



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

BoS

15th

MINUTES OF THE FIFTEENTH BOARD OF STUDIES MEETING

Faculty: Commerce

Board: Commerce with Computer Applications

The Meeting of Board of Studies (BoS) was held as given below:

Name of the Body	Board of Studies
Department	Commerce with Computer Applications
Meeting No.	15
Date and Time	12/06/2023 @ 10.00 a.m.
Venue	Commerce Lab – D1 Block
Members Attended	The details are given in the ANNEXURE - I

AGENDA

1.	Discussion on syllabi for Part III - Core Courses for third semester UG – 2022-2025 Batch
2.	Discussion on Part I (Tamil-III/Hindi-III/French-III/Malayalam-III) offered by Department of Language for 2022-2025 Batch
3.	Discussion on Part II Professional English-III offered by the Department of English for 2022-2025 Batch
4.	Discussion on syllabus for Part III - Inter Disciplinary Course (IDC) offered by Department of Commerce for 2022-25 Batch
5.	Discussion on syllabus for Self Study (Extra credit) Courses for the third semester UG 2022-2025 batch.
6.	Discussion on syllabi following R5 Regulations for Part III - Core Courses for first semester UG - 2023-2026 Batch
7.	Discussion on Part I (Tamil-I/Hindi-I/French-I/Malayalam-I) offered by Department of Language for 2023-2026 Batch
8.	Discussion on Part II English-I offered by Department of English for 2023-2026 Batch
9.	Discussion on syllabus for Part III - Inter Disciplinary Course (IDC) offered by the Department of Mathematics for 2023-2026 Batch
10.	Discussion on Part IV (AECC - II) Environmental studies for 2023-26 Batch
11.	Discussion on credit for Part V Extension Activity for 2023-26 Batch
12.	Discussion on syllabi for Core Courses for third semester PG - 2022-24 Batch
13.	Discussion on syllabi for Discipline Specific Elective (DSE) for the first semester PG - 2022-24 Batch
14.	Discussion on syllabus for Self-Study (Extra credit) Courses for the third semester PG 2022-2024 batch.
15.	Discussion on syllabi following R5 Regulations for Core Courses first semester PG - 2023-2025 Batch





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16.	Discussion on syllabi for Discipline Specific Elective (DSE) for the first semester PG -2023-25 Batch
17.	Discussion on Value Added Certificate Course (VACC)
18.	Any other matters





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MINUTES OF THE FIFTEENTH BOARD OF STUDIES MEETING

Faculty: Commerce

Board: Commerce with Computer Applications

The Chairman of BoS welcomed all the Panel members for the meeting. The items listed in the agenda were taken for discussion.

The following are the minutes of the meeting:

Item-01	Discussion on syllabi for Core Courses for third semester UG - 2022-25 Batch
Discussion	225CM1A3CA: Cost Accounting <ul style="list-style-type: none">Dr.Jegadeeshwaran, VC Nominee suggested to include Techniques of inventory control, EOQ stock level, ABC Analysis in unit I & Methods of Remuneration, Time rate system and Piece rate system, Absorption of overhead, Primary distribution and Secondary distribution for unit -III.Dr.Venilla, Subject expert suggested to change unit III title as Labour and Overhead Cost. 225BI1A3CB: Company Law <ul style="list-style-type: none">The unified Syllabus approved by the Board of Studies in Department of Commerce Banking and Insurance were placed for endorsement. 225CM1A3SP: Programming with C++ <ul style="list-style-type: none">Pavithran, Alumni suggested few changes in practical experiments
Resolution	The Board approved the syllabi for the above courses.
Item -02	Discussion on Part I (Tamil-III/Hindi-III/Malayalam-III/French-III) offered by Department of Languages for 2022-25 Batch
Discussion	221TL1A3TA – Tamil-III 221TL1A3HA - Hindi-III 221TL1A3MA – Malayalam-III 221TL1A3FA - French-III <ul style="list-style-type: none">The unified syllabi approved by the Board of Studies in Department of Language were placed for endorsement.
Resolution	The Board unanimously approved the Syllabi for the above courses.
Item -03	Discussion on Part I professional English-III offered by Department of English for 2022-25 Batch





