DEPARTMENT OF COMMERCE BUSINESS ANALYTICS

BOARD OF STUDIES MEETING

The minutes of the 21st meeting of Board of Studies held on 27.10.2026 at 10.30 a.m.

Members Present:

S.No.	Name	Category
1.	Dr.Nancy Sebastina.J Associate Professor & Head i/c, Department of Commerce Business Analytics Dr.N.G.P. Arts and Science College, Coimbatore-641048	Chairman
2.	Dr. M. Sudhahar Associate Professor in Commerce Gobi Arts and Science College, Gobichettipalayam, Erode-638 453	University Nominee
3.	Dr.S.V Ramesh Assistant Professor, Department of Commerce, J.K.K. Nataraja College of Arts & Science, Komarapalayam-638 183	Subject Expert
4.	Dr.P.Nalini Professor & Head KPR Business School KPR Institute of Engineering and Technology, Arasur, Coimbatore-641 407	Subject Expert
5.	Mr. Raj Kumar Narayanasamy Senior Manager Analytics Infosys Ltd., Tidel Park, Coimbatore-641012	Industrial Expert
6.	Ms. Harshitha Balaji, Joint Secretary of Baalaji Educational Trust, M.G.V. Global Academy School and Junior College (An ICSE & ISC School), Tirupur-641603	Alumni
7.	Dr.N.Kuppuchamy Associate Professor and Head Department of Tamil	Co-opted Member

8.	Dr.A.HazelVerbina Professor &HoD Department of English	Co-opted Member
9.	Dr.S.Gokilamani Associate Professor and Head i/c Department of Mathematics	Co-opted Member
10.	Dr.P. Kanagaraj Associate Professor	Member
11.	Dr.T. Nathiya Associate Professor	Member
12.	Dr. M. Jayanthi Associate Professor	Member
13.	Ms.T.P Suvetha Assistant Professor	Member
14.	Varnika N III B.Com.(BA)	Student Representative – UG

The Board Chairman of the Board of Studies Department of Commerce Business Analytics welcomed and introduced all the members and requested them for their support and contribution for the development of academic standard and enrichment of the syllabus.

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

Item 21.1: *To review and approve the minutes of the previous meeting held on 01.04.2026.*

The chairman of the Board presented the minutes of the previous meeting held on 01.04.2026 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 01.04.2026.

Item 21.2: *To consider and approve syllabi for the II Semester for the students admitted in UG from academic year 2026-27 onwards.*

The chairman presented the scheme and syllabi for the II semester for the students admitted from the academic year 2026-27. The details of changes made also presented as follows.

New Courses Introduced:

B.Com. Business Analytics		
Code	**Course**	**Changes and reason**
26BAU2CA	Modern Databases	A course titled *Modern Databases* was introduced based on the suggestions of the industry expert, Mr. Rajkumar Narayanasamy, to enhance the relevance of the syllabus to current industry requirements.
26BAU2CP	Modern Databases SQL, NoSQL	A practical course titled *Modern Databases SQL, NoSQL* was introduced based on the suggestions of the industry expert, Mr. Rajkumar Narayanasamy, to provide students with practical exposure to modern database technologies.

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

Resolution:

Resolved to approve the revised syllabi for the II semester for the students admitted from the academic year 2026-27.

Item 21.3: *To consider and approve syllabi for the IV Semester for students admitted in UG from the academic year 2025-26 onwards.*

The Chairman presented the detailed syllabi of IV semester for the students admitted from the academic year 2025-26.

Changes Made:

Code	**Course**	**Changes and reason**
25BAU4CA	Data Mining and Business Intelligence	The suggestions of the industry expert, Mr. Rajkumar Narayanasamy, Unit IV was revised to include "Data Mining in Marketing and Customer Intelligence" to enhance the practical relevance of the syllabus to industry requirements.
25BAU4CB	Principles of Management	The suggestions of the subject expert, Dr. P. Nalini, the following topics were incorporated into the syllabus: Unit IV- AI-Based Recruitment; Unit V-AI in Management Control, encompassing AI-Based Quality Control, Productivity Monitoring, and Predictive Maintenance, replacing the earlier topics of Cost Control and Quality Control. These modifications aim to integrate contemporary AI applications into management practices.

