



ISLAMIAH WOMEN'S ARTS AND SCIENCE COLLEGE

Permanently Affiliated to Thiruvalluvar University
Recognized by UGC under sections 2(f) and 12(B) of the UGC Act 1956
Accredited with "B" Grade by NAAC

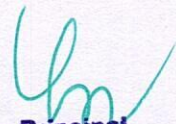
Approved by the Government of Tamil Nadu
Phone: 04174-235266 Email: principalwcc@gmail.com
www.islamiahwomensartsandsciencecollege.com

Project Details 2022-2023

Program Name : M.Com- Program Code : P09

S.No	List Of Students	Project Title	Place Of Work	Duration
1	L.Anitha	"A Study On Marketing Strategies In Food Product In Vaniyambadi"	Islamiah Women's Arts And Science College	1.2.2023 to 13.5.2023 One Semester
2	B.Deva Priya	"A Study On Conflicts Among Employees In It Industries At Chennai"	Islamiah Women's Arts And Science College	1.2.2023 to 13.5.2023 One Semester
3	S.Divya	"A Study On Problems And Challenges Of Agricultural Entrepreneur In Ambur"	Islamiah Women's Arts And Science College	1.2.2023 to 13.5.2023 One Semester
4	M.Gowthami	"A Study On Consumer Behaviour Towards Online Marketing In Tirupattur"	Islamiah Women's Arts And Science College	1.2.2023 to 13.5.2023 One Semester
5	S. Kamini	"A Study On Discipline And Performance In Employee In Leather Industry In Vaniyambadi"	Islamiah Women's Arts And Science College	1.2.2023 to 13.5.2023 One Semester




Principal
Islamiah Women's Arts and Science College
Vaniyambadi - 635 752.

THIRUVALLUVAR UNIVERSITY

MASTER OF COMMERCE

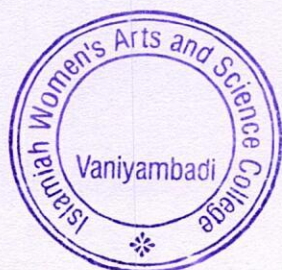
SYLLABUS

UNDER CBCS

(With effect from 2020-2021)

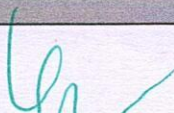
The Course of Study and the Scheme of Examination

Sl. No.	Study Components		ins. hrs / week	Credit	Title of the Paper	Maximum Marks		
	Course Title					CIA	Uni. Exam	Total
SEMESTER I								
1.	Core	Paper- 1	6	4	Advanced Financial Management	25	75	100
2.		Paper- 2	6	4	Accounting for Managerial Decision	25	75	100
3.		Paper- 3	6	4	Marketing Management	25	75	100
4.		Paper- 4	6	4	Advanced Business Statistics	25	75	100
Internal Elective for same major students								
5.	Core Elective	Paper-1	3	3	(To choose one out of 3) A. Business Environment B. Computer Application in Business C. Managerial Economics	25	75	100
External Elective for other major students (Inter/multi disciplinary papers)								
6.	Open Elective	Paper-1	3	3	(To choose one out of 3) A. Principles of Marketing B. Elements of Insurance C. Corporate Social Responsibility	25	75	100
			30	22		150	450	600
SEMESTER II								
7.	Core	Paper- 5	6	4	Corporate Laws	25	75	100
8.		Paper- 6	6	4	Human Resource Management	25	75	100
9.		Paper- 7	6	4	Advanced Corporate Accounting	25	75	100
Internal Elective for same major students								
10.	Core Elective	Paper-2	5	3	(To choose one out of 3) A. Export and Import Management B. Global Marketing C. E-Commerce	25	75	100
External Elective for other major students (Inter/multi disciplinary papers)								
11.	Open Elective	Paper-2	5	3	(To choose one out of 3) A. Principles of Management B. Elements of Accounting C. Elements of Business Law	25	75	100
12.	*Field Study		-	2		100	-	100



13.	Compulsory Paper		2	2	Human Rights	25	75	100
			30	22		250	450	700
SEMESTER III						<i>CIA</i>	<i>Uni. Exam</i>	<i>Total</i>
14.	Core	Paper- 8	5	4	Goods & Services Tax (GST)	25	75	100
15.		Paper- 9	5	4	Organisational Behaviour	25	75	100
16.		Paper- 10	6	4	Advanced Cost Accounting	25	75	100
17.		Paper-11	6	4	Research Methodology	25	75	100
Internal Elective for same major students								
18.	Core Elective	Paper -3	4	3	(To choose one out of 3) A. Agri Business Management B. Services Marketing C. Business Analytics	25	75	100
External Elective for other major students (Inter/multi disciplinary papers)								
19.	Open Elective	Paper -3	4	3	(To choose one out of 3) A. Small Business Management B. Banking Theory C. Stress Management	25	75	100
20.	**MOOC Course		-	-		-	-	100
			30	22		150	450	700
SEMESTER IV						<i>CIA</i>	<i>Uni. Exam</i>	<i>Total</i>
21.	Core	Paper- 12	6	4	Direct Taxes	25	75	100
22.		Paper- 13	6	4	Investment & Portfolio Management	25	75	100
23.		Paper- 14	5	5	Project Development	25	75	100
24.	Core	Project	5	5	Project With Viva voce	100 (75 Project +25 viva)		100
Internal Elective for same major students								
25.	Core Elective	Paper 4	5	3	(To choose one out of 3) A. Financial Services B. Information Technology in Business C. Entrepreneurial Development	25	75	100
External Elective for other major students (Inter/multi disciplinary papers)								
26.	Open Elective	Paper 4	3	3	(To choose one out of 3) A. Office Management B. Business Organisation C. Principles of Auditing	25	75	100
			30	24		150	450	600
								2600




