	<b>Dr. N.G.P. ARTS AND SCIENCE COLLEGE</b> (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. Website: www.drngpasc.ac.in   Email: info@drngpasc.ac.in.   Phone: +91-422-2369100	<b>BoS</b>
		<b>18<sup>th</sup></b>

### Department of Commerce with Banking and Insurance

#### Board of Studies Meeting

The minutes of the 18<sup>th</sup> meeting of Board of Studies held on 09.11.2024 at 10.00 am at the Seminar Hall - IV

#### Members Present:

S.No.	Name	Category
1.	Dr. P. Revathi	Chairman
2.	Dr. K. K. Thavamani	Vice Chancellor Nominee
3.	Mr. N.G. Aravind	Industrial Expert
4.	Ms. J. Thirunageswari	Alumni
5.	Dr. R. Sowrirajan	Co-Opted Member
6.	Dr. S. Uma	Co-Opted Member
7.	Dr. N. Kuppuchamy	Co-Opted Member
8.	Dr. A. Hazel Verbina	Co-Opted Member
9.	Dr. M. Ganesan	Member
10.	Dr. P. Sathya Priya	Member
11.	Dr. V. P. Amuthanayaki	Member
12.	Dr. P. Kalaivani	Member
13.	Ms. P. Delfina	Student Representative

The HoD and Chairman of the Department of Commerce with Banking and Insurance 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 about the absence of the following members to attend the meeting and requested to grant the leave.

1. Dr. P. Shanthi - Subject Expert
2. Dr. M. Selvam - Subject Expert

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

**Item 18.1:** *To review and approve the minutes of the previous meeting held on 04.04.2024*

The Chairman of the Board presented the minutes of the previous meeting held on **04.04.2024** 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 04.04.2024.**

**Item 18.2:** *To consider and approve the Syllabi for II semester to the students admitted for the academic year 2024-25.*

The Chairman presented the detailed Syllabi for the II Semester to the students admitted for the academic year 2024-25. The syllabi of II Semester framed for the batch 2023-24 will be followed for the students admitted for the academic year 2024-25 also since there is no need of any changes

After discussion the following resolution was passed.

**Resolution:**

**Resolved to approve the Syllabi of 2023-24 batch without any modifications for the students admitted for the academic year 2024-25.**

**Item 18.3:** *To consider and approve the Scheme and Syllabi for the IV Semester to the students admitted for the academic year 2023-24.*

The Chairman presented the detailed Scheme and Syllabi for the IV Semester to the students admitted for the academic year 2023-24. The syllabus of IV Semester framed for the batch 2022-23 will be followed for the students admitted from the academic year 2023-24 also since there is no need of any changes.

After discussion the following resolution was passed.

**Resolution:**

**Resolved to approve the Scheme and Syllabi of 2022-23 batch without any modifications for the students admitted for the academic year 2023-24.**

**Item 18.4:** *To consider and approve the Scheme and Syllabi for the VI Semester to the students admitted for the academic year 2022-23.*

The Chairman presented the detailed Scheme and Syllabi for the VI Semester to the students admitted for 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.

**New Courses Introduced:**

**Skill Enhancement Course:**

Course Code	Course	Changes and Reason
225BI1A6SP	Banking Credit Analysis Process – Non-Lab	This Course is introduced to the students because of rise in Domain Specific roles such as Loan processing Specialist and Claim Specialist and also requires specialized knowledge to address Complex industry challenges.

**Discipline Specific Elective (DSE) Course:**

Course Code	Course	Changes and Reason
225BI1A6DA	Retail Marketing	This course is introduced <ul style="list-style-type: none"> <li>To develop marketing competencies in retailing and retail consulting among students</li> <li>To understand the ways that retailers use marketing tools and techniques to interact with their customers</li> </ul>
225BI1A6DB	Customer Relationship Management	This course is introduced <ul style="list-style-type: none"> <li>To identify organizational as well as Customer relationship</li> <li>To plan and implement customer relationship management projects and use customer related databases</li> </ul>

The following are the Discipline Specific Elective Courses offered to our Students:

Course Code	Course	Courses offered by
225FI1A6DA	Investment Management	Department of Commerce with Finance
225IB1A6DA	India's Foreign Trade and Legislations	Department of Commerce with International Business
225CO1A6DA	Organizational Behaviour	Department of Commerce
225FI1A6DB	Security Analysis and Portfolio Management	Department of Commerce with Finance
225IB1A6DB	International Banking and Finance	Department of Commerce with International Business
225CO1A6DB	Industrial Relations and Labour Law	Department of Commerce

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

**Resolution:**

**Resolved to approve the above modification and adopt the revised syllabus for students admitted for the academic year 2022-23.**

**Item 18.5:** *To consider and approve the syllabus of IDC offered to B.Sc. Computer Technology and B.Sc. Artificial Intelligence and Machine Learning for the IV Semester to the students admitted for the academic year 2023-24.*

The Chairman presented the detailed syllabus of the IDC for the IV semester to the students admitted for the academic year 2023-24.

S.No.	Course Code	Course Name	Course offered by	Course Offered to
1.	235BI1A4IA	Digital Banking	Commerce with Banking and Insurance	B.Sc. Artificial Intelligence and Machine Learning
2.	235BI1A4IB	Social Media Marketing		B.Sc. Computer Technology

After discussion the resolution was passed to approve the IDC syllabus offered by Commerce with Banking and Insurance

**Resolution:**

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

**Item 18.6:** *To consider and approve syllabus of AECC III – Innovation and IPR for the VI Semester to the students admitted for the academic year 2022-23.*

The Chairman presented the detailed syllabus of AECC III – Innovation and IPR offered by the Department of Commerce with Banking and Insurance to the students who are studying Entrepreneurship Course in their Curriculum for the VI Semester to the students admitted from the academic year 2022-23. The members deliberated in detail about the modification required.

**Changes Made:**

<b>Course Code</b>	<b>Course</b>	<b>Changes and Reason</b>
225BI1A6AA	Innovation and IPR	As per the suggestions of Industry Expert Mr. Aravind and Internal BoS members, the following case studies were included. <ul style="list-style-type: none"><li>• In <b>Unit II</b> - Patent Infringement the Apple vs Samsung</li><li>• In <b>Unit III</b> - A trademark infringement the Coca-Cola Company vs Bisleri International Pvt. Ltd.</li><li>• In <b>Unit IV</b> - Vanilla Ice vs David Bowie &amp; Queen</li></ul>

After discussion it is unanimously decided to adopt the following changes.

**Resolution:**

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

**Item 18.7:** *To consider and approve syllabus of Self Study Courses for the III Semester to the students admitted for the academic year 2024-25.*

The Chairman presented the detailed syllabus of Self-Study Courses for the III semester to the students admitted for the academic year 2024-25.

<b>S.No.</b>	<b>Course Code</b>	<b>Course</b>
1.	24BIUSSA	Retail Banking
2.	24BIUSSB	General Awareness for Competitive Examination

After discussion the resolution was passed to approve the syllabus and accepted to adopt it in the III Semester to the students admitted for the academic year 2024-25.

**Resolution:**

**Resolved to approve the syllabus and accepted to adopt it in the III semester to the students admitted for the academic year 2024-25.**

**Item 18.8:** *To consider and approve the Courses offered by NPTEL that are equivalent to the Courses offered in our Curriculum.*

The Board discussed the Courses offered by NPTEL that are equivalent to the courses

offered in our curriculum.

**Resolution:**

**Resolved to approve the NPTEL Courses that are equivalent to the courses in our curriculum.**

**Item 18.9:** *To consider and approve the Diploma, Certificate, Skill oriented courses to be offered for the academic year 2024-25.*

To strengthen the employment opportunities in Financial Statement Analysis, MoU was signed with L&T Edu Tech for Certified Financial Statement Analyst course offered to the students of Faculty of Commerce from the academic Year 2024-25.

**Resolution:**

**Resolved to approve the syllabus of Value-added certificate courses opted.**

**Item 18.10:** *To approve the panel of examiners for question paper setting and Question paper scrutiny and conduct of practical and theory examinations are to be submitted to CoE for the even semester of the academic year 2024-25.*

The Chairman presented the panel of examiners for question paper setting and evaluation of answer scripts for the even semester of the academic year 2024-25.

