



Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)
Approved by Government of Tamil Nadu & Accredited by NAAC with 'A++' Grade (3rd Cycle-3.64 CGPA)
Dr. N.G.P.-Kalapatti Road, Coimbatore-641 048, Tamil Nadu, India.
Website: www.drngpasc.ac.in | Email: info@drngpasc.ac.in. | Phone: +91-422-2369100

BoS

14th

MINUTES OF THE FOURTEENTH BOARD OF STUDIES MEETING

Faculty: Commerce


Board: International Business

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

Name of the Body	Board of Studies (BoS)
Department	International Business
Meeting No.	14th
Date and Time	26.11.2022 & 10.00 a.m.
Venue	IQAC Board Room- A Block
Members Attended	The details are given in the ANNEXURE -I

AGENDA	
1	Discussion on UG syllabi for Part III- Core courses in second semester for 2022-23 Batch and onwards
2.	Discussion on syllabus of Inter Disciplinary Course (IDC) offered in part III by Mathematics Department.
3.	Discussion on syllabus of Part - I (Tamil/Hindi/French/Malayalam) offered by Language Department for UG 2022-23 Batch and onwards
4.	Discussion on syllabus of Part -II (Professional English) offered by the Department of English for UG 2022-23 Batch and onwards
5.	Discussion on syllabus of Part - IV Ability Enhancement Compulsory Course (AECC) - Basic Tamil/Advance Tamil / Human Rights and Women's Rights for UG 2022-23 Batch and onwards
6.	Discussion on credits for Part - V Extension Activity for UG 2022-23 Batch and onwards
7.	Discussion on Value Added Certificate Course(VACC)
8.	Discussion on PG syllabi for core courses in second semester for 2022-23 Batch and onwards
9.	Discussion on syllabus of Extra Disciplinary Course (EDC) offered to Computer Science with Data Analytics Department.
10.	Discussion on syllabus of Extra Disciplinary Course (EDC) offered by Computer Science with Data Analytics Department.
11.	Discussion on syllabi for Discipline Specific Elective (DSE) for the second Semester PG 2022-23 Batch and onwards
12.	Any Other Matter

Cont.

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		14th

MINUTES OF THE FOURTEENTH BOARD OF STUDIES MEETING

Faculty: Commerce

Board: International Business

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

The following are the minutes of the meeting:

Item – 01	Discussion on UG syllabi for Part III- Core courses in second semester for 2022-23 Batch and onwards
Discussion	225BP1A2CA: Advanced Financial Accounting (New Course) <ul style="list-style-type: none"> • The unified syllabus approved by Board of Studies in Commerce with Business Processing Services was placed for endorsement. 225IB1A2CA: Principles of Marketing(New Course) <ul style="list-style-type: none"> • To infuse the marketing skill for competitive business world. 225IB1A2CP - Spreadsheet Modeling for Accounting (New Course) <ul style="list-style-type: none"> • Computer practical for enhancing systemized accounting skill.
Resolution	The Board unanimously approved the syllabi.
Item – 02	Discussion on syllabus of Inter Disciplinary Course (IDC) offered in part III by Mathematics Department.
Discussion	222MT1A2IA – Business Statistics (New Course) <ul style="list-style-type: none"> • The unified syllabus of Business Statistics was offered as an Inter Disciplinary Course by the Department of Mathematics was placed for endorsement.
Resolution	The Board unanimously approved the IDC syllabus.
Item – 03	Discussion on syllabus of Part - I (Tamil/Hindi/French/Malayalam) offered by Language Department for UG 2022-23 Batch and onwards
Discussion	221TL1A2TA : Tamil-II: Ara Ilakkiyam 221TL1A2HA :Hindi-II : Modern Literature 221TL1A2FA : French-II : Grammar, Translation and Civilization 221TL1A2MA: Malayalam – II : Modern Literature The unified syllabi approved by the Board of Studies in Languages were placed for endorsement.
Resolution	The Board members approved the Syllabi for the above courses.

