Board of Studies Meeting

Department of Commerce in Business Process Services

The minutes of the 15th meeting of Board of Studies held on 18.10.2023 at 10.00 am at the Board Room – C Block.

Members Present:

S.No	Name	Category
1	Dr. S. Namasivayam	Chairman
2	Dr. N. Sakthivel	University Nominee
3	Dr. P. Sasirekha	Subject Expert
4	Mr. Stephen Moses Dinakaran H	Industrial Expert
5	Ms. M. Sanjana	Meritorious Alumni
6	Dr. N. Kuppuchamy	Member
7	Dr. R. Vithyaprabha	Member
8	Dr. M. Sangeetha	Member
9	Dr. A.Y. Kettiramalingam	Member
10	Dr. J. Nithya	Member
11	Dr. D.Sujini	Member
12	Mrs. R. Janani	Member
13	Mr. S. Sensudhir	Student Representative

The HoD and Chairman of the department of Commerce in Business Process Services 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. R. Velmurugan - Subject Expert

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:

Course	Code	Reason
-	-	-

New Courses Introduced:

Course	Code	Reason
-	-	-

Courses Removed:

Course	Code	Reason
-	-	-

After discussion the following resolution was passed.

Resolution:

The Board recommended to retain the existing framed Syllabus of 2022-23 batch without any modification 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:

Course	Code	Reason
-	-	-

New Courses Introduced:

Course	Code	Reason
Industrial Internet of Things (IDC)	224CG1A4IA	To equip IoT Skills of the students. This will help them to acquire technical knowledge in business processes.

Courses Removed

Course	Code	Reason
-	-	-

IDC Offered

Course	Code	Department
Industrial Psychology	225BP1A4IA	Computer Science with Cognitive Systems Dr. Sakthivel suggested to include the topic "Group Dynamics" in Unit II

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.

No other item was brought forward.

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. A.Y.Kettiramalingam.

Date: 18.10.2023

(Dr. S. Namasivayam)

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

Faculty: Commerce

Board: Commerce in Business Process Services

Semester: IV

Course Code: 225BP1A4CA

Course Name: Banking for Business Process Services

Unit	Existing	Changes
I	**Overview of Banking** Overview of Banking - Functions and Products of a Bank - Liabilities - Deposits - Assets - Loans and Advances – Payments - Risk Management - Financial Accounting - Customer Service Data & Voice, covering maintenance, disputes and complaints - Metrics management productivity, quality SLA Tracking and monitoring - Pricing methodologies available - Commonly available Certifications ISO - COPC - CMMI - PCI etc - Risks and Controls - AML - KYC - Info security etc. - Account Originations - Account Servicing - Issuer of Cheque Books/Cards Pins - AML/KYC Checks - Account Conversions and Closures - Customer Correspondence - ATM Management - Time Deposits – Placements – Maintenance – Breakage - Booking and Top up - Roll Over - Payment Processing - Retail Wealth Management - Mutual Fund processing – Equities – Bonds - Structured Notes - Corporate actions – Reconciliation - Risk -Control and Information Security.	**No Changes**
II	**Details of Cards** Basics of Cards - Types of Cards, transaction overview, components of Cards - Entities involved, overview on associations – Originations - Policy, Account opening, dispatch, delivery, Card Maintenance - Payments - Concepts, applications, investigations, Statement validations - Products on Cards - Rewards programs, merchandising offers - Authorization and Risk reviews - Settlement lifecycle, authorizations, settlement and reconciliation - Accounting and Interchange settlement, settlements to associations - Parameter Design - Referral authorization - Financial Accounting - Bank A/c and payment Reconciliations - GL and ATM Reconciliations - Customer Relationship Management - Dispute Processing and Fraud Investigations - Collections including Data Review, Field Collections and A/c maintenances and Collection Audit. Case Study on Dispute Processing and Fraud Investigations.	**No Changes**
III	**Lead Generation** Lead Generation – Regulation Requirements - Mortgage	**No Changes**

