

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
Web: www.drngpasc.ac.in | Email: info@drngpasc.ac.in | Phone: +91-422-2369100

BoS

15th

MINUTES OF THE FIFTEENTH BOARD OF STUDIES MEETING

Faculty: Commerce

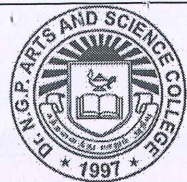
Name of Board: Commerce

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

Name of the Body	BoS
Department	Commerce
Meeting No.	15
Date and Time	12/06/2023, 10.00 a.m.
Venue	Centre for Innovation
Members Attended	The details are given in ANNEXURE - I

AGENDA

1	Discussion on Part I (Tamil/Hindi/French/Malayalam) for third semester offered by Language Department for 2022-23 Batch
2	Discussion on Part -II (English) for third semester offered by English Department for 2022-23 Batch
3	Discussion on UG Syllabi for Part III – Core Courses for third semester 2022-23 Batch
4	Discussion on Syllabus for Part III - Inter Disciplinary Course (IDC) 2022-23 Batch
5	Discussion on Part - I (Tamil/Hindi/French/Malayalam) offered by Language Department for 2023-24 Batch.
6	Discussion on Part -II (English) offered by English Department for 2023-24 Batch.
7	Discussion on syllabi for Core Courses for first semester UG 2023-24 Batch.
8	Discussion on Syllabus for Part III - Inter Disciplinary Course (IDC) 2023-24 Batch.
9	Discussion on Part IV (AECC) for 2023-24 Batch.
10	Discussion on credits for Part – V Extension Activity for 2023-24 Batch.
11	Discussion on revision of UG Curriculum for AY 2022-23 batch and adopting R4 Regulations
12	Discussion on PG syllabi for Core Courses for third semester 2022-23 Batch.
13	Discussion on PG syllabi for Discipline Specific Elective (DSE) for third semester 2022-23 Batch.
14	Discussion on PG syllabi for Core Courses for first semester 2023-24 Batch.
15	Discussion on PG syllabi for Discipline Specific Elective (DSE) for first semester 2023-24 Batch
16	Any other matter.



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MINUTES OF THE FIFTEENTH BOARD OF STUDIES MEETING

Faculty: Commerce

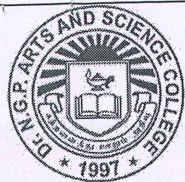
Name of Board: Commerce

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

The following were the minutes of the meeting:

Item 01	Discussion on Part I (Tamil/Hindi/French/Malayalam) for third semester offered by Language Department for 2022-23 Batch
Discussion	221TL1A3TA/ 221TL1A3HA /221TL1A3FA /221TL1A3MA: Tamil-III/ Hindi-III/French-III/ Malayalam-III The unified syllabi approved by the Board of Studies in Language Department were placed for endorsement.
Resolution	The Board unanimously approved the Syllabi for the above courses.
Item 02	Discussion on Part -II (English) for third semester offered by English Department for 2022-23 Batch
Discussion	221EL1A3EA: Professional English III The unified syllabus approved by the Board of Studies in English was placed for endorsement.
Resolution	The Board unanimously approved the Syllabi for the above courses.
Item 03	Discussion on UG Syllabi for Part III - Core Courses for third semester 2022-23 Batch
Discussion	225CM1A3CA – Cost Accounting (New Course) <ul style="list-style-type: none">The unified syllabus approved by Board of Studies in Commerce with Computer Application was placed for endorsement. 225BI1A2CA - Company Law (New Course) <ul style="list-style-type: none">The unified syllabus approved by Board of Studies in Commerce with Banking and Insurance was placed for endorsement. 225CO1A3CA – Principles of Marketing(New Course) <ul style="list-style-type: none">Dr.C. Karthick Subject Expert suggested to include 7 P's of Marketing in Unit - I 225CO1A3SP– SEC: Banking and Insurance Practices (New Practical Course) <ul style="list-style-type: none">It was discussed to include Public Provident Fund as an exercise.
Resolution	The Board unanimously approved the syllabi for the above courses.
Item 04	Discussion on syllabus for Part III - Inter Disciplinary Course (IDC)
Discussion	222MT1A3IA- Business Mathematics (New Course) <ul style="list-style-type: none">The unified syllabus approved by Board of Studies in Mathematics was placed for endorsement.
Resolution	The Board unanimously approved the IDC Syllabus.

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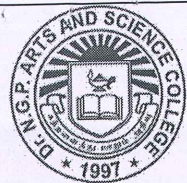
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Item 05	Discussion on Part - I (Tamil/Hindi/French/Malayalam) for first semester offered by Language department for 2023-24 Batch
Discussion	231TL1A1TA/ 231TL1A1HA /231TL1A1FA /231TL1A1MA: Tamil-I: IkkalaIllakiyam / Hindi-I: Modern Literature /French-I: Grammar, Translation and Civilization/ Malayalam-I: Modern Literature The unified syllabi approved by the Board of Studies in Language Department were placed for endorsement.
Resolution	The Board unanimously approved the syllabus.
Item 06	Discussion on Part II (English) for first semester offered by department of English for 2023-24 Batch
Discussion	231EL1A1EA: Professional English I • The unified syllabus approved by the Board of Studies in English was placed for endorsement.
Resolution	The Board unanimously approved the syllabus.
Item 07	Discussion on UG Syllabi for Part III - Core Courses for first semester 2023-24 Batch
Discussion	235PA1A1CA – Financial Accounting • The unified syllabi approved by Board of Studies in Commerce with Professional Accounting department were placed for endorsement. 235CI1A1CA – Principles of Management • The unified syllabi approved by Board of Studies in Commerce with Information Technology department were placed for endorsement. 235CO1A1CP – Financial Modelling – I • The Course contents were discussed to enhance the technical skills.
Resolution	The Board unanimously approved the syllabi for all the above courses.
Item 08	Discussion on UG Syllabi for Part III - IDC Course for first semester 2023-24 Batch
Discussion	235CO1A1IA – IDC: Business Economics • The Course contents were discussed.
Resolution	The Board unanimously approved the syllabus.
Item 09	Discussion on Part IV (AECC) for 2023-24 Batch and onwards.
Discussion	Environmental Studies • The unified syllabi approved by Board of Studies in Microbiology department were placed for endorsement.
Resolution	The Board unanimously approved the syllabi.
Item 10	Discussion on credits for Part – V Extension Activity for 2023-24 Batch and onwards.
Discussion	Extension Activity- NSS/NCC/ YRC/RRC/ Yoga/Sports/Clubs. • One credit to be awarded for participation in extension activities like NSS/NCC/ YRC/RRC/ Yoga/Sports/Clubs
Resolution	The Board members approved one credit to each Extension Activity.



