	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 (3 rd 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
		16 th

Board of Studies Meeting

Department of Commerce with International Business

The minutes of the 16th meeting of Board of Studies held on 16.10.2023 at 10.00 am at IQAC Board room.

Members Present:

S.No	Name	Category
1.	Dr.S. Mohanraj	Chairman
2.	Dr.R.Maharajothi Priya	University Nominee
3.	Dr. F. J. Peter Kumar, (via Google meet)	Subject Expert
4.	Dr.N.Bharathi,	Subject Expert
5.	Dileep Abraham,	Industrial Expert
6.	Dr.P.R. Muthuswamy	Special Invitee
7.	Dr. Kuppuchami	Co-opted Member
8.	Dr.R. Vidhya Prabha	Co-opted Member
9.	Dr.M.Sangeetha	IDC Representative
10.	Dr.S.Mohan	IDC Representative
11.	Dr.V. Pream Sudha	EDC Representative
12.	Dr.T.Vasumathi,	Member
13.	Dr.N.Chandrakala	Member
14.	Ms.S.Priyanka	Member
15.	Dr.M.Kowsalya	Member
16.	Mr.K.Chandrabose	Member
17.	Dr.M.Manjula	Member
18.	Dr.V.Saranya	Member
19.	Dr.E.Dhanasekar	Member
20.	Mr.R.Ashwin (III B.Com.IB)	Student Nominee
21.	Ms. A. Blessita (II M.Com.IB)	Student Nominee

The HoD and Chairman of the Department of Commerce with International Business 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. Mr. Rajagopal Venkatesan- Meritorious Alumni

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 **16.10.2023**

The chairman of the Board presented the minutes of the previous meeting held on **16.10.2023** 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 16.10.2023

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 changes made also presented as follows.

Changes Made:

Course	Code	Reason
B.Com. International Business		
Core: Principles of Marketing	235IB1A2CA	Based on suggestions from the experts and to create an understanding on the need for analyzing the business environment in marketing the goods or services the following contents were included; <ul style="list-style-type: none">➤ Analyzing the marketing environment- Components of Environment: Macro environment and Micro environment included in Unit I➤ Career opportunities in marketing- Recent trends in marketing- Modern

		<p>marketing concepts excluded in unit I</p> <ul style="list-style-type: none"> ➤ Levels of Segmentation- Bases for Segmenting Consumer and Business Markets included in unit III
Core Practical: Spreadsheet Modeling for Accounting:	235IB1A2CP	<p>Educate the usage of financial analysis tools using excel the below content is added;</p> <ul style="list-style-type: none"> ➤ Use spreadsheet statistical functions to calculate Average Growth Rate (AGR), Compound Average Growth Rate (CAGR), Trend Analysis and Correlation.
M.Com. International Business		
Core: Financial and Management Accounting	235IB2A2CA	<p>Based on the Suggestion of the Board members the below changes were made;</p> <ul style="list-style-type: none"> ➤ In Unit I Introduction to management accounting and characteristics of management accounting were removed. ➤ In Unit III Accommodation bill and foreign bills were excluded.
Core: Foreign Trade Procedure and Documentation	235IB2A2CB	<p>Based on the Suggestion of the Board members the below changes were made;</p> <ul style="list-style-type: none"> ➤ In Unit II Remission of duties or taxes on export products scheme (RoDTEP) and Exports under IGST were removed and Major Export incentive schemes were included.
Core: Logistics Management	235IB2A2CC	<p>Based on the Suggestion of the Board members and student nominees and to incorporate the recent trends in logistics Industry which pave the way for adoption of Industry 4.0. the following contents were included;</p> <ul style="list-style-type: none"> ➤ Privatisation of ports in India in Unit III. ➤ Advantages and challenges in containerization- Containers- Types of containers. ➤ Artificial Intelligence and logistics industry
DSE: Air Transport Management	235IB2A2DA	<p>To give the picturization of precautions to be carried out in handling dangerous goods and to educate the need of Interline traffic agreements and the role and importance of AAICLAS in cargo handling the below contents were added;</p> <ul style="list-style-type: none"> ➤ Precautions in handling dangerous goods in unit IV. ➤ Multilateral & Bilateral Interline Traffic Agreements and AAICLAS (Airports Authority of India Cargo Logistics and Allied Services)
DSE: Digital Marketing	235IB2A2DB	<p>To Incorporate recent updates following changes were done;</p> <ul style="list-style-type: none"> ➤ Concept of Marketing analytics included in Unit II.