**Resolution:**

**Resolved to approve the panel of examination for question paper setting, Question paper scrutiny and conduct of practical and theory examinations are to be submitted to CoE for exam related work for the even semester of the academic year 2024-25.**

**Item 18.11:** *To consider and approve any other item brought forward by the Chairman and the members of the board.*


The Chairman brought forward the achievements of students in IRDA Exam conducted by the Insurance Institute of India and cleared the competitive examinations.

**Resolution:**

**Resolved to approve the self-employed certificate courses for the students admitted for the Academic Year 2022-23.**

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. M. Ganesan, Internal Member - Commerce Banking and Insurance BoS.

**Date: 09.11.2024**

P. R.   
09/11/2024

(Dr. P. Revathi)

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



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BoS

18<sup>th</sup>

## Syllabus- Existing Course

Faculty: Commerce

Board: Commerce Banking and Insurance

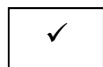
Semester: VI

Course Code/ Name: 225BI1A6AA / AECC-III: Innovation and IPR

Unit	Existing	Change
I	Introduction Meaning of Creativity, Invention and innovation - Types of Innovation - Relevance of Technology for Innovation - Introduction and the need for Intellectual Property Right (IPR) - Kinds of IPR – National IPR Policy	
II	Patents Introduction and origin of Patent System in India- Conceptual Principles of Patent Law in India - Process for obtaining patent - Rights granted to a Patentee - Infringement of Patent. <del>Case Study: When Google was sued for Patent Infringement.</del>	Case Study: Patent Infringement The Apple vs Samsung
III	Trademarks Origin of Trade Marks System - Types - Functions - Distinctiveness and Trademarks - Meaning of Good Trademark - Rights granted by Registration of Trademarks - Infringement of trademark. <del>Case Study: Trademark mismanagement by Cadbury's</del>	Case Study: A trademark infringement the Coca-Cola Company v. Bisleri International Pvt. Ltd.
IV	Copyright Introduction and Evolution of Copyright - Objectives and fundamentals of Copyright Law - Requirements for Copyrights - Works protectable under Copyrights - Authorship and Ownership - Rights of Authors and Copyright owners - Infringement of Copyright. <del>Case Study: Copyright Case of Napster and Grokster.</del>	Case Study: Misuse Vanilla Ice vs David Bowie & Queen
V	Geographical Indications Introduction and Concept of Geographical Indications - History - Administrative Mechanism - Benefits of Geographical Indications - Infringement of registered Geographical Indication.	

PERCENTAGE OF SYLLABUS (New): 30 %

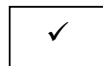
COURSE FOCUSES ON:



Skill Development



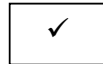
Entrepreneurial Development



Employability



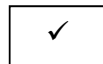
Innovation



Intellectual Property Rights



Gender Sensitization



Social Awareness/ Environment



Constitutional Rights/ Human Values/ Ethics



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### Syllabus- New Course

**Faculty: Commerce**

**Board : Commerce with Banking and Insurance**

**Semester: VI**

**Course Code/ Name: 225BI1A6SP/**

**Banking Credit Analysis Process –Non-Lab**

S. No	List of Exercises
1.	Procedure to apply for a personal loan - the applicant's financial status and required documents for sanctioning of Loan
2.	Fill up the home loan application form, Financial Eligibility, valuation process, Legal Assessment, approval or sanction mechanism, Documentation, Processing fee, disbursement process (Partial and Full), and loan repayment policies
3.	Procedure to apply for Letter of Credit and outline buyer and seller agreement process, types of LC, collateral procedures, shipping documents and payment processing.
4.	Credit Process to apply for Mortgage Loan and eligibility assessment in verification for approval of Loan
5.	Procedure to apply for a Micro, Small & Medium Enterprises (MSME) loan, types of MSME credit facilities, mode of application process and required business, financial documents, credit score evaluation and eligibility assessment.
6.	Procedure to apply for a Gold Loan, types of Gold Loan, Gold loan assessment, Repayment Process and Release of Gold ornaments.
7.	Procedure for applying of an agricultural loan and need to assess the purpose of various types of agricultural loan.
8.	Fill up a MUDRA Loan application form and various categories of MUDRA Loan.
9.	Procedure to apply for Business Loan and analysis of borrower's credit history, Credit Process and Credit Policies in various financial institutions Procedure to apply Vehicle Loan, sanction and disbursement process
10.	Procedure to apply Vehicle Loan, sanction and disbursement process.
11.	Procedure to apply for Education Loan and appraisal of eligibility criteria
12.	Application process of Dairy Farm Loan and Poultry business loan and its credit analysis process

