



ALAGAPPA UNIVERSITY, KARAIKUDI

B.COM - PROGRAMME STRUCTURE

Sl. No.	Course Code	LE (Code)	Title of the Course	CIA Max.	ESE Max.	TOT Max.	C
FIRST YEAR							
I Semester							
1	10211		Principles of Management	25	75	100	4
2	10212		Business Communication	25	75	100	4
3	10213		Business Environment	25	75	100	4
4	10214		Financial Accounting	25	75	100	4
			Total	100	300	400	16
II Semester							
5	10221		Financial Management	25	75	100	4
6	10222		Human Resource Management	25	75	100	4
7	10223		Marketing Management	25	75	100	4
8	10224		Mercantile Law	25	75	100	4
			Total	100	300	400	16
SECOND YEAR							
III Semester							
9	10231	12531	E-Commerce	25	75	100	4
10	10232	12532	Auditing	25	75	100	4
11	10233	12533	Merchant Banking and Financial Services	25	75	100	4
12	10234	12534	Managerial Economics	25	75	100	4
			Total	100	300	400	16
IV Semester							
13	10241	12541	Insurance Management	25	75	100	4
14	10242	12542	Business Statistics	25	75	100	4
15	10243	12543	Office Management	25	75	100	4
16	10244	12544	Management Accounting	25	75	100	4
			Total	100	300	400	16
THIRD YEAR							
V Semester							
17	10251	12551	International Marketing	25	75	100	4
18	10252	12552	Retail Marketing Management	25	75	100	4
19	10253	12553	Cost Accounting	25	75	100	4
20	10254	12554	Project Management	25	75	100	4
			Total	100	300	400	16
VI Semester							
21	10261	12561	Marketing Research	25	75	100	4
22	10262	12562	Corporate Accounting	25	75	100	4



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23	10263	12563	Entrepreneurship Development	25	75	100	4
24	10264	12564	Management Information System	25	75	100	4
			Total	100	300	400	16
Grand Total				600	1800	2400	96