

# 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<sup>rd</sup> Cycle-3.64 CGPA)

Dr. N.G.P.-Kalapatti Road, Coimbatore-641 048, Tamil Nadu, India.

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BoS

17<sup>th</sup>

## Department of Management Studies

### Board of Studies Meeting

The minutes of the 17<sup>th</sup> meeting of Board of Studies held on 05.04.2024 at 10.30 a.m. at the Board Room.

#### Members Present:

S.No.	Name	Category
1.	Dr. S. Mohan Professor & Head Department of Management Studies Dr. N.G.P. Arts and Science College, Coimbatore.	Chairman
2.	Dr. G. Barani Associate Professor BSMED Bharathiar University Coimbatore.	University Representative
3.	Dr. T. Sarathy Associate Professor Department of Management Studies Periyar University Salem.	Subject Expert
4.	Dr. J. Arthi Professor & Head Department of Business Administration Avinashilingam Institute for Home Science and Higher Education for Women Coimbatore.	Subject Expert
5.	Mr. R. Naveen Kumar Finance Process Enablement Senior Analyst Accenture Solutions Private Ltd., Chennai.	Meritorious Alumni
6.	Dr. P. R. Muthuswamy Director – Academics Dr.N.G.P. Educational Institutions.	Special Invitee
7.	Dr. V. Abirami	Member
8.	Dr.S.N. Selvaraj	Member
9.	Dr. A. Ragukumar	Member

10.	Dr. R. Latha	Member
11.	Dr. R. Rukmathan	Member
12.	Dr. M. Sofia	Member
13.	Mr. R. Govindaraju	Member
14.	Ms. V. Santhiya	Member
15.	Dr. A. Hazel Verbina	Co-opted Member
16.	Dr. N. Kuppuchamy	Co-opted Member
17.	Dr. R. Sowrirajan	IDC Member
18.	Dr. V. Kavitha	IDC Member
19.	Dr. S. Mohanraj	IDC Member
20.	Dr. S. Kowsalya	IDC Member

The HoD and Chairman of the Department of Management Studies 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 members to attend the meeting and requested to grant leave of absence.

1. Mr. Pon Annadurai, Industrial Expert
2. Dr. R. Venkatesan, Member
3. Ms. J. Pradeepa, Student Representative

After brief discussion 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 17.10.2023**

The chairman of the Board presented the minutes of the previous meeting held on **17.10.2023** 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 17.10.2023**

**Item 17.2: To consider and approve the Scheme, Regulation and syllabi of I semester for the students admitted during the academic year 2024-25.**

The Chairman presented the detailed Scheme, Regulation and Syllabi of I semester for the students admitted during the academic year 2024-25. The members deliberated in detail about the modification required. After discussion it is unanimously decided to adopt the following changes.

**Changes Made:**

Course Code	Course	Changes and Reason
24BMU1CA	Management Concepts	<ul style="list-style-type: none"> <li>Unit I - Dr. Barani suggested to remove Evolution of Management Theory, Ratan Tata Management Theory and to include <b>Objectives of Management, Administration Vs Management, Levels of Management.</b></li> <li>Unit II – She also suggested to include <b>Characteristics of Objectives, Characteristics of a Sound Policy, Classification of Policy, Characteristics of Decision Making.</b></li> <li>Unit III - Dr. Sarathy suggested to remove Sources of Manpower and Selection Process and to include <b>Types and Process in Staffing.</b></li> <li>Unit V - He also suggested to remove Need for Coordination and to include <b>Techniques of Coordination.</b> The Students will gain more knowledge on the Basic concepts of Management.</li> </ul>
24BMU1CB	Management Information Systems	<ul style="list-style-type: none"> <li>Unit III - Dr. Arthi suggested to remove Web Browser, Word Processing and Desktop Publishing, Database Management, Presentation Graphics and Multimedia, Personal Information Managers, Groupware and to include <b>Business Application Software, System Software Overview, Operating Systems, Programming Languages, Web Languages and Services.</b> To Enrich the students in the areas of Software Technologies and Web Services.</li> </ul>
24BMU1CP	Spread Sheet for Business	<ul style="list-style-type: none"> <li>Mr. Naveen Kumar suggested to remove the Programs 5, 6, 7 and 9 Viz., Use Conditional Formatting to Highlight the Particular Data with Data Bars, Filtering the Data using Auto Filter and Custom Filters Using Comparison Operations, Creating the List for the Enclosures.</li> <li>He also suggested to include <b>IF, IFS, Count IFS, Average IFS</b> in Program 4</li> </ul>

		<p>and to add Create a Spread Sheet for Sales Data and apply Highlight Cell Rules in Program 5, Perform Arithmetic and Logic Function, Format Function for Student Data Sets in Program 6, Create a Spreadsheet using Concatenate Function in Program 7, Create a Password to Protect Worksheet in Program 9.</p> <p>To enhance the operating skills in spreadsheet.</p>
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#### New Courses Introduced

Course Code	Course	Changes and Reason
-	-	-

#### Courses Removed

Course Code	Course	Changes and Reason
-	-	-

#### IDC Offered

Course Code	Course	Changes and Reason
-	-	-

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

#### Resolution:

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

**Item 17.3: To consider and approve the changes, if any, in the syllabi of III semester for the Students admitted during the academic year 2023-24.**

The Chairman presented the detailed Syllabi of III semester for the students admitted during the academic year 2023-24. The members deliberated in detail about the modification required. After discussion it is unanimously decided to adopt the following changes.