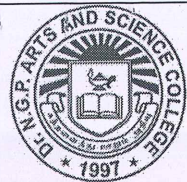
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Item 11	Discussion on revision of UG Curriculum for AY 2022-23 batch and adopting R4 Regulations
Discussion	<ul style="list-style-type: none"> Under regulation R4, UG Curriculum have been Revised with four semester language courses i.e., Part-I and Part-II as per the TANSCHÉ Guidelines.
Resolution	The Board members approved the Revised Curriculum.
Item 12	Discussion on syllabi for Core Courses for third semester PG 2022-23 Batch
Discussion	<p>225CM2A3CA – Direct Tax (New Course)</p> <ul style="list-style-type: none"> The unified syllabus approved by Board of Studies in Commerce with Computer Application was placed for endorsement. <p>225CO2A3CA – Organisational Behaviour (New Course)</p> <ul style="list-style-type: none"> Dr. Sharon Sophia suggested to include work life balance, ethical work, organization's citizenship in Unit V. <p>225CO2A3CB – Business Research Methods</p> <ul style="list-style-type: none"> Dr. Sharon Sophia Subject Expert suggested to include Variance, Mode, Skewness, Kurtosis, Co-variance, Co-efficient in Unit – III Dr. Kanniammal VC Nominee suggested to include Non parametric test in Unit IV and types of plagiarism in UNIT V <p>225CR2A3CD – Indirect Tax (New Course)</p> <ul style="list-style-type: none"> The unified syllabus approved by Board of Studies in Commerce with Corporate Secretaryship was placed for endorsement. <p>225CO2A3CP: Research Methods Applications (New Course)</p> <ul style="list-style-type: none"> Dr. Sharon Sophia Subject Expert suggested to include Paired sample T-test.
Resolution	The Board unanimously approved the Syllabi for the above courses.
Item 13	Discussion on PG syllabi for Discipline Specific Elective (DSE) for the third semester 2022-23 Batch
Discussion	<p>Discipline Specific Elective (DSE) courses were included to impart domain specific knowledge in Marketing, Finance and Management to meet the industrial and social requirements.</p> <p>225CO2A3DA – Services Marketing (New Course)</p> <ul style="list-style-type: none"> The Course contents were discussed to enhance the marketing skills for services in service sectors. <p>225CO2A3DB – Merchant Banking and Financial Services (New Course)</p> <ul style="list-style-type: none"> Dr. C. Karthick Subject Experts suggested to include money market in Unit – IV Dr. Sharon Sophia Subject Expert suggested to include recovery during losses in Unit – III, Marked and Unmarked applications in Unit – IV Mr. V. Gunasekaran Alumni suggested to include DEMAT, Algorithm trading, Co-integration in Unit – V <p>225CO2A3DC - Credit Management (New Course)</p> <ul style="list-style-type: none"> Dr. Kanniammal VC nominee suggested to include Pledge in Unit – III Dr. Sharon Sophia Subject Expert Suggested to include Loan loss default, types of defaulters in Unit – V
Resolution	The Board unanimously approved the syllabi for all the above courses.



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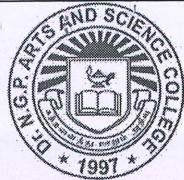
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Item 14	Discussion on PG syllabi for Core Courses for first semester 2023-24 Batch
Discussion	<p>235IB2A1CA – Human Resource Management (New Course)</p> <ul style="list-style-type: none"> The unified syllabus approved by Board of Studies in Commerce with International Business was placed for endorsement. <p>235CO2A1CA – Managerial Economics</p> <ul style="list-style-type: none"> The Course contents were discussed to enhance the knowledge on International Economics. <p>235CR2A1CB – Advanced Corporate Accounting (New Course)</p> <ul style="list-style-type: none"> The unified syllabus approved by Board of Studies in Commerce with Corporate Secretaryship was placed for endorsement. <p>235CR2A1CC – Corporate Governance (New Course)</p> <ul style="list-style-type: none"> The unified syllabus approved by Board of Studies in Commerce with Corporate Secretaryship was placed for endorsement. <p>235CO2A1CB – International Business (New Course)</p> <ul style="list-style-type: none"> The Course contents were discussed to enhance the business skills globally.
Resolution	The Board unanimously approved the Syllabi for the above courses.
Item 15	Discussion on PG syllabi for Discipline Specific Elective (DSE) for first semester 2023-24 Batch.
Discussion	<p>Discipline Specific Elective (DSE) courses were included to impart domain specific knowledge in Marketing, Management and Finance to meet the industrial and social requirements.</p> <p>235CO2A1DA – Consumer Behaviour (New Course)</p> <ul style="list-style-type: none"> Dr. C. Karthick Subject Expert suggested to include cognitive dissonance, attribution, self-perception theories in Unit – III. Dr. Sharon Sophia Subject Expert Suggested to include online buying behavior in Unit - V <p>235CO2A1DB – Strategic Management (New Course)</p> <ul style="list-style-type: none"> Dr. C. Karthick Subject Expert suggested to include McKinsey's 7s framework, Strategic Positioning in Unit – IV. <p>235CM2A1DC – Financial Markets & Instruments</p> <ul style="list-style-type: none"> The unified syllabus approved by Board of Studies in Commerce with Computer Applications was placed for endorsement.
Resolution	The Board unanimously approved the syllabi for all the above courses.
Item 16	Discussion on Value Added Course (VACC)
Discussion	<p>Tally Advent</p> <ul style="list-style-type: none"> Tally, Online Trading for Under Graduate Students offered by Department of Commerce <p>SAP</p> <ul style="list-style-type: none"> SAP for Post Graduate Students offered by Learn Tech IT Academy