		➤ Benefits and challenges in social media marketing included in unit III
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New Courses Introduced: NIL

Course	Code	Reason
-	-	-

Courses Removed: NIL

Course	Code	Reason
-	-	-

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

Resolution:

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

Item 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
B.Com. International Business		
Core: International Trade Procedures	225IB1A4CA	Based on the recommendation of the Board members in order to cultivate the idea on types of foreign accounts and role of ECGC in export finance the below contents were included; ➤ Export Credit Guarantee Corporation of India (ECGC) in unit- III ➤ Types of foreign accounts in unit -IV
M.Com. International Business		

Core: Global Financial Management	225IB2A4CC	Based on the recommendation of the Board members; Comparison of New York, Indian, London money market and Euro bonds in unit I were included
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New Courses Introduced:

Course	Code	Reason
B.Com. International Business		
Core: Logistics and Supply Chain Management	225IB1A4CB	The content of the syllabus was revamped as per recent trends in Logistics and Supply Chain Management
Core: Business Taxation	225FI1A4CC	As per TANSCH Regulations to broaden the idea in Indirect taxation offered by Department of Commerce with Finance.
M.Com. International Business		
Core: Supply Chain Management	225IB2A4CA	The content of the syllabus was reframed as per recent trends in Supply Chain Management
Core: Strategic Management	225IB2A4CB	The content of the syllabus was completely reframed as per recent trends in the business environment

Courses Removed

Course	Code	Reason
Core: World Economic Resources	195IB1A4CA	Removed in order to accommodate the courses as per requirements of TANSCH regulations and included the courses improve the employability and entrepreneurial skills.
Core: Financial Markets and Instruments	195IB1A4CB	
Core: Brand Management	195IB1A4CC	
SEC: Business Communication	195IB1A4SA	

IDC Offered

Course	Code	Department
Export Management (offered to BBA CA)	225IB1A4BM	In order to explore the entrepreneurial opportunities in export sector the content of the syllabus was revamped.

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

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.

Discussion on Value Added Certificate Course (VACC)

The Chairman presented the Value Added Course syllabus offered by Department Commerce Accounting and Taxation and Department of Commerce.

S.No	Course Name	Offering Department
1.	GST	Department of Commerce with Accounting and Taxation
2.	Tally	Department of Commerce

Resolution:

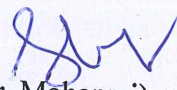
Resolved to approve the syllabus of Value added certificate course opted.

Item 16.4: To consider and approve any other item brought forward by the Chairman and the members of the board which includes;

- Organizing workshop on EXIM documentation.
- Appointing visiting faculty
- Port visits for practical exposure.

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 the Department CDC member.

Date: 16.10.2023


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

B.Com. IB- 2023-24**Syllabus Revision****Faculty: Commerce****Board: Commerce with International Business****Semester: II****Course Code/ Name: 235IB1A2CA – Principles of Marketing**

S.No.	EXISTING	CHANGES
1	Marketing – Definition of market and marketing - Importance of marketing- Modern marketing concepts – Types of marketing: Traditional marketing – Digital marketing –Marketing ethics - Career opportunities in marketing –Recent trends in marketing.	Analyzing the marketing environment- Components of Environment: Macro environment and Micro environment –Modern marketing strategies.
2	Marketing functions - Buying – Selling – Transportation – Storage – Financing – Risk Bearing – Standardization – Market information - Marketing and government – Bureau of Indian standards (BIS) – AGMARK.	-
3	Marketing mix: Product: Meaning of product – Product life cycle – Branding - labeling - Price : Pricing objectives - Pricing strategies – Place - Promotion : Personal selling and sales promotion - Advertisement - DAGMAR model - Market segmentation- Targeting - Positioning.	Levels of Segmentation- Bases for Segmenting Consumer and Business Markets.
4	Channel of distribution: Channel objectives - Channel functions - Types of distribution Channels - Channel selection - Factors influencing channel of distribution . Marketing research: Objectives and elements of marketing research - Importance and limitations of marketing research.	-
5	Service marketing- Types of services- Nature and characteristics of services- Difference between services and goods- Creating and delivering customer value- Service marketing mix.	-

PERCENTAGE OF SYLLABUS REVISED : 23 %**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 Right (IPR)	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/Ethics