**Changes Made:**

Course Code	Course	Changes and Reason
236BM1A3CA	Production and Materials Management	<ul style="list-style-type: none"> <li>• Unit I - Dr. Muthuswamy suggested to include <b>Production Management Strategies</b>.</li> <li>• Unit II – He also suggested to include <b>Material Maintenance Policies</b></li> <li>• Unit III – Dr. Sarathy suggested to include <b>Procedures for Material Handling</b>.</li> <li>• Unit IV - He also suggested to include <b>Models of Inventory Control</b>.</li> <li>• Unit V - Dr. Muthuswamy suggested to remove Importance of Inventory Control and to include <b>Importance of Quality Control</b>.</li> </ul> <p>To obtain in-depth knowledge in Production and Materials Management.</p>
236BM1A3CB	Marketing Management	<ul style="list-style-type: none"> <li>• Unit I - Dr. Barani suggested to remove Evolution of Marketing and to include <b>Importance of Marketing in Developing Countries</b></li> <li>• Unit II – She also suggested to include <b>Benefits of Market Segmentation, Strategies of Market Targeting</b>.</li> <li>• Unit III - Dr. Sarathy suggested to include <b>Marketing Strategies in Different Stages of Product Life Cycle</b></li> <li>• Unit IV – He also suggested to remove Marketing Risk: Causes, Methods of Handling Risk and to include <b>Branding: Characteristics of a Good Brand Name, Types of Brand</b>.</li> </ul> <p>To expand the knowledge in Marketing Management.</p>
236BM1A3CC	Financial Accounting	<ul style="list-style-type: none"> <li>• Unit I - Mr. Naveen Kumar suggested to remove Characteristics of Double Entry System and to include <b>Objectives of Accounting, Trial Balance</b>.</li> <li>• Unit II - He also suggested to include <b>all Methods of Depreciation, Factors</b></li> </ul>

		<p><b>Affecting Depreciation.</b></p> <ul style="list-style-type: none"> <li>Unit III - Dr. Arthi suggested to include <b>all Adjustments, Differences Between Trail Balance and Balancesheet.</b></li> <li>Unit V - She also suggested to include <b>Difference Between Single Entry System and Double Entry System.</b></li> </ul>
236BM1A3CP	Accounting Software	<ul style="list-style-type: none"> <li>Program 8 - Dr. Arthi suggested to remove Bill Wise Statement and to include <b>Bills Payable and Bills Receivable.</b></li> <li>Program 10 - She also suggested to remove Final Accounts and to include <b>Profit &amp; Loss Account and Balance Sheet.</b></li> </ul>
236BM1A3SV	Articulation Skills	<ul style="list-style-type: none"> <li>Exercise 3 - Dr. Sarathy suggested to include <b>Qualities of a Good Listener.</b></li> <li>Exercise 4 - He also suggested to remove BBC's English Learning Audio with Accompanying. Pdf Files.</li> <li>Exercise 12 - Dr. Muthuswamy suggested to include <b>Conversation At the Retail Shop, At the Hotel, At the Social Place.</b> To enhance the Articulation Skills.</li> </ul>
236BM1ASSB	Banking and Insurance (Self Study)	<ul style="list-style-type: none"> <li>Unit V - Dr. Muthuswamy suggested to include <b>IRDA.</b> To know the Insurance Regulations.</li> </ul>

#### New Courses Introduced

Course Code	Course	Changes and Reason
-	-	-

#### Courses Removed

Course Code	Course	Changes and Reason
-	-	-

#### IDC Offered

Course Code	Course	Changes and Reason
236BM1A3IA	Entrepreneurial Development	B. Sc (CDF)
236BM1A3IB	Retail Management	B. Com (IB)

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

**Resolution:**

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

**Item 17.4: To consider and approve the syllabi of V semester for the students admitted during the academic year 2022-23.**

The chairman presented the detailed syllabus of V semester for the students admitted during the academic year 2022-23. The members deliberated in detail about the modification required. After discussion it is unanimously decided to adopt the following changes.

**Changes Made:**

Course Code	Course	Changes and Reason
226BM1A5CB	Cost and Management Accounting	<ul style="list-style-type: none"><li>Unit III - Mr. Naveen Kumar suggested to include <b>Limitations of Financial Statements, Classification of Ratios.</b></li><li>Unit IV – He also suggested to include <b>Differences Between Fund Flow Analysis and Cash Flow Analysis.</b></li><li>Unit V - He also suggested to include <b>Budgeting Control: Essentials of Successful Budgetary Control.</b> To enrich the knowledge in Management Accounting.</li></ul>
226BM1A5DB	Consumer Behaviour	<ul style="list-style-type: none"><li>Unit I - Dr. Barani suggested to remove Marketing Ethics and to include <b>Applications of Consumer Behaviour in Marketing.</b></li><li>Unit V – She also suggested to include <b>Consumer Protection Act 1986, Rights of Consumer.</b> To understand Basic Rights and Awareness among Consumers.</li></ul>
226BM1A5DC	Taxation Law and Practice	<ul style="list-style-type: none"><li>Unit I - Mr. Naveen Kumar suggested to remove Distinction between Direct and Indirect Taxes and to include <b>Objectives of Taxation.</b></li></ul>

		<ul style="list-style-type: none"> <li>• Unit II - He also suggested to remove Different Forms of Salary and to include <b>Features of Salary, Definition of House Property.</b></li> <li>• Unit III - Dr.Sarathy suggested to remove Income Tax Authority, Duties and their Powers and to include <b>Meaning of Business, Meaning of Profession.</b></li> <li>• Unit IV - He also Suggested to remove Goods and Services Tax: Penalties and Appeals and to include <b>Previous Regime Vs GST Regime, Offences and Penalties under GST.</b></li> <li>• Unit V - He also Suggested to include <b>Types of Customs Duty</b> To update the recent changes in Taxation.</li> </ul>
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#### New Courses Introduced

Course Code	Course	Changes and Reason
226BM1A5CA	<b>Research Methods for Management</b>	To update the students in the areas of research.
226BM1A5DA	<b>Human Resource Development</b>	To get an exposure of Training and Development in the organization.
226BM1A5EP	<b>Data Visualization</b>	To procure the knowledge in the area of Business Analysis using Data Plotting.
226BM1A5GP	<b>Advertising and Sales Promotion</b>	To enrich the knowledge in the area of Advertising and Sales Promotion
226BM1A5SV	<b>Campus to Corporate</b>	To prepare the students from Campus to Corporate.