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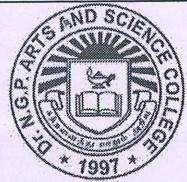
	<p>ACS</p> <ul style="list-style-type: none">• GST online offered by Department of Commerce with Accounting and Taxation <p>HCL</p> <ul style="list-style-type: none">• Investment Banking Operations, Capital Markets, Insurance Institute (IRDA Level 1 examination) offered by Department of Commerce with Information Technology.
Resolution	The Board unanimously approved for the above courses.

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

Date: 12/06/2023

(Dr. D. Parasakthi)

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



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SYLLABUS -NEW COURSE

Faculty Name: Commerce

Board: Commerce

Semester: III Course Code/ Name: 225CO1A3CA / Principles of Marketing

Unit	Content
I	Introduction to Marketing Marketing -Definition of market and marketing-Importance of marketing -functions of marketing-Modern Marketing concept - 7 P's of marketing - Marketing -E-marketing -Telemarketing- Green Marketing- Marketing Ethics - Career Opportunities in Marketing.
II	Consumer Behaviour and Market Selection Consumer Behaviour- Need for studying consumer behaviour; types, stages in consumer buying decision process; factors influencing consumer buying decisions. Market segmentation-concept, importance, levels and bases of segmenting consumer markets. Market Targeting-concept and factors affecting the choices for market targeting. Product Positioning - concept and bases. Product differentiation-concept and bases.
III	Product Decision Meaning -Need and classification; levels of product; product-mix dimensions; Branding - concept, functions, types and qualities of good brand name; packaging and Labelling - concept and functions; product support services. New Product Development - Product life cycle - concept and marketing strategies; New product development process.
IV	Pricing and Distribution Decision Pricing - concept and objectives; factors affecting price of a product; Pricing methods; Pricing strategies. Distribution Decision - channels of distribution - meaning and importance; types of distribution channels and their functions; factors of choice of distribution channel; Distribution Logistics - concept, importance and major logistics decision. Wholesaling and retailing.
V	Promotion Decision Communication Process; Nature and importance of Promotion; Promotion mix concept and distinctive characteristics of advertising, personal selling, sales promotion, public relations, publicity and direct marketing; Factors influencing promotion mix decision. Contemporary Issues in Marketing: Relationship Marketing; Sustainable Marketing; Rural Marketing; Social Marketing; Digital Marketing; Ethical issues in marketing.

Case Study (Examined Internal only).

PERCENTAGE OF SYLLABUS (NEW) : 100%

COURSE FOCUSES ON



Skill Development



Entrepreneurial Development



Employability



Innovations



Intellectual Property Rights



Gender Sensitization

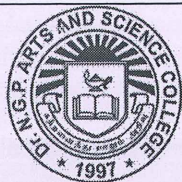


Social Awareness/ Environment



Constitutional Rights/ Human Values/ Ethics

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SYLLABUS -NEW COURSE

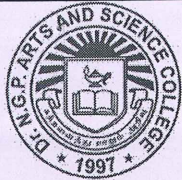
Faculty Name: Commerce

Board: Commerce

Semester: III Course Code/ Name: 225CO1A3SP / Banking and Insurance Practices

S.No.	Name of Practices	Documents to be collected and filed	Presentation
1	Bank Account opening forms.	Account opening form for Savings Bank Account, Current Account, Fixed Deposit and Fixed Deposit Receipt.	Write down the details and procedure for filing various account opening forms.
2	Application for depositing, withdrawal.	Pay-in-slip, Demand Draft challan, withdrawal form and cheque.	State about the source for depositing and withdrawal money and file the filled form.
3	Application for availing locker facility.	Collect Locker facility application form from the bank and duly filled.	Write down the details and procedure for availing locker facility.
4	Cash Credit, Overdraft.	Cash credit and over draft application form from the bank and duly filled.	Write about Cash Credit, Overdraft facility and procedure for filling the forms.
5	Education Loan, Jewel Loan and Mortgage Loan.	Application form for Education Loan, Jewel Loan and Mortgage Loan.	Write down the details and procedures for availing Education loan, Jewel loan and Mortgage loan.
6	Internet Banking, Mobile Banking, RTGS, NEFT.	Collect application form for availing Internet Banking facility, Mobile Banking, RTGS and NEFT facility.	Write about Internet Banking, Mobile Banking, RTGS, NEFT facility and file the filled forms.
7	Account closure request form.	Application form for Account closing and duly filled.	Write down the details and procedure for closing the account with a bank and file the form.
8	New Life Insurance Policy application form - single life, group.	Application form for taking up new Life Insurance Policy.	Write down the details and procedure for taking up Life Insurance and file the filled in application form.
9	Customer Consent Document.	Filling the Customer Consent Document relating to policy.	Write the procedure and file the filled in Customer Consent Document.
10	Application for change in personal/policy details.	Application for change of address, mobile number and other policy details.	State the procedure and file the filled application form for changing personal and policy details.
11	Loan application form against Life policy.	Collect and fill the application form for availing loan against policy.	Write down the procedure for availing loan against life policy and file the filled application form.
12	Policy Surrender.	Collect and filing the policy surrender form.	Write the procedure and file the filled form for surrendering life insurance policy.
13	Opening of Public Provident Fund Account	Filling up of Public Provident Fund application form	State about Public Provident Fund and file the filled in application form.

