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		<b>17<sup>th</sup></b>

**DEPARTMENT OF COMMERCE WITH BUSINESS ANALYTICS**  
**BOARD OF STUDIES MEETING**

The minutes of the 17<sup>th</sup> meeting of Board of Studies held on 09.11.2024 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 inCommerce 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.	Mr. Raj Kumar Narayanasamy Senior Manager Analytics Infosys ,Tidel Park, Coimbatore	Industrial Expert
5.	Dr.N.Kuppuchamy HoD, Professor Department of Tamil	Co-opted Member
6.	Dr.A.HazelVerbina Professor &HoD i/c Department of English	Co-opted Member
7.	Dr.M.Sangeetha Professor Department of Mathematics	Co-opted Member
8.	Mr.C.Balaji Assistant Professor	Member
9.	Dr.T. Nathiya Assistant Professor	Member
10.	Dr.Nancy Sebastina.J Assistant Professor	Member
11.	Dr.Kanagaraj.P Assistant Professor	Member
12.	Dharshini Priya. G III B.Com.(BA)	Student Representative - UG





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The HoD and Chairman 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 about the absence and following members requested to grant the leave.

1. Dr.P. Saravanan- Subject Expert
- 2.Mr. P. Atul Krishna- Meritorious Alumni

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

**Item 17.1:** To review and approve the minutes of the previous meeting held on 06.04.2024

The chairman of the Board presented the minutes of the previous meeting held on 06.04.2024 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 06.04.2024**

**Item 17.2:** To consider and approve the changes, if any, in the syllabi for II semester for the students admitted during the academic year 2024-2025.


The chairman presented the syllabi for the II 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
24BAU2CA	Python for Data Analytics	Based on the Suggestion of the Industrial expert Mr. Rajkumar Narayanasamy the following changes was incorporated: <b>Unit-III: Data Models and its different types</b>
24BAU2CP	Python for Data Analytics	As suggested by the Industrial expert Mr. Rajkumar Narayanasamy the following changes were incorporated: <b>Data models with datasets using machine learning</b>

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



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**Resolution:**

**Resolved to approve the syllabi for the II semester for the students admitted from the academic year 2024-25.**

*Item 17.3: To consider and approve the changes, if any, in the syllabi for IV semester for the students admitted during the academic year 2023-2024.*

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

**Changes Made:**

<b>B.Com.Business Analytics</b>		
<b>Code</b>	<b>Course</b>	<b>Changes and reason</b>
235BA1A4CA	Data Mining and Business Intelligence	Based on the Suggestion of the Industrial expert Mr. Rajkumar Narayanasamy the following changes was incorporated:  <b>Unit-III: Casual Analysis</b>
235BA1A4CB	Principles of Management	As suggested by the Subject expert Dr.P.Nalani the following changes was incorporated: <b>Unit-I: Global perspective\21<sup>st</sup> Century Management Skills</b> To update Global scenario in the Management skills

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


**Resolution:**

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

*Item 17.4: To consider and approve the changes, if any, in the syllabi for VI semester for the students admitted during the academic year 2022-2023*

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



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### Changes Made:

Code	Course	Changes and reason
225BA1A6CA	Management Accounting	<p>Based on the Suggestion of the Subject expert Dr.G.Kavitha the following changes were incorporated:</p> <p>Unit-I: Comparative and common size statement - Assignment            Unit-IV: Cost Volume Profit analysis and Theoretical perspective of Economic Value Added            To build a strong foundation in management analysis EVA skills</p>


### New Courses Introduced:

Code	Course	Changes and reason
225BA1A6CB	Big Data Analytics	<p>Based on the Suggestion of the Industrial expert Mr. Rajkumar Narayanasamy the following changes were incorporated:</p> <p>Unit-V : Types of model – Autonomous and Non- autonomous models, Artificial intelligence algorithms such as LSTM, Feed forward neural networks.            To develop the abilities in managing data modeling skills</p>
225BA1A6SP	Statistical Package for Data Analysis	<p>As suggested by the Subject expert Dr.G.Kavitha the following changes were incorporated:            Ex No -8 Include M- ANOVA</p> <p>To build a strong foundation in advanced analytical skills and deeper understanding of data interpretation.</p>
225BA1A6DB	Social Media Marketing	<p>As suggested by the Subject expert Dr.P.Nalani the following changes were incorporated:</p> <p>Unit- III: Content marketing</p>

