



MAHATMA GANDHI UNIVERSITY, KERALA

Abstract

Bachelor of Commerce (Honours) - 1st and 4th Semesters - Modifications to the Course Summary, Pre-requisites, Course Content, Duration and Question Paper pattern for End Semester Evaluation - Approved - Orders Issued.

ACA 16

No. 11007/ACA 16/2025/MGU

Priyadarsini Hills, Dated: 22.11.2025

Read:- 1. U.O.No.5797/AC A16/2024/MGU, dated.27.06.2024.

2. Minutes of the meeting of the Expert Committee on Commerce (UG),
3. Item No:14/101108/AC A16-3/2025 of the minutes of the meeting of the Standing Committee of the Academic Council held on 11.11.2025
4. Orders of the Vice Chancellor under Section 10(17), Chapter III of the Mahatma Gandhi University Act 1985, dated. 15.11.2025.

ORDER

The syllabi of various Honours Under Graduate Programmes coming under The MGU-UGP (Honours) Regulations, 2024, have been approved vide paper read as (1) above and published on the website of the University.

The Expert Committee on Commerce (UG), discussed the need to modify the Duration for the End Semester Evaluation of the course **MG1DSCCOM100 : Basic Finance for Daily Life**, in the First Semester syllabus of Bachelor of Commerce (Honours) programme. Also recommended to include Programme Title in the detailed syllabus page of **DSE/DSC/VAC/SEC** type courses, to modify the Course Summary and Pre-requisites for the course **MG4DSECOM205: Essentials of Supply Chain Management**, to include Credits in the detailed syllabus of **DSE** type courses, to modify the Course Content and Question Paper pattern for End Semester Evaluation of the course **MG4VACCOM200: Intellectual Property Rights**, to modify the Course Summary and Question Paper pattern for End Semester Evaluation of the course **MG4SECCOM200: Salesmanship and Personal Selling**, in the Fourth Semester syllabus of Bachelor of Commerce (Honours) programme and has submitted recommendations vide paper read as (2) above.

(Recommendations are attached as Annexure)

These recommendations were placed before the Standing Committee of the Academic Council, which endorsed the same for approval, vide paper read as (3) above.

Considering the urgency, sanction has been accorded by the Vice Chancellor, in exercise of the powers of the Academic Council vested upon him under Section 10(17), Chapter III of the Mahatma Gandhi University Act 1985, vide paper read as (4) above, to approve the said recommendations.

Hence, the Course Summary, Pre-requisites, Course Content, Duration and Question Paper pattern for End Semester Evaluation of the said courses in the First and Fourth Semesters syllabus of **Bachelor of Commerce (Honours)** programme stands modified to this extent.

Orders are issued accordingly.

SUDHA MENON J

ASSISTANT REGISTRAR III
(ACADEMIC)
For REGISTRAR

Copy To

1. PS to VC
2. PA to Registrar/CE
3. Convenor, Expert Committee, Commerce (UG)
4. JR 2 (Admin)/DR 2, AR 3 (Academic)
5. JR/DR/AR (Exam)
6. Tabulation/Academic Sections concerned
7. AC C1/AC C2 Sections
8. IT Cell 3/OQPM1 Sections
9. PRO/IQAC/Records Sections
10. Stock File/File Copy Action Taken Report
11. Stock File/File Copy

File No. 101108/AC A16-3/2025/ACA 16

Forwarded / By Order

Section Officer

Annexure

SEMESTER I

Course Name: Basic Finance for Daily Life

Course Code: MG1DSCCOM100

Mode of Assessment

B.End Semester Evaluation(ESE)	Page No
Duration : 1 Hour 15 Minutes (Modified)	17

SEMESTER IV

Course Name: Social and Rural Marketing

Course Code: MG4DSECOM202

Course Details	Credits	4 (Included)	Page No : 106
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Course Name: Fixed Income Securities and Debt Market

Course Code: MG4DSECOM203

Course Details	Credits	4 (Included)	Page No : 110
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Course Name: Essentials of Supply Chain Management
Course Code: MG4DSECOM205

Programme	BCom (Hons)	Page No : 119
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Course Summary(Modified)	Page No
This course introduces the fundamental concepts and practices of supply chain management, focusing on the flow of materials, information, finances etc. across the value chain. Students will learn how effective co-ordination among suppliers, manufacturers, distributors, and retailers enhances efficiency and customer satisfaction. Emphasis is placed on inventory management, and the role of technology in modern supply chains as well as the latest developments in the industry.	119

Course Details	Credits	4 (Included)	Page No : 119
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Pre-requisites (Modified)	Basic Understanding of Marketing and Logistics	Page No : 119
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Course Name: Logistics and Supply Chain Management
Course Code: MG4DSCCOM202

Programme	BCom (Hons)	Page No : 123
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Course Name: Intellectual Property Rights
Course Code: MG4VACCOM200

Programme	BCom (Hons)	Page No : 128
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COURSE CONTENT

Content for Classroom Transaction (Units)

Module		Units	Course Description	Hrs.	CO No (Modified)	Page No
Existing	Modified					
1(2 nd one)	2.Types of Intellectual Property Rights and Their Business Applications	2.1	No Change	No Change	No Change	129
		2.2			3	
		2.3			No Change	
		2.4			No Change	
4		Teacher Specific Content				130

Mode of Assessment

B.End Semester Evaluation (ESE) (Modified) Mode-MCQ Based				Page No
Max.Marks : 50		Duration: 1 Hr		131
Type of Questions	Number of Questions to be Answered	Answer word/ page limit	Marks	
Section A: Multiple Choice Questions	20 out of 22	MCQ	20 x 1 = 20	
Section B: Multiple Choice Questions	15 out of 17	MCQ	15 x 2 = 30	

Course Name: Salesmanship and Personal Selling

Course Code: MG4SECCOM200

Programme	BCom (Hons)	Page No : 132
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Course Summary(Modified)	Page No
This course introduces the principles and practices of effective personal selling. It focuses on the sales process, communication skills, buyer behavior, and ethical aspects of salesmanship. Learners will develop practical skills in prospecting, presentation, negotiation, and closing sales, preparing them to build lasting customer relationships and perform effectively in sales and marketing roles.	132

Mode of Assessment

B.End Semester Evaluation (ESE) (Modified) Mode-MCQ Based				Page No
Max.Marks : 50		Duration: 1 Hr		134
Type of Questions	Number of Questions to be Answered	Answer word/ page limit	Marks	
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