#### Courses Removed

Course Code	Course	Changes and Reason
196BM1A5DA	Event Management	To offer Discipline Specific Elective (HR, Marketing and Finance)

#### IDC Offered

Course Code	Course	Department
-	-	-

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

**Resolution:**

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

**Item 17.5:** *To review and approve the Diploma and Value Added Certificate Courses to be offered during the academic year 2024-25.*

The chairman presented the detailed scheme and syllabus of the Diploma in Office Administration and Value Added Certificate Courses for the students admitted during the academic year 2024-25.

The Board Members Suggested to continue the same Syllabi for Diploma in Office Administration and Value Added Certificate Courses on Marketing and Sales Excellence by Energetic Byz Plus for Second Year Students, Entrepreneurship Development Programme by MSME for Third Year Students.

**Resolution:**

**Resolved to approve the Diploma in Office Administration syllabus and Value Added Certificate Courses for the students admitted during the academic year 2024-25.**

**Item 17.6:** *To approve the panel of examiners for question paper setting and evaluation of answer scripts for the odd semester during the academic year 2024-25.*

The Chairman presented the panel of examiners for question paper setting, question paper scrutiny and conduct of practical and theory examination are to be submitted to CoE for exam related work.

**Resolution:**

**Resolved to approve the panel of examiners for question paper setting and evaluation of answer scripts for the odd semester during the academic year 2024-25.**

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

One of the board members Dr. Sarathy suggested to motivate the students to learn other

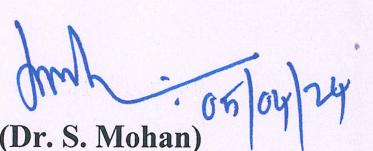
Languages to enhance their Job Opportunity. They also suggested to conduct more Skill Oriented Programmes. After discussion the following resolution was passed.

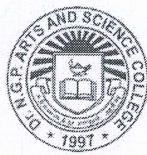
**Resolution:**

**Resolved to motivate the students to study other foreign languages and further resolved to conduct outbound training from 2024-25 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 Dr. S. Mohan.

**Date: 05/04/2024**

  
(Dr. S. Mohan)  
BoS Chairman/HoD  
Department of Management Studies  
Dr. N. G. P. Arts and Science College  
Coimbatore – 641 048



## Department of Management Studies

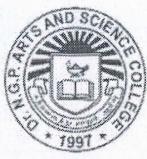
### Syllabus Revision

**Faculty: Management**  
**Semester: III**

**Board: Business Administration with Computer Applications**  
**Course Code/Name: 236BM1A3CP / Accounting Software**

Exercise	Existing	Changes
1.	Company Creation and Alteration	
2.	Creating and Displaying Ledger	
3.	Voucher Creation	
4.	Voucher Alteration and Deletion	
5.	Inventory Information – Stock Summary	
6.	Inventory Information – Godown Creation and Alteration	
7.	Day Book	
8.	Bill Wise Statements	Bills Payable-Bills Receivable
9	Trading Account	
10	Final Accounts	Profit and Loss Account and Balance Sheet
11.	Ratio Analysis	
12.	Accounting and Inventory Information	

**Percentage of Syllabus Revised:20 %**



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BoS

17<sup>th</sup>

### Course Focuses on



Skill Development



Entrepreneurial Development



Employability



Innovations



Intellectual Property Rights



Gender Sensitization



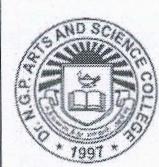
Social Awareness/ Environment



Constitutional Rights/ Human Values/  
Ethics



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### Department of Management Studies

#### Syllabus Revision

**Faculty: Management**

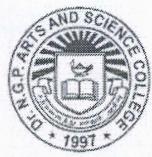
**Semester: III**

**Board: Business Administration with Computer Applications**

**Course Code/Name: 236BM1A3CC / Financial Accounting**

Unit	Existing	Changes
I	Basic Accounting Concepts – Kinds of Accounts – Double Entry Book Keeping – Functions of Financial Accounting - Rules of Double Entry System- Characteristics of Double Entry System – Preparation of Journal and Ledger- Cash Book – Types of Cash Book – Accounting Standards. (Theory and Problems).  Case study on Cash Book	Accounting: Objectives, Trial Balance
II	Depreciation – Meaning and Definition – Features of Depreciation – Causes for Depreciation -Methods of Depreciation.  (Theory and Problems)	Factors affecting Depreciation
III	Preparation of Final Accounts - Trading Account – Profit & Loss Account – Balance Sheet with Adjustments  (Theory and Problems).  Case study on Final Accounts	Differences between Trial Balance and Balance Sheet
IV	Preparation of Final Accounts - Trading Account – Profit & Loss Account – Balance Sheet with Adjustments – Differences between Trial Balance and Balance Sheet (Theory and Problems).  Case study on Final Accounts	
V	Preparation of Accounts from Incomplete Records – Features of Incomplete Records – Preparing Statement of Affairs – Calculation of Capital -Calculation of Profit and Loss. (Theory and Problems).  Case study on Double Entry System	Differences between Single Entry System and Double Entry System

**Percentage of Syllabus Revised: 20.6%**



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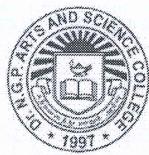
17<sup>th</sup>

