



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.

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Department of Commerce with Information Technology

Board of Studies Meeting

The minutes of the 17th of Board of Studies meeting held on 04.04.2024 at 10.00 am at the D1 Block, Commerce Lab.

Members Present:

S.No	Name	Category
1.	Dr. S. Kamalaveni, Professor & Head	BoS Chairman
2.	Dr. V. Vimala, Associate Professor, Dept. of Commerce, Avinashilingam University.	University Nominee
3.	Dr. M. Gurupandi, Dept. of Commerce, Associate Professor, Dept. of Commerce, Alagappa University.	Subject Expert
4.	Dr. J. Viji Gripsy, Associate Professor, Dept. of Computer Science, PSGR Krishnammal College for Women.	Subject Expert
5.	Mr. Dinesh Paranthagan, CEO, Hackup Technologies Pvt. Ltd.	Industrial Expert
6.	Ms. Abinaya, System Analyst, INFO Sys Pvt. Ltd.	Meritorious Alumni
7.	S. Poojitha	Student Member
8.	Dr. Kuppusamy	Member
9.	Dr. A. Hazel Verbina	Member
10.	Dr. Sowrirajan	Member
11.	Dr. P. Kannan	Member
12.	Dr. J. Lilly	Member
13.	Dr. D. Suresh Kumar	Member
14.	Dr. N. Deepa	Member
15.	Dr. G. Rajeshwari	Member
16.	Mrs. D. Malarvizhi	Member
17.	Mr. S. Muruganandam	Member
18.	Mrs. R. Anitha	Member

The HoD and Chairman of the department of B Com IT welcomed and introduced all the members and appreciated them for their continuous support and 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. Ms. Abinaya - Alumni Member

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

Item 17.1: *To review and approve the minutes of the previous meeting held on 18.10.2023*

The chairman of the Board presented the minutes of the previous meeting held on 18.10.2023 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 18.10.2023

Item 17.2: *To consider and approve the Scheme, Regulation and syllabi for I semester to the students admitted during the academic year 2024-2025.*

The chairman presented the detailed scheme and syllabus for the I semester for the students admitted from the academic year 2024-2025 onwards. The details of changes made also presented as follows.

Changes Made:

Course Code	Course	Changes and Reason
24MTU3IA	Business Mathematics	This course is interchanged with Business Economics in 1 st semester and to the 3 rd semester.
24MTU4IA	Business Statistics	This course is interchanged with Auditing and Corporate governance in the 2 nd semester and to the 4 th semester.

New Courses Introduced:

Course Code	Course	Reason
24CIU3CC	Python Programming	As per the suggestions of Dr. Viji Gripsy and Mr. Dinesh Paranthagan this course is introduced to develop the software, task automation, data analysis and data visualization skills in III semester.
24CIU6SP	Data Visualization	As per the suggestions of Mr. Dinesh

		Paranthagan this course is introduced to present any complex data through visual representations and helps for data analysis and decision making in VI semester.
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Courses Removed : NIL

Course	Code	Reason
C - Programming	235CI1A3CP	To impart the knowledge on Python Programming this course is removed
Java Programming	235CI1A6SP	To provide knowledge on data visualization this course is removed

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

Resolution:

Resolved to approve the syllabus for the I semester for the students admitted from the academic year 2024-25 onwards.

Item 17.3: *To consider and approve the syllabi for III semester for the students admitted during the academic year 2023-2024.*

The chairman presented the detailed scheme and syllabus for the III 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	Course	Changes and Reason
No changes		

New Courses Introduced:

Course Code	Course	Reason
NIL		

Courses Removed : NIL

Course	Code	Reason
NIL		

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

Resolution:

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

Item 17.4 : *To consider and approve the changes, if any, in the syllabi for V semester for the students admitted during the academic year 2022-2023.*

The Chairman presented the detailed syllabus for the V 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	Course	Changes and Reason
225CI1A5CA	Management Accounting	AS per the suggestions given by Dr. Gurupandi the following changes are made to enrich the contents. Unit II: Analysis and Interpretation of Financial statements are included. Unit IV: Absorption Costing theory and simple problems are included.