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

Resolution:

Resolved to approve the revised syllabi for the IV semester for the students admitted from the academic year 2025-26.

Item 21.4: *To consider and approve syllabi for the VI Semester for students admitted in UG from the academic year 2024-25.*

The Chairman presented the detailed syllabi for the VI semester for the students admitted from the academic year 2024-25. The details of changes made also presented as follows.

Changes Made:

Code	Course	Changes and reason
24BAU6CA	Management Accounting	The recommendations of the subject expert, Dr. S. V. Ramesh, the syllabus was revised as follows: Unit II – Computation of Working Capital Unit IV – Economic Value Added (EVA): A Theoretical Perspective were removed from the syllabus. In Unit II, the following topics were added: Types of Working Capital, Importance of Adequate Working Capital, Consequences of Inadequate Working Capital, Dangers of Excessive Working Capital, and Sources of Working Capital.
24BAU6CB	Big Data Analytics	The suggestions of the industry expert, Mr. Rajkumar Narayanasamy, following content was revised as follows: Unit V- Fraud Detection and Security and Dynamic Pricing were added, while Systems and applications was removed from the syllabus.
24BAU6DB	Social Media Marketing	The recommendation of subject expert Dr.M.Sudhahar following content were included: Unit I-7 Cs, Pillars of Social Media Marketing

Discipline Specific Elective Courses:

DSE	Course Code	Course
DSE-I	24CMU6DA	Investment Management
	24CIU6DA	Enterprise Resource Planning
	24COU6DA	Organizational Behavior
	24BIU6DA	Retail Marketing
DSE-II	24CMU6DB	Security Analysis and Portfolio Management
	24CIU6DB	Fundamentals of Information Security
	24COU6DB	Industrial Relations and Labour Law
	24BAU6DB	Social Media Marketing

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 2024-25 onwards.

***Item 21.5**: To consider and approve the extra credit courses, self-study courses and other components as per UG regulation-6 (R6)*

The Chairman presented the extra credit courses, self-study courses, and other components as per UG Regulation–6 (R6) for students admitted from the academic year 2026–2027.

Resolution:

Resolved to approve the above self-study courses to earn extra credit for III semester for the students admitted during the academic year 2026-27.

***Item 21.6**: To consider and approve the courses offered by NPTEL that are equivalent to courses offered in our curriculum*

The members discussed NPTEL courses, including Research Methodology and Security Analysis and Portfolio Management, and agreed to select suitable courses based on curriculum relevance and syllabus alignment.

Resolution:

Resolved to approve the relevant NPTEL courses based on curriculum requirements and syllabus alignment for forthcoming academic sessions. 2026–2027.

Item 21.7: *To consider and 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 academic year 2026-27.*

The Chairman presented the panel of examiners for question paper setting, question paper scrutiny, conduct of practical and evaluation of answer scripts for the even semester of the academic year *2026-27.*

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 2026-27.

***Item 21.8*:** *To consider and approve any other items brought forwarded by the chairman and the members of the board.*

The board discussed that a Memorandum of Understanding (MoU) was signed with Bajaj Finserv for skill development training through CSR initiatives to address global placement opportunities. This course will be offered to interested students of the Faculty of Commerce from the academic year 2025–26 onwards.

Resolution:

Resolved to approve the implementation of the Bajaj Finserv skill development training programme under CSR initiatives for interested students of the Faculty of Commerce from the academic year 2025–2026 onwards, to enhance their employability and global placement opportunities.

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.Nancy Sebastina.J

27/10/26

Date: 27.10.2026

(Dr.Nancy Sebastina.J)
Chairman- BoS

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

21st

Syllabus

Faculty: Commerce **Board: Commerce Business Analytics** **Semester: II**

Course Code/ Name: 26BAU2CA / MODERN DATABASES

Unit	Syllabus
I	**Database System Applications** Introduction – Database Parallels - Data Independence - Database System Applications -Database Systems Vs File Systems– View of Data - Data Models - Database Languages – Database system architecture- Database Users and Administrators- AI Concepts in Modern Databases- E-R Models- Basic concepts - Constraints - Keys – E-R diagram. Case study on database system applications and the E-R Model.
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 - Keys-Primary Key - Foreign Key – Joins – Types of Joins-AI-Driven Data Management and Accessibility. Case study on applications of SQL queries and relational concepts.
IV	**Mongo DB** 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. Case study on NoSQL database and MongoDB 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): 100 %

