIVE					
22 CD 1211N	COMMUNICATION	CODE	THEODY	2	2	4
23CRM311N	(ALLIED - COM)	CORE	THEORY	3	3	4
22CDM41CN	PRACTICE WORKSHOP II	CODE	DD A CTIC A I	2	2	0
23CRM416N	(SKILL BASED)	CORE	PRACTICAL	3	3	0
	ABILITY ENHANCEMENT					
	COMPULSORY COURSE II					
	- ENVIRONMENTAL					
	STUDIES AND SUSTAINABLE					
22 4 ECH202		CORE	THEODY	4	2	0
22AECU302	DEVELOPMENT GOALS	CORE	THEORY	4	3	0
23LAT404N	TAMIL - IV	ELECTIVE	THEORY	1	4	3
23LAH404N	HINDI-IV	ELECTIVE	THEORY	1	4	3
	FRENCH-IV - FRENCH					
201 1 7 10 101	LITERATURE &		THE ODI.		,	
23LAF404N	GRAMMER - II	ELECTIVE	THEORY	1	4	3
	COMMUNICATIVE					
2051140421	ENGLISH-IV-ENGLISH	CODE	THE ODY		4	2
23EU404N	FOR CAREER	CORE	THEORY	2	4	3
22 CD 1412N	CORPORATE	CODE	THEODY	2	4	4
23CRM412N	ACCOUNTING I	CORE	THEORY	3	4	4
23CRM413	INDIRECT TAXATION	CORE	THEORY	3	4	2
	RETAIL AND STORE					
226574444	OPERATIONS	CODE	THE ODY	2	4	2
23CRM414N	MANAGEMENT	CORE	THEORY	3	4	2
	RETAIL BANKING AND					
22 CD 141 5 N	INSURANCE(ALLIED-	CODE	THEODY	2	4	4
23CRM415N	COM)	CORE	THEORY	3	4	4
22CDM41CN	PRACTICE WORKSHOP II	CODE	DD A CTIC A I	2	4	2
23CRM416N	(SKILL BASED)	CORE	PRACTICAL	3	4	2
	SKILL ENHANCEMENT					
	COURSE - I-					
220001401	INFORMATION	CORE	THEODY	4	4	2
22SECU401	SECURITY DROEESSIONAL SKILL	CORE	THEORY	4	4	2
22DGE11402	PROFESSIONAL SKILL	CORE	THEODY	4	4	2
23PSEU402	ENHANCEMENT - II	CORE	THEORY	4	4	2
22CDM517	CORPORATE	CORE	THEODY	2	_	_
23CRM517	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

	PRACTICE WORKSHOP -					
23CRM630	III	CORE	PRACTICAL	3	5	0
	MAJOR ELECTIVE					
	COURSE - 1 - RETAIL					
	SUPPLY CHAIN					
23CRM521	MANAGEMENT	ELECTIVE	THEORY	3	5	4
	Major Elective Course I -					
23COU521A	Financial Management	ELECTIVE	THEORY	3	5	4
	Major Elective Course I -					
23AFU521	Global Business Finance	ELECTIVE	THEORY	3	5	4
	Major Elective Course-I-					
23CBI521	Development Banking	ELECTIVE	THEORY	3	5	4
	Major Elective Course-I-					
	Corporate Social					
23BPU521	Responsibility	ELECTIVE	THEORY	3	5	4
	Major Elective Course-I-E-					
23COC524	Banking and Internet	ELECTIVE	THEORY	3	5	4
	Major Elective Course I -					
	Financial Market and					
23CMA519	Services	ELECTIVE	THEORY	3	5	4
	Major Elective Course- I:					
23COE522	Social Media Marketing	ELECTIVE	THEORY	3	5	4
	Major Elective Course I-					
	Working Capital					
23FSU520	Management	ELECTIVE	THEORY	3	5	4
	Major Elective Course - I:					
23FTU521	Intellectual Property Rights	ELECTIVE	THEORY	3	5	4
	MAJOR ELECTIVE					
	COURSE - I -DATA					
	MINING AND BUSINESS					
23CBA523	INTELLIGENCE	ELECTIVE	THEORY	3	5	4
	MAJOR ELECTIVE					
	COURSE - I-MODERN					
23BSB528A	BANKING	ELECTIVE	THEORY	3	5	4
	COMPUTER PRACTICALS			_		
23CRM522	- II - TALLY	CORE	PRACTICAL	3	5	1
23CRM524	INTERNSHIP	CORE	TRAINING	3	5	2
	MANAGEMENT					
23CRM625	ACCOUNTING	CORE	THEORY	3	6	5
	AUDITING & FINANCIAL					
23CRM626	REPORTING	CORE	THEORY	3	6	3
	HUMAN RESOURCE					
	MANAGEMENT FOR			_		_
23CRM627	RETAIL	CORE	THEORY	3	6	3
	DIGITAL MARKETING			_		
23CRM628	FOR RETAIL	CORE	THEORY	3	6	3
	MAJOR ELECTIVE					
226015620	COURSE - II: MALL	CODE	minosi.			
23CRM629	MANAGEMENT	CORE	THEORY	3	6	4

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