DEPARTMENT OF COMMERCE WITH BUSINESS ANALYTICS

BOARD OF STUDIES MEETING

The minutes of the 16th meeting of Board of Studies held on 06.04.2024 at 10.00 am at the Board Room.

Members Present:

S.No	Name	Category
1.	Dr.M.S.Ranjith Kumar HoD, Professor Department of Commerce with Business Analytics	Chairman
2.	Dr. G.Kavitha Professor & Head in Commerce PSGR Krishnammal College for Women, Coimbatore	University Nominee
3.	Dr.P.Nalini Assistant Professor (Senior Grade) PSG Institute of Management, PSG College of Technology,	Subject Expert
4.	Dr.P.Saravanan Professor Finance and Accounting IIM,Trichy.	Subject Expert
5.	Mr. Raj Kumar Narayanasamy Senior Manager Analytics Infosys ,Tidel Park, Coimbatore	Industrial Expert
6.	Mr. .P.Atul Krishna System Analyst Engineer CTS , Chennai	Meritorious Alumni
7.	Dr.N.Kuupuchamy HoD, Professor Department of Tamil	Co-opted Member
8.	Dr.A.HazelVerbina Professor &HoD i/c Department of English	Co-opted Member
9.	Dr.M.Sangeetha Professor Department of Mathematics	Co-opted Member

10.	Mr.C.Balaji Assistant Professor	Member
11.	Dr.T. Nathiya Assistant Professor	Member
12.	Ms.R. Suganya Assistant Professor	Member
13.	Dr.P. Sumitha Assistant Professor	Member
14.	Sai Mugunth.M Assistant Professor	Student Representative - UG

The HoD and Chairman of the Department of Commerce with Business Analytics welcomed and introduced all the members and appreciated them for their continuous support and contribution for the development of academic standard and enrichment of the syllabus.

Further Chairman informed the inability of the following members to attend the meeting and requested to grant leave of absence.

1.Dr.P. Saravanan- Subject Expert

2.Mr. P. Atul Krishna- Meritorious Alumni

3.Mr. Raj Kumar Narayanasamy-Industrial Expert

The items of the agenda were taken one by one for discussion and the following resolutions were passed.

Item 16.1 :To review and approve the minutes of the previous meeting held on 16.10.2023

The chairman of the Board presented the minutes of the previous meeting held on **16.10.2023**and requested the members to approve. After brief discussion the following resolution was passed

Resolution:

Resolved to approve the minutes of the previous meeting held on 16.10.2023

Item 16.2 : To consider and approve the scheme , regulation and syllabi for I semester for the students admitted during the academic year 2024-2025.

The chairman presented the detailed scheme, regulation and syllabi for the I semester for the students admitted from the academic year 2024-2025. The details of changes made also presented as follows.

Changes Made

B.Com. Business Analytics		
Code	**Course**	**Changes and reason**
24BAU1CP	Core Practical - Spreadsheet Modelling for Decision Analysis	Dr. G.Kavitha suggested to remove the Exercise No : 12 and included **Manage connections by using the workbook connection dialog box in spreadsheet modelling**
24MTU1IA	IDC - Business Mathematics	As suggested by Dr.P.Nalini the board decided to replace the Unit V (Differential Calculus and its applications in Business) with **Compound Interest and Annuities to help the students appearing for Professional examination**

New Courses Introduced: NIL

Code	Course	Changes and reason
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Courses Removed: NIL

Course	Code	Reason
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IDC Offered: NIL

Course	Code	Department
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After discussion the following resolution was passed with the above changes and modifications.

Resolution:

Resolved to approve the syllabi for the I semester for the students admitted from the academic year 2024-25

Item 16.3 : To consider and approve the changes, if any, in the syllabi for III semester for the students admitted during the academic year 2023-2024.

The Chairman presented the detailed syllabi of III semester for the students admitted from the academic year 2023-2024. The details of changes made also presented as follows.

Changes Made:

B.Com.Business Analytics		
Code	Course	Changes and reason
235BA1A3CA	Core -Modern Database	The following topics were included in Unit – I as per the suggestion given by Dr. G.Kavitha to enhance the syllabus Unit – I What and why Database system?- Data Independence-Database system architecture

Self- Study Offered :

Code	Course	Changes and reason
235BA1ASSA	Brand Management	To Explore the role of brands in the contemporary marketplace
235BA1ASSB	Fundamentals of Banking	To understand the basic banking concepts and business transactions

IDC Offered: NIL

Course	Code	Department
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After discussion the following resolution was passed with the above changes and modifications.