### 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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BoS

17<sup>th</sup>

### Department of Management Studies

#### Syllabus Revision

**Faculty: Management**  
**Semester: III**

**Board: Business Administration with Computer Applications**  
**Course Code/Name: 236BM1A3CB / Marketing Management**

Unit	Existing	Changes
I	<b>Basics of Marketing:</b> Marketing: Definition- Objectives - Marketing vs Selling – Evolution of Marketing – Marketing Concepts –Functions of Marketing – Marketing Environment: Internal Environment - External Environment.	Importance of Marketing in Developing Countries
II	<b>Market Segmentation and Channels:</b> Buyer Behaviour: Determinants - Buying Process - Market Segmentation: Criteria for Segmentation- Bases - Market Targeting - Product Positioning. Marketing Channel: Types – Factors Influencing Channel Selection.  Case study on Market Segmentation.	Benefits of Segmentation, Strategies of Market Targeting
III	<b>Products :</b> Product: Definition- Consumer Goods and Industrial Goods – Types - Characteristics - New Product Development Process - Product Life Cycle (PLC) - Product Mix: Dimensions – Determining Factors - Product Modification and Elimination – Packaging : Importance – Failure of a Product.  Case study on Product Life Cycle.	Marketing Strategies in Different Stages of product Life Cycle
IV	<b>Branding, Pricing and Physical Distribution:</b> Pricing: Objectives – Factors Influencing Pricing Decisions – Kinds- Policies - Procedure for Price Determination - Physical Distribution – Importance -Functions of Physical Distribution- Marketing Risk – Causes – Methods of Handling Risk.  Case study on Pricing and Physical Distribution.	Branding: Characteristics of a Good Brand Name – Types of Brand
V	<b>Promotion Mix:</b> Advertising: Meaning –Importance - Media of Advertising: Newspaper - Radio - Television - Film - Outdoor - Window Display - Exhibition - Sales Promotion: Meaning -Importance- Methods of Sales Promotion - Public Relation: Objectives - Functions - Types - Personal Selling: Steps – Publicity.	

**Percentage of Syllabus Revised: 23.5%**



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### Department of Management Studies

#### Syllabus Revision

**Faculty: Management**

**Semester: III**

**Board: Business Administration with Computer Applications**

**Course Code/Name: 236BM1A3CA / Production and Materials Management**

Unit	Existing	Changes
I	Production Management - Functions - Scope - Plant Location - Factors - Plant Layout - Product Layout - Production Planning and Control - Principles - Meaning - Routing - Scheduling - Dispatching - Control.	Production Management Strategies
II	Materials Handling - Importance - Principles - Criteria for Selection of Material Handling Equipment's. Material Maintenance - Types - Breakdown - Preventive - Routine - Methods Study - Types - Time Study Procedures - Motion Study Procedures. Case Study on Material Management	Policies
III	Materials Management - Importance - Fundamental Principles - Structure – Integrated Materials Management - Purchase Management – Procedure - Principles - Import Substitution and Import Purchase Procedure. Case Study on Import Purchase Procedure	Material Handling Procedure
IV	Inventory - Functions - Models - Tools - ABC, VED, FSN Analysis - EOQ - Reorder point - Safety Stock - Lead time Analysis - Store keeping - Functions - Stores Ledger - Bin card.	
V	Quality Control - Importance - Inspection - Types - TQM: Meaning - Objectives - Elements – Benefits - 5S Principles - Bench Marking: Meaning - Types – Objectives - Advantages.	

**Percentage of Syllabus Revised: 6.4%**

#### Course Focuses on



Skill Development



Entrepreneurial Development



Employability



Innovations



Intellectual Property Rights



Gender Sensitization



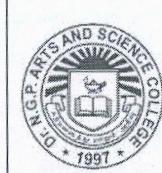
Social Awareness/ Environment



Constitutional Rights/ Human Values/ Ethics



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17<sup>th</sup>

### Department of Management Studies

#### Syllabus Revision

**Faculty: Management**  
**Semester: I**

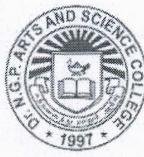
**Board: Business Administration with Computer Applications**  
**Course Code/Name: 24BMU1CP / Spread Sheet for Business**

Exercise	Existing	Changes
I	Prepare a Mark List of your Class and Perform the following Operations: Sum, Average, Count, Min, Max, Sort and Filter.	
II	Prepare an Electricity Bill for 10 Customers. Create a Pivot Table to Analyze Worksheet Data.	
III	Draw the Different Type of Charts (Line, Pie, Bar) to Illustrate Year-wise performance of Sales, Purchase, Profit of a Company by using Chart Wizard.	
IV	Prepare a Worksheet for Customer Table and Working with Sum IF, Average IF and Count IF Statements.	Employee Table - IF, IFS, Average IFS, Count IFS.
V	Use Conditional Formatting to Highlight the Particular Data with Data Bars.	Create a Spread Sheet for Sales Data and apply Highlight Cell Rules
VI	Filtering the Date using Auto Filter and Custom Filters using Comparison Operations.	Perform Arithmetic and Logical Functions, Format Function for Student Datasets
VII	Prepare Worksheet for Student Table using V-Lookup and H-Lookup Function.	
VIII	Enter Stock details and Prepare Various Reports using Excel.	
IX	Prepare Employee's Payroll for an organization. Create a Simple Table for the Product Database and Apply the Concept of Inventory Control.	Create a Spread sheet using Concatenate Function.
X	Creating a List for the Enclosures.	Create a Password to Protect Worksheet.
XI	Invoice Report Preparation.	
XII	Creation of Balance Sheet.	

