

Bharathiar University:: Coimbatore-641046

B.COM – Retail Marketing

(with Diploma in Marketing Management)

For students admitted from 2008-09 onwards

1. Eligibility for Admission to the Course

Candidates for admission to the first year of the course shall be required to have passed the higher secondary examinations (Academic or Vocational) conducted by the Govt. of Tamil Nadu or any other examination accepted as equivalent thereto by the Syndicate

2. Duration of the Course

The course shall extend over a period of three years comprising of six semesters with two semesters per year

3. Course of Study

The course of study for the course shall consist of the following:

a. **Part I** – Tamil or any one of the following languages:

Telugu, Kannada, Malayalam, Hindi, French

b. **Part II** – English

The subjects of Part I and II shall be offered during the first two semesters with one examination at the end of each semester

c. **Part III** – Core, Allied and Applied Subjects

4. Medium of Instruction and Examinations

The medium of instruction and examination for the papers of Part I and II shall be the language concerned. For Part III subjects the medium of instruction and examination shall be in English.

Examinations shall be conducted at the end of each semester for the respective subjects.

5. Passing Minimum

a. A candidate shall be declared to have passed in a paper, if he/she obtains not less than 40 per cent of marks in that paper. He/She shall be declared to have passed the whole examination, i.e. Part I, II and III, if he/she passes in all the papers.

b. A candidate failing to secure the minimum marks prescribed shall be required to reappear for the examination in that paper and obtain not less than the minimum marks required for passing the paper.

6. Classifications of successful candidates

a. A candidate who passes all the part III examinations in the first attempt with in a period of three years securing 75% and above the aggregate of Part III shall be declared to have passed the degree Examination in First Class with Distinction.

b. Successful candidates passing the examination for part I or Part II or Part III not less than 60% of total marks for the concerned part shall be declared to have passed that

- Part in First Class
- c. Successful candidates passing the examination for part I or Part II or Part III not less than 50% of total marks for the concerned part shall be declared to have passed that Part in Second Class
- d. All other successful candidates shall be declared to have passed the Part I or Part II or Part III examinations in Third Class.

OTHER ESSENTIALS

1. Staff Requirements : Yr 1: 2
Yr 2: 3
Yr 3: 5 (4+1)
2. Staff qualification : **PG Essential qualification : Staff**
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3. Hardware Requirements : 1:1 for 4 hours in a week
(Students & System)
4. Software requirement : MS Office suite, Tally, C++, VB,HTML,
(licensed) Internet Explorer, Java
5. Library Books : (students: books ratio) 1:3
6. List of books : As prescribed in the syllabi
7. List of Journals : Refer Annexure – I
8. Class rooms : Three classes with necessary furniture to accommodate 60 students each
9. Common facilities : Seminar Hall with LCD/OHP facilities
10. Staff room : To accommodate 5 staff members

Annexure-1

Journal List (any 10 from the following)

Title

1. 4PS: Business and Marketing
2. Accounting Review
3. Accounting World: A Monthly Accounting Digest
4. Accounting and Business Research
5. Accounting and Business Review
6. Accounting, Organisations and Society
7. Business Barons
8. Business India
9. Business Today
10. Business World
11. Business Week
12. Business & Society
13. Chartered Accountant
14. Chartered Financial Analyst
15. Chartered Secretary
16. CRISIL Ratingscan : Credit Rating Information Services

17. Dalal Street Investment Journal
 18. Dataquest
 19. Economist, The
 20. Effective Executive : The Management Digest
 21. Electronics for You
 22. Express Computer
 23. Finance India
 24. Harvard Business Review
 25. Indian Journal of Marketing
 26. International Statistical Review
 27. Journal of Accounting Research
 28. Journal of Business Finance and Accounting
 29. Journal of Finance
 30. Journal of Financial Management & Analysis
 31. Journal of Marketing
 32. Journal of Marketing Research
 33. Journal of Portfolio Management
 34. Journal of Productivity Analysis
 35. Journal of World Business
 36. Journal of Accountancy
 37. Man & Development
 38. Management Accounting Research
 39. Management Accounting
 40. Management International Review
 41. Management Accountant
 42. Management and Change
 43. Management Compass
 44. Money
 45. Paradigm
 46. Passline
 47. PC Quest
 48. Prajnan
 49. Review of Economics & Statistics
 50. Review of Financial Studies
 51. Strategic Management Journal
 52. Strategic Marketing
 53. Taxman: The Tax Law Weekly
 54. The Accounting World : A Monthly Accounting Digest
 55. Vikalpa
 56. World Economy
 57. World Developments
 58. Yojana
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