



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)
Dr. N.G.P.-Kalapatti Road, Coimbatore-641 048, Tamil Nadu, India.
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BoS

15th

BOARD OF STUDIES MEETING

DEPARTMENT OF COMMERCE WITH BUSINESS ANALYTICS

The minutes of the 15th meeting of Board of Studies held on 16.10.2023 at 10.30 am at the A1 – AV Room.

Members Present:

S.No	Name	Category
1.	Dr.M.S.Ranjith Kumar	Chairman
2.	Dr. G.Kavitha	University Nominee
3.	Dr.P.Nalini	Subject Expert
4.	Dr.P.Saravanan	Subject Expert
5.	Mr. Raj Kumar Narayanasamy	Industrial Expert
6.	Mr. .P .Atul Krishna	Meritorious Alumni
7.	Dr.N.Kuupuchamy	Co-opted Member
8.	Dr.R.Vidhya Prabha	Co-opted Member
9.	Dr.M.Sangeetha	Co-opted Member
10.	Mr.C.Balaji	Member
11.	Dr.T. Nathiya	Member
12.	Ms.R. Suganya	Member
13.	Dr.P. Sumitha	Member
14.	Sai Mugunth.M	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, contribution for the development of academic standard and enrichment of the syllabus.

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

1. Dr.P. Saravanan
2. Mr. P. Atul Krishna

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

Item 15.1

To review and approve the minutes of the previous meeting held on 10.06.2023

The chairman of the Board presented the minutes of the previous meeting held on 10.06.2023 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 10.06.2023

Item 15.1(a): To consider and approve the syllabi for II semester for the students admitted during the academic year 2023-2024.

The chairman presented the detailed scheme and syllabus for the II semester for the students admitted from the academic year 2023-2024 onwards. The details of changes made also presented as follows.

Changes Made

B.Com. Business Analytics		
Course	Code	Reason
Core Practical - Python for Data Analytics	235BA1A2CP	Program 1: Tuples Operation Program 2 : List operation were included to explore the basic data structure of Python

New Courses Introduced

Course	Code	Reason
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Courses Removed

Course	Code	Reason
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IDC Offered

Course	Code	Department
-	-	-

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

Resolution:

Resolved to approve the syllabus for the II semester for the students admitted from the academic year 2023-24 onwards,

Item 15.1(b) : To consider and approve the changes, if any, in the syllabi for IV semester for the students admitted during the academic year 2022-2023.

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

Changes Made:

B.Com.Business Analytics		
Course	Code	Reason
Core - Data Mining and Business Intelligence	225BA1A4CA	Unit IV : Performance Dashboards and Scorecards was added to know about the various analysis tools used in Business Intelligence. Unit V : Connecting BI systems to Databases content was included to update the advanced technologies in Business Intelligence.

New Courses Introduced:

Course	Code	Reason
Core -Principles of Management	225BA1A4CC	The course was introduced to improve the management skills
IDC - Optimization Techniques	222MT1A4IB	The course was introduced to develop analytical skills
SEC Practical- Data Visualization for Business Intelligence	225BA1A4SP	The course teaches you how to graphically shape and explore your data with Power BI and Tableau

Courses Removed

Course	Code	Reason
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IDC Offered

Course	Code	Department
Digital Marketing	235BA2A2EA	The course was designed to give learners a broad understanding of digital marketing and equip them with skills and knowledge to plan, execute, and optimize effective digital marketing.

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

Resolution:

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

Item 15.2: To approve the panel of examiners for question paper setting and evaluation of answer scripts for the even semester of the academic year 2023-2024.

The Chairman presented the panel of examiners for question paper setting and evaluation of answer scripts for the even semester of the academic year 2023-2024.

Resolution:

Resolved to approve the panel of examiners for question paper setting and evaluation of answer scripts for the even semester of the academic year 2023-2024.

Item 15.3: To consider and approve any other item brought forward by the Chairman and the members of the board.

Discussion on Value Added Certificate Course (VACC)

The Chairman presented the Value Added Course syllabus offered by Department Commerce Accounting and Taxation and Department of Commerce.

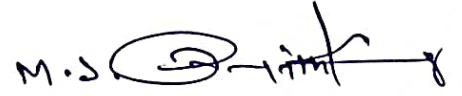
S.No.	Course name
1	GST
2	Tally

Resolution:

Resolved to approve the syllabus of Value added certificate course.