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Discussion	221EL1A3EA: Professional English III <ul style="list-style-type: none">The unified syllabus approved by the Board of Studies in Department of English were placed for endorsement.
Resolution	The Board unanimously approved the syllabus.
Item-04	Discussion on syllabus for Part III - Inter Disciplinary Course (IDC) offered by Department of Commerce for 2022-25 Batch
Discussion	225CO1A31A: Business Economics <ul style="list-style-type: none">The unified Syllabus approved by the Board of Studies in Department of Commerce were placed for endorsement.
Resolution	The Board unanimously approved the syllabus.
Item-05	Discussion on syllabus for Self Study (Extra credit) Courses for the third semester UG 2022-2025 batch.
Discussion	225CR2ASSA: Business Ethics 225CR2ASSB: Cyber Security and Cyber Law <ul style="list-style-type: none">The above Self - Study Courses with one credit each introduced for the Batch 2022-2024.
Resolution	The Board unanimously approved the syllabus.
Item-06	Discussion on syllabi following R5 Regulations for Part III - Core Courses for first semester UG – 2023-2026 Batch
Discussion	235PA1A1CA: Advanced Financial Accounting <ul style="list-style-type: none">The unified syllabus approved by Board of Studies in Commerce in Business Process Services was placed for endorsement. 235CI1A1CA: Principles of Management <ul style="list-style-type: none">The unified syllabus approved by Board of Studies in Commerce with Information technology was placed for endorsement. 235CM1A1CP: Desktop Publishing <ul style="list-style-type: none">The syllabus title which was changed from Computer fundamental and Desktop publishing to Desktop Publishing was approved by the board.
Resolution	The Board approved the syllabi for the above courses.
Item-07	Discussion on Part I (Tami-I/Hindi-I/Malayalam-I/French-I) offered by Department of Languages for 2023-26 Batch





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Discussion	231TL1A1TA - Tamil-I 231TL1A1HA - Hindi-I 231TL1A1MA - Malayalam-I 231TL1A1FA - French-I <ul style="list-style-type: none">The unified syllabi approved by the Board of Studies in Department of Language were placed for endorsement.
Resolution	The Board approved the syllabi for the above courses.
Item -08	Discussion on Part I English offered by Department of English for 2023-26 Batch
Discussion	231EL1A1EA: Professional English I <ul style="list-style-type: none">The unified syllabus approved by the Board of Studies in Department of English were placed for endorsement.
Resolution	The Board unanimously approved the syllabus.
Item - 09	Discussion on syllabus for Part III - Inter Disciplinary Course (IDC) offered by Department of Commerce for 2023-26 Batch
Discussion	235CO1A31A: Business Mathematics <ul style="list-style-type: none">The unified Syllabus approved by the Board of Studies in Department of Maths were placed for endorsement.
Resolution	The Board unanimously approved the IDC Syllabus
Item -10	Discussion on Part IV (AECC - I) Environmental Studies for 2023-26Batch
Discussion	233MB1A1AA: Environmental Studies <ul style="list-style-type: none">The unified syllabus approved by the Board of Studies in Department of Commerce with Corporate Secretaryship were placed for endorsement.
Resolution	The Board approved the same.
Item - 11	Discussion on credit for Part V Extension Activity for 2023-26 Batch
Discussion	<ul style="list-style-type: none">One credit to be awarded for participation in YRC/RCC//NSS/ RRC/Yoga/Sports/Clubs.
Resolution	The Board members approved one credit for each extension activity.
Item - 12	Discussion on syllabi for Core Courses for third semester PG - 2022-24 Batch
Discussion	225CO2A3CC: Business Research Methods <ul style="list-style-type: none">The unified syllabus approved by the Board of Studies in Department of Commerce were placed for endorsement





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	<p>225CM2A3CB: Direct Tax</p> <ul style="list-style-type: none">CA Shanmugavedivel industrial expert suggested to restructure the topic for unit –II &IVDr.Vennila, Subject expert suggested to include case study related to E-filing return. <p>225CM2A3CC: Software Project Management (New Course)</p> <ul style="list-style-type: none">The course was introduced to acquire knowledge on computer project development. <p>225CM2A3CP: Statistical tools for Research (New Course)</p> <ul style="list-style-type: none">The course was included to provide a practice knowledge on Research Tools.
Resolution	The Board approved the syllabi.
Item - 13	Discussion on syllabi for Discipline Specific Elective (DSE) for the third Semester- PG 2022-24 Batch.
Discussion	<p>Discipline Specific Elective (DSE) courses were grouped in the broad specialization area of Marketing, Systems and Finance.</p> <p>225CM2A3DA- Digital Marketing (New Course)</p> <ul style="list-style-type: none">The Syllabus was introduced to understand the promotion of products in various electronic media. <p>225CM2A3DB- Data Mining and Data Interpretation (New Course)</p> <ul style="list-style-type: none">The course focuses on data mining concepts, architecture and techniques. <p>225CM2A3DC- Financial Derivatives (New Course)</p> <ul style="list-style-type: none">Dr.Jegadeeshwaran, VC Nominee suggested to change title as forward and futures for unit-II.Dr.Vennila subject expert suggested to change title as options contract for unit-III
Resolution	The Board approved the syllabi for the above courses.
Item - 14	Discussion on syllabus for Self-Study (Extra credit) Courses for the third semester PG 2022-2024 batch
Discussion	<p>225CM2ASSA- Retail Marketing</p> <p>225CM2ASSB- E- Commerce Technology</p> <ul style="list-style-type: none">The above Self - Study Courses with one credit each introduced for the Batch 2022-2024.
Resolution	The Board approved the syllabi for the above courses.
Item -15	Discussion on syllabi following R5 Regulations for Core Courses for first semester PG – 2023-2025 Batch