Percentage of Syllabus Revised: 40%



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### 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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### Department of Management Studies

#### Syllabus Revision

Faculty: Management

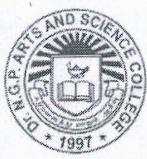
Semester: I

Board: Business Administration with Computer Applications

Course Code/Name: 24BMU1CB / Management Information Systems

Unit	Existing	Changes
I	Introduction-System Concepts-Components of Information System-Information System Resources-Information System Activities- Overview of Information System: The Expanding Roles of Information System-Operation Support System-Management Support Systems-Other Classification of Information System	
II	Computer Hardware: Microcomputer System -Midrange Computer System – Mainframe Computer System-Computer System Concepts and Components - RISC Processor vs CISC Processor-Computer Peripherals: Input, Output and Storage Technologies	
III	Introduction to Software-Application Software for End User-Software Suites and Integrated Packages- <del>Web Browser</del> Word Processing and Desktop Publishing- Electronic Spreadsheets- Database Management Presentation Graphics and Multimedia- Personal Information Managers Groupware System Software: Computer System Management	Business Application Software-System Software Overview-Operating Systems - Programming Languages -Web Languages and Services
IV	Database Management: Managing Data Resource-Technical Foundation of Database Management: Database Structure- Accessing Databases-Database Development-Information System for Business Operation: Manufacturing Information System-Transaction Processing Systems	
V	Introduction-Management Information System-Decision Support System-Executive Information System-Implementing Business Change with IT-Managing IT: Security and Ethical Challenges: Security and Control Issues in Information Systems-Ethical and Social Challenges of Information Technology	

Percentage of Syllabus Revised: 10 %



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### Department of Management Studies Syllabus Revision

**Faculty: Management**  
**Semester: I**

**Board: Business Administration with Computer Applications**  
**Course Code/Name: 24BMU1CA / Management Concepts**

Unit	Existing	Changes
I	<b>Significance of Management:</b> Definitions of Management – The Evolution of Management Theory –F.W. Taylor, Henry Fayol, Peter F Drucker, C.K.Prahalaad and Ratan Tata – Management: A Science or an Art? - Nature and Scope of Management Process - Management Functions.	Contribution to Management, Objectives of Management, Administration Vs Management, Levels of Management
II	<b>Planning :</b> Meaning and Purpose of Planning – Steps in Planning – Types of Planning – Objectives and Policies – Management by Objectives - Management by Exception - Decision Making: Process of Decision Making – Types of Decisions. Case Study on Planning	Decision Making, Objectives: Characteristics of Objectives, Policies: Characteristics of a Sound Policy, Classification, Decision Making Characteristics
III	<b>Organizing:</b> Meaning and Definition - Types of Organization – Organizational Structure – Span of Control – Use of Staff Units and Committees – Delegation: Delegation and Centralization – Staffing: Sources of Manpower – Selection Process. Case Study on Organizing	Types and Process
IV	<b>Directing:</b> Definition of Directing - Nature of Direction – Principles of Effective Direction – Elements of Direction – Importance of Direction – Techniques of Direction – Role of a Supervisor – Qualities of Supervisor - Kinds of Supervisor.	
V	<b>Controlling:</b> Meaning and Definition - Importance of Controls – Nature and Purpose of Control - Control Process - Requirement of Effective Control System- Budgetary and Non-Budgetary Controls - Coordination – Need for Coordination – Case Study on Coordination.	Techniques

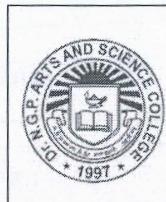
**Percentage of Syllabus Revised:20%**

**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 checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



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### Department of Management Studies

#### Syllabus Revision

**Faculty: Management**

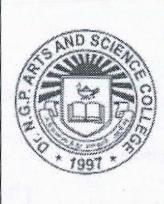
**Semester: III**

**Board: Business Administration with Computer Applications**

**Course Code/Name: 236BM1A3SV / Articulation Skills**

Exercise	Existing	Changes
1	Write an essay on the art of listening in your own words. List the qualities for a good listener.	
2	Illustrate the difference between hearing and listening	
3	Enumerate the types of listener.	Bring out the Qualities of a Good Listener
4	Listening exercises – Listen from movie clips, news items, good speeches by eminent personalities and keep up your English – <del>BBC's English learning audios with accompanying .pdf files.</del>	
5	listening exercises need to accompany suitable tests to judge the depth of understanding the issue involved	
6	Write an essay on the art of speaking in your own words	
7	Appreciate the importance of vocabulary and build the same.	
8	Use oxford – 30 key words in different sentences	
9	Read a passage from the newspaper and compare with that of the news broadcast from TV	
10	Make a presentation to the class on a topic of your choice for ten minutes and handle Q&A.	
11	Role play and simulated games with more speaking	
12	Conversational practice (Situations): 1. At the college, 2. At the market, 3. At the post office/bank, 4. At the railway reservation counter, 5. At the airport 6. Movie/ Article/Book review,	At the Retail Shop, At the hotel, At social place
13	Anecdotes and stories	
14	Vary your volume, watch your tone and record your voice for replay in the preferred group	

**Percentage of Syllabus Revised: 12%**

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## Department of Management Studies

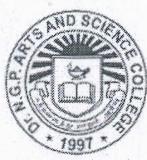
### Syllabus Revision

**Faculty: Management**  
**Semester: III**

**Board: Business Administration with Computer Applications**  
**Course Code/Name: 236BM1ASSB / Banking and Insurance**

Unit	Existing	Changes
I	Evolution of Banking - Definition of Banking - Classification of Banks - Licensing, Opening of Branch - Functions of Bank - Role of RBI and its Function - Recent Trends in Indian Banking.	
II	Digital Banking-Home Banking, Net Banking, Mobile Banking, Virtual Banking, ATMs, Debit and Credit Cards, Smart Cards, NEFT, RTGS, IMPS, NACH (ECS) - SWIFT, UPI, Bills Payments, E-Money-Electronic Purse- Digital Cash-Wallets - CIBIL - Pre-Approved Loans Through Digital Media.	
III	Opening of an Account –Type of Account - Documents for Opening a New Account - Deposit - Types of Deposit - Bank Passbook - KYC - Closing of Account and its Procedure - Types of Loans and Advances.	
IV	Introduction - Definition - Kinds of Insurance - Functions of Insurance - Role and Importance of Insurance - Types of Insurance Organizations - Insurance Organization in India.	
V	Procedures for Becoming an Agent - Legal Requirement - Pre-requisite for Obtaining a License - Duration of License - Cancellation of License -Legal Procedure Regarding Settlement of Policy Norms .	IRDA