Resolution:

Resolved to approve the syllabi for the III semester for the students admitted from the academic year 2023-24 onwards.

Item 16.4 :To consider and approve the changes, if any, in the syllabi for V semester for the students admitted during the academic year 2022-2023.

The Chairman presented the detailed syllabi for the V semester for the students admitted from the academic year 2022-2023. The details of changes made also presented as follows.

Changes Made:

Code	Course	Changes and reason
225BA1A5CA	R Programming	Mr. Raj Kumar suggested through mail for incorporating the following concepts Unit – I - Data types, Data Frames Unit – III -DDL, DML, DQL, Installation of MySQL package in R Unit- V- Two Way Anova - Null Hypothesis - Alternate Hypothesis

New Courses Introduced:

Code	Course	Changes and reason
225BA1A5CB	Core- Auditing	To get along with erudition in auditing concepts, policies and operations.
225BA1A5SP	Core- R Programming for Data Analytics	To develop a Practical skill in data manipulation and visualization through statistical analysis.
225BA1A5DA	DSE- Service Marketing	To familiarize the basic concepts and decision-making processes involved in Service Marketing

Generic Elective Course Offered

Code	Course	Changes and reason
225BA1A5GP	GE-Analytical thinking for Startups	To develop a practical skill on entrepreneurship

Courses Removed : NIL

Code	Course	Changes and reason

After discussion the following resolution was passed with the above changes and modifications.

Resolution:

Resolved to approve the syllabi for the V semester for the students admitted from the academic year 2022-23 onwards.

Item 16.5: To approve the panel of examiners for question paper setting and Question paper scrutiny and conduct of practical and theory examinations are to be submitted to CoE for the odd semester of the academic year 2024-25.

The Chairman presented the panel of examiners for question paper setting and evaluation of answer scripts for the odd semester of the academic year 2024-25.

Resolution:

   Resolved to approve the panel of examination for question paper setting, Question paper scrutiny and conduct of practical and theory examinations are to be submitted to CoE for exam related work for the odd semester of the academic year 2024-2025.

   Finally the Chairman thanked all the members for their cooperation and contribution in enriching the syllabus with active participation in the meeting and sought the same spirit in the future also. The meeting was closed with formal vote of thanks proposed by Dr.M.S.Ranjith Kumar.

Date: 6/04/2024

(Dr.M.S.Ranjithkumar)
Board Chairman

BoS Chairman/HoD
Department of Commerce (BA)
L N G. P. Arts and Science College
Coimbatore – 641 048

Syllabus

Faculty: Commerce **Board: Commerce with Business Analytics**

Semester: I

Course Code/ Name: 24BAU1CP/ Spreadsheet Modelling for Decision Analysis

Ex. No.	List of Practicals
1	Collecting data using Google forms and Google Sheets
2	Perform Importing and Exporting Data to a Text File and Workbook Protection
3	Creation of a payroll data table and perform sort, filter, Conditional Formatting. Sort: by colour, reverse list, Randomized list. Filter: Text Filter, Auto filter and Remove duplicate
4	Conversion / Creation of Pivot table and Pivot chart for Sales data
5	Performing user defined Macros: Recording, Viewing, Running Macros and execute Conditional formatting
6	Performing What-If Analysis in excel using the options H Lookup, V Lookup, Goal Seek and Data Table.
7	Performing Data Analysis using the Statistical Tools: a) Descriptive Statistics b) Rank c) Weighted average d) Correlation e) Regression.
8	Create a Dashboard for multiple data tables.
9	Perform Text Function in Excel.
10	Performing arithmetic and logical functions, format functions for student datasets and Financial Functions(Date, NPV,IRR)
11	Execute Ensuring Data Validation
12	Manage connections by using the workbook connection dialog box in spreadsheet modelling

PERCENTAGE OF SYLLABUS REVISED(NEW)   : 6.60 %

COURSE FOCUS ON:

[✓] Skill Development   [ ] Entrepreneurial Development

[✓] Employability   [✓] Innovations

[ ] Intellectual Property Rights   [ ] Gender Sensitization

[ ] Social Awareness/ Environment   [ ] Constitutional Rights/ Human Values/ Ethics