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Discussion	235IB2A1CA: Human Resource Management <ul style="list-style-type: none">The unified syllabus approved by the Board of Studies in Commerce with International Business was placed for endorsement. 235CO2A1CA: Managerial Economics <ul style="list-style-type: none">The unified syllabus approved by the Board of Studies in Commerce was placed for endorsement. 235CR2A1CB: Advanced Corporate Accounting <ul style="list-style-type: none">The unified syllabus approved by the Board of Studies in Commerce with Corporate Secretaryship
Resolution	The Board approved the syllabi for the above courses.
Item-16	Discussion on syllabi for Discipline Specific Elective (DSE) for the first semester PG -2023-25 Batch
Discussion	235CO2A1DA: Consumer behavior (New Course) <ul style="list-style-type: none">The unified Syllabus approved by the Board of Studies in Department of Commerce were placed for endorsement. 235CM2A1DC: Financial Markets and Services <ul style="list-style-type: none">Dr.Vennila, subject expert suggested to include meaning, definition, function of merchant banking, different types of merchant banking ,SEBI regulation for merchant banking in Unit-IV
Resolution	The Board approved the syllabi.
Item-17	Discussion on Value Added Certificate Courses (VACC)
Discussion	<ul style="list-style-type: none">Introduction to Capital MarketInvestment Banking Operations The unified syllabus was introduced as VACC and approved by the Board for 2021-24 Batch
Resolution	The Board members approved the same.
Item -18	Any other matters
Discussion	The board members recommended the Panel of Examiners
Resolution	The Board approved the same.

The Chairman of Board of Studies (BoS) thanked all the members for their active participation and providing their valuable suggestions.



Date: 12.06.2023

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(Dr. P. Suganya)
BoS Chairman/HoD
Department of Commerce (CA)
Dr. N. G. P. Arts and Science College
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Syllabus Revision

Faculty: Commerce

Board: Commerce with Computer Applications

Semester: III

Course Code / Name: 225CM1A3CA / Cost Accounting

Unit	Existing	Changes
I	Cost concept and Cost sheet Cost Accounting : Meaning, Definition- Nature and Scope – Concept and Classifications – Costing an aid to Management – Differences between Cost and Financial Accounting - Types and Methods of Cost – Elements of Cost - Preparation of Cost Sheet and Tender – Case study on Concept and Classifications.	
II	Material control and Issue Material: Levels of material Control – Need for Material Control – Techniques of inventory control - Perpetual inventory– Purchase and stores Control: Purchasing of Materials – Procedure and documentation involved in purchasing – Requisition for stores – Stores Control – Methods of valuing material issue – LIFO – FIFO – Simple Average - Weighted Average - Case study on ABC Analysis. Base Stock Method	EOQ- Stock Level -ABC Analysis
III	Labour costing and Overheads Labour: System of wage payment – Idle time – Control over idle time – Labour turnover – Methods of Remuneration and Incentive systems – Halsey Plan – Rowan Plan. Overhead: Classification of overheads – Allocation of overhead and Absorption of overhead – Computation of Machine Hour Rate. Case Study on Methods of Remuneration.	Labour and Overheads Cost Methods of Remuneration-Time rate system- Piece rate system, Absorption of overhead: Primary and Secondary distribution methods
IV	Process costing Process costing – Features of Process costing – Process losses, Wastage, Scrap, Normal process loss – Abnormal loss, Abnormal gain. (Excluding inter process profits and equivalent production)	
V	Operating costing and Reconciliation ARDS Operating Costing- Meaning- Features- Cost Unit in Operating Costing- Transport Costing. - Reconciliation of Cost and Financial accounts- Need- Reasons for disagreement in Profit- Procedure of Reconciliation.	

PERCENTAGE OF SYLLABUS REVISED : 20%
COURSE FOCUSES ON:

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



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Syllabus – New Course

Faculty: Commerce

Board: Commerce with Computer Applications

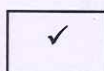
Semester: III

Course Code / Name: 225CM2A3CA/Marketing Research

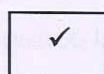
Unit	Contents
I	Introduction of Marketing Fundamentals of marketing - Role of Marketing - Relationship of Marketing with other functional areas - Concept of Marketing - Marketing-mix and its environment variables - Marketing environment - Market segmentation and Targeting.
II	Consumer Behaviour Concept- significance and factors influencing consumer behavior- Buying Motives - Buying habits - Buying process - Customer-relationship management- Marketing Research.
III	Product Management and Pricing Decisions Concept of Product- Product-mix- Product-line and Product Life-cycle- Product positioning- New product development- Brand management- Packaging. Pricing- Price policy considerations- objectives and strategies of pricing.
IV	Distribution and Advertising Management Management of Physical Distribution - Distribution channel intermediaries - channel management decisions - Organized retailing - Direct marketing - Internet marketing - Promotion: Methods of promotion- Advertising - concept and media – their relative merits and limitations - Personal selling- Concept- merits and demerits; Sales Promotion – concept and types.
V	E- Marketing and E -Commerce E-Marketing; Objectives - Concept and Nature- Importance and advantages of e-marketing - Reason for growth of e-marketing. E-Commerce marketing practices; types of E-Commerce -E-Commerce business Model- E-Commerce Marketing Strategic-, M-Commerce- Electronic payment system - Security issues in E-Commerce.

PERCENTAGE OF SYLLABUS REVISED
COURSE FOCUSES ON:

: 100%



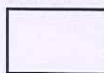
Skill Development



Entrepreneurial Development



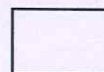
Employability



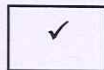
Innovations



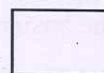
Intellectual Property Rights



Gender Sensitization



Social Awareness/ Environment



Constitutional Rights/ Human Values/ Ethics





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Syllabus – New Course

Faculty: Commerce

Board: Commerce with Computer Applications

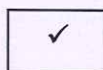
Semester: III

Course Code / Name: 225CM2A3CB: Direct Tax

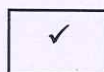
Unit	Contents
I	Income Tax Act 1961 Definition – Basis of charge - Scope of total income - Residential status of Assessee(s) and the effect of taxation in respect of various residential status of assessee(s). Importance of income received or deemed to have been received; or income accrued or deemed to have arisen with levy of income tax – Exempted Incomes - Case studies relating to Residential status of Assessee.
II	Computation of Salaries and House Property Salaries – Allowances - Perquisites - Deductions Allowed from Salaries - Incomes Exempted from Tax and Not Includible in Salary. House Property – Annual Value – Deductions – Computation of House Property - Case studies relating to Incomes Exempted from Tax and Not Includible in Salary.
III	Computation of Income from Business or Profession and Capital Gains Income from Business or Profession -Deductions allowed and disallowed. Capital Gains – Short term and Long term capital gains – Cost Inflation Index (CII) - Exemptions under capital gain - Case studies relating to Deductions allowed and disallowed under Business and Profession.
IV	Income from other Sources and Set Off and Carry Forward Income from other sources - Mode of computation - Assessee(s) total income - Aggregation of Income and Set Off and Carry Forward of losses - Gross Total Income – Deductions - Case studies relating to Set Off and Carry Forward of losses.
V	Assessment of Total Income and Tax Authorities Computation of Total Income and Assessment of Individuals - Firms – Companies - Tax Deduction at Source – Advance Payment of Tax – Refund of Tax - Income Tax Authorities – Jurisdiction Powers – Methods of Assessment – Filing of Returns -E- Filing - Case studies relating to Filing of Returns.

PERCENTAGE OF SYLLABUS REVISED
COURSE FOCUSES ON:

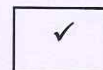
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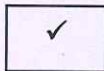
Skill Development



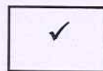
Entrepreneurial Development



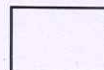
Employability



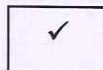
Innovations



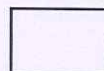
Intellectual Property Rights



Gender Sensitization



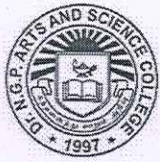
Social Awareness/ Environment



Constitutional Rights/ Human Values/ Ethics



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Syllabus – New Course

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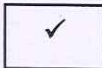
Board: Commerce with Computer Applications

Semester: III

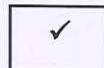
Course Code / Name: 225CM2A3CB/ Software Project Management