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Item – 04	Discussion on syllabus of Part -II - Professional English II offered by the Department of English for UG 2022-23 Batch and onwards
Discussion	221EL1A2EA: Professional English II <ul style="list-style-type: none">The unified syllabus approved by the Board of Studies in English was placed for endorsement.
Resolution	The Board unanimously approved the syllabus
Item – 05	Discussion on syllabus of Part - IV Ability Enhancement Compulsory Course (AECC II) Basic Tamil/Advanced Tamil / Human Rights and Women's Rights for UG 2022-23 Batch and onwards
Discussion	221TL1A2AA : Basic Tamil 221TL1A2AB : Advanced Tamil <ul style="list-style-type: none">The unified syllabi approved by the Board of Studies in Languages were placed for endorsement. 225CR1A2AA: Human Rights and Women's Rights <ul style="list-style-type: none">The unified syllabus approved by the Board of Studies in Commerce with Corporate Secretaryship was placed for endorsement.
Resolution	The Board unanimously approved the syllabi for the above courses.
Item – 06	Discussion on credits for Part – V Extension Activity for 2022-23 Batch and onwards.
Discussion	225IB1A2XA: Extension Activity One credit to be awarded for participation in extension activity like NSS/NCC/ YRC/RRC/ Yoga/Sports/Clubs.
Resolution	The Board members approved one credit for each Extension Activity.
Item – 07	Discussion on Value Added Certificate Course (VACC)
Discussion	VAC Course – Business Practices The unified syllabus approved by Board of Studies in Commerce for UG 2021- 22 Batch and onwards was placed for endorsement
Resolution	The Board unanimously approved the syllabus.
Item –08	Discussion on PG syllabi for core courses in second semester for 2022-23 Batch and onwards

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Discussion	<p>225IB2A2CA: Financial and Management Accounting</p> <ul style="list-style-type: none">▪ The syllabus was discussed and case study for each unit were given to enhance understanding. <p>225IB2A2CB: Foreign Trade Procedure and Documentation</p> <ul style="list-style-type: none">▪ Unit II: Mr. Dileep Abraham and Dr. Bharathi suggested to include Free trade Agreements and Export incentives.▪ Unit III: Dr. Bharathi suggested to include Import incentives. <p>225IB2A1CC :Logistics Management (New Course)</p> <p>Mr. Dileep Abraham suggested to include the following contents:</p> <ul style="list-style-type: none">▪ Unit I : National logistics policy.▪ Unit V: Block Chain and Unified Logistics Interface Platform (ULIP). <p>225IB2A2CP-Computer Application in Business (New Course)</p> <ul style="list-style-type: none">▪ Computer practical for enhancing the skill for effective decision making.
	The Board unanimously approved the syllabi for the above courses
Item -09	Discussion on syllabus of Extra Disciplinary Course (EDC) offered to Computer Science with Data Analytics Department.
	<p>225IB2A2EA – Supply Chain Management.</p> <ul style="list-style-type: none">▪ The syllabus was discussed and the same will be endorsed for the approval in the Board of Studies in Computer Science with Data Analytics
	The Board unanimously approved the EDC syllabus
Item -10	Discussion on syllabus of Extra Disciplinary Course (EDC) offered by Computer Science with Data Analytics Department.
	<p>224DA2A2EA- Business Analytics</p> <ul style="list-style-type: none">• The syllabus approved by the Board of Studies in Computer Science with Data Analytics was placed for endorsement.
	The Board unanimously approved the EDC syllabus.
Item -11	Discussion on syllabi for Discipline Specific Elective (DSE) for the Second Semester PG 2022-23 Batch and onwards

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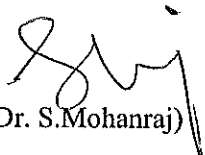
BoS

14th

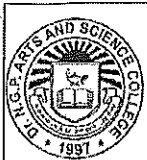
Discussion	Discipline Specific Elective (DSE) courses were included to impart domain specific knowledge in Transportation, Marketing and Human Resource Management to meet the industrial and social requirements. 225IB2A2DA - Air Transport Management Mr. Dileep Abraham Suggested to include <ul style="list-style-type: none">▪ Unit IV: Dangerous Goods Regulation and Cold chain▪ Unit V : Airport Authority of India 225IB2A2DB - Digital Marketing (New Course) <ul style="list-style-type: none">▪ The course was introduced to develop the skills in digital marketing. 225IB2A2DC - Cross Cultural Management (New Course) <ul style="list-style-type: none">▪ To course was introduced to enhance the ability in managing the cross cultural challenges.
Resolution	The Board unanimously approved the syllabi for above courses
Item – 12	Any other matter
Discussion	Board of Studies recommended the committee of the Panel of Experts.
Resolution	The Board unanimously approved the above discussion.

The chairman of Board of Studies (BoS) thanked all the members for their active participation and cordially invited them for the next meeting.