New Courses Introduced:

Course	Code	Reason
Core: Web Development and PHP programming	225CI1A5CB	As per the suggestions of Dr. Viji Gripsy, Web Development and PHP Programming the course is introduced to enhance the knowledge of web designing and PHP Programming for creating the dynamic web applications.
Core Practical: Web Development and PHP programming	225CI1A5SP	
IDC: E-Business Technology	225CI1A5DA	As per the suggestions of Dr. Gurupandi and Mr. Dinesh Paranthagan this course is introduced to provide knowledge on concepts, tools and approaches to electronic business and to develop the business skills in the digital world.
GE: Digital Marketing	225CI1A5GP	As per the suggestions of Mr. Dinesh Paranthagan this course is introduced to provide knowledge on understanding of how the digital media works and develop the critical insights necessary to succeed in e-commerce, digital and social media marketing

Courses Removed:

Course	Code	Reason
Core: Entrepreneurial Development	195CI1A5CB	To introduce Research Methodology course, this course is removed and the students are asked to enroll in the certificate courses related to Entrepreneurial Development.
DSE: E- Commerce	195CI1A5DA	E- Commerce includes the knowledge of online business transactions. To impart knowledge of emerging technologies in the business field the course E-Business Technology course is introduced.

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

Resolution:

Resolved to approve the syllabus for the V semester for the students admitted from the academic year 2022-23 onwards.

Item 17.5: *To review and approve the diploma, certificate, skill-oriented courses to be offered during the academic year 2024-25.*

New Certificate Course (VACC)

Multimedia and Animation	225CI5A1CA	As per the suggestions of Mrs. Viji Gripsy, to educate the students in the field of multimedia and animation this course is designed and introduced as certificate course.
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Resolution:

Resolved to approve the syllabus for the V semester for the students admitted from the academic year 2022-23 onwards.

Item 17.6: *To approve the panel of examiners for question paper setting and evaluation of answer scripts for the odd semester of the academic year 2024-2025.*

Panel of Examinations for QP setting, QP Scrutiny and conduct of practical and theory examinations are submitted to CoE for Exam related work.

The Chairman presented the panel of examiners for question paper setting and evaluation of answer scripts for the odd semester of the academic year 2024-2025.

Resolution:

Resolved to approve the panel of examiners for question paper setting and evaluation of answer scripts for the odd semester of the academic year 2024-2025.

Item 17.7: To consider and approve any other item brought forward by the Chairman and the members of the board.

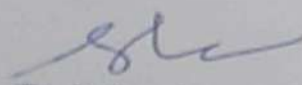
To strengthen the placement opportunities board recommended to provide global certification courses for the forthcoming academic year. However, this can be implemented only by entering MoU and identifying the providers. Hence it is decided to implement from the academic year 2025-26 onwards possibly after discussion, the following resolution was passed.

Resolution:

Resolved to implement the offering of global certification courses not later than the academic year 2025-26 onwards.

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 BoS Chairman.

Date: 24/4/24


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

Syllabus Revision

Faculty: Commerce

Programme: B.Com IT

Course Code/ Name: 24COU11A / Business Economics

Board: Commerce IT

Semester: I

Unit	Content
I	Business Economics: Meaning, Definition, Scope and Significance - Micro and Macroeconomics - Demand: Demand Determinants, Demand Schedules and Demand Curves - Law of Demand - Change in demand and Shift in demand - Types of Demand - Elasticity of Demand: Determinants, Types and Methods of Measuring Price Elasticity of Demand. Case study on Law of Demand and Supply.
II	Cost of Production - Cost Concepts and its Types. Supply: Determinants of Supply and Law of Supply - Elasticity of Supply and Types of Elasticity of Supply - Business Cycle: Characteristics and Phases - Controlling Business Cycle.
III	Price and Output Decisions in Perfect and Imperfect Market Competition - Legal Constraints in Pricing - Competition Act 2002 - History and Features - Producer Price Index (PPI). Inflation and Deflation: Meaning, Definition, Causes and Consequences - Consumer Price Index (CPI) - Inflation Rate.
IV	Monetary Policy: Meaning and Objectives - Limitations of Monetary Policy - Instruments of Monetary Policy - Monetary Policy Committee (MPC) - Demonetization: Merits and Demerits, History of Demonetization in India - Fiscal Policy: Meaning, Objectives, Instruments and Limitations. Case study analysis on Fiscal Policy.
V	National Income - Definition and Concepts: GDP, NDP, GNP, NNP, Personal Income (PI), Disposable Personal Income (DPI), Per Capita Income (PCI) and Transfer Payments. National Income Accounting - Methods of Computation - Difficulties in Computation of National Income.