### Discipline Specific Electives II:

Course Code	Course	Course offered by	Reason
225FI1A6DA	Investment Management (New Course)	Department of Commerce Finance	



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225CI1A6DA	Enterprise Resource Planning (New Course)	Department of Commerce with Information Technology	The students of our department will select any one of the courses under Discipline Specific Elective - II offered by other departments
225CO1A6DA	Organizational Behavior (New Course)	Department of Commerce	
225BI1A6DA	Retail Marketing (New Course)	Department of Commerce B&I	

#### Discipline Specific Electives III:

Course Code	Course	Course offered by	Reason
225FI1A6DB	Security Analysis and Portfolio Management (New Course)	Department of Commerce Finance	The students of our department will select any one of the courses under Discipline Specific Elective - III offered by other departments.
225CI1A6DB	Fundamentals of Information Security (New Course)	Department of Commerce with Information Technology	
225CO1A6DB	Industrial Relation and Labour Law (New Course)	Department of Commerce	

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

#### Resolution:

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





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*Item 17.5: To consider and approve the syllabus of self-study for the III semester to the students admitted for the academic year 2024-2025.*

The Chairman presented the detailed syllabus of self-study for the III semester to the students admitted for the academic year 2024-2025.

S.No.	Programme	Course Code	Course Name
1.	B.Com.(BA)	24BAUSSA	Brand Management
		24BAUSSB	Fundamentals of Banking

After discussion, the resolution was passed to approve the syllabus and accepted to adopt it in the III semester to the students admitted for the academic year 2024-2025.

**Resolution:**

**Resolved to approve the syllabus and accepted to adopt it in the III semester to the students admitted for the academic year 2024-2025.**

*Item 17.6: To consider and approve the item forwarded by the chairman and members of the board.*

*To strengthen the global placement opportunities MoU was signed with L&T EduTech Chennai for enrolled Certificate Course in Business Analytics with R and SAS which will be offered to the students of Faculty of Commerce from the academic year 2024-25 onwards.*

**Resolution:**

**Resolved to offer the certificate courses in Business Analytics with R and SAS from the academic year 2024-25 onwards**





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*Item 17.7: To consider and approve any other items brought forwarded by the chairman and the members of the board.*

The board discuss the courses offered by NPTEL that are equivalent to the courses offered in our curriculum.

**Resolution:**

Resolved to approve the courses that are equivalent to the courses offered by NPTEL in our curriculum.

*Item 17.8: To approve the panel of examiners for question paper setting, Question paper Scrutiny, conduct of practical and theory examinations are to be submitted to CoE for the Even semester of the academic year 2024-25.*

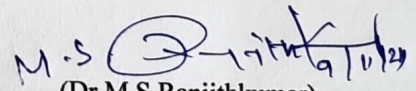
The Chairman presented the panel of examiners for question paper setting, question paper scrutiny, conduct of practical and evaluation of answer scripts for the odd semester of the academic year 2024-25.

**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 even 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.RanjithKumar

Date: 09.11.2024

  
(Dr.M.S.Ranjithkumar)  
Board Chairman

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





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17<sup>th</sup>

## Syllabus

Faculty: Commerce  
Semester: II

Board: Commerce with Business Analytics

Course Code/ Name: 24BAU2CA/ Python for Data Analytics

Unit	Syllabus	Changes
I	<b>Basics of Python</b> 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	<b>Pandas Library</b> 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	<b>Data Cleaning and Preparation</b> Data Model and its different types -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.	Data Model and its different types
IV	<b>The NumPy Library</b> 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	
V	<b>Data Visualization with Matplotlib, Scikit</b> 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 (NEW): 2.76 %  
COURSE FOCUSES ON:





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☒

Skill Development

☒

Entrepreneurial Development

☒

Employability

☒

Innovations

☐

Intellectual Property Rights

☐

Gender Sensitization

☐

Social Awareness/ Environment

☐

Constitutional Rights/ Human Values/ Ethics





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17<sup>th</sup>

## Syllabus

Faculty: Commerce

Board: Commerce with Business Analytics

Semester: II

### Course Code/ Name: 24BAU2CP/ Python for Data Analytics

Ex. No.	List of Practicals	
1	Construct a python program to illustrate tuple methods and operations	
2	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	Create Pivot table and Cross Tabulation display as different types of charts in python
10	Demonstrate different types of charts in python	Demonstrate data model as student datasets 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) : 15.27 %