Date: 26/11/2022


(Dr. S.Mohanraj)

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



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B.Com. IB

Syllabus – New Course

Faculty: Commerce

Board: Commerce with International Business

Semester: II

Course Code/ Name: 225BP1A2CA- Advanced Financial accounting

Unit	Contents
I	Branch and Departmental Accounting Branch Accounting: Objects - Types of Branch Accounting – Dependent Branches – Features –Accounting in respect of Dependent Branches – Debtors System only – Cost Price and Invoice Price – Independent Branches (Theory only). Departmental Accounting: Need - Advantages - Distinction between Departments and Branches – Methods and Techniques of Departmental Accounting. Case Study on Branch Accounts.
II	Hire Purchase and Instalment Purchase Systems Hire Purchase System – Features - Distinction between Hire Purchase System and Instalment System – Accounting treatment for Hire Purchase System – Model Journal Entries - Calculation of Interest – Hire Purchase Trading Account – Debtors Methods – Stock and Debtors System (Excluding Default and Repossession). Instalment Purchase Systems - Accounting treatments.
III	Partnership Accounting: Admission of a Partner Partnership Deed – Division of Profits – Capital Accounts – Fixed and Fluctuating Capital – Interest on Capital and Drawings - Admission of a Partner - Calculation of New Profit sharing Ratios. Goodwill: Need for Valuation of Goodwill - Treatment of Goodwill - Revaluation of Assets and Liabilities. Case Study on Admission of a Partner.
IV	Retirement and Death of a Partner Retirement (Excluding Retirement cum Admission) and Death of a Partner: Calculation of New Profit sharing ratio – Treatment of Goodwill on Retirement/ Death of a Partner – Adjustment of Capital after Retirement - Death of a Partner: Mode of payment – Special Treatments.
V	Dissolution of a Firm Meaning - Modes of Dissolution- Settlement of Accounts - Accounting Treatment - Normal Dissolution – Insolvency of a Partner (Excluding Insolvency of all Partners) - Garner vs. Murray – Capital Ratio Under Fixed Capital Method and Fluctuating Capital Method. Case Study on Garner vs. Murray.

Note: Distribution of marks 80% Problem and 20% Theory.
Case studies (Examined Internal only).

Percentage of Syllabus (New) : 100%



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BoS

14th

Course Focuses On:

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



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Syllabus – New Course

Faculty: Commerce

Board: Commerce with International Business

Semester: II

Course Code/ Name: 225IB1A2CA–Principles of Marketing

Unit	Content
I	Introduction to Marketing Marketing – Definition of market and marketing - Importance of marketing– Modern marketing concept - Types of marketing: Traditional marketing –Digital marketing - Marketing ethics - Career opportunities in marketing- Recent trends in marketing.
II	Marketing Functions Marketing functions: Buying – Selling – Transportation – Storage – Financing–Risk Bearing – Standardization – Market information - Marketing and government – Bureau of Indian Standards (BIS)– AGMARK.
III	Marketing Mix and Segmentation Marketing mix : Product : Meaning of product – Product life cycle – Branding - Labeling – Price: Pricing objectives - Pricing strategies – Place - Promotion: Personal selling and sales promotion - Advertisement - DAGMAR model - Market segmentation -Targeting – Positioning. Case Study on marketing strategy.
IV	Channels of Distribution & Marketing Research Channels of distribution: Channel objectives - Channel functions - Types of distribution Channels - Channel selection - Factors influencing channels of distribution. Marketing research: Objectives and elements of marketing research - Importance and limitations of marketing research. Case Study on channels of distribution.
V	Service Marketing Services marketing – Types of services – Nature and characteristics of services - Difference between services and goods - creating and delivering customer value – Services marketing mix. Case Study on challenges in marketing of services.

Note: Case studies (Examined Internal only).

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



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Syllabus – Practical (New course)

Faculty: Commerce

Board: Commerce with International Business

Semester: II

Course Code/ Name: 225IB1A2CP - Spreadsheet Modeling for Accounting

S.No.	List of Exercises
I	Importing Data into Excel: Fixing text and numbers, date and getting rid of blank lines. Fixing text and numbers imported incorrectly using TRIM and FIND and REPLACE to fix errors. Different ways to get rid of blank lines in a dataset and how to sort data without unique identifiers back into its original order.
II	Working with data validation to remove the garbage inputs and to avoid errors and to create a dropdown list in Excel to limit input to pre-set options.
III	Calculate sales estimation by using the following functions min, max, sum, average, Count, filter and sort.
IV	Creating a pivot table for accounts receivable.
V	Prepare a statement of Bank customer's account showing simple and compound interest calculations using arithmetic operations for 10 different customers
VI	Use Concatenate function for monthly revenue data
VII	Prepare monthly sales report using macros.
VIII	Use the PMT function to get the monthly mortgage payment.
IX	Use VLOOKUP function in Microsoft Excel to calculate unit costs based on order quantities.
X	Prepare salary calculation for employees by using SUMIFS, AVERAGEIFS, and COUNTIFS functions.