PERCENTAGE OF SYLLABUS (NEW) : 100%



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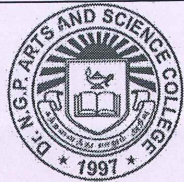


Social Awareness/ Environment



Constitutional Rights/ Human Values/
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SYLLABUS REVISION

Faculty Name: Commerce

Board: Commerce

Semester: I

Course Code/ Name: 235CO1A1IA Business Economics

Unit	Existing
I	Business Economics, Demand: Meaning- definition-scopeofbusinesseconomics-microandmacroeconomics- significanceofbusinesseconomics. Demand Analysis — Change in demand and shift in demand lawofdemandand demand curves—typesofdemand—concept ofelasticity—methods ofmeasuring priceelasticityofdemand. Determinants of elasticity of demand
II	Supply: Supply—factors affectingsupply—lawofsupply —elasticityofsupplyandtypesof elasticity ofsupply—Supply and Cost analysis costofproduction—concepts ofcostanditstypes.Priceand outputdecisionsinvariousmarketforms:Legal constraints in pricing — Competition Act 2002-history and features —Producer Price Index(PPI)
III	Business Cycle: Introduction-characteristicsof businesscycle-phasesof businesscycle- Price analysis and Business Cycle.InflationandDeflation:definitionandmeaning— Consumer Price Index(CPI) — Inflation Rate
IV	Monetary and Fiscal Policy: Meaning ofmonetary policy- objectives of monetary policy- limitations of monetarypolicy-instruments ofmonetarypolicy-Monetary Policy Committee (MPC) - Demonetisation: merits and demerits, history of demonetisation in India-FiscalPolicy:meaning-objectives-instruments-limitations.
V	National Income: definition andconcepts ofnationalincome-grossdomestic product (GDP)-grossnational product (GNP)-netnational product (NNP)- nationalincome (NI)- personalincome (PI)- disposablepersonalincome — per capitaincome-nationalincomeaccounts— methods of computationofnationalincome-difficultiesofcomputationofnational incomeand percapitaincome Transfer Payments. National Income Accounting - Methods of Computation

PERCENTAGE OF SYLLABUS REVISED: 30.3%

COURSE FOCUSES ON



Skill Development



Entrepreneurial Development



Employability



Innovations



Intellectual Property Rights



Gender Sensitization

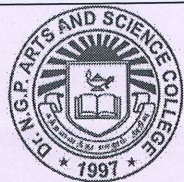


Social Awareness/ Environment



Constitutional Rights/ Human Values/ Ethics

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SYLLABUS -NEW COURSE

Faculty Name: Commerce

Board: Commerce

Semester: IIICourse Code/ Name: 225CO2A3CAOrganisational Behaviour

Unit	Content
I	Introduction, Personality, Perception Introduction to Organisational Behaviour - Historical background - Relevance of Organisational Behaviour to management function - contributing disciplines - challenges. Personality: Determinants - Assessment - Trait theories - Psychological and social learning-Personality - Job fit- application of organizational behaviour in business. Perception: Process - Distortions - Factors influencing perception.
II	Learning, Attitudes and Values Learning: Classical, Operant and Social Cognitive approaches - Managerial implications. Emotions and Emotional Intelligence Attitudes and Values: Attitude - Behaviour relationship - Sources of Attitude - work related Attitudes. Motivation: Early theories and Contemporary theories - Motivation at work - Designing Motivating Jobs.
III	Group Dynamics Group Dynamics: Foundation of Group Behaviour - Group norms - Group and Team - Stages of Group development - Factor affecting Group and Team Performance - Group Decision making -Group cohesiveness - Inter group relations. Interpersonal Communication: Communication process-Barriers to communication - Guidelines to effective communication.
IV	Leadership, Power and Politics Leadership - Trait theory, Behavioural theory and Contingency theory. Power and Politics: Sources of power - Political behaviour in organisations - Managing politics. Conflict and Negotiation: Sources and types of conflict - Negotiation Strategies - Negotiation Process.
V	Work Stress Work Stress: Stress in work place - Individual differences on experiencing stress - Managing work place stress, work life balance - ethical work. Organisational culture and climate: Concept - creating and sustaining culture - Types of organisational culture, organisation's citizenship.

PERCENTAGE OF SYLLABUS REVISED: 100%%

COURSE FOCUSES ON



Skill Development



Entrepreneurial Development



Employability



Innovations



Intellectual Property Rights



Gender Sensitization

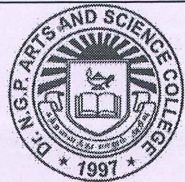


Social Awareness/ Environment



Constitutional Rights/ Human Values/
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SYLLABUS -NEW COURSE