**Percentage of Syllabus Revised:0.01 %**



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## Department of Management Studies

### Syllabus - New Course

**Faculty: Management**  
**Semester: V**

**Board: Business Administration with Computer Applications**  
**Course Code/Name: 226BM1A5CA / Research Methods for Management**

Unit	Content
I	<b>Introduction to Research:-</b> Research - Definition - Importance – Types of Research - Research Process – Research Problem: Selection- Techniques in Defining a Problem- Different Research Design - Sampling Design: Steps- Types- Sample size - Sampling Errors.  Case Study on Sample Determination
II	<b>Data Collection and Scaling:</b> Data Collection Methods: Observation- Questionnaire – Interview- Schedule – Merits and Limitations –Collection of Secondary Data -Attitude Measurement Scaling Techniques – Editing- Coding- Tabulation.
III	<b>Hypothesis:</b> Hypothesis: Characteristics of a Good Hypothesis- Types - Type I and Type II Errors -Procedure for Hypothesis Testing - Z test -T test – Chi square test- F test (Simple Problems Only).  Case Study on Formulation of Hypothesis
IV	<b>Interpretation and Report Writing:</b> Interpretation: Essentials- Report Writing: Steps in Writing Report - Layout of the Research Report- Types of Reports- Mechanics of Writing a Research Report-Precautions for Writing Research Reports - Graphical Representation of Results.
V	<b>Applications of Research:</b> Product Research: New Product Development- Product Life Cycle- - Price Research - Motivation Research: Nature – Techniques- Advertising Research - Sales Control Research: Sales Forecasting - Sales Analysis – Sales Potential -Media Research – Distribution Research.

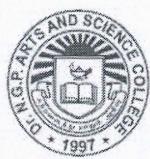
**Percentage of Syllabus Revised: 100%**

**Course focuses on:**

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	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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### Department of Management Studies

#### Syllabus Revision

**Faculty: Management**  
**Semester: V**

**Board: Business Administration with Computer Applications**  
**Course Code/Name: 236BM1A5CB / Cost and Management Accounting**

Unit	Existing	Changes
I	Meaning – Definition – Scope – Objectives – Functions – Merits and Demerits of Cost and Management Accounting – Distinction between Cost, Management and Financial Accounting – Elements of Cost Concepts and Costs Classification. (Theory and Problems)	
II	Preparation of Cost Sheet – Stores Control – EOQ – Maximum, Minimum Reordering Levels – Pricing of Materials Issue – FIFO – LIFO – Average Cost – Standard Price Methods – Labour Cost – Remuneration and Incentives.  (Theory and Problems)	
III	Financial Statement Analysis – Preparation of Comparative and Common Size Statements – Analysis and Interpretation – Ratio Analysis – Classification of Ratios – Inter-firm Comparison (Theory and Problems)  Case Study on Financial Statement Analysis	Limitations of Financial Statements.
IV	Statement of Changes in Working Capital - Fund Flow Analysis – Calculation of Funds from Operations – Statement of Sources and Uses of Funds - Cash Flow Analysis – Calculation of Cash from Operations – Cash Flow Statement (Theory and Problems)  Case Study on Fund Flow & Cash Flow	Differences Between Fund Flow, Analysis and Cash Flow Analysis.
V	Budgeting – Types of Budgets – Preparation of Various Budgets - Introduction to Activity Based Costing – Marginal Costing – Cost Volume Profit Analysis – Profit Volume Ratio –Break-Even Point – Margin of Safety. (Theory and Problems)  Case Study on Budgets	Budgetary Control: Essentials of Successful Budgetary Control

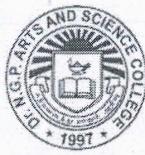
**Percentage of Syllabus Revised:13.6 %**

#### Course Focuses on

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<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
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### Syllabus - New Course

Faculty: Management

Board: Management Studies

Semester: V Course Code/ Name: 226BM1A5DA/ Human Resource Development

Unit	Content
I	Introduction - Importance - Function - Relationship between Human Resource Management and Human Resource Development - Employee Behaviour - External and Internal Influence - Learning HRD Strategies and Styles.
II	Assessing Need for HRD - Designing and Developing Effective Programs - Implementing HRD Programs - Evaluating Effectiveness of HRD Programs - HRD Audit - Culture and Climate.
III	Employee Development Activities - Approaches to Employee Development, Leadership Development - Action Learning, Assessment and Development Centres - HRD Mechanisms for Workers.
IV	Career Management and Development - Employee Counselling - Competency Mapping - Balance Score Card - Appreciative Inquiry - Integrating HRD with Technology - Equal Employment Opportunity - Employer Branding.
V	Cross Cultural Management - HRD Practices in Government Organizations, Manufacturing and MNCs - Basics of Industrial Relations - HRD Matrix - Performance Management - Compensation Management

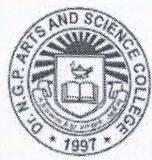
Percentage of Syllabus Revised: 100%

Course focuses 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
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### Department of Management Studies

#### Syllabus Revision

**Faculty: Management**  
**Semester: V**

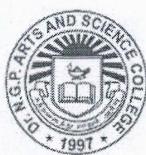
**Board: Business Administration with Computer Applications**  
**Course Code/Name: 236BM1A5DC / Consumer Behaviour**