	Originations – Sales/ New Application Management – Support and Settlement Services – Pre Underwriting, Underwriting – Verification and Closing – Quality Control and Repurchase – Mortgage Servicing – Customer Service – A/c Maintenance – Payment Processing – A/c Closure – Collection – Default Management – Front End Activities – Foreclosure and Loss Mitigation – Bankruptcy – Support functions – Quality Assurance - Domain Learning and Development – Regulatory Agencies. Case Study on Mortgage Servicing.	
IV	**Funds Transfer** Cash Management Overview – Cash Management Product Suite A Glance and Brief on all – products – Payments Life Cycle – Payments Originations and various products in Originations – phase – Introduction to Funds Transfer – Various types of Funds transfer(Clearing, Treasury Payments, Bills receivables, Collections, lockbox, loans/deposits – Bulk Remittances etc – Pre Funds Transfer – A/c Opening and Maintenance – Workflow Management – Funds Transfer –Payments – Instruction Acceptance – Payment Security – Call Back and Other Controls – Routing and Accounting Entries – Settlement and Payment Structuring – Various Clearing Systems –Overview – Post Funds Transfer – Nostro Reconciliations – Proofing – Investigations – Financial Messaging – Tracking – MIS and Treasury Reporting – Amendments and Collections – Risk management around payments few case studies on STP Analysis and Improvements.	**No Changes**
V	**International Trade** Introduction to Trade - Parties & Terminology used in International Trade, Risks Associated & its mitigants, Role of banks & Documents in International Trade - Letter of Credit (L/C) – Parties to L/C & Types of L/C – Issuance, Advising, Amendment, Confirmation, Document Checking, Acceptance & Payment - Collection - Parties to Collection & Types of Collection - Document Checking, Acceptance & Payment - Method of Payment – Advance, Open Account, Documentary Collection & Documentary Credit - Guarantee / SBLC – Types of Guarantee – Issuance, Amendment, Claim / Settlement & Cancellation - Reimbursement – Authorization, Claim / Payment, Clean Payment, Irrevocable Undertaking, FI Advance - Loans & Finances - Syndicated Loans, Corporate Advances, Receivable Finance, Supplier Finance, Commodity Finance, Channel Finance & Bill Finance / Discounting - Basics and outline of UCP 600, ISBP, URC 522, URR 725,	**No Changes**

	URDG and ISP98 - Value Added Services - After Service– Customer Service (Voice / Non-voice), Investigation, Reconciliation, Proofing & Reporting - Trade Compliance - Trade Advisory / Customer Owner - Overview on specialized training course for CDCS certification – Cyber Law in practice. Case Study on Cyber Law in practice.	

Note: Case Study (Examined internal only).

PERCENTAGE OF SYLLABUS NEW COURSE: NIL

COURSE FOCUSES ON

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

Syllabus

Faculty: Commerce   **Board: Commerce in Business Process Services**

Semester: IV   **Course Code: 225BP1A4CB**

Course Name: Retail CPG and Market Research

Unit	Existing	Changes
I	**Introduction about Market Research** Market - Characteristics of Market - Types of Market - Research - Market Research - Need for Market Research - Types of goods – CPG - Features of CPG industry - Why CPG industry is different?- Global CPG manufacturers - Classifications of Consumer Packaged Goods - Consumer Behavior – Factors influencing Consumer Behavior - Influencers.	**No Changes**
II	**Retailing and Segmentation** Retailing - Characteristics of Retailing - Retail formats - Overview to Retail functions - Global Retailers – Segmentation – Need for segmentation - Benefits - Segmentation criteria - Types of Segmentation. Case Study on Global Retailers.	**No Changes**
III	**Research Methodology and 4 P's of Marketing** Primary Research - Secondary Research - Custom Study - Syndicated Study - Quantitative Research Methodology - Qualitative Research Methodology - Research Types - Introduction to 4 P's of Marketing - Optional P's – Product – Price – Types of pricing - Place - Promotion - Objectives and Methods of Promotion - Market Research and 4P's. Case Study on 4 P's of Marketing.	**No Changes**
IV	**Product Planning and Consumer Research** Co Product Planning - Product Mix - New Product Development - Product Life Cycle - Branding - Brand Types - Private Labels - Brand association - Brand extension. - Advertising - Need for Advertising - Types of Media - Media Mix and Planning - What is Consumer Research? - Why research consumers? - Consumer Research Cycle - Consumer Research for new product launches - Consumer Research for existing products.	**No Changes**
V	**Retail Research and Consumer Panel Data** Retail Research – Need for Retail Research - Retail Data - Importance of Retail Data Validation - Retail Research reports - Media Research – Importance of media research - Sources of Media Data - Characteristics of Media Data - Importance of Media Data Validation - Media Research reports - Consumer Panel - Importance of Consumer Panel - Consumer Panel Data - Panel Research reports.. Case Study on Media Research.	**No Changes**

Note: Case Study (Examined internal only).