Faculty Name: Commerce

Board: Commerce

Semester: III Course Code/ Name: 225CO2A3CBBusiness Research Methods

Unit	Content
I	Introduction to Business Research Business Research-Meaning-Scope and Significance - Utility of Business research- Qualities of good research- Types of research - Research process -Identification, Selection and formulation of research problems - Hypothesis -Research design.
II	Data Collection and Processing of Data Sampling - Methods and Techniques - Sample Size - Sampling Error - Fieldwork and Data Collection - Interview Schedule - Questionnaire - Observation - Pilot Study and final Collection of Data - Measurement and scaling techniques - Processing and Analysis of data - Transcription and Tabulation - Testing Goodness of Data.
III	Statistical tools used in Research Standard Deviation - Correlation - Simple, Partial and Multiple Correlations -Association of Attributes - Regression Models - Ordinary Least Square Methods - Multiple Regression - Variance - Co-variance - Co-efficient - Mode - Skewness - Kurtosis.
IV	Test of significance Parametric Tests - Test of significance - 't' Test - large sample and 'f' Test, test of significance for attributes - Chi-square test - ANOVA - One way -Two way.
V	Interpretation and Report writing Interpretation - Meaning, Need and Technique- Report writing - Types, contents and style of reports - Steps in drafting reports - Layout of the Research Report - Research Ethics and Prevention of Plagiarism.

Note: Distribution of marks: 60% Theory, 40% Problem(only from unit III & IV)

PERCENTAGE OF SYLLABUS REVISED: 100%%

COURSE FOCUSES ON



Skill Development



Entrepreneurial Development



Employability



Innovations



Intellectual Property Rights



Gender Sensitization

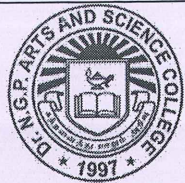


Social Awareness/ Environment



Constitutional Rights/ Human Values/ Ethics

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SYLLABUS -NEW COURSE

Faculty Name: Commerce

Board: Commerce

Semester: III Course Code/ Name: 225CO2A3CP Statistical Tools For Research

S.No.	List of Exercises
1	Data Set (i) Creating a new data set (ii) Valid Variable Names (iii) Variable View (iv) Adding Value Label (v) Transfer data from excel (vi) Mean, Median, Mode
2	Managing Data into SPSS (i) Listing cases (ii) Replacing Missing Values (iii) Computing new variables (iv) Exploring data (v) Selecting cases and Sorting cases
3	Create Descriptive analysis Sets and Interpret the Results.
4	Create frequencies and Bar and Histogram charts.
5	Prepare Cross tabulation by Chi -square.
6	Calculate Measures of Dispersion and interpret.
7	Enter data into SPSS and Perform Independent Sample T -Test Pair sample T -Test
8	Enter data into SPSS and Perform One way ANOVA.
9	Calculate Bivariate Correlation.
10	Calculate Simple Regression.
11	Calculate Multiple Regression.
12	Non parametric Test.

Out of 12 Programs, 12 Programs are mandatory using Excel

PERCENTAGE OF SYLLABUS (NEW)

: 100%

COURSE FOCUSES ON



Skill Development



Entrepreneurial Development



Employability



Innovations



Intellectual Property Rights



Gender Sensitization

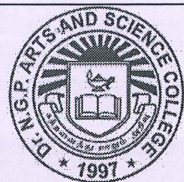


Social Awareness/ Environment



Constitutional Rights/ Human Values/
Ethics

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15th

SYLLABUS -NEW COURSE

Faculty Name: Commerce

Board: Commerce

Semester: III Course Code/ Name: 225CO2A3DAServices Marketing

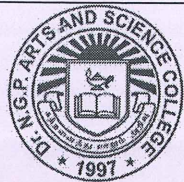
Unit	Content
I	Introduction of Services Marketing Marketing of Services - Introduction - growth of the service sector - concept of service - characteristics of services - classification of services - designing the service blueprinting, using technology - developing human resources - building service aspirations.
II	Marketing Mix for Services Marketing mix in services marketing - the seven Ps - product decisions - pricing strategies and tactics - Promotion of services and placing or distribution methods for services - additional dimensions in services marketing - People, Physical evidence and Process Internet as a service channel.
III	Strategic Marketing Management for Services Strategic Marketing Management for Services - matching demand and supply through capacity planning and segmentation - Internal marketing of a service - External versus Internal orientation of service strategy.
IV	Service Quality Delivering Quality Services - causes of service-quality gaps - customer expectations versus perceived service gap - factors and techniques to resolve this gaps in service - quality standards, factors and solutions - the service performance gap key factors and strategies for closing the gap - developing appropriate and effective communication about service quality.
V	Service Marketing Area Marketing of Services with special reference to Financial Services - Health Services Hospitality Services Including Travel, Hotels and Tourism - Professional Services - Public Utility Services - Communication Services - Educational Services. Marketing in Tourism, Hospitality, Airlines, Telecom, IT & ITES, Sports & Entertainment, Logistics, Healthcare sectors.

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

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15th

SYLLABUS -NEW COURSE

Faculty Name: Commerce

Board: Commerce

Semester: III Course Code/ Name: 225CO2A3DB Merchant Banking and Financial Services

Unit	Content
I	Merchant Banking - An Overview Merchant Banking - merchant bankers - corporate counseling - project counseling - pre-investment studies - capital restructuring services - credit syndication - issue management - portfolio management - working capital finance - mergers and acquisition - foreign currency financing - brokering fixed deposits - project appraisal - merchant banking - Legal and regulatory framework - Recent Developments and challenges ahead - Merchant banking in India - SEBI guidelines.
II	Public Issue Management Role of Merchant bankers in appraisal of projects - Public issue management - functions - categories of securities issue - issue manager - role of issue manager - activities involved in issue management - marketing of new issue - pure prospectus method - offer for sale method - private placement method - IPO method - rights issue method - bonus issue method - book building - ESOP - OTCEI - Credit Syndication Services.
III	Post-issue activities Post-issue activities - major activities - steps - factors in public issue proposal - pricing of issues - law relating to issue management - SEBI regulations - Prospectus - information - abridged prospectus - misstatement in prospectus - golden rule - types of prospectus - red-herring prospectus - shelf prospectus - M & A services - recovery during losses - Portfolio Management Services.
IV	Underwriting of Securities Underwriting - meaning - types - marked and unmarked applications - mechanism - benefits and functions - Indian Scenario - underwriting agencies - underwriter - underwriting agreement - SEBI guidelines - Bought-out deals - grey market - Money market - Capital market instruments - types - preference shares - equity shares - CCPS - company deposits - warrants - debentures and bonds - SEBI guidelines - global debt instruments - indexed bonds - floating rate Bonds - ECBs.
V	Stock exchange History - functions - Indian stock exchanges - SEBI regulations - DEMAT - algorithm trading - Co-integration - mechanics of settlement - margin trading - stock trading system - dealer trading system - NSMS - ISE - INDONEXT - NSE - Financial Services leasing - hire-purchase finance - bill financing - factoring - consumer finance - real estate financing - credit cards - credit rating venture capital.