Faculty: Commerce
Semester: II

Syllabus Revision- Practical

Board: Commerce with International Business

Course Code/ Name: 235IB1A2CP - Spreadsheet Modeling for Accounting

S. No.	EXISTING	CHANGES
1	Importing Data into Excel: Fixing text and numbers, date and getting rid of blank lines <ul style="list-style-type: none"> Fixing text and numbers imported incorrectly using TRIM and FIND and REPLACE to fix errors. Use the text to columns button to separate the different parts of the date and the DATE function to put it back together as a proper date. Different ways to get rid of blank lines in a dataset and how to sort data without unique identifiers back into its original order. 	-
2	Using different conditional formatting options in financial statement	-
3	Calculate sales estimation by using the following functions min, max, sum, average, Count, filter and sort.	-
4	Create Pivot Tables, Set Pivot table options and adding subtotals in Pivot Table	-
5	Working with data validation to remove the garbage inputs and to avoid errors and to create a dropdown list in Excel to limit input to pre-set options.	-
6	Using auto filters to extract lists based on text or date criteria and to filter using numerical criteria, conditional formatting, identify duplicate items and use SUBTOTAL to add values in a filter.	-
7	Calculate Simple and Compound Interest. Prepare a statement of Bank customer's account showing simple and compound interest calculations for 10 different customers using mathematical and logical functions.	-
8	Use Concatenate function to joining information from different cells and making worksheets more dynamic.	-
9	Prepare Discount Cash flows by using the formula XNPV and XIRR	-
10	Use the PMT function to get the monthly mortgage payment	-
11	Measure correlations between variables using spreadsheet statistical functions	Use spreadsheet statistical functions to calculate Average Growth Rate (AGR), Compound Average Growth Rate (CAGR), Trend Analysis and Correlation.
12	Prepare Single Cash Flow and find out Present Value & Future Value.	-

PERCENTAGE OF SYLLABUS REVISED : 13 %

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 Right (IPR)	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/Ethics

B.Com. IB- 2022-23**Syllabus Revision****Faculty: Commerce****Board: Commerce with International Business****Semester: IV****Course Code/ Name: 225IB1A4CA- International Trade Procedures**

S.No.	EXISTING	CHANGES
1	International trade: Meaning- Need and importance of international trade – Commodity composition – Foreign trade development and regulation act (FTDR Act 1992) – Foreign trade regulation rules (FTRR 1993) - Functions of directorate general foreign trade (DGFT) - Indian trade classification (HS) - India's foreign trade policy.	Role and functions of directorate general foreign trade (DGFT) Case Study on India's Foreign Trade Policy
2	Type of exporters -Starting an export firm – Selection of an export product – Market selection –Buyer selection – Registration under GST – Import export code number (IEC) – Export license - Registration cum membership certificate (RCMC) - Elements of export contract- INCO terms	Export incentive scheme.
3	Export promotion councils in India: AEPC- EEPC- APEDA- MPEDA- Commodity boards – International chamber of commerce- Export oriented units (EOUs)- Special Economic Zones(SEZs) - WTO -World bank institutions : IBRD- IDA – IFC – MIGA – ICSID.	Case Study on Special Economic Zones
4	International payments - Types of credit: Pre-shipment credit – Post shipment credit – Interest rate – Foreign currency loans - Export credit system in India – Role of reserve bank of India (RBI) in EXIM credit - Authorised dealers	Lines of credit- Foreign currency accounts: NOSTRO- VOSTRO- LORO Case Study on Selection of mode of International payments
5	Documents related to goods: Invoice – Types of invoice – Packing list – Certificate of origin – Insurance certificate – REX/ GSP certificate -Self declaration/GR forms . Documents related to transport and clearance : Bill of lading/Airway bill - Shipping bill - Bill of entry – Indian Customs and Central Excise (ICE gate)	

PERCENTAGE OF SYLLABUS REVISED : 20 %**Course Focus on**

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input 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