Note: Out of 10 exercises 8 are compulsory

Tool Used: Excel

Course Focuses on

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovation
<input type="checkbox"/> Intellectual Property Right (IPR)	<input type="checkbox"/> GenderSensitization
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Syllabus – Practical (New course)

Faculty: Commerce

Board: Commerce with International Business

Semester: II

Course Code/ Name: 222MT1A2IA / Business Statistics Course Code/ Name:

Unit	Content
I	Measures of Central Tendency Introduction- arithmetic mean- median - mode - comparison of the mean, median and mode- geometric mean- harmonic mean.
II	Measures of Dispersion Introduction- arithmetic mean- median - mode - comparison of the mean, median and mode- geometric mean- harmonic mean.
III	Probability Introduction - Probability theory - basic terminologies - three types - axioms - conditions of statistical independence and dependence - Baye's theorem.
IV	Correlation and Regression Analysis Concept and importance - correlation and causation-types - graphic and algebraic methods -coefficient of determination-rank correlation-some limitations -regression model-estimation using the regression line- method of least squares-alternative approach-regression co-efficient.
V	Time Series Analysis and Forecasting Introduction- components of a time series- trend- seasonal variation- cyclical variation- irregular variation - forecasting.

Percentage of Syllabus (New) : 100 %
Course Focuses on

<input checked="" type="checkbox"/>	Skill Development	<input 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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14th

M.Com. IB

Syllabus Revision

Faculty: Commerce

Board: Commerce with International Business

Semester: II

Course Code / Name: 225IB2A2CA/ Financial and Management Accounting

Unit	Existing	Changes
I	Meaning and definition of accounting- Objectives of accounting -Branches of accounting - Role of accounting -Concepts and conventions - Double entry system - International-accounting-standards-IFRS -Preparation of journal, ledger and trial balance.	Need of accounting Users of accounting information IFRS: Importance- Standard IFRS requirement - Steps of accounting. Case study on accounting concepts and conventions.
II	Preparation of Final Accounts: Trading account - Profit and loss account - Balance sheet with simple adjustments. Bill of exchange: Definition of bill of exchange-Features- Advantages- Types- Difference between bill of exchange and promissory note- Accounting treatment for bill of exchange - Dishonor of a bill- Renewal of a bill- Accommodation bill(Theory-only).	Case study on bill of exchange
III	Management accounting: Introduction- Difference between financial and management accounting - Objectives and functions-Scope-Tools and techniques of management accounting.-Budgets and Budgetary Control: Production budget - Sales budget- Cash budget- Flexible budget.	Characteristics of management accounting Users of Management accounting information Meaning of budget and forecast- Objectives of budget and budgeting. Case study on budgetary control implementation.
IV	Meaning-Importance- Types of analysis - Objectives - Tools of financial statement analysis- Ratio analysis: Meaning-Objectives- Uses and limitations- Classification of ratios: Liquidity ratios- Profitability ratios -Financial and Turnover ratios- Solvency ratio.	Essentials of good financial statement- Analysis and interpretation Case Study: Analysis of companies profit statements and applying various ratios.
V	Fund flow statement: Meaning-Objectives of preparing fund flow statement-Importance- Uses and limitations - Sources and uses of funds- Format of fund flow statement-Preparation of fund flow statement. Cashflow statement: Meaning-Objectives-Difference between cash flow and fund flow statement-Classification of cash flow activities- Uses and limitations- Format of cash flow statement-Preparation of cash flow statement.	Statement of changes in working capital Application of funds Preparation of cash flow statement as per Accounting standard III. Case study: Analysis of fund flow and cash flow statement of any selected company.



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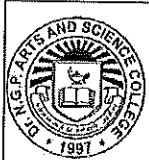
14th

- Note:** 1. Distribution of marks: 80% Problems and 20% Theory)
2. Case Study examined externally (Section C: Compulsory question)

Percentage of Syllabus revision: 66 %

Course Focuses on:

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



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Syllabus Revision

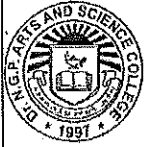
Faculty: Commerce

Board: Commerce with International Business

Semester: II

Course Code / Name: 225IB2A2CB- Foreign Trade Procedure and Documentation

Unit	Existing	Changes
I	Foreign trade development and regulation Act 1992- Foreign trade regulation rules 1993- Foreign trade policy -Hand book of procedures- Appendices - Indian trade classification (HS) - Recent changes in policies and provisions	Functions of DGFT- Customs Act 1962- Schedule-I & II. Case study on Compliance Requirements
II	Export licensing procedures and formalities- Import export code (IEC) number- Procedures for obtaining IEC Code- RCMC (Registration Cum Membership Certificate) - Categories of exporters- Deemed exports- BOU- SEZ- SEIS -Status holders - Free trade and warehousing zones (FTWZ)- Remission of duties or taxes on export products scheme (RoDTEP) - Exports under GST.	Free trade agreement Procedure for realization of export proceeds Export Incentives Procedural compliance Exports under IGST Case study related to export incentives.
III	Import licensing procedures and formalities- Categories of importers - Import of capital goods under EPCG- Types of import duties - Canalization of imports and various canalizing agencies- - Clearance of import cargo- Import under GST.	Import Incentives Import under IGST Case study on import clearance.
IV	Export promotion councils in India - AEPC (Apparel export promotion council)- EEPC (Engineering export promotion council) - APEDA (Agricultural and processed food products export development authority) - MPEDA (Marine Products export development authority)-Commodity boards - Manufacturing and Other Operations in Warehouse Regulations, 2019 (MOOWR)	Software Export Promotion Council (SEPC) Federation of Indian Export Organization (FIEO) Case study on Export Promotion Councils
V	Export import documentation - Documents related to goods , payment , transportation, inspection -Customs procedures for exports and imports - Ice Gate Services- Single window Interface for facilitating Trade(SWIFT)- Customs Trade partners - Participating Government Agencies (PGA'S).	eSANCHIT Mandatory documents: Invoice Cum-packing list- Bill of lading- Shipping bill- Bill of entry. Case study on documentation



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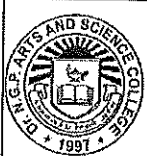
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Note: Case Study examined externally (Section C: Compulsory question)

Percentage of Syllabus revision: 49 %

Course Focuses on:

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



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Syllabus – New Course

Faculty: Commerce

Board: Commerce with International Business

Semester: II

Course Code / Name: 225IB2A2CC- Logistics Management

Unit	Content
I	Introduction to Logistics Management Logistics: Components- Importance- Objectives- Types of cargo- Integrated logistics - Barrier- Logistics Service Providers – Green logistics - Reverse logistics-National Logistics Policy. Case Study on Green Logistics and Reverse Logistics
II	EXIM Logistics EXIM Logistics: Importance of global logistics- Export logistics: Special aspects of EXIM logistics -Process flow- Import logistics: Documentation - Bonded warehousing- Customs formalities - Clearing and distribution to units - Security & insurance- Multimodal transport- UN International convention on MT of goods- Terminal networks: Types and roles Case Study on Multi Modal Transportation (MMT)
III	Transportation & Warehousing Transportation : Carriage of goods by sea- Types of ships – Ocean freight calculation – CBM calculations –Shipping formalities – Shipping intermediaries - Major, minor ports in India – World major ports – Important sea routes - INCO terms. International air transport – Benefits of air transport– IATA - Warehousing: Types of Warehouses. Case Study on Freight Forwarding
IV	Containerization Containerization: Genesis - Classification - Benefits and Constraints- Less than Container Load(LCL)- Full Container Load (FCL) - Inland Container Depot (ICD)- CFS - CONCOR- ICDs under CONCOR. Chartering: Kinds of charter - Charter party and arbitration. Case Study on containerization
V	Logistics and E-Commerce Logistics in E-commerce– Intelligent Transportation Management System- Communication systems - Automatic vehicle location systems - Geographic Information Systems- High tech logistics system - Introduction to block chain in logistics Industry- Unified Logistics Interface Platform (ULIP). Case Study on Automation in Logistics Management

Note: Case Study examined externally (Section C: Compulsory question)

Percentage of Syllabus (New): 100%



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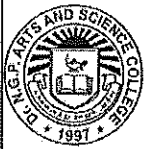
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Course Focuses on

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



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Syllabus – Practical (New Course)

Faculty: Commerce

Board: Commerce with International Business

Semester: II

Course Code/ Name: :225IB2A2CP- Computer Application in Business.

S.No.	List of Exercises
1	Create a student database and Perform the following Functions: Use cut & paste, use cell widening, use format painter, use font, colour, borders, use wrap text, Use merge cells, Use Numbers, date and currency as format. (Excel).
2	Show the regional sales data of a company using conditional formatting function in the excel sheet. (Excel).
3	Calculate employee salary by using the following function in the excel sheets. Functions: min, max, sum, average, Count, filter and sort (Excel).
4	Create Pivot tables, Set Pivot table options and adding subtotals in Pivot table to analyze sales data. (Excel).
5	Create supplier database using HLOOKUP functions in a excel sheet (Excel).
6	Calculate transportation cost using VLOOKUP functions in a excel sheet (Excel).
7	Understanding to Macros, Custom number formats, Using Custom list. (Excel).
8	Create an airport database and perform following functions: Length, Right, Left, Mode and IF ERROR (Excel).
9	Creation of a new company, groups and ledgers. (Tally).
10	Preparation of final accounts with adjustments. (Tally).
11	Voucher entries for receipt, payment, contra and journal. (Tally).
12	Voucher entries for purchase and sales bill wise statement with GST.(Tally).
13	Prepare FOREX calculation and calculating foreign exchange gain/loss. (Tally).