Syllabus

Faculty: Commerce

Board: Commerce with Business Analytics

Semester: III

Course Code/ Name: 235BA1A3CA / Modern Database

Unit	Syllabus
I	**Database System Applications** Introduction – What and why Database system? - Data Independence - Database System Applications-Database Systems Vs File Systems– View of Data - Data Models - Database Languages – Database system architecture- Database Users and Administrators- E-R Models- Basic concepts - Constraints - Keys – E-R diagram.
II	**Relational Data Structure** Relational Approach: Relational Data Structure: Relation, Domain, Attributes, Key and Relational Algebra: Introduction, Traditional Set Operation – Attribute names for derived relations – Special Relational Operations. Normalization process - Introduction- Functional dependency-1 NF-2 NF-3 NF-Boyce-code NF.
III	**Introduction to SQL** Brief Introduction to SQL: Data Definition Language- Data Manipulation Language – Select, Insert, Update and Delete – Data Control Language – Arithmetic, Comparison and Logical Operators – Restricting Data with WHERE clause – Sorting and Grouping the data - Working with Dates - The Relation Model - KeysPrimary Key - Foreign Key – Joins – Types of Joins.
IV	**MongoDB** Big Databases–SQL-NoSQL Tradeoffs - CAP Theorem – Eventual Consistency NoSQL – Database Types – MongoDB- Introduction - MongoDb – Need – MongoDB Vs RDBMS – MongoDB Driver Installation – Configuration – Import and Export MongoDB Server Configuration
V	**Data Extraction Fundamentals** Data Extraction Fundamentals - Intro to Tabular Formats - Parsing CSV -Parsing XLS with XLRD Parsing XML - Intro to JSON Getting Data into MongoDB - MongoDB- CURD – Database Creation –Update – Read –Delete Using mongo import -Operators like $gt, $lt, $exists, $regex -Querying Arrays and using $in and $all Operators -Changing entries: $update, $set, $unset

PERCENTAGE OF SYLLABUS REVISED (NEW): 5.32 %
COURSE FOCUSES ON:

[✓]	Skill Development	[✓]	Entrepreneurial Development
[✓]	Employability	[✓]	Innovations
[ ]	Intellectual Property Rights	[ ]	Gender Sensitization
[ ]	Social Awareness/ Environment	[ ]	Constitutional Rights/ Human Values/ Ethics

Syllabus

Course Code/ Name: 235BA1A3SP/ DBMS (SQL, NoSQL, MongoDB)

Ex No.	List of Practicals
1	CreateaStudenttablewiththefollowingfieldsandperformDataDefinitionLanguageoperations. **Queries:** To create a Database , table and List it. To describe the structure of the student table To rename a table To alter a table To truncate a table To drop a table
2	Create a Student table with the following fields and perform Data Manipulation Language operations. **Queries** To insert values To retrieve records To update records To delete records
3	Create an Employee table with following fields and Perform arithmetic and Logical Operations like Min, max, Sum, Average ,Count , AND, OR, IN, Not IN Operations. **Queries:** Insert values Display Maximum, Minimum amount of basic pay. Display Sum and Average amount of basic pay Get Ename named Thomas and Hardy Get Designation named Marketing Or HR List all Designation from the Sales, Marketing, HR List all Salary that are not exactly $1000, $2000, $3000, $4000, or $5000 List all Ename that start with 'S' or "SA" and have one more character List the different designation available in the Employee table without duplication (distinct)
4	Creation of table Company with the following fields and perform order by and Group by operations **Queries** Displaying all the records of the company which are in the ascending order of GP percent List the Company name in each country (Usage of GROUP BY) List the Company in each country sorted high to low (usage of Order by) Displaying the details of the company whose GP percent is greater than 20 and order by GP percent Displaying the detail of the company having the employee ranging from 300 to1000 Perform the commit and rollback of the table.
5	Creation of table Payroll with the following fields and inserts the values **Queries** Updating the records to calculate the net pay. Arranging the records of employees in ascending order of their net pay. Displaying the details of the employees whose department is "sales" . Selecting the details of employees whose HRA>=1000 and DA<=900. Selecting the records in descending order. List all employee name that have no PF number (NULL)
6	Creation of the table named Manufacturer and Product with the following fields and inserts the values: **Queries** Insert values in both table Retrieve the record whose manufacturer id > 2 Selecting the records whose model like " Inspiring E1705 " Calculating the entire price amount by using sum operation. Calculating the number of records whose model is greater than $300 with count operation.
7	Create a Table Publisher and Book with the following fields and insert values **Queries:** Insert the records into the table publisher and book. Describe the structure of the tables. Show the details of the book with the title "DBMS" or price>300. Select the book code, book title; publisher city is "Delhi". Select the book code, book title and sort by book price. Count the number of books of publisher starts with "Sultan chand".
8	Create Order and Customer with the following fields and perform Join Operations. **Queries** Insert values.