PERCENTAGE OF SYLLABUS REVISED: 100%

COURSE FOCUSES ON



Skill Development



Entrepreneurial Development



Employability



Innovations



Intellectual Property Rights



Gender Sensitization

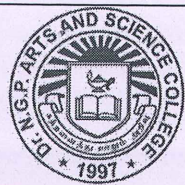


Social Awareness/ Environment



Constitutional Rights/ Human Values/ Ethics

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BoS

15th

SYLLABUS -NEW COURSE

Faculty Name: Commerce

Board: Commerce

Semester: IIICourse Code/ Name: 225CO2A3DCCredit Management

Unit	Content
I	Introduction to Credit Management Introduction and overview of credit: principles of lending : safety, liquidity & profitability - purpose of loan - diversification risk-model credit policy for individual and all types of organisation - types of credit facilities : various types of credit facilities - cash Credit, Overdrafts, Demand Loan, Bills Finance - Drawee Bill Scheme and Bills Discounting - Credit Delivery : Types of Facilities, Modes of Delivery, Sole Banking Arrangement, Multiple Banking Arrangement, Consortium Lending, Syndication. Credit Thrust, Credit Priorities, Credit Acquisitions Discounting - Dimensions of Credit Appraisals.
II	Credit process and project appraisals The credit process - characteristics of different types of loans- evaluating commercial loan requests - financial statement analysis- Cash flow analysis- projections-management of the firm and other factors -feasibility study - fundamental credit issues - credit analysis- Project / Term Loan Appraisal: technical appraisal - commercial / market appraisal - managerial appraisal - financial appraisal - economic appraisal - environmental appraisal.
III	Consumer loans and types of finance Types of consumer loans- credit analysis of consumer loans- Risk-return analysis of consumer loans customer profitability analysis and loan pricing- Fixed Vs floating rates - Pledge - Hypothecation - Mortgage - Lien- Advances against goods- Document to title goods - Life insurance policies - Stock exchange securities-Fixed deposit receipts -Book debts- Supply bills- Real Estates - Advances against collateral securities-Corporate Finance - Project Finance.
IV	Agricultural finance and retail lending Agricultural finance and retail lending: Crop loans- Crop insurance schemes Dairy- Sericulture- Poultry- Animal husbandry - Horticulture - Kissan credit cards - NABARD initiatives - Lead bank schemes - Retail Lending: Characteristic of Retail Loans - Advantages of Retail Loans - Retail Banking Vs Corporate Banking - Various Retail Banking Products - Model Retail Banking Products.
V	Credit Monitoring and NPA Management Credit Monitoring, Supervision & Follow Up : Credit Monitoring - Meaning, Monitoring Goals - Process of Monitoring - Different Monitoring Tools - Check-list for Monitoring - Monitoring by using various statements - Loan loss default - types of defaulters - Default risk - NPA - Causes and Remedial Measures - Identification of NPAs - Debt Recovery Tribunals - Asset Reconstruction Fund - effect of NPA on profitability.

PERCENTAGE OF SYLLABUS REVISED: 100%

COURSE FOCUSES ON



Skill Development



Entrepreneurial Development



Employability



Innovations



Intellectual Property Rights



Gender Sensitization

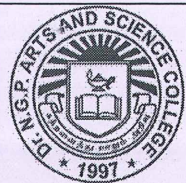


Social Awareness/ Environment



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SYLLABUS REVISION

Faculty Name: Commerce

Board: Commerce

Semester: I

Course Code/ Name: 235CO2A1CA Managerial Economics

Unit	Contents
I	Managerial Economics: Nature and Scope of Managerial Economics – Managerial Economics in Relation with other Disciplines – Social Responsibility – Decision Making in Business – Role and Responsibilities of Managerial Economist – Goals of Corporate Enterprises – Value of enterprise
II	Demand analysis Demand analysis – Elasticity of demand – Law of Demand – Overseas Demand Analysis: Need, Estimating Market Potential and Factors Affecting Overseas Demand – Demand Forecasting: General Considerations and Methods – Demand distinctions – Applications – Demand forecasting
III	Cost and production analysis: – Cost concepts – Cost and output relationship – cost control – Short run and Long run – production functions – Managerial Use of Production Function – Pricing Policies – Pricing over Life Cycle of a Product – Export Pricing Strategy and Decisions – Break-even analysis – Economies of scale.
IV	Macro Economics: Major Issues in Macroeconomics: National Income, Inflation and Deflation, Business Cycle and Balance of Payments (BoP) – Consumer Price Index (CPI), Wholesale Price Index (WPI), Inflation Rate and Exchange Rate – Fiscal Policy and Monetary Policy.
V	International Trade: International Trade: Features, Advantages and Disadvantages – International Trade Theories: Comparative Cost Theory, Opportunity Cost Theory and H.O. Theory – Gains from Trade – Terms of Trade – TRIPS, TRIMS and IPR.