Faculty: Commerce

Semester: IV

Board: Commerce with International Business

Course Code/ Name: 225IB1A4CB- Logistics and Supply Chain Management

S.No.	EXISTING	CHANGES
1	Logistics Definition Introduction Logistics cost International logistics development Shipper's logistics requirement in trade Objectives of logistics Management Logistics in export business International commercial terms.	Logistics and supply chain management – Evolution – Importance – Understanding logistics and its role in supply chain – Types of logistics in the supply chain – Levels of logistics services- Framework for supply chain. Case study on role of logistics in supply chain
2	Transportation – Modes of transportation – Major, minor ports in India – World major ports – Types of ships– Carriage of goods by sea - Airline industry – Transportation of goods through air– Benefits of air transport –International Air Transport Association (IATA).	AAICLAS (Airports Authority of India Cargo Logistics and Allied Services Case study on carriage of goods by sea.
3	Containerization – Origin – Classification– Types of containers – Shipping formalities – Types of cargos and classifications - Ocean freight calculation - Shipping intermediaries – Benefits of containers – ICD & CFS	Packing - Functions - Essentials of packing and packaging - Packing for storage - Product content protection – Types of packaging.– Benefits of containerization
4	Supply Chain Management Concept Meaning Objectives Importance – Process views of Supply Chain - Decision phase in a supply chain –Demand forecasting in supply chain	Artificial intelligence – Block chain - Big data Case study on role of IT in Supply chain
5	Supply Chain Drivers - structuring drivers - Cross functional drivers -Supply Chain Network Design - supply chain strategies - Information Technology in a Supply Chain - The role of IT in a supply chain – The supply chain IT framework.	Special aspects of export logistics: Picking – Packing – Vessel booking [Less than container load (LCL) – Full container load (FCL) – Customs – Documentation – Shipment. Import logistics: Documents collection – Valuing – Bonded warehousing – Customs formalities – Clearing. Distribution Centers: ICD – Role and function – CFS – CONCOR.

PERCENTAGE OF SYLLABUS REVISED

: 73 %

Course Focus on

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input 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

Syllabus Revision – IDC offered to BBA (CA)

Faculty: Commerce

Board: Commerce with International Business

Semester: IV

Course Code/ Name: 225IB1A4BM- Export Management

S.No.	EXISTING	CHANGES
1	International Trade: Need and Importance Factors Influencing International Trade Various Modes of Entry in International Trade India's Export Sector: Growth of Indian Export Sector- Composition of Exports- India's Major Exporting Partners.	Case study on growth of Indian export sector
2	Setting up of an Export Firm- Registration Procedures: Obtaining IEC (Importer Exporter Code)-Registration with Export Promotion Council/Commodity Board- Registration with ECGC (Export Credit and Guarantee Corporation)	Case study on export incentives
3	Export Procedures: Offer and Receipt of Confirmed Orders- Execution of Orders- Shipment- Banking Procedure- Negotiation- Aligned Documentation System(ADS)- Export Incentives.	Case study on trade barriers
4	Meaning and Need for Export Management- Nature of Export Management- Features- Functions of an Export Manager- Organizational Structure of an Export Firm. Trade Barriers: Objectives – Types of Tariff Barriers – Types of Non-Tariff – Effects of Trade Barriers.	INCO Terms- Proforma invoice – Tax invoice – Consular invoice – Packing list – Certificate of origin – Shipping order – Mate receipts – Bill of lading – Airway bill – Shipping bill – Letter of credit – Bill of exchange – Certificate of inspection
5	Terms of Payments in Exports- Sources of Finance: Short Term and Long Term Finance- Pre shipment Finance- Post shipment Finance- Export Credit System in India: RBI- EXIM Bank- Commercial Bank.	

PERCENTAGE OF SYLLABUS REVISED : 39 %

Course Focus on

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input 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

**M.Com. IB- 2023-24
Syllabus Revision**

**Faculty Name: Commerce
Business**

Board: Commerce with International

Semester : II

Course Code/ Name : 235IB2A2CA- Financial and Management Accounting

S.No.	EXISTING	REVISED
1	Meaning and definition of accounting- Need of accounting- Objectives of accounting -Branches of accounting - Role of accounting - Users of accounting information- Concepts and conventions - Double entry system - IFRS: Importance- Standard IFRS requirement - Steps of accounting-Preparation of journal, ledger and trial balance. Case Study on accounting concepts and conventions	
2	Preparation of final accounts: Trading account -Profit and loss account – Balance sheet with simple adjustments. Bill of exchange: Features- Advantages- Types- Difference between bill of exchange and promissory note- Accounting treatment for bill of exchange - Dishonor of a bill. Case Study on bill of exchange.	(Excluding accommodation and foreign bills)
3	Management accounting: Introduction- Characteristics of management accounting- Users of management accounting information- Tools of management accounting - Difference between financial and management accounting -Budgets and budgetary control: Meaning of budget and forecast- Objectives of budget and budgeting- Cash budget- Production budget - Sales budget- Flexible budget. Case Study on budgetary control implementation	
4	Financial statement: Essentials of good financial statement- Analysis and interpretation: Meaning-Importance- Types of analysis - Objectives - Tools of financial statement analysis- Ratio analysis: Uses and limitations- Classification of ratios: Liquidity ratios- Profitability ratios -Financial and turnover ratios- Solvency ratios Case Study: Analysis of companies profit statements and applying various ratios	
5	Fund flow statement: Meaning of fund- Sources and uses of funds- Statement of changes in working capital- Format of fund flow statement- Preparation of fund flow statement. Cash Flow statement: Difference between fund flow and cash flow statement- Format of cash flow statement- Preparation of cash flow statement as per IFRS Standard. Case Study: Analysis of fund flow and cash flow statement of any selected company	