	List all orders with customer information List all orders with product names, quantities, and price List all customers, whether they placed any order or not (Left Join) List customers that have not placed orders 10 (Right Join) Match all customers and suppliers by country (Full Join)	
9	Design an E-Commerce product catalog system using MongoDB as a storage engine and insert values.	
10	Perform basic CURD (Create, Update, Read and Delete) functions for the product catalog.	
11	Implement Map reduces operation with suitable example using MongoDB.	
12	Perform Sorting, indexing and filter for a dataset (use some real time data set)	

PERCENTAGE OF SYLLABUS REVISED :NIL

COURSE FOCUSES ON:

[✓] Skill Development

[ ] Entrepreneurial Development

[✓] Employability

[✓] Innovations

[ ] Intellectual Property Rights

[ ] Gender Sensitization

[✓] Social Awareness/ Environment

[ ] Constitutional Rights/ Human Values/ Ethics

Faculty: Commerce   **Board: Commerce with Business Analytics**
Semester: V
Course Code/ Name: 225BA1A5CA/ R Programming

Unit	Syllabus
1	**An Introduction to R** Introduction - Working with Directory - getwd (). setwd(), dir() command -Data Types in R- Loading and Handling Data - Vectors - Matrices- Factors – List - Data Frames- Access and Ordering the Data Frames- Working with Dates- Few common Analytical tasks- Exploring a Dataset – Merging the Data. Case study on exploring the data set using vectors
2	**Loading data Frames & Descriptive Statistics** Loading data Frames- Reading from a csv file - Reading from a Tab Separated table - Reading from a table- Exploring Data - Exploratory Data Analysis - Data Summary - Finding Missing Values – Invalid values and outliers- Descriptive Statistics - Handling Packages in R- Installing R packages – Loading Internal Dataset Case study on loading the dataset from csv file and other formats
3	**Data Manipulations** Data manipulations -Overview of how to connect database from R - DDL (Data Definition Language)- DML (Data Manipulation Language)- DQL (Data Query Language)- How to install MySQL package in R- How to run SQL queries from R to fetch data - Data manipulation using SQL to prepare Data for Analysis. Case study to run the SQL Query to manipulate the data
4	**Introduction to Graphical Analysis** Introduction to Graphical Analysis- Box-Whisker Plots- Scatter Plots (Correlation) – Pairs Plots (Multiple Correlation Plot) – Line Charts for Numeric Categorical Data – Pie Charts – Bar Charts – Histogram- Copy the graphics to windows Regression in R: Linear – Validating The Linear Assumption by Using Scatter plot – Residual vs Fitted Model And Logistic Regression.
5	**Univariate and Various Statistical Techniques** Univariate and Multivariate Statistical Techniques - Simple Hypothesis Testing- T-Test - One Sample T-Test.- The Wilcoxon U-Test (Mann- Whitney) - Two Sample U- Test- One Sample U-Test. Test for Association (Chi-Square Test) – Anova - One Way Anova - Two Way Anova - Null Hypothesis - Alternate Hypothesis

PERCENTAGE OF SYLLABUS REVISED (NEW): 34.78 %
 COURSE FOCUSES ON:

✓	Skill Development	☐	Entrepreneurial Development
✓	Employability	✓	Innovations
☐	Intellectual Property Rights	☐	Gender Sensitization
☐	Social Awareness/ Environment	☐	Constitutional Rights/ Human Values/ Ethics

Syllabus

Faculty: Commerce
Semester: V
Board: Commerce with Business Analytics
Course Code/ Name: 225BA1A5CB/ Auditing