COURSE FOCUSES ON: Skill Development/ Employability/ Innovations

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BoS

21st

Faculty: Commerce **Board: Commerce Business Analytics** **Semester: II**

Course Code/ Name:26BAU2SP / Modern Databases SQL, NoSQL

<table>
<tr><th>Ex. No.</th><th>List of Programs</th></tr>
<tr><td>1</td><td>Create a Student table with the following fields and perform Data Definition Language operations.
<table>
<tr><td>Field name</td><td>Field type and Size</td></tr>
<tr><td>RollNo</td><td>Number (5)</td></tr>
<tr><td>Studname</td><td>Varchar 2(15)</td></tr>
<tr><td>Gender</td><td>Char (6)</td></tr>
<tr><td>Deptname</td><td>Char (15)</td></tr>
<tr><td>Address</td><td>Char (25)</td></tr>
<tr><td>Percentage</td><td>Number (4, 2)</td></tr>
</table>
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</td></tr>
<tr><td>2</td><td>Create a Student table with the following fields and perform Data Manipulation Language operations.
<table>
<tr><td>Field name</td><td>Field Type and Size</td></tr>
<tr><td>Rollno</td><td>Number (5) Primary key</td></tr>
<tr><td>Studname</td><td>Varchar2 (15)</td></tr>
<tr><td>Gender</td><td>Varchar2(6)</td></tr>
<tr><td>Deptname</td><td>Varchar2(15)</td></tr>
<tr><td>Address</td><td>Varchar2 (50)</td></tr>
<tr><td>Percentage</td><td>Number (4, 2)</td></tr>
</table>
Queries:
To insert values
To retrieve records
To update records
To delete records</td></tr>
<tr><td>3</td><td>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.
<table>
<tr><td>Field name</td><td>Field Type and Size</td></tr>
<tr><td>Eno</td><td>Number (5) primary key</td></tr>
<tr><td>Ename</td><td>Varchar2(20) not null</td></tr>
<tr><td>Deptno</td><td>Number (2) not null</td></tr>
<tr><td>Designation</td><td>Varchar2(10) not null</td></tr>
<tr><td>Salary</td><td>Number (9, 2) not null</td></tr>
</table>
Queries:
Insert values
Display Maximum, Minimum amount of basic pay.</td></tr>
</table>

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

Field name	Field type and Size
Company name	Varchar2(15)
Proprietor	Varchar2(20)
Address	Varchar2(30)
Supplier name	Varchar2(20)
No of employees	Number(4)
GP percent	Number(6,2)
Country	Varchar2(30)

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:

Field Names	Field type
Employee no	Number (8)
Employee name	Varchar(8)
Department	Varchar(10)
Basic pay	Number(8,2)
HRA	Number(6,2)
DA	Number(6,2)
F	Number(6,2)
Net pay	Number(8,2)

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:

Field Names (Manufacturer)	Field Type
Manufacturer ID	Number (6) Primary Key
Manufacturer Name	Varchar2(30)
Manufacturer Website	Varchar2(30)
Manufacturer Email	Varchar2(30)

Field Names (Product)	Field Type
Manufacturer ID	Number (6) (Foreign key)
Model	Varchar2(30)

Price	Number (6)

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:

Field Names (Publisher)	Field Type
Pubcode	Varchar 2(5) Primary key
Pubname	Varchar 2(10)
Pubcity	Varchar 2(12)
PubState	Varchar 2(10)
Field Names (Book)	Field Type
Pubcode	Varchar2(5) (Foreign key)
Bookcode	Varchar2(5)
Booktitle	Varchar2(15)
Bookprice	Varchar2(5)

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

Field Names (Order)	Field type
Id	Number(2) unique
Order Date	Varchar2(15)
Order number	Varchar2(15)
Customer Id	Number(5)
Total	Number(5)
Field Names (Customer)	Field type
Id	Number(2) unique
First Name	Varchar2(15)
Last Name	Varchar2(15)
City	Number(5)
Country	Number(5)
Pin Code	Number(10)