PERCENTAGE OF SYLLABUS REVISED : 5 %

Course Focuses on:

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovation
<input type="checkbox"/> Intellectual Property Right (IPR)	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/Ethics

Faculty Name: Commerce

Board: Commerce with International Business

Semester : II

Course Code/ Name : 235IB2A2CB- Foreign Trade Procedures and Documentation

S.No.	EXISTING	REVISED
1	Foreign trade development and regulation act 1992- Foreign trade regulation rules 1993-Functions of DGFT- Customs Act 1962- Foreign trade policy -Hand book of procedures- Appendices - Indian trade classification (HS)- Schedule-I & II - Recent changes in policies and provisions. Case Study on Compliance Requirements	
2	Export licensing procedures and formalities- Import export code (IEC) number- RCMC- Free trade agreement- Categories of exporters- Deemed exports- EOU- SEZ-Status holders - Free trade and warehousing zones (FTWZ) - Procedure for realization of export proceeds - Export incentives- Procedural compliance - Remission of duties or taxes on export products scheme (RoDTEP)- Exports under IGST. Case Study related to export incentives.	Major Export incentive schemes
3	Import licensing procedures and formalities- Categories of importers - Import incentives- Import of capital goods under EPCG- Types of import duties - Canalization of imports and various canalizing agencies- Clearance of import cargo- Manufacturing and other Operations in Warehouse Regulations, 2019 (MOOWR)- Import under IGST. Case Study on import clearance.	
4	Export promotion councils in India –Apparel Export Promotion Council (AEPC)– Engineering Export Promotion Council(EEPC) – Agricultural and Processed Food Products Export Development Authority(APEDA) –Marine Products Export Development Authority(MPEDA)- Software Export Promotion Council (SEPC)- Commodity boards- Federation of Indian Export Organization (FIEO). Case Study on Export Promotion Councils.	
5	Export import documentation – Documents related to goods, Payment, Transportation and Inspection - Mandatory documents : Invoice Cum-packing list-Bill of lading- Shipping bill- Bill of entry- Customs procedures for exports and imports –Single Window Interface for Facilitating Trade(SWIFT) - ICE Gate Services- eSANCHIT - Customs trade partners - Participating Government Agencies (PGA'S) Case Study on documentation.	

PERCENTAGE OF SYLLABUS REVISED : 5 %

Course Focuses on:

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovation
<input type="checkbox"/> Intellectual Property Right (IPR)	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/Ethics

Faculty Name: Commerce

Board: Commerce with International Business

Semester : II

Course Code/ Name : 235IB2A2CB- Logistics Management

S.No.	EXISTING	CHANGES
1	Logistics: Components- Importance- Objectives- Types of cargo- Integrated logistics - Barrier- Logistics Service Providers – Green logistics - Reverse logistics-National Logistics Policy. Case Study on Green Logistics and Reverse Logistics	Gati Shakti scheme
2	EXIM Logistics: Importance of global logistics- Export logistics: Special aspects of EXIM logistics -Process flow-Import logistics: Documentation - Bonded warehousing-Customs formalities - Clearing and distribution to units - Security & insurance- Multimodal transport- UN International convention on MT of goods-Terminal networks: Types and roles Case Study on Multi Modal Transportation (MMT)	-
3	Transportation : Carriage of goods by sea- Types of ships – Ocean freight calculation – CBM calculations –Shipping formalities – Shipping intermediaries - Major, minor ports in India – World major ports – Important sea routes - INCO terms. International air transport – Benefits of air transport- IATA - Warehousing: Types of Warehouses. Case Study on Freight Forwarding	Privatisation of ports in India
4	Containerization: Genesis - Classification - Benefits—and Constraints- Less than Container Load(LCL)- Full Container Load (FCL) - Inland Container Depot (ICD)- CFS - CONCOR-ICDs under CONCOR. Chartering: Kinds of charter - Charter party and arbitration. Case Study on containerization	Advantages and challenges in containerization- Containers- Types of containers.
5	Logistics in E-commerce- Intelligent Transportation Management System-Communication systems - Automatic vehicle location systems - Geographic Information Systems-High tech logistics system - Introduction to block chain in logistics Industry- Unified Logistics Interface Platform (ULIP). Case Study on Automation in Logistics Management	E- Logistics-Artificial Intelligence and logistics industry.

