



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.

Website: www.drngpasc.ac.in | Email: info@drngpasc.ac.in. | Phone: +91-422-2369100

Board of Studies Meeting

Department of Commerce Banking and Insurance

The minutes of the 16th meeting of Board of Studies held on 18.10.2023 at 10.00 am at the Seminar Hall - I

Members Present:

S.No	Name	Category
1.	Dr. P. Revathi	Chairman
2.	Dr. K.K. Thavamani	University Nominee
3.	Dr. P. Shanthi	Subject Expert
4.	Mr. N.G. Aravind	Industrial Expert
5.	Ms. J. Thirunageswari	Meritorious Alumni
6.	Dr.M. Sangeetha	Member
7.	Dr. N. Kuppuchamy	Member
8.	Dr. R. VithyaPrabha	Member
9.	Dr. M. Ganesan	Member
10.	Dr. P. Sathya Priya	Member
11.	Dr. R. Geetha	Member
12.	Dr. B. Santhosh Kumar	Member
13.	Ms. R. M. Preetha	Students Representative

The HoD and Chairman of the Department of Commerce Banking and Insurance 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 to attend the meeting and requested to grant leave of absence.

1. Dr. M. Selvam - Subject 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 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 16.1(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 discussions made was also presented as follows.

The syllabus which was framed for the Batch 2022-23 will be followed for the students of II semester admitted from the academic year 2023-2024 onwards

After discussion the following resolution was passed

Resolution:

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

Item 16.1(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:

Course	Code	Reason
Core: Practices of General Insurance	225B11A4CA	Unit I: The topic History of General Insurance is revamped as Growth of General Insurance in India Unit III: Suggested to add Promotion of Health Insurance Products in India and Crop Insurance Unit IV: Under Specialized Insurance, Asset Insurance and Banker's Insurance needed to be included.

New Courses Introduced:

Course	Code	Reason
Skill Based Course (Practical): Financial Modeling - II	225BI1A4SP	Introduced to do Financial Analysis and able to forecast future earning and performance of Company.

IDC Offered

Course	Code	Department
IDC: Digital Banking	225BI1A4IA	Interdisciplinary Course (IDC) offered to B.Sc. Artificial Intelligence and Machine Learning <ul style="list-style-type: none">To inculcate Digital Banking Technology and its dimensions.
IDC: Social Media Marketing	225BI1A4IB	Interdisciplinary Course (IDC) offered to B.Sc. Computer Technology. <ul style="list-style-type: none">To gain knowledge about the development of different strategies and innovative trends in Social Media 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 16.2: 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 16.3: To consider and approve any other item brought forward by the Chairman and the members of the board.

The Chairman discussed about the Certificate Courses in Non-Performing Assets for the students admitted from the academic year 2023-2024 onwards.

The Industrial Expert and Subject Experts recommended the following Courses:

- NISM & CRISIL Certified Credit Underwriter Programme
- Credit Underwriting Courses and
- Credit Assessment Courses.

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. P. Revathi, Head and Chairman- Commerce Banking and Insurance BoS.

Date : 18.10.2023

P. R. _____
18/10/2023

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



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Syllabus- Existing Course

Faculty: Commerce

Board: Commerce Banking and Insurance

Semester: IV

Course Code/ Name: 225BI1A4CA / Practice of General Insurance

Unit	Existing	Change
I	Meaning of General Insurance – The History and Growth of General Insurance– Types of General Insurance – Recent innovations - Organization and Management of General Insurance Companies – Regulatory Framework for General Insurance in India--Insurance Ombudsman.	Principles of General Insurance Filling the Policy holder Complaints Registration Form.
II	Standard Policies – Specified Perils Vs. All Risks – Fire Insurance Coverages – Reinstatement Value Policies – Declaration Policy – Floating Policies – Long Term Policies – Consequential Loss (Fire) Insurance – Marine Insurance Coverages – Hull Insurance –Marine (Cargo) Insurance – Institute Cargo Clauses – Types of Losses – Types of Marine Policies – Specific Policy.	Case Study on Marine Insurance Filling the Proposal Form and Claim Form of Fire insurance and Marine insurance.
III	Personal Accident Insurances –Burglary (Business Premises) Policy – All Risks Insurance Policy -Money Policy – Baggage Insurance – Legal Liability Insurance – Fidelity Guarantee Insurance – Jewelers Block Insurance – Aviation Insurance – Engineering Insurance – Rural Insurance – Micro Insurance.	Health Insurance – Benefits – Health Insurance products – Structural Facilities - Prospects of Health Insurance in India Promotional measures- Crop Insurance Filling the Proposal Form and Claim Form of Miscellaneous Insurances.
IV	Industrial All Risks Insurance – Oil and Energy Risks Insurance – Satellite Insurance – Underwriting – Underwriting Policy – Underwriting Practice – Physical Hazard – Underwriting of Physical Hazard – Underwriting of Moral Hazard – Acceptance of Risks Subject to Underwriting Safeguards	Asset Insurance – Banker's Insurance Case Study on Refineries Filling the Proposal Form and Claim Form of Industrial All Risk Policy.
V	Claims Forms – Investigation and Assessment – Surveyors and Loss Assessors – Claims Documents – Arbitration – Limitation - Settlement – Discharge Vouchers – Post Settlement Action – Recoveries – Salvage – Loss Minimization and Salvage	Case study on Arbitration Agreement Filling Claim forms and settlement of compensation.