Unit	Contents
I	Project Evaluation and Project Planning Importance of Software Project Management – Activities - Methodologies – Categorization of Software Projects – Setting objectives – Management Principles – Management Control – Project portfolio Management – Cost - benefit evaluation technology – Risk evaluation – Strategic program Management – Stepwise Project Planning. Case study on Project Planning
II	Project Life Cycle and Effort Estimation Software process and Process Models: Waterfall Model – Spiral Model - Rapid Application Development – Dynamic System Development Method- Agile methods –Extreme Programming– Managing Interactive Processes – Basics of Software estimation – Effort and Cost estimation techniques – COSMIC Full function points - COCOMO II - a Parametric Productivity Model. Case study on COCOMO Model
III	Activity Planning and Risk Management Objectives of Activity planning – Project schedules – Activities – Sequencing and scheduling – Network Planning models – Formulating Network Model – Forward Pass & Backward Pass techniques – Identifying the Critical path. Risk Management: Risk – Categories of Risk – Framework for Dealing with Risk: Risk Identification – Assessment – Risk Planning –Risk Management. Case study on Risk Management
IV	Project Management and Control Framework for Management and control – Collection of data – Visualizing progress – Cost monitoring – Earned Value Analysis – Prioritizing Monitoring – Change Control – Software Configuration Management – Managing contracts: Contract Management. Case study on Contract Management
V	Staffing in Software Projects Managing people – Organizational behavior – Best methods of staff selection – Motivation – The Oldham – Hackman job characteristic model – Stress – Health and Safety – Ethical and Professional concerns – Working in teams – Decision making – Organizational structures – Dispersed and Virtual teams – Communications genres – Communication plans – Leadership Case study on People Management

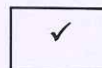
PERCENTAGE OF SYLLABUS REVISED : 100%
COURSE FOCUSES ON:



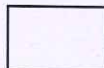
Skill Development



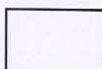
Entrepreneurial Development



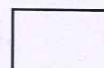
Employability



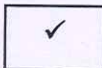
Innovations



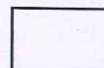
Intellectual Property Rights



Gender Sensitization



Social Awareness/ Environment



Constitutional Rights/ Human Values/ Ethics



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BoS

15th

Faculty: Commerce

Board: Commerce with Computer Applications

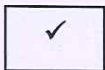
Semester: III

Course Code / Name: 225CM2A3DA /Digital Marketing

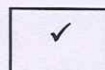
Unit	Contents
I	Introduction to Digital Marketing Introduction of the digital marketing-Digital vs. Real Marketing- Creating Initial Digital Marketing Plan- Principles of Digital Marketing; Digital Marketing Channels. Case study on Digital Marketing Channels
II	Content Marketing Concepts & Strategies; Planning, Creating, Distributing & Promoting Content; Optimize Website UX & Landing Pages; Measure Impact; Metrics & Performance-SWOT analysis. Case study on Content Marketing
III	Social Media Marketing Concepts -Major Social Media Platforms for Marketing-Developing Data-Driven Audience & Campaign Insights; Social Media for Business; Creation & Optimization of Social Media Campaigns. Case study on Campaign Insights
IV	Search Engine Optimization Search Engine Optimization Fundamentals- Essential tools -Strategies and Keywords-SEO Content Plan-SEO & Business Objectives; Writing SEO Content -On-site & off-site-, how to use SEO for different search engines. Case study on SEO Content Plan through business objectives
V	Digital Marketing Budgeting Digital Marketing Budget & Plan; Resource Planning; Cost Estimating; Cost Budgeting; Cost Control - Recapitulation. Case study on Digital Marketing Cost Control Plans

PERCENTAGE OF SYLLABUS REVISED
COURSE FOCUSES ON:

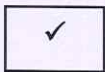
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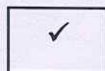
Skill Development



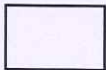
Entrepreneurial Development



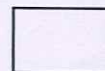
Employability



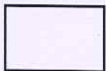
Innovations



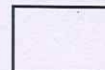
Intellectual Property Rights



Gender Sensitization



Social Awareness/ Environment



Constitutional Rights/ Human Values/ Ethics





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Syllabus – New Course

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Board: Commerce with Computer Applications

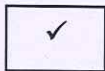
Semester: III

Course Code / Name: 225CM2A3DB/ Data Mining and Data Interpretation

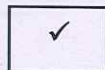
Unit	Contents
I	Introduction to Data Mining Data - Information - Knowledge - Definition of Data Mining - Uses of Data Mining - Applications of Data Mining - Data Mining Vs Database - Steps in Data Mining Process - Major Issue in Data Mining - Data Mining Metrics. Advanced Database: Types of Data - Relational Database - Transaction database - Object Oriented Database - Text and Multimedia Database. Case study on Concepts of Mining Data from Dataset
II	Data Mining Functionalities and Architecture Functionalities - Prediction - Clustering - Out layer Analysis - Evaluation and Deviation Analysis - Classification of Datamining Systems - Data Mining – Primitives – Architectures of Data mining Systems. Case study on Clustering a data
III	Data Warehousing and Preprocessing Introduction to Data Warehousing: Need for Data Warehousing - Need for separate Warehouse - Difference between Operational Database and Data warehouse - Difference between OTLP and Data warehouse - Benefits of Data warehouse - Limitation - Applications. Data Preprocessing: Need for Preprocessing - Data processing Techniques - Major Task in Data Preprocessing - Data Cleaning - Methods of Handling Missing Data - Data Integration - Data Transformation. Case study on Data Preprocessing
IV	Classification and Prediction Classification and Prediction: Introduction – Issues – Decision Tree Induction – Bayesian Classification – Classification of Back Propagation. Classification based on Concepts from Association Rule Mining – Other Methods. Prediction – Introduction – Classifier Accuracy. Case study on Classification and Prediction
V	Data Interpretation and Visualization techniques Data interpretation - Importance - Types : Qualitative and Quantitative - Collection Methods - Visualization techniques: Box Plots - Histograms - Heat Maps - Charts - Tree Maps Case study on Data Visualization

