

Thiruthangal Nadar College
M.Com (General) - Courses Offered

Year	Subject Name	Core Main	Core Allied / Elective
I	First Semester		
	Business Finance	✓	
	Digital Marketing	✓	
	Banking & Insurance	✓	
	Management		✓
	Strategic Human Resource Management		✓
	Second Semester		
	Strategic Cost Management	✓	
	Corporate Accounting	✓	
	Setting up of Business Entities	✓	
	Sustainability		✓
	Rural & Agricultural Marketing		✓
	Advertising & Media Management		✓
II	Third Semester		
	Tax Plannig & Management	✓	
	Research Methodology	✓	
	Accounting	✓	
	Computer Application in Business	✓	
	Strategic Management		✓
	Stock Market Operation		✓
	Fourth Semester		
	Corporate & Economic Laws	✓	
	Human Resource Analytics	✓	
	Project	✓	
	Organizational Behaviour		✓
	Consumer Behaviour		✓