Note: Out of 13 exercises 10 are compulsory

Tools used: Excel and Tally

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
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Syllabus – EDC - New Course

Faculty: Commerce

Board: Commerce with International Business

Semester: II

Course Code/ Name: 225IB2A2EA- Supply Chain Management.

Unit	Contents
I	Introduction to Supply Chain Supply Chain Concepts: Objectives of supply chain - Process view of supply chain ,logistics and SCM - Supply chain drivers and obstacles - Supply chain strategies - strategic fit - Best practices in SCM. Case Study on supply chain strategies.
II	Procurement Objectives of procurement System - Principles of procurement - Procurement function from administrative to strategic - Value added role- Procurement cycle - Procurement planning - Purchasing mix: Six Rights. Case Study on procurement strategies.
III	Supply Chain Performance Supply chain performance: Bullwhip effect and reduction - Performance measurement: Dimension - Tools of performance measurement - SCOR Model. Key issues in SCM. Case Study on bullwhip effect.
IV	Supply Chain and Customer Relationship Management Supply chain and Customer Relationship Management (CRM) integration - Functional components for CRM - IT infrastructure used for Supply chain and CRM. Case Study on CRM and SCM integration.
V	e-Supply Chain Management Introduction eSCM - eSCM framework - Benefits of eSCM Positioning information in Logistics - Key success factors for eSCM - Strategic information linkage - Supply chain communication networks - Overview of telecommunication networks -EDI - Data security in supply chain networks - Overview of internet able models. Case Study on technology implementation in Supply chain.

Note: Case Study examined externally (Section C: Compulsory question)

Percentage of Syllabus (New): 100%

Course Focuses on :

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<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovation
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Syllabus – EDC-New Course

Faculty: Commerce

Board: Commerce with International Business

Semester: II

Course Code/ Name: 224DA2A2EA – Business Analytics.

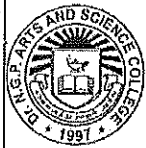
Unit	Contents
I	Data Processing Architectures and Business Intelligence Key Purpose of Using IT in Business - Enterprise Applications - Types of Digital Data - Structured Data - Unstructured Data - Semi Structured Data - Online Transaction Processing - Online Analytical Processing (OLAP) - OLAP Architectures - OLAP Operations - BI Component Framework - BI Users - BI Applications - BI Roles and Responsibilities. Case Study : Predictive Trend line Models
II	Data Warehouse and Data Mart Need for Data Warehouse - Definition - Data Mart - Operational Data Store - Goals - Components of Data Warehouse - Extract, Transform, Load (ETL)- Data Integration - Data Integration Technologies - Data Quality - Data Profiling Case Study : ETL in McDonalds
III	Data Modeling Techniques Data Modeling Basics - Types of Data Model - Data Modeling Techniques - Fact Table - Dimension Table - Dimension Models – Dimension Modeling Life Cycle - Enterprise Reporting - Balanced Scorecard – Dashboards. Case Study : Data Modeling in Advertising
IV	Statistical Analysis Statistics in Analysis - Data, Data Description and Summarization - Statistical Tests - Hypothesis and t-Test - Correlation Analysis - Regression - ANOVA - F-Test - Time Series Analysis. Case Study : Applying Statistics to detect financial problems
V	Applications of Analytics Applications of Analytics : Analytics in Business Support Functions - Analytics in Industries : Analytics in Telecom, Retail, Healthcare, Analytical Application development- Widely used Applications: Social Media Analytics, Recommendation Systems - Data Mining Algorithms : Association Rule Mining - k-Means Clustering - Decision Tree. Case study : Social Media Analytics

Note: Case Study examined externally (Section C: Compulsory question)

Percentage of Syllabus (New): 100%

Course Focuses on :