COURSE FOCUSES ON:



Skill Development



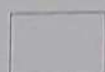
Entrepreneurial Development



Employability



Innovations



Intellectual Property Rights



Gender Sensitization



Social Awareness/
Environment



Constitutional Rights/ Human
Values/ Ethics

Syllabus Revision

Faculty: Commerce
Programme: B.Com IT
Course Code/ Name: 225CI1A5CA / Management Accounting

Board: Commerce IT
Semester: V

Unit	Contents
I	Management accounting – Meaning - Definition – Characteristics – Scope - Objectives - functions - Distinction between financial accounting and management accounting - Distinction between management accounting and cost accounting - Tools and techniques of management accounting - Advantages and limitations
II	Ratio Analysis – Meaning-Advantages - Limitations-Classification of ratios -Analysis of Liquidity, Solvency, Profitability. Analysis and Interpretation of Financial statements. Working Capital –Meaning – Definition – Determinants -Working capital requirements and its computation Case Study on Ratio Analysis
III	Fund flow statement – Meaning – Importance - Limitations – Preparation of schedule of changes in working capital - Calculation of funds from operation - Preparation of fund flow statement. Cash flow statement –Meaning – Importance – Difference between fund flow and cash flow analysis – Advantages – Limitations – Computations of cash from operations – Preparation of Cash flow statement. (Revised format AS3)
IV	Marginal costing – Meaning – Significance - Limitations -Break Even Analysis – Managerial applications - Absorption Costing- Difference between Marginal costing and Absorption costing - Key factors - Make or Buy - Pricing decision –Effect of changes in sales price Case study on Break Even Analysis
V	Budgeting and Budgetary control – Definition – Importance, Essentials – Classification of Budgets –Master Budget- Material Budget - Purchase Budget- Sales Budget - Cash Budget - Flexible Budget- Theoretical concept of Zero Base Budgeting Case Study on Budgeting

PERCENTAGE OF SYLLABUS REVISED: 7%

COURSE FOCUSES ON:

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

New Course

Faculty: Commerce

Board: Commerce IT

Programme: B.Com IT Course Code/ Name: 225CI1A5CB / Web Development and PHP programming

PERCENTAGE OF SYLLABUS REVISED: 100 %

Unit -I HTML and form Interaction

Introduction to HTML, HTML and the World Wide Web, HTML elements, basic structure elements of HTML, creating HTML pages, HTML tags, color and fonts, formatting the body section, creating links. Adding graphics with image elements, using image as links, image maps, image files.

Unit – II Overview of CSS

Presenting information in tables, Concept of CSS, Creating Style Sheet, CSS Properties, CSS Styling-Background- Text Format- Controlling Fonts, Working with Lists and Tables-JavaScript-Data validation

Unit – III Introduction to PHP

Introduction to PHP History of PHP, Features Merits and Demerits of PHP, General structure of PHP, Displaying Output, Escaping Special Characters, Comments, Variables, Datatypes, Setting and Testing Datatypes – Constants -Operators-Arithmetic-Comparison-Logical-Assignment-Concatenation – Super global variables

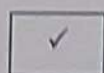
Unit – IV Programming in PHP

PHP Basics Control structures – Looping structures - 1-D Array & its manipulation (Storing Data, Assigning, Accessing Array Elements, Displaying) - User-Defined Functions, Function Scope.