### COURSE FOCUS ON:



Skill Development



Entrepreneurial Development



Employability



Innovations



Intellectual Property Rights



Gender Sensitization



Social Awareness/ Environment



Constitutional Rights/ Human Values/ Ethics





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## Syllabus

Faculty: Commerce

Board: Commerce with Business Analytics

Semester: IV

Course Code/ Name: 235BA1A4CA/ Data Mining and Business Intelligence

Unit	Syllabus	
I	<b>Basics of Data Mining Concepts</b> 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	<b>Data Preprocessing</b> 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	<b>Attribute-Oriented analysis</b> Interestingness measures - Representing input data and output knowledge - Visualization techniques- Attribute-oriented analysis - Casual Analysis - Attribute generalization - Attribute relevance - Class comparison - Statistical measures	Casual Analysis
IV	<b>Business Performance Management</b> Business Performance Management - Strategize – Plan – Monitor – Performance Measurement – BPM Methodologies – Performance Dashboards and Scorecards- Data Mining for Business Intelligence – Concepts and Definition – Applications – Process – Methods – Artificial Neural Networks – Data Mining Software Tools- SDLC Life cycle Case study in Supervised/ Unsupervised Learning through google	
V	<b>Business Intelligence Implementation</b> Business Intelligence Implementation-Integration and Emerging Trends – Implement BI – BI and Integration – Connecting BI systems to Databases and other enterprise systems – On Demand BI – Issues of Legality, Privacy and Ethics Emerging Topics in BI Case study in Advertising channel for health care	

PERCENTAGE OF SYLLABUS REVISED (NEW): 1.31 %

COURSE FOCUSES ON:



Skill Development



Entrepreneurial Development



Employability



Innovations



Intellectual Property Rights



Gender Sensitization



Social Awareness/ Environment



Constitutional Rights/ Human Values/ Ethics





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## Syllabus

Faculty: Commerce  
Semester: IV

Board: Commerce with Business Analytics

Course Code/ Name: 235BA1A4CB/Principles of Management

Unit	Syllabus	
I	<b>Basics of Management Principles</b> 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-21st Century Management Skills.	21st Century Management Skills
II	<b>Planning and Decision Making</b> Planning - Definition – Nature – Objectives – Advantages and Disadvantages – Process – Types - Decision Making – Types - Traditional and Modern Techniques – Steps involved in Decision Making- Rational Decision Making.	
III	<b>Organization Structure and Delegation of Authority</b> 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	<b>Staffing Motivation and Leadership</b> 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	
V	<b>Control and its Techniques</b> 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): 3.45 %

COURSE FOCUSES ON:



Skill Development



Entrepreneurial Development



Employability



Innovations



Intellectual Property Rights



Gender Sensitization



Social Awareness/ Environment



Constitutional Rights/ Human Values/ Ethics





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## Syllabus

Faculty: Commerce

Board: Commerce with Business Analytics

Semester: IV

Course Code/ Name: 235BA1A4SP/ Data Visualization for Business Intelligence

Ex No.	List of Practicals
1	POWER BI 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
7	TABLEAU 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 :NIL  
COURSE FOCUSES ON:

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Skill Development

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Entrepreneurial Development

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Employability

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Innovations

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Intellectual Property Rights

☐

Gender Sensitization

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Social Awareness/ Environment

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Constitutional Rights/ Human Values/ Ethics