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 (NEW): 100 %

COURSE FOCUSES ON: Skill Development/ Employability/ Innovations

Syllabus

Faculty: Commerce **Board: Commerce Business Analytics** **Semester: IV**

Course Code/ Name: 25BAU4CA/ DATA MINING AND BUSINESS INTELLIGENCE

Unit	Syllabus	Changes
I	**Basics of Data Mining Concepts** 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 - Casual Analysis -Attribute generalization - Attribute relevance - Class comparison - Statistical measures.	
IV	**Business Performance Management** 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- Data Mining in Marketing and Customer Intelligence. Case study in Supervised/ Unsupervised Learning through google.	Data Mining in Marketing and Customer Intelligence.
V	**Business Intelligence Implementation** 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 : 1.70%

COURSE FOCUSES ON: Skill Development/ Employability/ Innovations

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BoS

21st

Syllabus

Faculty: Commerce **Board: Commerce Business Analytics** **Semester: IV**

Course Code/ Name: 25BAU4CB/ PRINCIPLES OF MANAGEMENT

Unit	Syllabus	Changes
I	**Basics of Management Principles** 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. Case study in Management by objectives.	
II	**Planning and Decision Making** Planning - Definition – Nature – Objectives – Advantages and Disadvantages – Process – Types - Decision Making – Types - Traditional and Modern Techniques – Steps involved in Decision Making - Rational Decision Making. Case study in Planning.	
III	**Organization Structure and Delegation of Authority** 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. Case study in Organizational Structure and Directing.	
IV	**Staffing Motivation and Leadership** Meaning and Definition – Functions – AI based 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.	AI based Recruitment
V	**Control and its Techniques** 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.	AI in Management Control – AI-Based Quality Control, Productivity Monitoring, Cost Control and Predictive Maintenance.

PERCENTAGE OF SYLLABUS REVISED: 1.67 %

COURSE FOCUSES ON: Skill Development/ Employability/ Entrepreneurial Development/ Innovations

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BoS

21st

Syllabus

Faculty: Commerce **Board: Commerce Business Analytics** **Semester: VI**

Course Code/ Name: 26BAU6CA/ MANAGEMENT ACCOUNTING

Unit	Syllabus	Changes
I	**Introduction to Management Accounting** 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.	-
II	**Ratio Analysis and Working Capital** Ratio Analysis – Meaning-Advantages - Limitations-Classification of ratios- Analysis of Liquidity, Solvency, Profitability, Efficiency - Working Capital –Meaning – Definition – Determinants ~~-Working capital requirements and its computation.~~ Case study on Tata steel Investigates how ratio analysis helps in financial decision-making	Types – Importance of adequate working capital - Consequences of inadequate working capital - Dangers of excessive working capital – Sources of working capital
III	**Fund Flow Analysis and Cash Flow Statement** 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)	
IV	**Marginal costing, Cost Volume Profit and Break-Even Analysis** 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~~ Case study on Unilever Nepal Limited CVP analysis as a powerful tool for budgeting and profit planning.	
V	**Budgeting and Budgetary control** Budgeting and Budgetary control – Definition – Importance, Essentials – Classification of Budgets –Master Budget- Material budget - Purchase budget- Sales budget - Cash budget - Flexible budget -Zero-Base Budgeting- AI Application for Budgeting. Case study on Harley-Davidson, Inc.: Examines cost management and budgeting strategies in a competitive market.	