PERCENTAGE OF SYLLABUS REVISED : 10 %

Course Focuses on:

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovation
<input type="checkbox"/> Intellectual Property Right (IPR)	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/Ethics

Syllabus Revision

Faculty Name: Commerce

Board: Commerce with International Business

Semester : II

Course Code/ Name : 235IB2A2DA- Air Transport Management

S.No.	EXISTING	CHANGES
1	Airline Industry- Challenges and strategies - Air transportation industry -Air cargo industry- Air cargo chain- Air transport: Importance- Factors influencing the selection of air transport- Traffic and operating rights -Customs procedures - Environmental issues. Case Study on strategies used in air transport	-
2	International trends - Emerging Indian scenario - Public Private Participation in Indian airports - Participation in International developments - Liabilities of airlines- Environmental regulations. Case Study on PPP in Indian air transport	-
3	Airport classification and management- Airport strategic planning- International airports in India - Privatization- Airport charges- International country codes - Airport codes - Cargo booking procedures - Air cargo clearance - Types of aircrafts and dimensions. Case Study on challenges faced by aviation industry in air cargo handling.	-
4	Transport of goods through air - Air transport documentations - Types of air cargo - Air cargo tariff - Transportation infrastructure - International Air Transport - Benefits of air freight- Dangerous Goods Regulation (DGR) - Cold chain operation. Case Study on carriage of dangerous goods by air.	Precautions in handling dangerous goods
5	International regulations - Open skies agreement - Role of TIACA - Airport authority of India- IMMTA - UNCTAD - DGCA - IATA regulations for International air transport- CASS - International Federation of Freight Forwarders Associations (FIATA). Case Study on India's Open skies policy on air cargo	Multilateral & Bilateral Interline Traffic Agreements - AAICLAS (Airports Authority of India Cargo Logistics and Allied Services)

PERCENTAGE OF SYLLABUS REVISED : 10 %

Course Focuses on:

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovation
<input type="checkbox"/> Intellectual Property Right (IPR)	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/Ethics

Faculty Name: Commerce

Board: Commerce with International Business

Semester : II

Course Code/ Name : 235IB2A2DB- Digital Marketing

S.No.	EXISTING	REVISED
1	Digital Marketing- Origin of digital marketing- Traditional Vs digital marketing-Grehan's 4Ps of digital marketing- P-O-E-M framework- Digital marketing plan-Ethical challenges- Information technology act, 2000- Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021. Case Study on digital marketing strategy.	Meaning- Evolution
2	Concept of display advertising- Types of display Ads- Display plan- Targeting – Remarketing - Interest categories- Geographic language- Ad fraud- Brand health - Email marketing – Building a list- Content strategies – Email newsletter – Automating email marketing- Analytics. Case Study on ethical challenges in digital marketing.	Concept of Marketing analytics.
3	The role of social media marketing - Goals and strategies - Identifying target audiences - Social media platforms and social network sites - Micro blogging - Video marketing - Social media monitoring and maintenance- Social media marketing plan. Case Study on social media marketing.	Benefits and challenges in social media marketing
4	Search advertising- Understanding Ad placement- Ad ranks- Creating and enhancing the first Ad campaign - Performance reports- Google ad sense- Search engine optimization – How search engine works- SEO phases- On and Off page optimization. Case Study on content marketing.	
5	Mobile advertising – Mobile marketing toolkit – Mobile marketing features – Mobile marketing on social networks- Mobile analytics- Web analytics – Key metrics – Making web analytics actionable – Types of tracking codes. Case Study on mobile marketing	

PERCENTAGE OF SYLLABUS REVISED : 8 %

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 Right (IPR)	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/Ethics