**PERCENTAGE OF SYLLABUS (New): 100 %**

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

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### Syllabus- New Course

**Faculty: Commerce**

**Board: Commerce with Banking and Insurance**

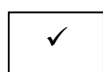
**Semester: VI**

**Course Code/ Name: 225BI1A6DA / DSE: Retail Marketing**

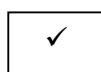
Unit	Content
<b>I</b>	Introduction to Retailing: Definition, Features, Importance and Functions of Retailing - Types of Retailer - Differences between Retailing and Marketing - Differences between Product Retailing and Service Retailing - Issues and Challenges in Retailing - Consumerism and Ethics in Retailing- Legislations for Consumer Protection.
<b>II</b>	Retail location strategies and Branding in Retailing: Introduction - Types of Retail Location- Factors determining Retail Location - Steps to choose right retail location - Measuring success of Location. Branding in Retailing- Definition - Advantages and Disadvantage – Objectives of Brand Positioning Strategy-Brand Loyalty-Types of Store and Consumer loyalty.
<b>III</b>	Retail Communication and Promotion: Meaning- Elements of Retail Communication process - Retail Communication Mix- Steps in Developing Effective Communication. Retail Promotion: Definition - Promotional objectives - Promotional Advertising - Window display, Interior Display, Showrooms and Exhibition. Retail Logistics: Introduction, Functions and Techniques of Retail Logistics. Case Study on Retail Communication
<b>IV</b>	Merchandise Management and Retail Pricing: Definition of Merchandise Management-Importance of Visual Styling & Merchandising-Elements of Visual Merchandising. Retail pricing: Meaning - Retail price mix – Factors influencing Retail pricing – Consumer behaviour and Retail operations - Retail buying roles - Need for studying Consumer behaviour in the retail context. Case study on Retail Pricing
<b>V</b>	International Retailing: Definition - International Retail Structure - Factors involved in Retailing - Reasons for International Retailing - Factors contributing to the growth of International Retailing - Various Strategies for entering Common Market and Foreign Markets - Emerging Trends in IT- Future of Retailing. Case study on International Retailing

**PERCENTAGE OF SYLLABUS (New): 100 %**

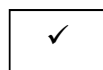
**COURSE FOCUSES ON:**



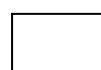
Skill Development



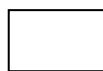
Entrepreneurial Development



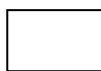
Employability



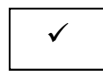
Innovation



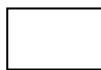
Intellectual Property Rights



Gender Sensitization



Social Awareness/ Environment



Constitutional Rights/ Human Values/ Ethics

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		<b>18<sup>th</sup></b>

### Syllabus- New Course

**Faculty: Commerce**

**Board: Commerce with Banking and Insurance**

**Semester: VI**

**Course Code/ Name: 225BI1A6DB /**

**DSE : Customer Relationship Management**

Unit	Content
<b>I</b>	Introduction: Customer Relationship Management (CRM) - Definition - Evolution of CRM - Factors responsible for CRM growth - Framework, Benefits, Types and Scope of CRM - Customer acquisition to customer loyalty- Significance of CRM - Relationship between CRM and Technology.
<b>II</b>	Electronic CRM Introduction - Meaning - Evolution of e-CRM - Different levels of e-CRM- Concept of Mobile CRM - Differences between CRM and e-CRM - Need to adopt e-CRM in a liberalized economy - Managing e-CRM - Online Brand and CRM - Customer Satisfaction. Case Study on e-CRM on customer behavioural and attitudinal loyalty.
<b>III</b>	Customer Relationship Management Process and Strategy Introduction- Objectives – CRM Process- Managers for CRM Process- Parameters and Determinants of CRM - Strategic prospective on CRM - Competitive Agility - Strategic Framework for CRM - Creating a CRM Culture - Building Blocks of CRM- CRM Strategies
<b>IV</b>	CRM Planning and Implementation: CRM Planning: Introduction - Components of Planning - Estimation of Return on Investment - Resources and Priorities of Planning and Budgeting. CRM Implementation: Introduction - Considerations for the CRM implementation - Selection process of CRM Solution - Framework of Successful CRM - Implementation Steps. [Case study on CRM Implementation
<b>V</b>	Customer Retention Strategy Introduction - Customer Retention - Customer Centric Attitude - Internal Collaboration - Designing Database carefully - Choosing the right CRM Tools - Building Relationships - Retaining Customer through added Benefits - Conflict Management and Customer Retention - CRM Opportunities and Challenges. Case Study on Building Relationships with Customers.