PERCENTAGE OF SYLLABUS REVISED
COURSE FOCUSES ON:

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Skill Development



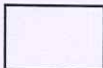
Entrepreneurial Development



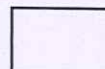
Employability



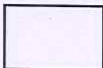
Innovations



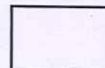
Intellectual Property Rights



Gender Sensitization



Social Awareness/ Environment



Constitutional Rights/ Human Values/ Ethics



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Syllabus – New Course

Faculty: Commerce

Board: Commerce with Computer Applications

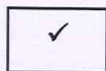
Semester: III

Course Code / Name: 225CM2A3DC/Financial Derivatives

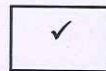
Unit	Contents
I	Introduction to Derivates Derivatives: Introduction -Definition- Evolution of Derivatives in India–Structure of Derivatives markets–Need for Derivatives-Benefits of Derivatives-Types of Derivatives– Participants in Derivatives markets – Major Recommendations of Dr.L.C.Gupta Committee - Technical terminologies used in Derivatives trading-Derivatives Trading at NSE/BSE. Case Study on Derivatives Trading at NSE/BSE.
II	Forward and Futures Contracts Forward-Definition-Features-Classification-Forward Trading Mechanism -Forward contract Vs Spot Contract-Futures Contract-Specifications - Margin Requirements- Types- Traders in Future Contract-Evolution of futures Market in India-Functions and Growth - Traders- Trading Mechanism - Hedging using Futures - Relationship between Future Prices, Forward Prices and Spot Prices. Case Study on Trading Mechanism.
III	Option Contracts Options-Definition- Options Terminology- Types-Equity option Contracts in India-American and European Options – Option Trading Strategies-Option pay off-Intrinsic Value and Time value of options-Options Pricing models- Differences between Future and Option Contracts. Case Study on Options Pricing models
IV	SWAPS Swaps – Meaning – Nature – Evolution – Features - Types of Financial Swaps- Interest Rate Swaps - Currency Swap - Debt Equity Swap - Commodity Swap - Equity Index Swap- Valuation of Interest rate SWAPs and Currency SWAPs Bonds. Case Study on Equity Index Swap
V	Trading and Clearance Trading & Clearance: Trading system: Trader Workstation–Clearing entities – Open position calculation – Margin and settlement – Regulatory Framework – Risk Management – Accounting Issues. Case Study Risk Management

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COURSE FOCUSES ON:

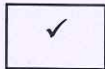
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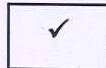
Skill Development



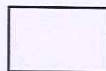
Entrepreneurial Development



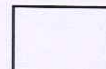
Employability



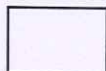
Innovations



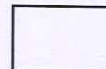
Intellectual Property Rights



Gender Sensitization



Social Awareness/ Environment



Constitutional Rights/ Human Values/ Ethics



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BoS

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Syllabus – New Course

Faculty: Commerce

Board: Commerce with Computer Applications

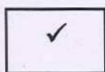
Semester: III

Course Code / Name Cyber Security and Cyber Law/225CM1ASSB

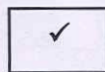
Unit	Contents
I	Introduction to computer security Basic Components: Confidentiality-Integrity-Availability-Threats-Policy and Mechanism: Goals of Security-Protection State. Operational Issues: Cost Benefit Analysis-Risk Analysis-Laws and Customs - Human Issues.
II	Cryptography Definition-Classical Crypto Systems: Transposition Ciphers-Substitution Cipher-Data Encryption Standard-Other Classical Cipher.
III	Software Security Software Security issues-Handling Program Input-Writing Safe program Code-interacting with operating system and other programs-handling program output.
IV	Cyber Law Introduction- Concept of Cyberspace-E-Commerce in India-Privacy factors in E- Commerce-cyber law in E-Commerce-Contract Aspects.
V	Security Aspects Introduction-Digital Signature- Data Security. Intellectual Property Aspects: WIPO-GII-ECMS-Indian Copy rights act on soft propriety works-Indian Patents act on soft propriety works. The Information Technology Act 2000-Civil offences Under IT Act 2000.