PERCENTAGE OF SYLLABUS NEW COURSE: NIL

COURSE FOCUSES ON

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

Syllabus

Faculty: Commerce

Board: Commerce in Business Process Services

Semester: IV

Course Code: 225BP1A4SA

Course Name: Campus to Corporate Transition

Unit	Existing	Changes
I	**Overview of Corporate** Corporate Readiness - Overview of Corporate - History of Corporate – Overview of BPO Industry - History of BPO - Benefits of BPO - BPO Industry in World - BPO Industry in India - TCS BPO.	No Changes
II	**Attitude and Behavior** Difference between campus and corporate – Change management - Learn the Culture - Impact of your attitude and behavior - Consider the language – Establish and maintain relationship – Respect others - Be Confident - Keep on learning - Consider the body language. Case Study on Change management.	No Changes
III	**Corporate Etiquettes** Corporate Etiquettes – Dressing and grooming skills - Workplace etiquette - Business etiquette - E-Mail etiquette - Telephone etiquette - Meeting etiquette - Presentation Skills - Professional Competencies - Analytical Thinking - Listening Skills - Time management - Team Skills – Assertiveness - Stress Management - Participating in Group Discussion - Interview facing – Ownership - Attention to Detail. Case Study on Time management.	No Changes
IV	**Communication** Communication – Grammar – Phonetics – One on one basic conversation skill practice - Reading Comprehension - Listening Comprehension - Improving Vocabulary - Improving Writing Skills - Comprehension while interacting face to face.	No Changes
V	**Interview Skills** Recitation of short stories - Interview Skills - Group Discussion - Social Conversation Skills – Presentation - One Act Plays. Case Study on short stories.	No Changes

Note: Case Study (Examined internal only).

PERCENTAGE OF SYLLABUS NEW COURSE: NIL

COURSE FOCUSES ON

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

Faculty: Commerce   **Board: Commerce in Business Process Services**

Semester: IV   **Course Code: 225BP1A4IA**

Course Name: Industrial Psychology

Unit	Existing
I	**Overview of Industrial Psychology** Meaning and Nature of Industrial Psychology - Role of Industrial Psychology - Organizational Attitude - Motivation and Work Behaviour - Theory X and Y - McClelland's Need Theory - Herzberg's Two Factor Theory - Cultural Differences in Motivation.
II	**Work Teams and Groups** Groups and Work Teams - Group Behaviour - Group Formation and Development - Decision Making Process - Individual Influences - Group Decision Process – Group Dynamics
III	**Organizational Design and Structure** Key Organizational Design Process - Structural Differentiations - Forces Reshaping Organizations - Leadership vs Management - Leadership Theories - Emerging Issues in Leadership.
IV	**Organizational Culture and Managing Change** Functions of Organizational Culture - Organizational Socialization - Assessing Cultural Values and Fit - Cross Cultural Issues- Forces for Change in Organization - Resistance to Change - Lewin's Change Model.
V	**Personality Theory and Emerging Trends** Meaning, Application of Personality Theory in Organization - Traits - Common personality Measurement Tools - Complexity - Challenges and Choices in the future.
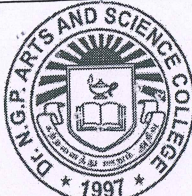
Note: Case Study (Examined internal only).