Unit	Syllabus
1	**Concept of Auditing** Meaning and Definition of Auditing – Distinction between Auditing and Accounting – Objectives – Advantages and Limitations of Audit – Scope of Audit – Classifications of Audits – Audit of Banking- Insurance- Non-Profit Organizations and Charitable Societies- Trusts and Organizations. Case study on Charitable Societies
2	**Iinvestigation and Secretarial audit** Investigation - Meaning – Definition - Differences between auditing and investigation- Audit and its types - Audit under the companies Act2013 – Secretarial audit – Need – Scope – Applicability.
3	**Audit Procedures and Documentation** Audit Planning – Audit Programme – Procedures - Internal Audit - Internal Control - Meaning – significance - Internal Check – Meaning- Vouching – Voucher- Vouching of Cash Book- Vouching of Trade Transactions- Vouching of impersonal ledger. Case study on audit planning
4	**Verification and Valuations of Assets and Liabilities** Verification and Valuations of Assets and Liabilities - Auditors position regarding the valuation and verification of Assets and Liabilities – Depreciation- Reserves and Provisions- Secret reserves.
5	**Appointment of Auditors** Qualifications of Auditor - Disqualifications of Auditors - Appointment of Auditors of Government companies and Non-Government companies – First auditors – Statutory auditors – Casual vacancy - Rotation of Auditors – Removal of Auditor. Case study on Verification of Assets and Liabilities of a company

PERCENTAGE OF SYLLABUS REVISED (NEW): 100 %

COURSE FOCUSES ON:

✓	Skill Development	✓	Entrepreneurial Development
✓	Employability	✓	Innovations
☐	Intellectual Property Rights	☐	Gender Sensitization
☐	Social Awareness/ Environment	☐	Constitutional Rights/ Human Values/ Ethics

Syllabus

Faculty: Commerce   **Board: Commerce with Business Analytics**
Semester: V
Course Code/ Name: 225BA1A5SP / R Programming for Data Analytics

Ex No.	Practical
1	Creating Vectors, Matrices, Factors, List and print it on the console
2	Import comma separated value to R and perform plotting operations
3	Summarystatistics (Descriptive) in R : Mean, Standard Deviation, Frequencies.
4	Handling Missing Data in R
5	Perform Logic statements, Cbind/Rbind commands in R
6	Setting up working Directories and importing package from CRAN and perform some operations on it.
7	Use R MySQL packages for reading and writing data from / to a MySQL database
8	Plot Bar and Pie chart for variables in dataset of R
9	Plot Scatter and Histograms in R
10	Perform Univariate and Multivariate analysis in R
11	Perform: t-Test, Mann-Whitney U-test
12	Perform ANOVA and Chi-Square

PERCENTAGE OF SYLLABUS REVISED (NEW): 100%
COURSE FOCUSES ON:

[✓] Skill Development   [✓] Entrepreneurial Development

[✓] Employability   [✓] Innovations

[ ] Intellectual Property Rights   [ ] Gender Sensitization

[ ] Social Awareness/ Environment   [ ] Constitutional Rights/ Human Values/ Ethics

Syllabus Revision

Faculty: Commerce

Board: Commerce with Business Analytics

Semester: V

Course Code/ Name: 225BA1A5DA / Service Marketing

Unit	Syllabus
1	**Introduction to Service Marketing** Meaning and Definition - Components of services marketing - Characteristics - Scope of service marketing - Classifications of services - Difference between Goods & Services - Nature of service Act - Challenges and issues of service marketing - Reasons for growth in Service Sector - Role of Services in Economy.
2	**Consumer Behavior in Services Marketing** Consumer Behavior in Services Marketing - Customer Expectations on Services -Factor influencing customer expectation of services. - Service costs experiencedby Consumer - Th Role of customer in Service Delivery - Conflict Handling inServices - Customer Responses i Services - Concept of Customer Delight.
3	**Channel of Distribution and Marketing of services** Channels - Methods of distributing services - Advantages and Disadvantages of direct distribution - Franchising - Location of franchise - Factors - Benefits - Disadvantages of Franchising - Financial Services - Banking - Characteristics of financial services - Health Service - Types of hospitals - Marketing mix of hospitals - Tourism service - Users tourism services - Marketing mix of tourism. Case study on Franchising
4	**Customer Relationship Management** Customer Expectation and Perception of service understanding - Customer requirements and building relationship - Marketing implications - Relationship management - Concept - Need - Importance - Characteristics - Customer Relationship Management (CRM) and e-CRM - Customer relationship process. Case study on CRM
5	**Service Development and Quality Improvement** Service Development – Need - Importance - Types of New Services - Stages in development of new services - Service Quality Dimensions - Service Quality Measurement and Service Mapping - Improving Service Quality and Service Delivery - Service Failure and Recovery. Case study on Service Quality Dimensions