PERCENTAGE OF SYLLABUS REVISED
COURSE FOCUSES ON:

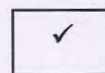
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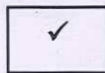
Skill Development



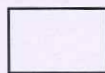
Entrepreneurial Development



Employability



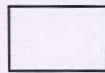
Innovations



Intellectual Property Rights



Gender Sensitization



Social Awareness/ Environment



Constitutional Rights/ Human Values/ Ethics





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Syllabus – New Course

Faculty: Commerce

Board: Commerce with Computer Applications

Semester: III

Course Code / Name: E -COMMERCE TECHNOLOGY /225CM2ASSB

Unit	Contents
I	Introduction to Electronic Commerce –Evolution and Models Introduction– Evolution of Electronic Commerce - Roadmap of E-Commerce in India– Functions and Scope of E - Commerce – Benefits and Challenges of E-Commerce – Business Models of E-Commerce – Characteristics of Business to Business(B2B) - Business to Consumers (B2C), Business to Government (B2G) - Need and Importance - alternative models of B2B E-Commerce - E-Commerce Sales Product Life Cycle (ESLC) Model
II	World Wide Web and E-enterprise World Wide Web-Reasons for building own website – Benefits of Website, Registering a Domain Name - Role of web site in B2C E-commerce – EDI and paperless trading; Pros & Cons of EDI - Applications of E-commerce and E-enterprise - Applications to Customer Relationship Management- Types of E-CRM - Functional Components of E-CRM Concept Description - E-enterprise- Introduction - Comparison between Conventional and E-organization - Organization of Business in an E-enterprise, Benefits and Limitations of E- enterprise
III	E-marketing and Electronic Payment System E-Marketing- Scope and Techniques of E-Marketing - Traditional web promotion; Web counters - Web advertisements - Role of Social media - E-Commerce Customer Strategies for Purchasing and support activities, Planning for Electronic Commerce and its initiatives - Electronic Payment System- Characteristics of E-payment system, SET Protocol for credit card payment - prepaid e-payment service - post-paid E-payment system - Types of payment systems - Operational, credit and legal risks of E-payment system - Risk management options for E-payment systems - Set standards principles for E-payment
IV	Security in E-commerce Threats in Computer Systems: Virus - Cyber Crime Network Security: Encryption - Protecting Web server with a Firewall - Firewall and the Security Policy - Network Firewalls and Application Firewalls - Proxy Server.
V	Issues in E Commerce Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues - Basic Ethical Concepts - Analyzing Ethical Dilemmas - Candidate Ethical principles Privacy and Information Rights: Information collected at E-Commerce Websites - The Concept of Privacy - Legal protections Intellectual Property Rights: Types of Intellectual Property protection – Governance.

PERCENTAGE OF SYLLABUS REVISED : 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

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Board: Commerce with Computer Applications

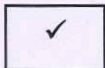
Semester: III

Course Code / Name: RETAIL MARKETING/225CM2ASSA

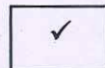
Unit	Contents
I	Introduction to Retailing Introduction- Meaning of Retailing- Economic Significance of Retailing- Retailing Management Decision Process- Product Retailing vs. Service Retailing- Types of Retailers.
II	Retail Marketing Environment Introduction- Understanding the Environment, Elements in a Retail Marketing Environment- Environmental Issues-Retailing Environment in India vs. Global Scenario.
III	Retail Marketing Strategies Strategy at different levels of Business- Building a Sustainable Competitive Advantage- the Strategic Retail Planning Process- Retail Models- Retail “EST” model.
IV	Retail Marketing Segmentation Introduction- Importance of Market- Segmentation in Retail- Targeted Marketing Efforts- Criteria for Effective Segmentation- Dimensions of Segmentation- Positioning Decisions- Limitations of Market Segmentation.
V	Retail Store Location and Layout Introduction- Types of Retail Stores Location- Factors Affecting Retail Location Decisions- Country/Region Analysis- Trade Area Analysis- Site Evaluation- Site Selection- Location Based Retail Strategies.

PERCENTAGE OF SYLLABUS REVISED : 100%

COURSE FOCUSES ON:



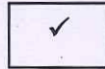
Skill Development



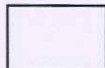
Entrepreneurial Development



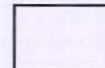
Employability



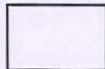
Innovations



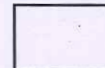
Intellectual Property Rights



Gender Sensitization



Social Awareness/ Environment



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FACULTY OF COMMERCE


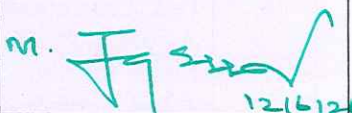
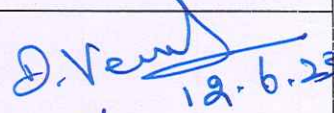
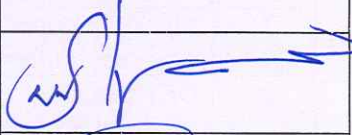