PERCENTAGE OF SYLLABUS REVISED : 1.26 %

COURSE FOCUSES ON: Skill Development/ Employability/ Entrepreneurial Development

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BoS

21st

Syllabus

Faculty: Commerce **Board: Commerce Business Analytics** **Semester: VI**

Course Code/ Name: 26BAU6CB/ BIG DATA ANALYTICS

Unit	Syllabus	Changes
I	**Introduction to Big Data** 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	
II	**Big Data Technologies** Terminologies used in Big Data Environments - Not Only SQL - Where and What is it 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.	
III	**Introduction to HADOOP** 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 Case study on Netflix leveraging Big Data for Personalized content Recommendations.	
IV	**Frameworks and AI Algorithms** Applications on Big Data Using Pig and Hive – Data processing operators in Pig – Hive services – HiveQL – Querying Data in Hive - Types of Models - Autonomous and Non-Autonomous Models - Artificial Intelligence in Deep learning Algorithms - LSTM - Convolutional Neural Networks - Recurrent Neural Networks Case study on Amazon Dynamic Pricing Strategies	
V	**Visualization Techniques and Commerce Applications** Predictive Analytics- Simple linear regression- Multiple linear regression- Interpretation of regression coefficients. Visualizations - Visual data analysis techniques- interaction techniques - ~~Systems and applications~~ Case study on Walmart using Big Data for Predictive Analytics	Fraud Detection and Security-Dynamic Pricing.

PERCENTAGE OF SYLLABUS REVISED : 1.69 %

COURSE FOCUSES ON: Skill Development/ Employability/ Innovations

Syllabus

Faculty: Commerce **Board: Commerce Business Analytics** **Semester: VI**

Course Code/ Name: 24BAU6DB/ SOCIAL MEDIA MARKETING

Unit	Syllabus	Changes
I	**Introduction to Social Media Marketing** Introduction to Social Media Marketing: Origin and Development and its significance, Necessity of Social media Marketing, 7 Cs, Pillars of Social Media Marketing, Ethical and Legal Framework – Skills Required – Different types of Social Media Platforms.	7 Cs, Pillars of Social Media Marketing
II	**SEO and Social Media Marketing Channels** Search Engine Optimization (SEO): The Concept of SEO – On-Page and Off-page Optimization - Search Engine Marketing - Blogs – Social Media Reach– You Tube Marketing – Website Design and Hosting – Pay per Click and Search Engine Marketing- Metrics and Digital Marketing Channels.	
III	**Email Marketing and Mobile Marketing** 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.	
IV	**Social Media Advertising Platforms** 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 Case Study on Use of Instagram and Influencer Marketing.	
V	**Strategies and Services** 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 : 1.47%

COURSE FOCUSES ON: Skill Development/ Employability/ Entrepreneurial Development/ Innovations

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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BoS

21st

FACULTY OF COMMERCE

Name of the Board: Commerce Business Analytics

TWENTY-FIRST BOARD OF STUDIES MEETING – ATTENDANCE

Date : 27.10.2026 **Time :** 10.30 a.m.

S.NO.	NAME	POSITION	ATTENDANCE
1	Dr.Nancy Sebastina.J Associate Professor & Head i/c, Department of Commerce Business Analytics Dr.N.G.P. Arts and Science College, Coimbatore-641048	Chairman	Present
2	Dr. M. Sudhahar Associate Professor of Commerce Gobi Arts and Science College, Gobichettipalaym,Erode-638 453	University Nominee	Present
3	Dr.S.V Ramesh Assistant Professor, Department of Commerce, J.K.K. Nataraja College of Arts & Science, Komarapalayam-638 183	Subject Expert	Present
4	Dr.P.Nalini, Assistant Professor (Senior Grade) PSG Institute of Management, PSG College of Technology, Coimbatore-641004	Subject Expert	Present
5	Mr.Rajkumar Narayanasamy Project manager Analytics, Infosys limited, Coimbatore- 641012	Industrial Expert	Present
6	Ms. Harshitha Balaji, Joint Secretary of Baalaji Educational Trust, M.G.V. Global Academy School and Junior College (An ICSE & ISC School), Tirupur-641603	Alumni	Present

7	Dr.N.Kuppuchamy Associate Professor & Head Department of Tamil	Co-opted Members	Present
	Dr.A.Hazel Verbina Professor & HoD Department of English		Present
	Dr.S.Gokilamani Associate Professor and Head i/c Department of Mathematics		Present
8	Dr.P.Kanagaraj Associate Professor	Member	Present
9	Dr.T. Nathiya Associate Professor	Member	Present
10	Dr. M. Jayanthi Associate Professor	Member	Present
11	Ms.T.P. Suvetha Assistant Professor	Member	Present
12	Varnika N III B.Com.(BA)	Student Representative	Present

27/10/26

Chairman- BoS

Dr.Nancy Sebastina.J

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