Unit – V Database programming with PHP

Introduction to MySQL: Features, Merits and Demerits - MySQL data types and constraints - Working with Forms PHP and MySQL Integration – Basic SQL Commands (Insert, Update, Delete, Select) – MySQL functions -MySQL connect, mysql_select_db, mysql_query, mysql_num_rows, mysql_fetch_array,mysql_fetch_field,mysql_close

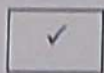
COURSE FOCUSES ON:



Skill Development



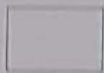
Entrepreneurial Development



Employability



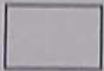
Innovations



Intellectual Property Rights



Gender Sensitization



Social Awareness/ Environment



Constitutional Rights/ Human Values/ Ethics

New Course

Faculty: Commerce

Programme: B.Com IT

Course Code/ Name: 225CI1A5SP / CORE PRACTICAL: Web Development and PHP programming

Board: Commerce IT

Semester: V

S.No.	Contents
1	Write a HTML program for the demonstration of Lists.
2	Implement a program using control statements.
3	Design a webpage having background color and using all the attributes of formatting tags.
4	Write HTML for demonstration of cascading stylesheets
5	Develop a php program to implement array concept.
6	Design mathematical calculator using PHP
7	Create a program to implement the date and time methods.
8	Write a php program using function
9	Implement a JavaScript code for data validation.
10	To write a PHP program for software company web page using Hyperlink
11	Design a Website using PHP and HTML
12	Design a program using database connectivity

Percentage of changes: 100%

COURSE FOCUSES ON:

☒

Skill Development

☒

Entrepreneurial Development

☒

Employability

☒

Innovations

☐

Intellectual Property Rights

☐

Gender Sensitization

☐

Social Awareness/ Environment

☐

Constitutional Rights/ Human Values/ Ethics

New Course

Faculty: Commerce

Board: Commerce IT

Programme: B.Com IT

Course Code/ Name: 225CI1A5DA / E-BUSINESS

TECHNOLOGY

Unit -I Introduction to e-business

Electronic Business, Traditional Commerce Vs Electronic Commerce, Types of Electronic Commerce, Value Chains in Electronic Commerce, E-Commerce in India. Internet, World Wide Web, Internet Architectures, Internet Applications, Web Based E-Commerce Architecture.

Unit – II Security Threats to e-business

Security Overview, Electronic Commerce Threats, Encryption, Decryption, Cryptography Methods, Digital Signatures, Digital Certificates, HTTP, SSL, Firewall

Unit – III E-payment systems

Types of E- payment system – Credit card payment, debit cards, online stored value payment systems, digital cash, digital (electronic) wallets, agile wallet, smart cards and digital cheques. Secure Electronic Transaction (SET) protocol, RFID Concepts.

Unit – IV E-business marketing technologies

Web transaction logs, cookies, shopping cart database, DBMS, SQL, data mining, CRM (customer relationship Management) system – permission marketing, affiliate marketing, viral marketing.

Unit – V Electronic Data Interchange and E-Business Application

Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation- E-Business Applications: Business Models & Revenue Models over Internet, Emerging Trends in e-Business, e-Governance, Digital Commerce, Mobile Commerce.

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

New Course

Faculty: Commerce

Programme: B.Com IT

Course Code/ Name: 225CI1A5GP / DIGITAL MARKETING

Board: Commerce IT

Semester: V

S.No.	Contents
1	Digital Marketing implementation in Business Scenario.
2	Create a landing page using HTML and CSS
3	Make a business portfolio website.
4	Keyword Analysis on Google Keyword Planner Tool.
5	Optimization of Multi-media files optimization like image, video, and Info graphics.
6	Create Google My Business Profile (GBM).
7	Create a Strong Profile account on Social Media (Facebook, Google+, Linked in, Instagram.
8	Google Ads Account creation and setup.
9	Content creation on Social Media Post.
10	E-Mail Marketing using HubSpot platform.
11	Creating YouTube channel for Marketing.
12	Creating Promotional Banner through canva.