Unit	Existing	Changes
I	<b>Introduction to Consumer Behavior:</b> Introduction - Consumer Behaviour — Definition - Scope of Consumer Behaviour — Discipline of Consumer Behaviour — Customer Value Satisfaction — Retention of Customers— Marketing Ethics	Application of Consumer Behaviour in Marketing
II	<b>Consumer Research:</b> Consumer Research — Paradigms — The Process of Consumer Research - Consumer Motivation — Dynamic Nature of Motivation — Types — Measurement of Motives —Motivational Research - Consumer Perception - Dynamics of Perceptions.	
III	<b>Consumer Learning:</b> Consumer Learning — Behavioural Learning Theories: Classical Conditioning, Instrumental Conditioning — Measures of Consumer Learning — Nature of Consumer Attitude — Attitude Formation — Strategies for Attitude Change.	
IV	<b>Consumer class behavior:</b> Social class Consumer Behaviour —Measurement of Social Class - Life Style Profiles of Social Classes —Social Class Mobility – The Affluent and Non affluent Consumer – Consumer Behavior Application of Social Class - Cross Cultural Customers Behaviour Strategies.	
V	<b>Consumer Decision Making:</b> Consumer Decision Making — Levels of Consumer Decision Making - Opinion Leadership — Dynamics — Types of Consumer Decision Making — A Model of Consumer Decision Making – Relationship Marketing.	Consumer Protection Act 1986, Rights of Consumer

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 checked="" type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
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### Department of Management Studies

#### Syllabus Revision

**Faculty: Management**

**Semester: V**

**Board: Business Administration with Computer Applications**

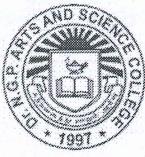
**Course Code/Name: 236BM1A5DC / Taxation Law and Practice**

Unit	Existing	Changes
I	<b>Basic Concepts of Taxation:</b> General Principles of Taxation - Distinction between Direct and Indirect Taxes - Tax Evasion - Avoidance - Causes - Remedies - Direct Taxes: Income Tax Act 1961 - Basis of Charge - Residential Status - Income Exempted from Income Tax - Heads of Income. (Theory and Problems)	Objectives of Taxation
II	<b>Income under Salary and House Property:</b> Computation of Income under Salary - Different Forms of Salary - Provident Fund - Allowances - Perquisites - House Rent Allowance - Problems. Computation of Income under House Property - Basis of Charge - Tax Exemptions - Gross Annual Value - Problems. (Theory and Problems)  Case Study on Income from House Property	Features of Salary, Definition of House Property
III	<b>Income under Business, Profession and Capital Gains:</b> Computation of Business Profits - Computation of Professional Income - Computation of Capital Gains - Income from Other Sources - Computation of Total Income under Various Heads - Problems. Income Tax Authorities - Duties and their Powers (Theory and Problems)  Case Study on Capital Gains	Meaning of Business, Meaning of Profession
IV	<b>Concepts of Indirect Taxes:</b> Administration of Indirect Taxation in India - Goods and Service Tax - Features of GST - History of GST in India - Constitutional Framework of GST - GST Model: CGST - IGST - SGST - UTGST - Advantages of GST - Penalties and Appeals (Theory and Problems)  Case Study on GST	Previous Regime Vs GST Regime, Offences and Penalties under GST.
V	<b>Concepts of Customs Duties:</b> Customs Duties -Introduction of Customs Duty - Objectives of Customs Duty - Scope of Customs Law in India - Classification of Goods - Exemption from Customs Duty - Customs Duty Drawback - Taxable Event - Levy of Import and Export Duty - Types of Import Duty. (Theory only)	Types of Customs Duty

**Percentage of Syllabus Revised: 17.44 %**



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### Course Focuses on

Skill Development

Entrepreneurial Development

Employability

Innovations

Intellectual Property Rights

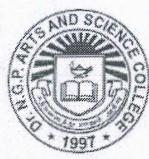
Gender Sensitization

Social Awareness/ Environment

Constitutional Rights/ Human Values/  
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### Syllabus - New Course

Faculty: Management

Board: Management Studies

Semester: V

Course Code/ Name: 226BM1A5EP: Data Visualization

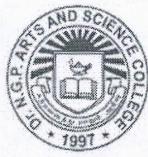
Unit	Content
I	<p>Introduction - Building Blocks : Visualization, Reports, Dashboards - Data Sources &amp; Connection Desktop - Connect to Data Desktop - Query Editor .</p> <ul style="list-style-type: none"><li>i) Create and Manage Datasets and Workspaces in Power BI</li><li>ii) Perform Extract, Profile, Clean ,Transform</li></ul>
II	<p>Introduction - Importance – Data types – Calculation Types - Steps to Create Calculated Columns – Elements for a Calculated Column .</p> <ul style="list-style-type: none"><li>iii)Perform Build and Optimize Data Models and DAX Measures using Power BI.</li><li>iv) Analyzing and Visualizing Data with Power BI.</li></ul>
III	<p>Basic Area Chart – Map Visualizations - Tables – Matrixes – Gauges and Single Number Cards - Modifying Colors in Charts and Visuals – Text Boxes – Shapes – Images – Page Layout and Formatting.</p> <ul style="list-style-type: none"><li>vi) Create Page Navigation in Power BI.</li><li>vii) Publish a Report and Dashboard using Power BI.</li><li>viii) Reporting and Interpretation.</li></ul>
IV	<p>Charts - Visual Perception and Design - Visualization Design - Info Graphics-Interactive Visualizations - Mapping Data - Data Story.</p> <ul style="list-style-type: none"><li>ix)Create worksheet using Tableau.</li><li>x)Extracting Data from different Data Sources - Custom Data View, Extracting Fields Operations.</li></ul>
V	<p>Working with Discrete vs. Continuous Data- Actions and Formatting - Layout and Design, Filter Actions, Formatting.</p> <ul style="list-style-type: none"><li>xi) Perform Tableau Calculations (Operations, Functions, Numeric, String ,Data table.</li><li>xii) Perform Sorting and Filtering Operations, Conditions, using Tableau.</li></ul>

Percentage of Syllabus Revised: 100%



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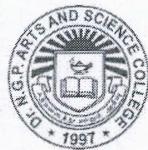
17<sup>th</sup>

### Course focuses 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 checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



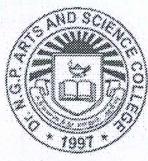
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**Syllabus - New Course****Faculty: Management****Board: Management Studies****Semester: V****Course Code/ Name: 226BM1A5GP: Advertising and Sales Promotion**