**PERCENTAGE OF SYLLABUS (New): 100 %**

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

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		<b>18<sup>th</sup></b>

**ATTENDANCE OF THE EIGHTEENTH BOARD OF STUDIES MEETING**

**Faculty: Commerce**

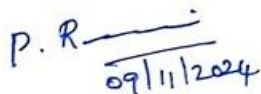

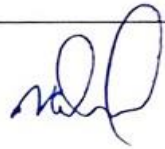
**Board: Commerce with Banking and Insurance**

Date: 09/11/2024

Time: 10.00 a.m.

Venue: Seminar Hall-IV

The following members were present for the meeting

S. No.	Name	Position	Signature
1	<b>Dr.P.Revathi</b> Head and Associate Professor Department of Commerce Banking and Insurance Dr.N.G.P. Arts and Science College(Autonomous) Coimbatore.	Chairman	 09/11/2024
2	<b>Dr.K.K.Thavamani</b> Head & Associate Professor Department of Commerce (B&I) Gobi Arts and Science College Gobichettipalayam.	Vice Chancellor Nominee	 9/11/24
3	<b>Dr.P.Shanthi</b> Professor and HOD Deputy Dean School of Commerce & Management Avinashilingam Institute for Home Science and Higher Education for Women Coimbatore-641 043.	Subject Expert	ABSENT
4	<b>Dr. M.Selvam</b> Professor and Head Department of Commerce and Financial Studies Bharathidasan University Tiruchirappalli .	Subject Expert	ABSENT
5	<b>Mr. N.G.Aravind</b> Sr Branch Head Punjab National bank 75, Pioneer Nagar, Veerapandi Jothipuram Po Coimbatore – 641047	Industrial Expert	





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BoS

18<sup>th</sup>

S. No.	Name	Position	Signature
6	<b>Ms. J. Thirunageswari</b> Risk and Compliances Analyst Accenture solution, BCD 14 A Koramangala, Bangalore.	Alumni	
7	<b>Ms. P. Delfina</b> III.B.Com.(B&I) Dr.N.G.P.Arts and Science College (Autonomous) Coimbatore.	Students Representative	
8	<b>Dr.R. Sowrirajan</b> Assistant Professor and Head Department of Mathematics Dr.N.G.P.Arts and Science College(Autonomous) Coimbatore.	Co-Opted Member	
9	<b>Dr. S. Uma</b> Professor and Head Department of Computer Science Dr.N.G.P.Arts and Science College(Autonomous) Coimbatore.	Co-Opted Member	
10	<b>Dr.N.Kuppuchamy</b> Professor and Head Department of Tamil Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore.	Co-Opted Member	
11	<b>Dr.A.HazelVerbina</b> Professor and Head Department of English Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore.	Co-Opted Member	
12	<b>Dr.M.Ganesan</b> Associate Professor Department of Commerce Banking and Insurance, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore.	Internal Member	



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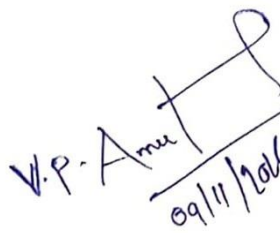

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15	<b>Dr.P.Kalaivani</b> Assistant Professor Department of Commerce Banking and Insurance Dr.N.G.P.Arts and Science College (Autonomous) Coimbatore.	Internal Member	 P. Kalaivani 9/11/2024

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