Note: Case Study (CIA Assessment)

PERCENTAGE OF SYLLABUS (New): 37%

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- New Course

Faculty: Commerce

Board: Commerce Banking and Insurance

Semester: IV

Course Code/ Name: 225BI1A4SP / FINANCIAL MODELING – II

S. No	List of Programs
1	Calculation of the amount of depreciation by using a) Straight line method b) Written down value method
2	Calculation of Profitability Ratio a) Gross profit ratio b) Net profit ratio c) Operating profit ratio.
3	Calculation of Capital Rationing by using Payback Period in Capital budgeting
4	Calculation of Interest for Fixed and Recurring Deposit
5	Calculation of Risk Adjusted Rate using Capital Assets Pricing Model (CAPM) Functions
6	Preparation of MIS Report
7	Calculation of Time Value of money: Net Present Value (NPV), Internal Rate of Return (IRR), Return on Investment (ROI)
8	Determination of Working capital requirement
9	Calculation of Leverage (a) Operating Leverage (b) Financial Leverage (c) Combined Leverage
10	Designing Capital Structure: (a) Earnings Before Interest and Tax (EBIT) (b) Earning After Tax (EAT) (c) Earning Before Tax (EBT) (d) Earning Per Share (EPS)
11	Preparation of sales report and consolidate using Rank function
12	Link an Excel worksheet to a Word document

PERCENTAGE OF SYLLABUS (New): 100 %

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- New Course

Faculty: Commerce

Board: Commerce Banking and Insurance

Semester: IV

Course Code/ Name: 225B11A4IB /SOCIAL MEDIA MARKETING

Unit	Content
I	Social Media Marketing Introduction - Features of SMM - Advantages and Disadvantages of SMM - Requisites for a Successful Social Media Marketer - Social Media Marketing plan - Social Media marketing Platforms - Facebook - Twitter - Social Media marketing Tools - Publishing Blogs - Podcast and Webinars - Google Ads, Canva, Adobe.
II	Search Engine Optimization (SEO) Introduction-Understanding SEO - Search Engine Activities- Search Engine Optimization Process - Search Engine Optimization Goals - On-Page Optimization - Off-Page Optimization and Analyze - Search Engine Result Process (SERP) - Search Engine Optimization Tools.
III	Digital Marketing Introduction of Digital Marketing - Characteristics of Digital Marketing - Benefits of Digital Marketing - Differences between Traditional Marketing and Digital Marketing - Technology behind Digital Marketing - Digital Marketing Strategy - Understanding Digital Consumer
IV	Online Advertising Introduction - Objective -Online Advertising Tools-Affiliate Marketing -Affiliate Marketing Eco System-Online Ad Format - Search Engine Advertising - Objectives-Network Advertising - Pros and Cons-Pricing Structure- Google Display Network-Landing Pages-Types-Importance
V	E mail Marketing and Mobile Marketing Introduction - Types of Email - Email Marketing Campaign Process - Advantages and Disadvantages - Opt-in Email Advertising -Email marketing Tools - Email tracking - Email Tracking Tools - Mobile Marketing- Goals-App Creation Strategy-Types of Mobile Marketing Strategies.