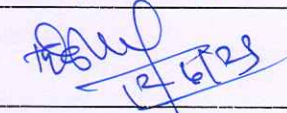
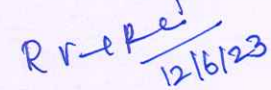
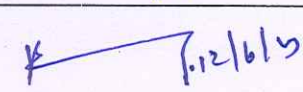

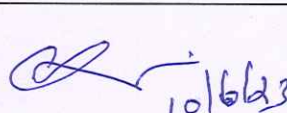
Name of the Board: Commerce with Computer Applications


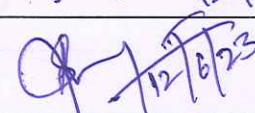
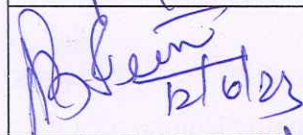

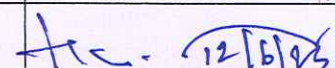

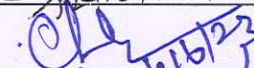

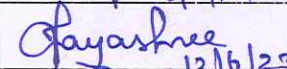

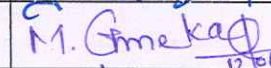

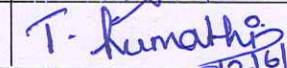
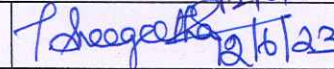

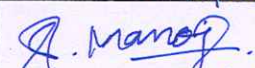

FIFTEEN BOARD OF STUDIES MEETING - ATTENDANCE

Venue: Commerce Lab

Date: 12-06-2023

Time: 10.00 a.m.

S.NO.	NAME	POSITION	SIGNATURE
1.	Dr.P.Suganya HoD(i/c), Associate Professor Department of Commerce with Computer Applications	Chairman	 12/6/23
2.	Dr.M.Jegadeeshwaran Associate Professor Department of Commerce Bharathiar University, Coimbatore.	VC Nominee	 12/6/2023
3.	Dr.K.Kumar Principal National College (Autonomous), Trichy.	Subject Expert	(online)
4.	Dr.D.Vennila Assistant Professor (SG) Avinashilingam Institute for Home Science & Higher Education for Women, Coimbatore.	Subject Expert	 12.6.23
5.	CA.N.N.ShanmugaVadivel, N.N. SHANMUGA VADIVEL & Co., Coimbatore	Industrial Expert	
6.	Mr.R.Pavithran Systems Engineer Cognizant Technologies, Coimbatore.	Alumni	 12.06.23
7.	Dr.N.Kuupuchamy Associate Professor and Head Department of Tamil	Co-Opted Members	 12/6/23
	Dr.R.VidhyaPrabha Professor and Head Department of English		 12/6/23
	Dr. R. Sowrirajan Assistant Professor and Head Department of Mathematics		 12/6/23
8.	Dr.D.Parasakthi Professor and Head Department of Commerce		 12/6/23
9.	Dr.K.Vanaja Professor and Head Department of Commerce with Professional Accounting		 10/6/23

10.	Dr.S.Mohanraj Associate Professor and Head Department of International Business		 12/6/23
11.	Dr.S.Kowsalya Associate Professor and HOD (i/c) Department of Corporate Secretaryship	Co-Opted Members	 12/6/23
12.	Dr. B. Rosiline <i>Rosiline</i> Jeetha Professor and HOD Department of Computer Science		 12/6/23
13.	Dr.M.Prakash Professor	Member	 12/06/23
14.	Dr.M.Ashok Kumar Professor	Member	 12/6/23
15.	Dr.P.Jayasubramanian Professor	Member	 12/6/23
16.	Dr.C.Eahambaram Associate Professor	Member	 12/6/23
17.	Mrs.N.Revathi Assistant Professor	Member	 12/6/23
18.	Mrs.V.Jayashree Assistant Professor	Member	 12/6/23
19.	Mrs.L.Priya Assistant Professor	Member	 12/6/23
20.	Mr.M.Gunasekaran Assistant Professor	Member	 12/6/23
21.	Mrs.V.Abinaya Assistant Professor	Member	 12/6/23
22.	Dr.T.Sumathi Assistant Professor	Member	 12/6/23
23.	Mrs.T.Sreegeetha Assistant Professor	Member	 12/6/23
24.	Mrs.C.MercyPraba Assistant Professor	Member	 12/06/23
25.	S.Manoj III.B.Com CA-B Register No:221CM127	Student Representative	 12/06/23
26.	N.S.Santhosh II.M.Com.CA Register No:222CM027	Student Representative	


12/6/23
BoS Chairman/HoD
Department of Commerce (CA)
Dr. N. G. P. Arts and Science College
Coimbatore - 641 048