M.COM IB-2022-23
Syllabus Revision

Faculty: Commerce

Board: Commerce with International Business

Semester: IV

Course Code/ Name: 225IB2A4CA – Supply Chain Management

S.No.	EXISTING	REVISED
1	Evolution – Objectives – Importance – Decision phase in a supply chain – Process views of supply chain – Demand forecasting in supply chain – Scope – Role – Components – Approaches – Methods.	Meaning – Cycle view - Push/Pull view. Case study on supply chain management
2	Framework for structuring drivers – Logistical drivers: Facilities – Inventory – Transportation. Cross functional drivers: Information – Sourcing – Pricing.	Role - Components of facilities decision - Role - Components of inventory decision – Transportation - Role - Components of transportation decision. Cross functional drivers: Information – Role - Components of information decision - Sourcing - Role - Components of sourcing decision – Pricing - Role - Components of pricing decision Case study on drivers in the supply chain
3	Factors influencing network design decision – Framework for network design decision – Role of network design decision – Evaluating network design – Network design in an uncertain environment – Impact of globalization – The offshore decision – Risk management in global supply chains.	Meaning – Role – Evaluation – The onshore decision – Supply chain models - GSCF - SCOR. Case study on supply chain network design
4	Competitive and supply chain strategies – Achieving strategic fit – Expanding strategic scope – Challenges to achieving and maintaining strategic fit.	Tailoring the supply chain for strategic fit - Supply chain levers to deal with uncertainty - Expanding strategic scope . Case study on achieving strategic fit
5	The role of IT in a supply chain – The supply chain IT framework – Customer relationship management – Internal supply chain management – Supplier relationship management – The transaction management foundation – The future of IT in the supply chain – Risk management in IT – Supply chain IT in practice.	Block Chain – Artificial intelligence – Big data in the supply chain. Case study on information technology in a supply chain

PERCENTAGE OF SYLLABUS REVISED : 63 %

Course Focus 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

Faculty: Commerce

Semester: IV

Course Code/ Name: 225IB2A4CB – Strategic Management

Board: Commerce with International Business

S.No.	EXISTING	CHANGES
1	Meaning-Definition of strategy and strategic management- Features Limitations Environmental analysis: Scanning Techniques.	Components and elements of strategic management - Levels of strategy - Strategic intent : Objectives - Henry Mintzberg's model of strategy development - Abell's model of Business - McKinsey 7S Model Case Study on Henry Mintzberg's model
2	Corporate strategic plans - Mission & Vision of the firm, hierarchical levels of planning Strategic planning and process Merits and limitations Comprehensive strategic planning model Organizational structure and strategy.	Environmental appraisal: Purpose and nature of external analysis - PESTLE analysis - Porter's five force analysis - Forecasting tools and techniques, Organizational appraisal: Nature of internal audit - MIS, Value chain analysis, benchmarking, Internal factor evaluation matrix Case Study on benchmarking
3	Competitive cost dynamics - Experience curve - BCG approach - Porters approach - SWOC analysis -Strategy and technology - Technology management - In-house development of technology - Acquisition and absorption of technology.	SPACE analysis - Grand strategy matrix - Quantitative Strategic Planning Matrix(QSPM) - Red ocean vs Blue ocean strategy - Case Study on BCG approach
4	Diversification - Mergers and acquisition - Turnaround management - Implementation of strategy Evaluation and control of strategy Strategies for globalization Compulsion for Indian companies to go global.	Strategy Implementation: Organization and Strategy Implementation - Core Competence - Establishing profit centers by business, product or service - Leadership and behavioral challenges - Strategic evaluation process - Characteristics of an effective strategy evaluation system, contingency planning, strategy audit Case Study on Leadership and behavioral challenges
5	Managing technology and innovation Strategic issues for non-profit organizations New business models and strategies for internet economy Other strategic issues.	strategic edge: Business Process Reengineering, Six Sigma, - Contemporary Strategic Issues, Strategies for Internet Economy. Case Study on Turnkey contracts

PERCENTAGE OF SYLLABUS REVISED : 100%

Course Focus on

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input 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

Faculty: Commerce

Semester: IV

Course Code/ Name: 225IB2A4CC – Global Financial Management

Board: Commerce with International Business

S.No.	EXISTING	CHANGES
1	International money markets – Money market instruments – International capital markets – Comparison of New York, Indian money market – International bond market – Bond issue drill – Bench mark drill – Euro currency market – Euro dollar – Euro deposit and loans.	Comparison of New York, Indian, London money market –Euro bonds. Case study - Indian money market
2	The flow of goods and the flow of funds- Derivatives market in India-International financial system and capital flows: Role of financial markets- Benefits-Recent development in international capital flows.	Case study - Recent development in international capital flows.
3	International monetary and financial environment – International monetary investments –Balance of payments - Role of IMF in international liquidity – International institutions – World bank.	Case study - Balance of payments
4	International development associations – International finance corporation – Asian development bank and Asian infrastructure investment bank- The international debt and country analysis – Recent changes in international financing.	Case study - changes in international financing
5	Multinational working capital management –Sources of short term financing - Current asset management -International cash management: -Inventory management -Managing blocked currency trade.	Case study - Sources of financing

PERCENTAGE OF SYLLABUS REVISED : 21%

Course Focus on

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input 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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BoS

16th

ATTENDENCE OF THE SIXTEENTH BOARD OF STUDIES MEETING

Faculty : Commerce

Date : 16.10.2023

Time : 10:00 A.M.