PERCENTAGE OF SYLLABUS (New): 100 %

COURSE FOCUSES ON:



Skill Development



Entrepreneurial Development



Employability



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Syllabus- New Course

Faculty: Commerce

Board: Commerce Banking and Insurance

Semester: IV

Course Code/ Name: 225BI1A4IA / DIGITAL BANKING

Unit	Content
I	Introduction Digital Banking - Need for Digital Channel - Customer Preference for Digital Banking - Evolving Customer expectations with digitalization - Significance of Digital Banking - Information Security - Ombudsmen Scheme for Digital Transactions 2021
II	Digital Payment Modes Cards - Various types of Cards - Features of different types of Cards - Benefits of Cards to Customers - USSD (based on mobile banking) - Mobile wallets - Aadhaar Enabled Payment System (AePS) - UPI - PoS - QR Code
III	Technology platform RBI Net - Bank Net - Indian Financial Network (INFINET) - Meaning - Features and Membership - Structured Financial Messaging Solution (SFMS)- Society for Worldwide Interbank Financial Telecommunications (SWIFT) - Differences between SFMS and SWIFT - Real Time Gross Settlement (RTGS) - National Electronic Funds Transfer (NEFT).
IV	Mobile Banking Mobile Banking - Features of Mobile Banking - Immediate Payment Service (IMPS)- Profitability of Mobile Banking - Tele Banking - Net Banking - Risk Management and Fraud mitigation - Back end operations and Technology - Information Security Tips.
V	Developments in Digital Technology Fintech - Definition - Evolution and Growth - Significance of Fintech - Block Chain - Meaning - How does a Block Chain work - Pros and Cons of Block Chain - Cryptocurrency - Meaning - working of Cryptocurrency - Advantages and Disadvantages

PERCENTAGE OF SYLLABUS (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"/> Innovation |
| <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 |



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ATTENDANCE OF THE SIXTEEN BOARD OF STUDIES MEETING

Faculty: Commerce

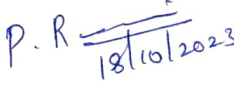
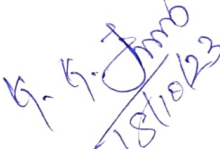


Board: Commerce Banking and Insurance

Date: 18/10/2023

Time: 10.00 a.m.

Venue: Seminar Hall -I

The following members were present for the meeting

S. No.	Name	Position	Signature
1	Dr.P.Revathi Head and Associate Professor Department of Commerce Banking and Insurance Dr.N.G.P. Arts and Science College(Autonomous) Coimbatore.	Chairman	 18/10/2023
2	Dr.K.K.Thavamani Associate Professor Department of Commerce (B&I) KPR College of Arts Science and Research, Coimbatore – 641 407	Vice Chancellor Nominee	 18/10/23
3	Dr.P.Shanthi Professor and Dean School of Commerce & Management Avinashilingam University Coimbatore – 641 043	Subject Expert	 18/10/23
4	Dr. M.Selvam Professor and Head Department of Commerce and Financial Studies Bharathidasan University Tiruchirappalli	Subject Expert	ABSENT
5	Mr. N.G.Aravind Functional Head/ Sr.Manager Inspection & Audit Punjab National Bank Ramnagar Coimbatore	Industrial Expert	





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S. No.	Name	Position	Signature
6	Ms. J.Thirunageswari HR Co-ordinator Cognizant Technology Solution Saravanampatti Coimbatore	Alumni	
7	Ms.R.M.Preetha III.B.Com(B&I) Dr.N.G.P.Arts and Science College(Autonomous) Coimbatore	Students Representative	
8	Dr.M.Sangeetha Associate Professor Department of Mathematics Dr.N.G.P.Arts and Science College(Autonomous) Coimbatore.	Co-Opted Member	
9	Dr.N.Kuppuchamy Professor and Head Department of Tamil Dr.N.G.P.Arts and Science College(Autonomous), Coimbatore.	Co-Opted Member	 18/11/25
10	Dr.R.VithyaPrabha Professor and Head Department of English Dr.N.G.P.Arts and Science College(Autonomous), Coimbatore.	Co-Opted Member	 18/11/25
11	Dr.M.Ganesan Associate Professor Department of Commerce Banking and Insurance, Dr.N.G.P.Arts and Science College(Autonomous), Coimbatore.	Internal Member	





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S.No.	Name	Position	Signature
12	Dr.R.Geetha Assistant Professor Department of Commerce Banking and Insurance Dr.N.G.P.Arts and Science College(Autonomous) Coimbatore.	Internal Member	
13	Mrs.P.Sathya Priya Assistant Professor Department of Commerce Banking and Insurance Dr.N.G.P.Arts and Science College(Autonomous) Coimbatore.	Internal Member	
14	Dr.B.Santhosh Kumar Assistant Professor Department of Commerce Banking and Insurance Dr.N.G.P.Arts and Science College(Autonomous) Coimbatore.	Internal Member	

Date:18/10/2023

(Dr. P.Revathi) 18/10/2023

BoS Chairman/HoD
Department of Commerce (B & I)
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