<b>Exercise</b>	<b>Content</b>
<b>I</b>	Define Promotion mix. Justify the suitable promotion mix for any one of the product.
<b>II</b>	Justify either Advertising or Sales promotion is suitable for your product.
<b>III</b>	Collect the database of various advertising agencies in and around Coimbatore and report the role played by them.
<b>IV</b>	Find out the suitable Brand Name of your product and create the logo and slogan.
<b>V</b>	Prepare an advertisement for your institution / program to publish in different print media.
<b>VI</b>	Create an advertisement for Industrial Products.
<b>VII</b>	Prepare a video advertisement for your own product/brand.
<b>VIII</b>	Prepare a creative kiosk for your own product/brand.
<b>IX</b>	Create an outdoor media / vehicular media / point of purchase media advertising.
<b>X</b>	Create a Print Media advertisement for any social awareness programmes.
<b>XI</b>	Create your own website of any imaginary product / brand.
<b>XII</b>	Study and report the promotional strategies of Flipkart / Amazon etc.
<b>XIII</b>	Collect the various unethical marketing cases from various sources and analyze with that of consumer protection Act.
<b>XIV</b>	List out the different sales promotion techniques used by Spar /Reliance/D-Mart etc. in Coimbatore.
<b>XV</b>	Create an ad and sales promotion techniques for your start up business.

**Percentage of Syllabus Revised: 100%****Course focuses on:**

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
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### Syllabus - New Course

Faculty: Management

Board: Management Studies

Semester: V

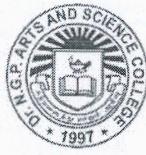
Course Code/ Name: 226BM1A5SV: Campus to Corporate

Unit	Content
1.	Establishing SMART Goals.
2.	Maintaining a Positive Attitude.
3.	Resume Building and Uploading in the Job Portals.
4.	Body Language, Grooming & Dressing.
5.	Importance and Types of Handshakes.
6.	Facing Interview.
7.	Making the First Impressions.
8.	Time Management.
9.	Telephone and Email Etiquette.
10.	Work-Life Balance.
11.	Fundamentals of an Effective Presentation.
12.	Interpersonal and Team Skills.
13.	Conflict Management.
14.	Stress Management.
15.	Assertiveness.

Percentage of Syllabus Revised: 100%



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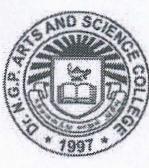
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## ATTENDANCE OF THE SEVENTEENTH BOARD OF STUDIES MEETING

**Faculty: Management**

**Name of Board: Business Administration with Computer Applications**

**VENUE:** Board Room

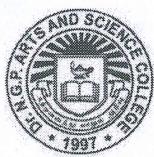
**DATE:** 05/04/2024

**TIME:** 10:30 AM

The following members were present for the Board of Studies meeting

S.NO.	NAME	POSITION	SIGNATURE
1.	Dr.S. Mohan Professor & Head Department of Management Studies	Chairman	
2.	Dr.G. Barani Associate Professor BSMED Bharathiar University Coimbatore	Member (Nominated by Vice Chancellor)	
3.	Dr.T. Sarathy Associate Professor Department of Management Studies Periyar University Salem	Member (Subject Expert) (Nominated by Academic Council)	
4.	Dr. J. Arthi Professor & Head Department of Business Administration Avinashilingam Institute for Home Science and Higher Education for Women Coimbatore	Member (Subject Expert) (Nominated by Academic Council)	
5.	Mr. Pon Annadurai Vice President – Human Resources C.R.I.Pumps Private Limited Coimbatore	Member (Industrial Expert)	ABSENT





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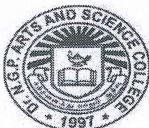
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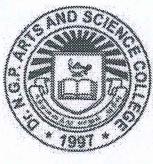
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6.	Mr.R. Naveen Kumar Finance Process Enablement Senior Analyst, Accenture Solutions Private limited, Chennai.	Alumni	R.Naveen Kumar
7.	Dr.P.R. Muthusamy Director – Academics Dr.N.G.P. Educational Institutions	Special Invitee (Honorary Expert)	Meeg
8.	Dr.N. Kuppuchamy Professor & Head, Department of Tamil	Co-opted Member	2010 05/04/24
9.	Dr.A. Hazel Verbina Professor & Head i/c , Department of English	Co-opted Member	Alma
10.	Dr.R. Sowrirajan Assistant Professor & Head Department of Mathematics	IDC Member	+
11.	Dr.S. Kowsalya Associate Professor & Head Department of Corporate Secretaryship with CA	IDC Member	Ch 5/4/24
12.	Dr. S. Mohanraj Associate Professor & Head Department of International Business	IDC Member	SM 5/4/24
13.	Dr. V. Kavitha Associate Professor & Head Department of Costume Design and Fashion	IDC Member	Q 5/4/24
14.	Ms.J.Pradeepa	Student Representative	ABSENT
15.	Dr.V. Abirami Professor	Member	V. 5/4/24
16.	Dr.S.N. Selvaraj Associate Professor	Member	SN 5/4/24
17.	Dr.R. Venkatesan Assistant Professor	Member	ABSENT
18.	Dr.A. Ragukumar Associate Professor	Member	AR for leave





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19.	Dr. R. Rukmathan Assistant Professor	Member	
20.	Mr. R. Govindaraju Assistant Professor	Member	
21.	Ms. V. Santhiya Assistant Professor	Member	
22.	Dr.R.Latha Associate Professor	Member	
23.	Dr.M.Sofia Assistant Professor	Member	

Date: 05/04/2024

Dr. S. Mohan : 05/04/2024

(Dr. S. MOHAN)

BoS Chairman/HoD  
Department of Management Studies  
Dr. N. G. P. Arts and Science College  
Coimbatore – 641 048