Venue : Board Room

Board: International Business

The following members were presented for board of studies meeting

S.No	Name	Designation	Signature
1.	Dr.S.Mohanraj Head & Associate Professor, Department of commerce with International Business Dr. N.G.P. Arts and Science College (Autonomous).	Chairman	
2.	Dr.R.Maharajothi Priya Associate Professor & Head Department of Commerce (International Business) Kongunadu arts and Science College Coimbatore – 641 029.	VC nominee	
3.	Dr. F. J. Peter Kumar, Department of Management Studies, Karunya University, Karunya Nagar, Coimbatore, Tamil Nadu 641114	Subject Expert	Through Virtual mode.
4.	Dr.N.Bharathi, Department of Commerce, Alagappa Govt. Arts College, Karaikudi – 630 003. Sivanagngai (Dist). TN	Subject Expert	
5.	Dileep Abraham, Chief Operating Officer, Inter global Logisolutions Ltd., Coimbatore-641045	Industrial Expert	
6.	Mr.Rajagopal Venkatesan, Country Head, Skanda Freight Services Private Limited, Coimbatore – 641043	Alumni	Absent





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BoS

16th

7.	Dr.P.R. Muthuswamy Director-Academics Dr.N.G.P Educational Institutions.	Special Invitee	<i>[Signature]</i> 16/10/23
8.	Dr.Kuppusamy Head, Department of Tamil, Dr. N.G.P. Arts and Science College (Autonomous).	Co-opted Member	<i>[Signature]</i> 16/10/23
9.	Dr.R. VidhyaPrabha Head, Department of English, Dr. N.G.P. Arts and Science College (Autonomous).	Co-opted Member	<i>[Signature]</i> 16/10/23
10.	Dr.M.Sangeetha Assistant Professor, Department of Mathematics, Dr. N.G.P. Arts and Science College (Autonomous).	IDC Representative	<i>[Signature]</i>
11.	Dr.S.Mohan Professor & Head, Department of Management Studies, Dr. N.G.P. Arts and Science College (Autonomous).	IDC Representative	<i>[Signature]</i> 16/10/23
12.	Dr.V. Pream Sudha Professor & Head (i/c), Department of Computer science with Data Analytics, Dr. N.G.P. Arts and Science College (Autonomous).	EDC Representative	<i>[Signature]</i> 16/10/23



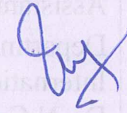

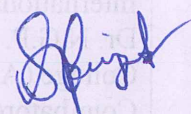
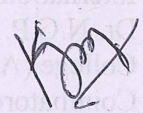




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16th

13.	Dr.T.Vasumathi, Professor, Department of commerce with International Business, Dr. N.G.P. Arts and Science College (Autonomous).	Member	
14.	Dr.N.Chandrakala Associate Professor, Department of commerce with International Business, Dr. N.G.P. Arts and Science College (Autonomous).	Member	
15.	Ms.S.Priyanka Assistant Professor, Department of commerce with International Business, Dr. N.G.P. Arts and Science College (Autonomous).	Member	
16.	Dr.M.Kowsalya Assistant Professor, Department of commerce with International Business, Dr. N.G.P. Arts and Science College (Autonomous).	Member	
17.	Mr.K.Chandrabose Assistant Professor, Department of commerce with International Business, Dr. N.G.P. Arts and Science College (Autonomous).	Member	
18.	Dr.M.Manjula Assistant Professor, Department of commerce with International Business, Dr. N.G.P. Arts and Science College (Autonomous).	Member	









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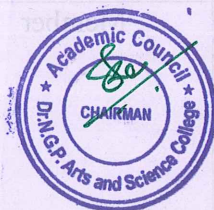
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19.	Dr.V.Saranya Assistant Professor, Department of commerce with International Business, Dr. N.G.P. Arts and Science College (Autonomous).	Member	
20.	Dr.E.Dhanasekar Assistant Professor, Department of commerce with International Business, Dr. N.G.P. Arts and Science College (Autonomous).	Member	
21.	Mr.R.Ashwin (III B.Com.IB) Department of commerce with International Business, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore – 48.	Student Nominee	
22.	Ms. A. Blessita (II M.Com.IB) Department of commerce with International Business, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore – 48.	Student Nominee	

Date: 16.10.2023




Dr.S.Mohanraj

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



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