PERCENTAGE OF SYLLABUS REVISED

: 78%

COURSE FOCUSES ON



Skill Development



Entrepreneurial Development



Employability



Innovations



Intellectual Property Rights



Gender Sensitization

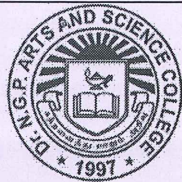


Social Awareness/ Environment



Constitutional Rights/ Human Values/ Ethics

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SYLLABUS -NEW COURSE

Faculty Name: Commerce

Board: Commerce

Semester: I Course Code/ Name: 235CO2A1CB International Business

Unit	Content
I	Concepts and Dimensions Concept of International Business - Types- nature and importance of international business - difference between domestic and international business. International business environment - nature - modes of entry in international business - theories of international trade - balance of payments. Types of markets - Forex Market - Cross Border Market.
II	Globalization Process An overview - Introduction to global marketing - nature and importance - process of international marketing - transition from domestic to transnational marketing - international investment - technology transfer.
III	World Trading System World Trade Organization - Basic principles and frame work - IMF - World Bank - International Commodity Agreements - Multilateral Financial Institutions - Gold system-Bretton Woods Theory.
IV	Legal Environment, EXIM Policy Legal Framework - objective of EXIM, FEMA - origin and objective - framework of FEMA - Commodity Market, Consumer Law - settlement of International Trade Disputes-CBOT.
V	Contemporary Developments and Issues Contemporary developments - issues - International Trade and Environment - International Business Ethics - Electronic Commerce Instruments of Trade Policy.

PERCENTAGE OF SYLLABUS REVISED: 100%

COURSE FOCUSES ON



Skill Development



Entrepreneurial Development



Employability



Innovations



Intellectual Property Rights



Gender Sensitization

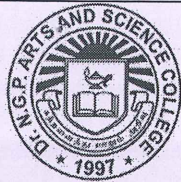


Social Awareness/ Environment



Constitutional Rights/ Human Values/ Ethics

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SYLLABUS -NEW COURSE

Faculty Name: Commerce

Board: Commerce

Semester: I Course Code/ Name: 235CO2A1DA Consumer Behaviour

Unit	Content
I	Consumer Behaviour Consumer Behaviour and Marketing Action - An overview - Consumer involvement - Decision-making processes - Purchase Behaviour and Marketing Implications - Consumer Behaviour Models.
II	Buying Behaviour Personality - Psycho-analytical neo-Freudian and social approaches to personality, understanding consumer diversity, Brand personality, Self and self image. Environmental influences on Consumer Behaviour - Cultural influences - Social class - Reference groups and family influences - Opinion leadership and the diffusion of innovations - Marketing implications of the above influences.
III	Consumer Attitude Attitude formation & change - Tricomponent and structural models of attitudes, sources of attitude formation, strategies of attitude change, cognitive dissonance, attribution, self perception theories, Foot in the door phenomenon. Groups - types, Celebrities, Family, Socialization of family members, Function of family, Family decision-making and consumption - related roles, Family life cycle.
IV	Strategic Implementation Strategic marketing applications - Market segmentation strategies - Positioning strategies for existing and new products, Re-positioning, Perceptual Mapping - Marketing communication - Store choice and shopping behaviour - In-Store stimuli, store image and loyalty - Consumerism - Consumer rights and Marketers' responsibilities.
V	Consumer buying habits The Global Consumer Behaviour and Online buying behaviour - Consumer buying habits and perceptions of emerging non-store choices - Research and applications of consumer responses to direct marketing approaches - Issues of privacy and ethics.

PERCENTAGE OF SYLLABUS REVISED: 100%

COURSE FOCUSES ON



Skill Development



Entrepreneurial Development



Employability



Innovations



Intellectual Property Rights



Gender Sensitization

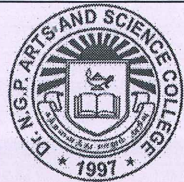


Social Awareness/ Environment



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SYLLABUS -NEW COURSE

Faculty Name: Commerce

Board: Commerce

Semester: I Course Code/ Name: 235CO2A1DB Strategic Management

Unit	Content
I	Strategic Management Strategic Management: Concepts-Difference between strategy and tactics - Three levels of strategy, strategic Management Process - Benefits, TQM and strategic management.
II	Strategic Formulation Strategic Formulation: Corporate Mission: Need - Formulation, objectives: Classification - Guidelines, Goals: Features - Types, Environmental Scanning -Need- Approaches - SWOT analysis - ETOP - Value chain analysis.
III	Choice of Strategy Choice of strategy: BCG matrix - The GE nine cell planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies.
IV	Strategic Implementation Strategic Implementation: Role of top management - Process - approaches, Resource allocation - factors - approaches, McKinsey's 7s framework, Strategic Positioning- Four routes to competitive advantage.
V	Strategic Evaluation and Control Strategic Evaluation: Importance - Criteria - Quantitative and Qualitative factors, Strategic control: Process - Criteria - Types, Essential features of effective evaluation and control.