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Syllabus Revision

Faculty: Commerce

Board: Commerce with International Business

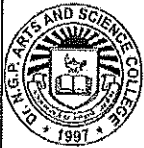
Semester: II

Course Code / Name: 225IB2A2DA - Air Transport Management

Unit	Existing	Changes
I	Airline Industry-Introduction— Challenges and strategies-Aviation-Aero-space industry-Air transportation industry -Air cargo industry-Air cargo chain-Traffic and operating rights -customs procedures - Environmental issues	Air transport: Importance- Factors influencing the selection of air transport. Case Study on strategies used in air transport
II	International trends - Emerging Indian scenario - PPP-- Public private participation in Indian airports - participation in International developments - environmental regulations.	Liabilities of airlines. Case Study on PPP in Indian air transport
III	Transport of goods through air - types of air cargo - air cargo tariff - Transportation infrastructure - International air transport - benefits of air freight.	Airport classification and management- Airport strategic planning Case Study on challenges faced by aviation industry in air cargo handling.
IV	Airport classification - International airports in India - Privatization. Airport charges. International country codes, Airport Codes, Cargo booking procedures, Air Cargo Clearance, Types of Aircrafts and dimension.	Air transport documentations. Dangerous Goods Regulation (DGR) - Cold chain operation. Case Study on carriage of dangerous goods by air.
V	International Regulations - Open Skies Agreement. Role of TIACA. Federal Aviation Administration (FAA), IMMTA, UNCTAD, DGCA. International Federation of Freight Forwarders Associations (FIATA).	Airport authority of India- IATA regulations for international airtransport- CASS Case Study on India's Open skies policy on air cargo

Note: Case Study examined externally (Section C: Compulsory question)

Percentage of Syllabus revision: 67%



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Course Focuses on

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Syllabus- New Course

Faculty: Commerce

Board: Commerce with International Business

Semester: II

Course Code/ Name: 225IB2A2DB- Digital Marketing

Unit	Contents
I	<p>Introduction to Digital Marketing Digital Marketing: Origin of digital marketing- Traditional Vs digital marketing- Grehan's 4Ps of digital marketing- P-O-E-M framework- Digital marketing plan- Ethical challenges- Information technology act, 2000- Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021.</p> <p>Case Study on digital marketing strategy.</p>
II	<p>Display Advertising and Email Marketing Concept of display advertising- Types of display Ads- Display plan- Targeting – Remarketing - Interest categories- Geographic language- Ad fraud- Brand health - Email marketing – Building a list- Content strategies – Email newsletter – Automating email marketing- Analytics.</p> <p>Case Study on ethical challenges in digital marketing.</p>
III	<p>Social Media Marketing The role of social media marketing - Goals and strategies - Identifying target audiences - Social media platforms and social network sites - Micro blogging - Video marketing - Social media monitoring and maintenance- Social media marketing plan.</p> <p>Case Study on social media marketing</p>
IV	<p>Search Engine Advertising and Search Engine Optimization Search advertising- Understanding Ad placement- Ad ranks- Creating and enhancing the first Ad campaign - Performance reports- Google ad sense- Search engine optimization – How search engine works- SEO phases- On and Off page optimization.</p> <p>Case Study on content marketing.</p>
V	<p>Mobile Marketing and Web Analytics Mobile advertising – Mobile marketing toolkit – Mobile marketing features – Mobile marketing on social networks- Mobile analytics- Web analytics – Key metrics – Making web analytics actionable – Types of tracking codes.</p> <p>Case Study on mobile marketing</p>

Note: Case Study examined externally (Section C: Compulsory question)

Percentage of Syllabus (New): 100%

Course Focuses on :

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
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Syllabus – New Course

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Board: Commerce with International Business

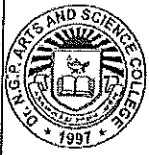
Semester: II

Course Code/ Name: 225IB2A2DC- Cross Cultural Management.

Unit	Contents
I	Introduction to cross-cultural management Introduction – Concept of culture for a business context; Brief wrap up of organizational culture & its dimensions; Cultural background of business stakeholders [managers, employees, shareholders, suppliers, customers, and others] – An analytical framework. Case Study on Business stake holders and Cultural background
II	Dimensions of culture Culture and global management – Global business scenario and role of culture-A framework for analysis- Elements & processes of communication across cultures; Communication strategy for/of an Indian MNC and Foreign MNC- High-performance winning teams and cultures- culture implications for team building. Case Study on Communication across culture
III	Negotiating across cultures Cross culture – Negotiation & decision making – Process of negotiation-Negotiation skills & knowledge base –International and global business operations- Strategy formulation & implementation - Aligning strategy- Structure & culture in an organizational context Case Study on International and global business operations (Multicultural contexts [India – Europe/ India – US settings])
IV	Cultural dimensions of HRM Global human resources management – Staffing and training for global operations – Expatriate – Developing a global management cadre-Motivating and leading- Developing the values and behaviors necessary to build high-performance organization personnel [individuals and teams included] – Retention strategies Case Study on Global Human Resource Management
V	Managing global teams Corporate culture – The nature of organizational cultures-Diagnosing the As-Is Condition; Designing the strategy for a culture change building; Successful implementation of culture change phase; Measurement of ongoing improvement Case Study on culture change phases in organization

Note: Case Study examined externally (Section C: Compulsory question)

Percentage of Syllabus (New): 100%



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ATTENDENCE OF THE FOURTEENTH BOARD OF STUDIES MEETING

Faculty : Commerce






Board: International Business

Date : 26.11.2022

Time : 10:00 A.M.