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: 16/10/2023


(Dr.M.S.Ranjithkumar)
Board Chairman

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

Syllabus Revision

Faculty: Commerce
Semester: II

Board: Commerce with Business Analytics
Course Code/ Name: 235BA1A2CA – Python for Data Analytics

Unit	Existing
I	Basics of python History of Python – Installing python in Ubuntu- Features -Internal Working of Python – Character Set - Keywords– Identifiers - Literals – Operators – Python Core Data Types - Logical Operations - Identity – Comparison – Membership – Logical Operators- Control Flow Statements and Functions - If - for...in, While - loop Statements –Built-in and User Defined Functions - Built-in Data Structures - List – Tuples –Dictionary Creating – Adding and replacing values-Retrieving values formatting dictionary - Creating set – Set in and not in operator.
II	Pandas Library The Pandas Library - Introduction to Pandas Data Structures - Series – Indexing selection-subsetting- Time series with Duplicate indices- Data Frame - Data Loading, Storage, and File Formats - Reading and Writing Data in Text Format- Working with Delimited Formats-JSON Data- Interacting with Databases.
III	Data Cleaning and Preparation Data Cleaning and Preparation - Handling Missing Data- Filtering Out Missing Data - Filling in Missing Data - Data Transformation - Removing Duplicates - Transforming Data using a function or mapping - Data Wrangling - Merge, Group, correlation functions- Reshape and Concatenate - Database - Style Data Frame Joins - Merging on Index Python -Date and Time - Pivot Tables and Cross-Tabulation. Case study - K-Nearest Neighbor algorithm
IV	The NumPy Library The NumPy Library - NumPy Basics - The NumPy array - Array manipulation – Joining arrays – splitting arrays - A Multidimensional Array Object - Arithmetic with NumPy Arrays - Basic Indexing and Slicing - Boolean Indexing- Fancy Indexing - Hierarchical Indexing -Transposing Arrays and Swapping Axes. Case study - Boolean Indexing Case study - Boolean Indexing
V	Data Visualization with Matplotlib, Scikit Data Visualization with Matplotlib - The Matplotlib Library - Matplotlib Architecture - Backend Layer- Artist Layer- Scripting Layer- Chart Typology - Line Chart- Histogram- Bar Chart- Pie Charts - Machine Learning with Scikit-learn - Library -Supervised Learning - The Iris Flower Dataset. Case study - Iris Flower Dataset

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

Syllabus Revision

Faculty: Commerce

Board: Commerce with Business Analytics

Semester: II

Course Code/ Name: 235BA1A2CP- Python for Data Analytics

Ex No.	Existing	Changes
1	Write a python program to demonstrate list functions and operations	Construct a python program to illustrate tuple methods and operations
2	Create a tuple and perform the following methods Add items, len(), check for item in tuple ,Access items	Construct a python program for list and perform the following methods Add items, len (), check for item in tuple, Access items
3	Write a python program to linear search and binary search	
4	Interpret the use of procedural statements like assignments, conditional statements	
5	Write a program using looping statements like for in and while statements	
6	Reading and Writing text and log files into python	
7	Create a code to read a csv file using pandas module and print the first and last five lines of a file	
8	Perform data wrangling operations in python by using merge, Correlation functions, Concatenate and Reshape functions	
9	Create Pivot table and Cross Tabulation in python	
10	Demonstrate different types of charts in python	
11	Create a Support Vector Machine learning algorithm using Iris Dataset	
12	Develop K -Nearest Neighbor classifier algorithm for Diabetes Dataset	

PERCENTAGE OF SYLLABUS REVISED(NEW) : 6.54 %

COURSE FOCUS 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: IV

Course Code/ Name: 225BA1A4CA– Data Mining and Business Intelligence

Unit	Existing	Changes
I	Data Mining Introduction to Data mining - Related technologies - Machine Learning – DBMS - OLAP- Statistics -Data Mining Goals - Stages of the Data Mining Process - Data Mining Techniques - Knowledge Representation Methods - Applications- Data Warehouse and OLAP - Data Warehouse and DBMS - Multidimensional data model - OLAP operations	
II	Data Preprocessing Data preprocessing- Data cleaning - Data transformation - Data reduction - Discretization and generating concept hierarchies - Installing Weka 3 Data Mining System- Data mining knowledge representation - Task relevant data - Background knowledge of different datasets	Case study in social media data Preprocessing
III	Attribute-Oriented analysis Interestingness measures - Representing input data and output knowledge - Visualization techniques- Attribute-oriented analysis -Attribute generalization - Attribute relevance - Class comparison - Statistical measures	
IV	Business Performance Management Business Performance Management - Strategize – Plan – Monitor – Performance Measurement – BPM Methodologies - Data Mining for Business Intelligence – Concepts and Definition – Applications – Process – Methods – Artificial Neural Networks – Data Mining Software Tools- SDLC Life cycle	Performance Dashboards and Scorecards. Case study in Supervised/ Unsupervised Learning through google
V	Business Intelligence Implementation Business Intelligence Implementation-Integration and Emerging Trends – Implement BI – BI and Integration – On Demand BI – Issues of Legality, Privacy and Ethics – Emerging Topics in BI	Connecting BI systems to Databases and other enterprise systems Case study in Advertising channel for health care

PERCENTAGE OF SYLLABUS REVISED (NEW): 19.54%

COURSE FOCUSES ON:

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics

Syllabus Revision

Faculty: Commerce

Board: Commerce with Business Analytics

Semester: IV

Course Code/ Name: 225BA1A4CC- Principles of Management

Unit	Contents
I	Management Definition – Nature and Scope - Importance –Functions of Management – Management as an Art, Science and Profession – Scientific Management – Fayol's Principles of Management – Management By Objectives (MBO) – Management By Exception (MBE)- Organisation Culture and Environment. Case study in Management by objectives
II	Planning Definition – Nature – Objectives – Advantages and Disadvantages – Process – Types - Decision Making – Traditional and Modern Techniques – Steps involved in Decision Making- Rational Decision Making. Case study on decision making
III	Organization Definition – Principles - Types - Importance –Elements of Organisation Process - Line & Staff-Overcoming Line-staff conflict-Committees-Organization Structures- Types-Advantages & Disadvantages-Directing -Meaning & Definition- Principles-Techniques- Importance-Delegation - Process of Delegations-Barriers to Delegation- Span of Control – Centralization & Decentralization - Departmentation.
IV	Staffing Meaning and Definition – Functions – Recruitment - Sources of Recruitment – Training-Performance Appraisal - 360 Degree Appraisal Method – Assessment Center Method- Motivation – Importance of Motivation - Maslow's Theory of Motivation – X, Y and Z Theories (Mcgregor theory & william Ouchi Theory) - Leadership – Types – Qualities of a Good Leader- Leadership styles Case study in Leadership Styles
V	Control Meaning and Definition – Need and Significance of control – Process of Controlling – Types of control –Managing Productivity – Cost Control – Purchase Control – Maintenance Control – Quality Control – Co-ordination – Need – Techniques

PERCENTAGE OF SYLLABUS REVISED (NEW): 100 %

COURSE FOCUSES ON:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Skill Development | <input checked="" type="checkbox"/> Entrepreneurial Development |
| <input checked="" type="checkbox"/> Employability | <input checked="" type="checkbox"/> Innovations |
| <input type="checkbox"/> Intellectual Property Rights | <input type="checkbox"/> Gender Sensitization |
| <input checked="" type="checkbox"/> Social Awareness/ Environment | <input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics |

Syllabus Revision

Board: Commerce with Business Analytics

Faculty: Commerce

Semester: IV

Course Code/ Name: 225BA1A4SP– Data Visualization for Business Intelligence

Ex No.	List of Practicals
	POWER BI
1	Create and manage datasets and workspaces in power BI
2	Perform extract, profile, clean transform and load data from different sources like excel and other databases using power BI
3	Perform build and optimize data models and DAX measures using power BI
4	Analyzing and visualizing data with power BI
5	Publish a report and dashboard using power BI
6	Reporting and Interpretation
	TABLEAU
7	Create worksheets using tableau
8	Extracting data from different data sources – custom data view, extracting fields operations
9	Perform Tableau Calculations (Operations , Functions, Numeric , String , Data table)
10	Perform Sorting and Filtering operations, Conditions using Tableau
11	Creating different forms of charts using Tableau
12	Create dashboard and Report Generation

PERCENTAGE OF SYLLABUS REVISED (NEW): 100 %

COURSE FOCUSES ON:

Skill Development

Entrepreneurial Development

Employability

Innovations

Intellectual Property Rights

Gender Sensitization

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FACULTY OF COMMERCE

Name of the Board : Commerce with Business Analytics

FIFTEENTH BOARD OF STUDIES MEETING – ATTENDANCE

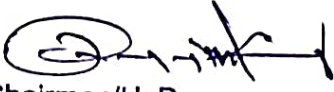
Venue : AV- Room

Date : 16.10.2023

Time : 10.30 PM

S.NO.	NAME	POSITION	SIGNATURE
1	Dr.M.S.Ranjith Kumar HoD, Professor Department of Commerce with Business Analytics	Chairman	M.S. Ranjith Kumar
2	Dr. G.Kavitha Professor & Head in Commerce PSGR Krishnammal College for Women, Coimbatore	VC Nominee	G.Kavitha
3	Dr.P.Nalini, Assistant Professor (Senior Grade) PSG Institute of Management, PSG College of Technology,	Subject Expert	P. Nalini
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	Raj Kumar
6	Mr. Atul Krishna .P System Analyst Engineer CTS , Chennai	Alumni	ABSENT
7	Dr.N.Kuupuchamy HoD, Professor Department of Tamil	Co-Opted Members	N. Kuupuchamy
	Dr.R.Vidhya Prabha HoD, Professor Department of English		R. Vidhya Prabha 16/10/23
	Dr.M.Sangeetha Professor Department of Mathematics		M. Sangeetha
9	Mr.C.Balaji Assistant Professor	Member	C. Balaji

10	Dr.T. Nathiya Assistant Professor	Member	T. Nathiya
11	Ms.R. Suganya Assistant Professor	Member	Suganya R.
12	Dr.P. Sumitha Assistant Professor	Member	Sumitha P.
13	Sai Mugunth.M III.B.Com.(BA)	Student Representative	Not.

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