PERCENTAGE OF SYLLABUS REVISED: 100%

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Innovations



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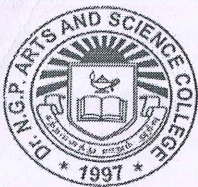
Gender Sensitization



Social Awareness/ Environment



Constitutional Rights/ Human Values/ Ethics

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		15 th

ATTENDANCE OF THE FIFTEENTH BOARD OF STUDIES MEETING

Faculty: Commerce

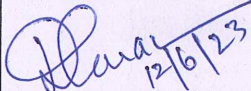
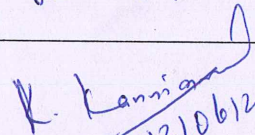
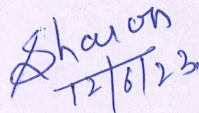
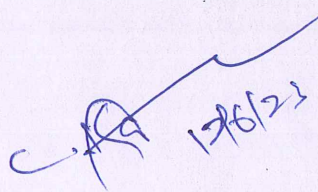
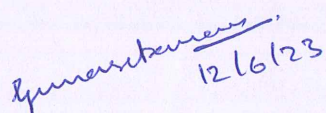
Name of Board: Commerce

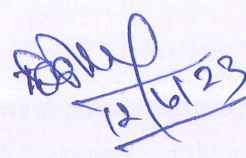
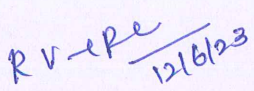

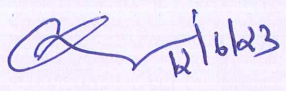
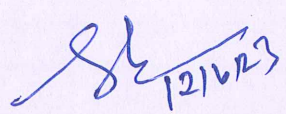
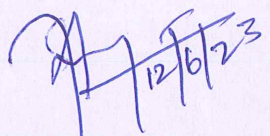
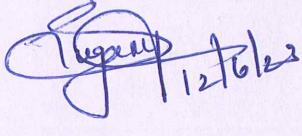
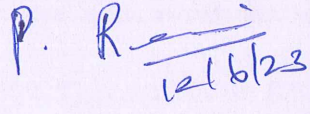
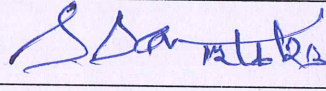

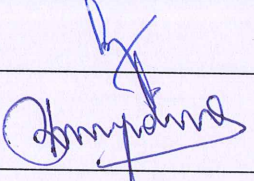
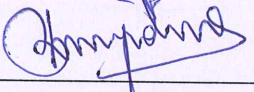

VENUE: Centre for Innovation

DATE: 12/06/2023

TIME: 10:00 AM

The following members were present for the Board of Studies meeting

S.NO.	NAME	POSITION	SIGNATURE
1.	Dr.D. Parasakthi Professor & Head Department of Commerce Dr.N.G.P. Arts and Science College	Chairman	 12/6/23
2.	Dr. K. Kanniammal Professor, Department of Commerce Avinashilingam University Coimbatore.	VC Nominee	 12/06/2023
3.	Dr. Sharon Sophia Associate Professor Grade II Vellore Institute of Technology Business School, Chennai.	Subject Expert	 12/6/23
4.	Dr. C. Karthick Assistant Professor School of Commerce, Finance and Accountancy, Christ University, Bangalore.	Subject Expert	 12/6/23
5.	Mr. N. Sampath Kumar GM Training and Career Advancement , Roots Industries India Ltd., Coimbatore.	Industrial Expert	ABSENT
6.	Mr.V. Gunasekaran Director, Nextro Service Pvt. Ltd., Saibaba Colony Coimbatore.	Alumni	 12/6/23

7.	Dr.N.Kuppuchamy Professor & Head Department of Tamil	Co-opted Member	 12/6/23
8.	Dr.R.VithyaPrabha Professor & Head Department of English		 12/6/23
9.	Dr.R. Sowrirajan Professor & Head Department of Mathematics		 12/6/23
10.	Dr.K.Vanaja Professor & Head Department of Commerce with Professional Accounting		 12/6/23
11.	Dr. S. Kamalaveni Professor & Head Department of Commerce with Information Technology		 12/6/23
12.	Dr. S. Kowsalya Professor & Head Department of Commerce with Corporate Secretaryship (CA)		 12/6/23
13.	Dr.P. Suganya Associate Professor & Head (i/c) Department of Commerce with Computer Application		 12/6/23
14.	Dr.P. Revathi Associate Professor & Head Department of Commerce with Banking and Insurance		 12/6/23
15.	Dr. S. Saravanan Principal i/c	Member	 12/6/23
16.	Dr. P. B. Banudevi Dean Commerce	Member	 12/6/2023
17.	Dr.S.S.Muruganandham Professor	Member	 12/6/23
18.	Dr.S.Renugadevi Professor	Member	 12/6/23
19.	Dr.Vennila Gopal Associate Professor	Member	 12/6/23

20.	Dr.S.Gandhimathi Associate Professor	Member	<i>S. Gadh</i>
21.	Dr.S.Dharchana Associate Professor	Member	<i>Dharchana</i>
22.	Mr. M.A. Prasad Assistant Professor	Member	<i>Mr. M.A. Prasad</i>
23.	Dr. M.P. Kumaran Assistant Professor	Member	<i>Dr. M.P. Kumaran</i>
24.	Ms. M. Banurekha Assistant Professor	Member	<i>M. Banurekha</i>
25.	Dr.M.R. Chandrasekar Assistant Professor	Member	<i>Dr. M.R. Chandrasekar</i>
26.	Mr. P.Vimal Kumar Assistant Professor	Member	<i>P. Vimal Kumar</i>
27.	Mr. D. Shanmugavadivel Assistant Professor	Member	<i>D. Shanmug</i>
28.	Ms.P.Mahewari Assistant Professor	Member	<i>P. Mahewari</i>
29.	Mr. K.Ponnumani Assistant Professor	Member	<i>K. Ponnumani</i>
30.	Mr. N.Chandru Assistant Professor	Member	<i>N. Chandru</i>
31.	E.B. Sathiya Sri III B.Com – B Register No. 211CO144	Student Representative	<i>Sathya E.B</i>
32.	G. Manjuladevi II M.Com Register No.222CO014	Student Representative	<i>G. Manjuladevi</i>

Date: 12/06/2023

(Dr.D. Parasakthi)

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