



# MADURAI KAMARAJ UNIVERSITY

(University with Potential for Excellence)

Re-accredited by NAAC with 'A' Grade in the 3<sup>rd</sup> Cycle



**Prof. Dr. V. Chinniah**, M.Com., M.B.A., M.Phil., B.L., Ph.D.,  
Registrar

Palkalai Nagar, Madurai – 625 021,  
Tamil Nadu, India.

Ref.: B1/BoS/UG/Commerce/Syllabus/2019

Date: 07-05-2019

To

All the Principals of Non-Autonomous Colleges  
affiliated to Madurai Kamaraj University  
(offering B.Com. Corporate Secretaryship under CBCS semester pattern)

Sir / Madam,

Sub: To replace the Allied Subject Paper – Indian Economy found in the syllabus of B.Com. Corporate Secretaryship– Appendix– I of Academic Council dated 26-03-2018 – intimated - reg.

Ref: Letter received from Dr. M. Murugan, Chairman, Board of Studies in Economics (UG) dated 04-05-2019.

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With reference to the letter cited, I am to inform you that the title and syllabus of Allied Subject Paper – Indian Economy for B.Com Corporate Secretaryship (vide Appendix – I) may be replaced with **Nature and Problems of Indian Economy** and the syllabus for the same is enclosed herewith.

I request that this may be informed to the concerned staff and the students of your College, accordingly.

Yours faithfully,

REGISTRAR.

Encl.: As above

Copy to:

1. The Controller of Examinations
2. The Assistant Registrar / Deputy Registrar / SDR, Strong Room
3. The Assistant Registrar / Deputy Registrar, Confidential
4. The Assistant Registrar / Deputy Registrar, UG Courses
5. The Superintendent / Sr. Superintendent - B.Com. Semester
6. The Superintendent / Sr. Superintendent - Confidential Section



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**Prof. V.S. Vasantha**, M.Sc., Ph.D.,  
Registrar (i/c)

Palkalai Nagar, Madurai – 625 021,  
Tamil Nadu, India.

Ref.: B1/BoS/UG/Commerce/Syllabus/2019

Date: 23-03-2021

## ERRATA

To

All the Principals of Non-Autonomous Colleges  
affiliated to Madurai Kamaraj University  
(offering B.Com, B.Com .Banking and B.Com.(Corporate Secretaryship)  
under CBCS semester pattern)

Sir / Madam,

Sub: To carry out some missing contents in the syllabus of B.Com, B.Com .  
Banking and B.Com.(Corporate Secretaryship) under CBCS semester  
pattern.– Appendices– G, J and I respectively of Acadmic Council dated  
26-03-2018 – intimated - reg.

Ref: Letter received from Dr. N.Muthuselvan, Chairman, Board of Studies in  
Commerce (UG) dated 20-03-2021

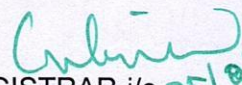
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With reference to the letter cited, I am to inform you that the following Unit – IV  
be included in the syllabus for Part – III Major Elective/Allied Subject – Retail Marketing of  
B.Com., B.Com. Banking and B.Com. (Corporate Secretaryship) degree programmes.

### **UNIT – IV**

Concepts and role – type of distribution channels – Factors affecting choice of a  
distribution channel – Retail Network – Promotions: Method of promotion – optimum  
promotion mix – Sales Coordination.


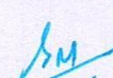
I request that this may be informed to the concerned staff and the students of  
your College, accordingly.

Yours faithfully,

  
REGISTRAR-i/c. 25/03/21

Copy to:

1. The VC's Office
2. The Registrar's Section
3. The Dean, College Development Council
4. The Controller of Examinations
5. The Sr. Deputy Registrar / Deputy Registrar / Assistant Registrar - Strong Room
6. The Sr. Deputy Registrar / Deputy Registrar / Assistant Registrar - Confidential Section
7. The Sr. Deputy Registrar / Deputy Registrar / Assistant Registrar - UG Courses
8. The Sr. Superintendent / Superintendent - B.Com. Semester
9. The Sr. Superintendent / Superintendent - Confidential Section

  
23/03/2021   
23/3/2021