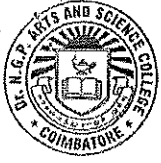
Venue : IQAC Board Room

The following members were presented for board of studies meeting

S.No	Name	Designation	Signature
1.	Dr.S.Mohanraj Head, Department of commerce with International Business Dr. N.G.P. Arts and Science College (Autonomous).	Chairman	 26/11/22
2.	Dr.R.Maharajothi Priya Associate Professor & Head Department of Commerce (International Business) Kongunadu arts and Science College Coimbatore – 641 029.	VC nominee	 26/11/22
3.	Dr. F. J. Peter Kumar, Department of Management Studies, Karunya University, Karunya Nagar, Coimbatore, Tamil Nadu 641114	Subject Expert	 26/11/22
4.	Dr.N.Bharathi, Department of Commerce, Alagappa Govt. Arts College, Karaikudi – 630 003. Sivanagngai (Dist). TN	Subject Expert	 26.11.22
5.	Dileep Abraham, Chief Operating Officer, Inter global Logisolutions Ltd., Coimbatore-641045	Industrial Expert	
6.	Mr.Rajagopal Venkatesan, Country Head, Skanda Freight Services Private Limited, Coimbatore – 641043	Alumni	Absent







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7.	Dr.P.R. Muthuswamy Director-Academics Dr.N.G.P Educational Institutions.	Special Invitee	
8.	Dr.Kuppusamy Head, Department of Tamil, Dr. N.G.P. Arts and Science College (Autonomous).	Co-opted Member	 26/11/22
9.	Dr.R. VidhyaPrabha Head, Department of English, Dr. N.G.P. Arts and Science College (Autonomous).	Co-opted Member	AB
10.	Dr.M.Sangeetha Assistant Professor, Department of Mathematics, Dr. N.G.P. Arts and Science College (Autonomous).	IDC Representative	 26/11/22
11.	Dr.V. Pream Sudha Professor & Head (i/c), Department of Computer Science with Data Analytics, Dr. N.G.P. Arts and Science College (Autonomous).	EDC Representative	 26/11/22
12.	Dr.T.Vasumathi, Associate Professor, Department of International Business, Dr. N.G.P. Arts and Science College (Autonomous).	Member	 26/11/2022
13.	Dr.N.Chandrakala Assistant Professor, Department of International Business, Dr. N.G.P. Arts and Science College (Autonomous).	Member	 26/11/2022






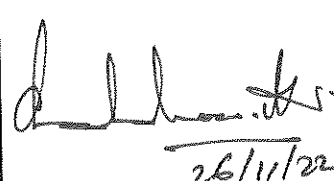

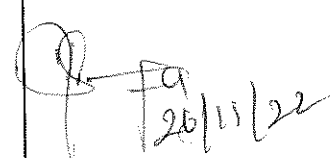
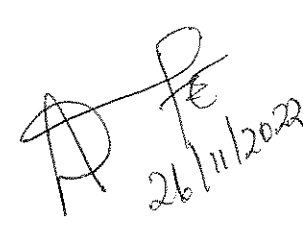
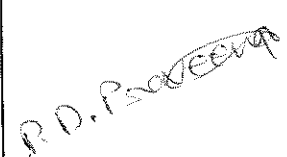


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13.	Ms.S.Priyanka Assistant Professor, Department of International Business, Dr. N.G.P. Arts and Science College (Autonomous).	Member	 26/11/22
14.	Mr.K.Chandrabose Assistant Professor, Department of International Business, Dr. N.G.P. Arts and Science College (Autonomous).	Member	 26/11/22
15.	Dr.M.Manjula Assistant Professor, Department of International Business, Dr. N.G.P. Arts and Science College (Autonomous).	Member	 26/11/22
16.	Dr.V.Saranya Assistant Professor, Department of International Business, Dr. N.G.P. Arts and Science College (Autonomous).	Member	 26/11/22
17.	Dr.E.Dhanasekar Assistant Professor, Department of International Business, Dr. N.G.P. Arts and Science College (Autonomous).	Member	 26/11/2022
18.	Ms.P.D.Praveena (III B.Com.IB) Department of International Business, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore – 48.	Student Nominee	 P.D. Praveena








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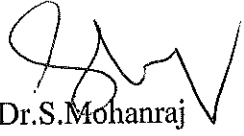
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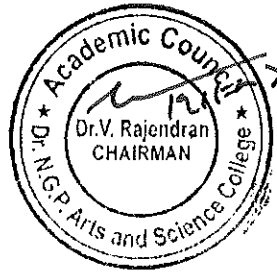
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19.	Mr. Sanjay (II M.Com.IB) Department of International Business, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore – 48.	Student Nominee	
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Date: 26.11.2022



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



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