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### Syllabus

Faculty: Commerce

Board: Commerce with Business Analytics

Semester: VI

Course Code/ Name: 225BA1A6CA/ Management Accounting

Unit	Syllabus	
1	<b>Introduction to Management Accounting</b> Management accounting – Meaning - Definition – Characteristics – Scope - Objectives - functions - Distinction between financial accounting and management accounting - Distinction between management accounting and cost accounting - Tools and techniques of management accounting - Advantages and limitations.	
2	<b>Ratio Analysis &amp; Working Capital</b> Ratio Analysis – Meaning-Advantages - Limitations-Classification of ratios- Analysis of Liquidity, Solvency, Profitability- Working Capital –Meaning – Definition – Determinants -Working capital requirements and its computation.	
3	<b>Fund Flow Analysis and Cash Flow Statement</b> Fund flow statement – Meaning – Importance - Limitations – Preparation of schedule of changes in working capital - Calculation of funds from operation - Preparation of fund flow statement- Cash flow statement –Meaning – Importance – Difference between fund flow and cash flow analysis – Advantages – Limitations – Computations of cash from operations – Preparation of Cash flow statement. (Revised format AS-3)	
4	<b>Marginal costing, Cost Volume Profit &amp; Break-Even Analysis</b> Marginal costing – meaning – Significance - limitations- Cost Volume Profit and Break-Even Analysis - Meaning- objectives- techniques of Cost Volume Profit analysis— Managerial applications - Key factors: - Make or Buy - Pricing decision –Effect of changes in sales price. Economic Value Added (EVA) - a Theoretical Perspective	Cost Volume Profit , Economic Value Added (EVA) - a Theoretical Perspective
5	<b>Budgeting &amp; Budgetary control</b> Budgeting and Budgetary control – Definition – Importance, Essentials – Classification of Budgets –Master Budget- material budget - purchase budget- sales budget - cash budget - flexible budget - Theoretical concept of Zero-Base Budgeting.	

PERCENTAGE OF SYLLABUS REVISED (NEW): 8.82 %

COURSE FOCUSES ON:





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BoS

17<sup>th</sup>

☒

Skill Development

☐

Entrepreneurial Development

☒

Employability

☒

Innovations

☐

Intellectual Property Rights

☐

Gender Sensitization

☐

Social Awareness/ Environment

☐

Constitutional Rights/ Human Values/ Ethics





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BoS

17<sup>th</sup>

## Syllabus

Faculty: Commerce  
Semester: VI

Board: Commerce with Business Analytics

Course Code/ Name: 225BA1A6CB/Big Data Analytics

Unit	Syllabus
1	<b>INTRODUCTION TO BIG DATA</b> Types of Digital Data - Classification of Digital Data - Characteristics, Evolution, Definition, Challenges with Big Data - What and Why Big Data - Traditional BI versus Big Data - Classification of Analytics - Why it is important? - Top Challenges - Data Science - Business Acumen Skills - Technology Expertise - Mathematics Expertise
2	<b>BIG DATA TECHNOLOGIES</b> Terminologies used in Big Data Environments - Not Only SQL - Where and What it is used - Types of NoSQL - Advantages - Vendors - SQL Versus NoSQL - NewSQL - Comparison of SQL, NoSQL, and NewSQL - Hadoop - Features - Advantages - Versions - Overview - Hadoop Distributions - Hadoop versus SQL - Integrated and Cloud based Hadoop solutions
3	<b>INTRODUCTION TO HADOOP</b> Introduction - Why Hadoop - Why not RDBMS? - RDBMS versus Hadoop - Distributed Computing Challenges - History, Overview and Use case of Hadoop - Hadoop Distributors - HDFS - Processing Data with Hadoop - Managing Resources and Applications with Hadoop YARN - Interacting with Hadoop Ecosystem
4	<b>FRAMEWORKS</b> Applications on Big Data Using Pig and Hive – Data processing operators in Pig – Hive services – HiveQL – Querying Data in Hive - fundamentals of HBase and ZooKeeper - IBM Info Sphere Big Insights and Streams.
5	<b>VISUALIZATION TECHNIQUES</b> Predictive Analytics- Simple linear regression- Multiple linear regression- Interpretation of regression coefficients. Visualizations - Visual data analysis techniques- interaction techniques - Systems and applications

PERCENTAGE OF SYLLABUS REVISED (NEW): 100 %

COURSE FOCUSES ON:



Skill Development



Entrepreneurial Development



Employability



Innovations



Intellectual Property Rights



Gender Sensitization



Social Awareness/ Environment



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17<sup>th</sup>

### Syllabus

Faculty: Commerce

Board: Commerce with Business Analytics

Semester: VI

Course Code/ Name: 225BA1A6SP / Statistical Package for Data Analysis

Ex No.	Practical
1	Create of questionnaire and data entry in Google form.
2	i) Opening an existing data file, Importing and Exporting the data ii) Entering Data, Defining Variables, Saving Data
3	Data Handling: Sort Cases, Split Cases, Transforming and Viewing Data Set
4	Performing Frequency, Descriptive Statistics and Crosstabs using data set
5	Describing the data in various graphical forms like Line Chart, Pie Chart, Bar Chart, Histogram, Box Plot, Scatter Diagram
6	Performing Chi- Square test & Rank Analysis
7	Performing t-Test (One Sample, Paired Sample and Independent Sample Test)
8	Performing One Way ANOVA, Two-Way ANOVA and M- ANOVA
9	Performing Correlation and Regression Analysis
10	Execution of Factor Analysis
11	Finding out Ratios using Financial Dataset
12	Report Generation with interpretation for Primary and Secondary Data Analysis

PERCENTAGE OF SYLLABUS REVISED (NEW): 100%

COURSE FOCUSES ON:



Skill Development



Entrepreneurial Development



Employability



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Intellectual Property Rights



Gender Sensitization

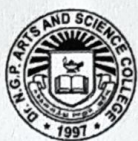


Social Awareness/ Environment



Constitutional Rights/ Human Values/ Ethics





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BoS

17<sup>th</sup>

## Syllabus

Faculty: Commerce  
Semester: VI

Board: Commerce with Business Analytics

### Course Code/ Name: 225BA1A6DA / Social Media Marketing

Unit	Syllabus
1	<b>Introduction to Social Media Marketing</b> Introduction to Social Media Marketing Origin and Development and its significance, Necessity of Social media Marketing, Building a Successful strategy: Goal Setting, Implementation. Ethical and Legal Framework – Skills Required – Different types of Social Media Platforms.
2	<b>SEO and Social Media Marketing Channels</b> Search Engine Optimization (SEO) – The Concept of SEO – On-Page and Off-page Optimization - Search Engine Marketing - Blogs – Social Media Reach – E-mail Marketing – You Tube Marketing – Website Design and Hosting – Pay per Click and Search Engine Marketing- Metrics and Digital Marketing Channels.
3	<b>Email Marketing and Mobile Marketing</b> E- Mail Marketing - Types of E- Mail Marketing - Email Automation - Lead Generation - Integrating Email with Social Media and Mobile- Measuring and maximizing email campaign effectiveness. Content marketing - Mobile Marketing- Mobile Inventory/channels- Location based; Context based; Coupons and offers, Mobile Apps, Mobile Commerce, SMS Campaigns-Profiling and targeting. Case study on mobile marketing
4	<b>Social Media Advertising Platforms</b> Social Media Advertising - Blogs – Blogger, Tumblr, WordPress, Influencers -Facebook and Instagram- Creating groups and pages– Posts, Paid Promotion Ads, Contests -Twitter - Set-up and usage. LinkedIn - Guides Review of profiles. Visual Social Media and Bookmarking, Set-up and Management -Collaborative Marketing - New Technologies – Chat Bots/Messenger Bots and Artificial Intelligence
5	<b>Strategies and Services</b> Social Media Marketing Strategies and Services - Online Retail Sector – Online Financial Services – Online Travel Services – Online Career Services – Online Publishing – Online Entertainment - Consumer Protection Privacy and Information Rights – Warranties and New Products. Case study on Social Media Marketing Strategies

PERCENTAGE OF SYLLABUS REVISED (NEW): 100%

COURSE FOCUSES ON:



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## FACULTY OF COMMERCE

Name of the Board : Commerce with Business Analytics

### SEVENTEENTH BOARD OF STUDIES MEETING – ATTENDANCE

Venue : Library Hall

Date : 09.11.2024

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 Kumar
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	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.Kuppuchamy HoD, Professor Department of Tamil	Co-Opted Members	N. Kuppuchamy 09/11/24
	Dr.A.Hazel Verbina Professor & HoD i/c Department of English		A. Hazel Verbina
	Dr.M.Sangeetha Professor Department of Mathematics		M. Sangeetha 9/11/24
8	Dr.P.Kanagaraj Assistant Professor	Member	P. Kanagaraj



9	Dr. Nancy Sebastina.J Assistant Professor	Member	Nancy
10	Mr.C.Balaji Assistant Professor	Member	C.Balaji
11	Dr.T. Nathiya Assistant Professor	Member	T.N. J
12	Dharshini Priya.G III.B.Com.(BA)	Student Representative	Self

M.S. Ranjith Kumar

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