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*** Field Study**

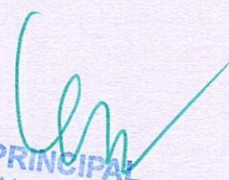
There will be field study which is compulsory in the first semester of all PG courses with 2 credits. This field study should be related to the subject concerned with social impact. Field and Topic should be registered by the students in the first semester of their study along with the name of a mentor before the end of the month of August. The report with problem identification and proposed solution should be written in not less than 25 pages in a standard format and it should be submitted at the end of second semester. The period for undergoing the field study is 30 hours beyond the instructional hours of the respective programme. Students shall consult their mentors within campus and experts outside the campus for selecting the field and topic of the field study. The following members may be nominated for confirming the topic and evaluating the field study report.

- (i). Head of the respective department
- (ii). Mentor
- (iii). One faculty from other department

****Mooc Courses**

Inclusion of the Massive Open Online Courses (MOOCs) with zero credits available on SWAYAM, NPTEL and other such portals approved by the University Authorities.




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Newtown, Vaniyambadi-635751, Tirupattur District,
Email Id: principaliwc@gmail.com

PG & RESEARCH DEPARTMENT OF COMMERCE

APRIL - 2023

CERTIFICATE

This is to certify that the project work entitled, "A STUDY ON MARKETING STRATEGIES IN FOOD PRODUCT IN VANIYAMBADI" by L.ANITHA (Register Number : 31221P09001) in the partial fulfilment of the requirement for the award of the degree of Master of Commerce is a bonafide record of work carried out by the candidate under my supervision during the period of 2022-2023. It has not been formed the basis for the award of any other degree.

Signature of the HOD

Signature of the guide

Dr. P. KAVITHA, M.Com., M.Phil., M.B.A., M.Com(CA), Ph.D., SET,
RESEARCH SUPERVISOR AND ASSISTANT PROFESSOR
PG AND RESEARCH DEPARTMENT OF COMMERCE
ISLAMIAH WOMEN'S ARTS AND SCIENCE COLLEGE
No.10, BYPASS ROAD, NEWTOWN, VANIYAMBADI-635 752

Submitted for viva examination help on 13/05/2023

Internal Examiner

Dr. P. KAVITHA, M.Com., M.Phil., M.B.A., M.Com(CA), Ph.D., SET,
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PG AND RESEARCH DEPARTMENT OF COMMERCE
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External Examiner

Dr.S. MOHAMED RAFIQUE
M.Com., M.Phil., M.B.A., NET., SET., Ph.D.
Assistant Professor & Research Supervisor
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Melvisharam 632 509, Ranipet Dt.

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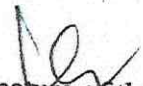
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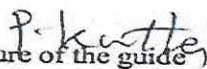
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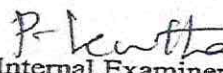
CERTIFICATE


This is to certify that the project work entitled, **A STUDY ON CONFLICTS AMONG EMPLOYEES IN IT INDUSTRIES AT CHENNAI** by **B DEVAPRIYA** (Register Number : **3221P09002**) in the partial fulfilment of the requirement for the award of the degree of **Master of Arts, in Commerce** is a bonafide record of work carried out by the candidate under my supervision during the period of 2022-2023. It has not been formed the basis for the award of any other degree.


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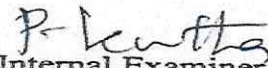
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This is to certify that the project work entitled, "A STUDY ON PROBLEMS AND CHALLENGES OF AGRICULTURAL ENTREPRENEUR IN AMBUR by S.DIVYA (Register Number: 31221P09003) in the partial fulfilment of the requirement for the award of the degree of **Master of Commerce** is a bonafide record of work carried out by the candidate under my supervision during the period of 2022-2023. It has not been formed the basis for the award of any other degree.



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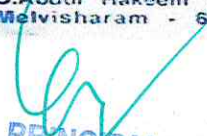

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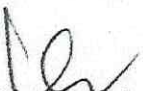
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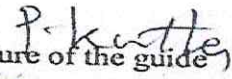
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Email Id: principalwvc@gmail.com

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APRIL - 2023


CERTIFICATE


This is to certify that the project work entitled, "A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE MARKETING IN TIRUPATTUR DISTRICT" by **M. GOWTHAMI** (Register Number : 31221P09006) in the partial fulfilment of the requirement for the award of the degree of **Master of Commerce** is a bonafide record of work carried out by the candidate under my supervision during the period of 2022-2023. It has not been formed the basis for the award of any other degree.


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CERTIFICATE

This is to certify that the project work entitled, **A STUDY ON DISCIPLINE AND PERFORMANCE IN EMPLOYEE IN LEATHER INDUSTRY IN VANIYAMBADI** by **S.KAMINI (Register Number : 31221P09007)** in the partial fulfilment of the requirement for the award of the degree of **Master of Commerce** in Commerce is a bonafide record of work carried out by the candidate under my supervision during the period of 2022-2023. It has not been formed the basis for the award of any other degree.

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