PERCENTAGE OF SYLLABUS REVISED (NEW): 100%

COURSE FOCUSES ON:

[✓] Skill Development

[✓] Entrepreneurial Development

[✓] Employability

[✓] Innovations

[ ] Intellectual Property Rights

[ ] Gender Sensitization

[ ] Social Awareness/ Environment

[ ] Constitutional Rights/ Human Values/ Ethics

Faculty: Commerce
Semester: V

Board: Commerce with Business Analytics

Course Code/ Name: 225BA1A5GP /Analytical thinking for Startups– Non Lab Practicals

Ex No.	Practical
1	Creation of a business introduction and business profile
2	List the Internal and external issue expected by proposed business
3	Design the needs and expectations of Interested parties in the business
4	Preparation of organizational structure planning
5	Design the roles, Responsibility and authorities of organization head
6	Creation of Quality policy for a business proposal
7	Creation of departmental objectives for a business proposal
8	Summarize the resources required for a business plan
9	Design the environmental operational process for a business plan
10	Preparation of SWOT report
11	Set up a financial plan for a new business plan for financial decisions
12	Preparation of financial budget / proposal for a business.

PERCENTAGE OF SYLLABUS REVISED (NEW): 100%
COURSE FOCUSES ON:

✓	Skill Development	✓	Entrepreneurial Development
✓	Employability	✓	Innovations
	Intellectual Property Rights		Gender Sensitization
	Social Awareness/ Environment		Constitutional Rights/ Human Values/ Ethics

Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)
Approved by Government of Tamil Nadu & Accredited by NAAC with A++ Grade (3rd Cycle-3.64 CGPA)
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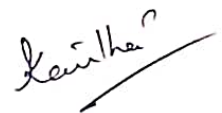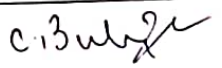
FACULTY OF COMMERCE

Name of the Board : Commerce with Business Analytics

SIXTEENTH BOARD OF STUDIES MEETING – ATTENDANCE

Venue : Board room   **Date :** 6.4.2024   **Time :** 10.00 a.m

S.NO.	NAME	POSITION	SIGNATURE
1	Dr.M.S.Ranjith Kumar HoD, Professor Department of Commerce with Business Analytics	Chairman	M-S Ranjith
2	Dr. G.Kavitha Professor & Head in Commerce PSGR Krishnammal College for Women, Coimbatore	VC Nominee	Kavitha
3	Dr.P.Nalini, Assistant Professor (Senior Grade) PSG Institute of Management, PSG College of Technology,	Subject Expert	
4	Dr.P.Saravanan Professor Finance and Accounting IIM,Trichy.	Subject Expert	ABSENT
5	Mr. Raj Kumar Narayanasamy Senior Manager Analytics Infosys ,Tidel Park, Coimbatore,	Industrial Expert	ABSENT
6	Mr. Atul Krishna .P System Analyst Engineer CTS , Chennai	Alumni	ABSENT
7	Dr.N.Kuupuchamy HoD, Professor Department of Tamil	Co-Opted Members	06/04/24
	Dr.A.Hazel Verbina Professor & HoD i/c Department of English		
	Dr.M.Sangeetha Professor Department of Mathematics		
9	Mr.C.Balaji Assistant Professor	Member	C.Balaji

10	Dr.T. Nathiya Assistant Professor	Member	
11	Ms.R. Suganya Assistant Professor	Member	
12	Dr.P. Sumitha Assistant Professor	Member	6\4\24
13	Sai Mugunth.M III.B.Com.(BA)	Student Representative	

Dr.M.S.Ranjith Kumar
(Bos- Chairman)

BoS Chairman/HoD
Department of Commerce (BA)
Dr. N. G. P. Arts and Science College
Coimbatore – 641 048