Percentage of changes : 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

17th

Attendance of the 17th Board of Studies Meeting

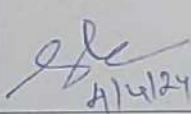
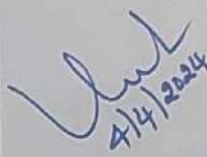
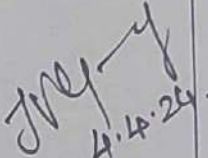
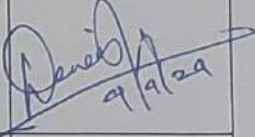
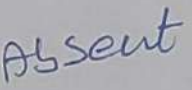
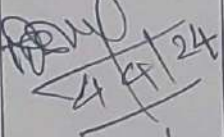
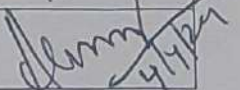
Faculty : Commerce

Board : Information Technology

Venue : D1 Block, Commerce Lab

Date : 04.04.2024

Timings : 10.00 am

S.No.	Category	Name	Designation & Address	Signature
1.	Chairman	Dr.S.Kamalaveni	Professor, HoD Dept. of Commerce IT Dr.N.G.P. Arts and Science College, Coimbatore- 641048	 4/4/24
2.	VC- Nominee	Dr. Vimala	Assistant Professor, Department of Commerce Avinashilingam Institute of Home Science and Higher Education for Women Coimbatore - 641043	 4/4/2024
3.	Subject Expert	Dr. M.Gurupandi	Associate Professor Department of Commerce Alagappa University Karaikudi - 630003	 4.4.24
4.	Subject Expert	Dr. J. Viji Gripsy	Associate Professor Department of Computer Science PSGR Krishnammal College for Women Coimbatore - 641004	 4.4.24.
5.	Industry Expert	Mr. Dinesh Paranthagan	Founder & CEO Ethical Hacker & Pen Tester Hackup Technology Coimbatore - 641043	 4/4/24
6.	Alumni Expert	Ms. N. Abinaya	Technical Support Executive Infosys BPM Hosur Road Bangalore - 560100	 Assent
7.	Co-Opted Member	Dr.N.Kuppuswamy CH	Professor, HoD Dept. of Tamil Dr.N.G.P. Arts and Science College, Coimbatore- 641048	 4/4/24
8.	Co-Opted Member	Dr.A.Hazel Verbina	Professor, HoD Dept. of English	 4/4/24

			Dr.N.G.P. Arts and Science College, Coimbatore- 641048	
9.	Co-Opted Member	Dr.M.Sowrirajan	Professor, HoD Dept.of Mathematics Dr.N.G.P. Arts and Science College, Coimbatore- 641048	<i>[Signature]</i>
10.	Co-Opted Member	Dr.P.Kannan	Associate Professor Dept. of Commerce IT Dr.N.G.P. Arts and Science College, Coimbatore- 641048	<i>[Signature]</i> 4/4/24
11.	Co-Opted Member	Dr.J. Lilly	Professor Dept. of Commerce IT Dr.N.G.P. Arts and Science College, Coimbatore- 641048	<i>[Signature]</i> 4/4/24
12.	Co-Opted Member	Dr.D.Suresh Kumar	Associate Professor Dept. of Commerce IT Dr.N.G.P. Arts and Science College, Coimbatore- 641048	<i>[Signature]</i> 4/4/24
13.	Co-Opted Member	Dr.G.Rajeswhari	Associate Professor Dept. of Commerce IT Dr.N.G.P. Arts and Science College, Coimbatore- 641048	<i>[Signature]</i> 4/4/24
14.	Co-Opted Member	Dr.N. Deepa	Associate Professor Dept. of Commerce IT Dr.N.G.P. Arts and Science College, Coimbatore- 641048	<i>[Signature]</i> 4/4/24
15.	Co-Opted Member	Mrs.D.Malarvizhi	Assistant Professor Dept. of Commerce IT Dr.N.G.P. Arts and Science College, Coimbatore- 641048	<i>[Signature]</i> 4/4/24
16.	Co-Opted Member	Mrs. R. Anitha	Assistant Professor Dept. of Commerce IT Dr.N.G.P. Arts and Science College, Coimbatore- 641048	<i>[Signature]</i> 4/4/24
17.	Co-Opted Member	Mr. S. Muruganandham	Assistant Professor Dept. of Commerce IT Dr.N.G.P. Arts and Science College, Coimbatore- 641048	<i>[Signature]</i> 4/4/24
18.	Student Representative	Ms. Poojitha	Dept. of Commerce IT Dr.N.G.P. Arts and Science College, Coimbatore- 641048	<i>[Signature]</i>

Date 04/04/2024



[Signature]
(Dr.S.Kamalaveni)
Chairman BoS Commerce IT

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