PERCENTAGE OF SYLLABUS NEW COURSE: 100%

COURSE FOCUSES ON

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

Dr. N.G.P. ARTS AND SCIENCE COLLEGE
(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)
(Approved by Government of Tamil Nadu & Accredited by NAAC with A++ Grade (3rd Cycle - 3.64 CGPA)
Dr. N.G.P. - KalapattiRoad, Coimbatore – 641 048, Tamil Nadu, India
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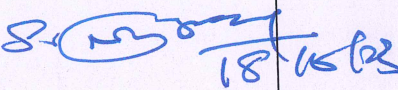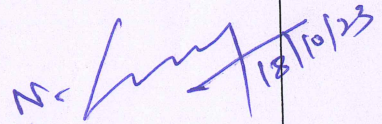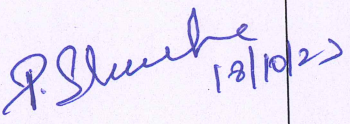## ATTENDANCEOF THE FIFTEENTH BOARD OF STUDIES MEETING

Faculty: Commerce

Date : 18.10.2023

Venue: Placement Board Room

Board: Commerce (BPS)

Time : 10.00 a.m.

The following members were present for the Board meeting.

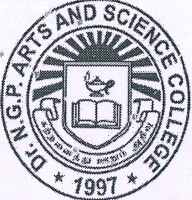| S. No.	Name	Position	Signature
1	**Dr. S. NAMASIVAYAM** Professor & Head Department of Commerce (BPS) Dr. N.G.P. ASC Coimbatore – 641048.	**Chairman**	18/10/23
2	**Dr. N. SAKTHIVEL** Associate Professor Department of Commerce Gobi Arts and Science College Gobichettipalayam – 638476	**Member** **(Subject Expert)** **VC Nominee**	18/10/23
3	**Dr. P. SASI REKHA** Assistant Professor Department of Commerce Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore -641043	**Member** **(Subject Expert)** **Nominated by** **Academic Council**	P.Slurekha 18/10/23
4	**Dr. R. VELMURUGAN** Associate Professor Department of Commerce (BPS) Karpagam Academy of Higher Education Coimbatore.	**Member** **(Subject Expert)** **Nominated by** **Academic Council**	— Absent —
5	**Mr. STEPHEN MOSES DINAKARAN H** CBO - Human Resources Program Lead - Academic Interface Program TATA Consultancy Services, Chennai.	**Member** **Industrial Expert**	Present Google meet SYx-VPYW-mxy

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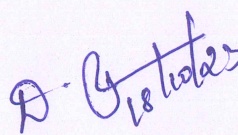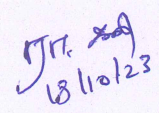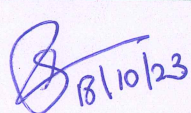|			
6	**Ms. M. SANJANA** US Immigration Specialist, TCSL "Chennai One"-SEZ Unit,200ft.Thoraipakkam, Pallavaram Ring road, Thoraipakkam, Chennai-600096.	**Alumni**	
7	**Dr. N. KUPPUCHAMY** Associate Professor and Head Department of Tamil Dr. N.G.P. ASC Coimbatore – 641048.	**Co-opted Member**	18/10/23
8	**Dr. R. VITHYAPRABHA** Professor and Head Department of English Dr. N.G.P. ASC Coimbatore – 641048.	**Co-opted Member**	18/10/23
9	**Dr. M. SANGEETHA** Professor Department of Mathematics Dr. N.G.P. ASC Coimbatore – 641048.	**Co-opted Member**	18/10/23
10	**Dr. A.Y. KETTIRAMALINGAM** Associate Professor Department of Commerce (BPS) Dr. N.G.P. ASC Coimbatore – 641048.	**Member**	
11	**Dr. J. NITHYA** Associate Professor Department of Commerce (BPS) Dr. N.G.P. ASC Coimbatore – 641048.	**Member**	

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12	**Dr. D.SUJINI** Assistant Professor Department of Commerce (BPS) Dr. N.G.P. ASC Coimbatore – 641048.	Member	
13	**Mrs. R. JANANI** Assistant Professor, Department of Commerce (BPS) Dr. N.G.P. ASC Coimbatore – 641048.	Member	
14	**Mr. S. SENSUDHIR** III. B. Com. (BPS) Department of Commerce (BPS) Dr. N.G.P. ASC Coimbatore – 641048.	**Student Representative**	

Date: 18.10.2023

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