



Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
(Autonomous Institute)
Department of Commerce
Board of Studies: Marketing, E-Commerce & Digital Marketing

NOTICE


Date: 07/04/2021

This is to inform to all the members of Board of Studies, Marketing E-Commerce & Digital Marketing that the online meeting is scheduled on Thursday 8th April, 2021 at 11:30 a. m. The agenda of the meeting is as follows:

Agenda of the Meeting

1. To read and confirm the minutes of last meeting.
2. To design the syllabus of subjects under Marketing board.
3. Any other matter with the permission of the chair.

Dr. Megha Badve
Chairman, Board of Studies,
Marketing, E-Commerce & Digital Marketing

	<p>Anekant Education Society's Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati (Autonomous Institute) Department of Commerce Board of Studies: Marketing E-Commerce & Digital Marketing</p>
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Meeting Attendance

Date: 08/04/2021

The meeting was held on Monday, 8th April, 2021 at 11:30 to design and frame the syllabus under the Board of Studies, Marketing. The following members were present for the meeting.

Sr. No.	Name of the faculty	Designation	Signature
1	Dr. Megha Badve	Chairman	
2	Dr. Pujari D.D.	Member	
3	Dr. Rupesh Satish Shah	Member	
4	Shri. Sanjay Dhamdhere	Member	
5	Dr. Sanjay Parab	Member	
5	Prof. Siddharth P. Sorate	Member	
6	Prof. Amol Patil	Invitee	
7	Prof. Shweta Borawake	Invitee	
8	Prof. Asmita Bhagat	Invitee	

Dr. Megha Badve
Chairman, Board of Studies,
Marketing, E-Commerce & Digital Marketing



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Resolutions Passed in the Board of Studies Meeting

Date: 8th April 2021

The online meeting was held on Thursday, 8th April, 2019 at 11.30 am to design and frame the syllabus under the Board of Studies, **Marketing E-Commerce & Digital Marketing**. The following resolutions were passed in the meeting with majority.

1. After the discussion it was resolved that the syllabus and the framework should be accepted after making necessary modifications in the syllabus.
2. After the discussion it was resolved that over all 25 credits should be considered for the each semester at UG Level.

Dr. Megha Badve
Chairman, Board of Studies,
Marketing, E-Commerce & Digital Marketing

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Minutes of the Meeting

Date: 09th April, 2021

The online meeting of Board of Studies in **Marketing, E-Commerce & Digital Marketing** members was scheduled on Thursday, 8th April, 2021 at 11..30 a.m. to discuss and decide the various issues as mentioned in the agenda.

Dr.Megha Badve, Chairman, **Marketing E-Commerce & Digital Marketing** presided the meeting. As a chairman of the meeting Dr. Megha Badve welcomed all the members and briefed about the purpose of the meeting. In short she explained the agenda to be discussed in the meeting. She also discussed about the importance of the meeting of the board and work to be done. All the members of the board discussed agenda of the meeting as per the sequence and gave their valuable suggestions. The proceeding of the meeting is given below:

1. Dr. Megha Badve proposed the subject of syllabus and academic framework of the T.Y.B. Com. And **E-Commerce & Digital Marketing**. All members discussed the proposed syllabus of various subjects which will be implemented from the academic year 2021-22. The members of the meeting discussed all the subjects' one by one in thorough manner and provided their valuable suggestions wherever required. Dr. Sanjay Parab and Dr. Rupesh Shah, Dr. Pujari D. D., Prof. Amol Patil, Prof. Shweta Borawake, Prof. Asmita Bhagat and Prof Siddharth Sorate gave their valuable suggestions to necessary changes in the syllabus of **Marketing, E-Commerce & Digital Marketing**. They also asked to avoid repetitions of contents in the syllabus. They also asked Dr. Megha Badve to reduce the syllabus contents of E-Commerce and Digital Marketing.
2. After the discussion it was agreed that the syllabus and the framework should be accepted after making necessary modifications in the syllabus.
3. Dr. Megha Badve proposed the subject of design and credit system allotment for the T.Y.B. Com. and **E-Commerce & Digital Marketing**. She also explained about the UGC guidelines for designing and credit allotments. All the committee members discussed the

subject of design and credit allotment in the meeting and gave their opinions regarding the same.

4. As there were no any other issue so the meeting was concluded by vote of thanks given by Prof. Asmita Bhagat.

Dr. Megha Badve
Chairman, Board of Studies,
Marketing, E-Commerce & Digital Marketing



Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
(Autonomous Institute)
Department of Commerce
Board of Studies: Marketing, E-Commerce & Digital Marketing

Date: 11th April 2021

To,

Dr. Ajit B. Telve,

Vice Principal,

Tuljaram Chaturchand College of Arts, Science and Commerce,

Baramati, Dist. Pune

Subject: Request to approve the syllabus of Marketing, E-Commerce & Digital Marketing

Respected Sir,

With reference to the above mentioned subject, I would like to request you to approve the syllabus of various subjects under **Marketing E-Commerce & Digital Marketing**. The online meeting of the Board of Studies, **Marketing E-Commerce & Digital Marketing** was held on Thursday, 8th April 2021 at 11.30 am to design and frame the syllabus of the board. In the meeting all the members thoroughly discussed the contents and finalized the syllabus.

I therefore request you to approve the syllabus.

Thank you.

Dr. Megha Badve

Chairman, Board of Studies,

Marketing, E-Commerce & Digital Marketing

Date: - 11/04/2021

To,
The Principal,
T.C. College of Arts, Science & Commerce,
Baramati.

Subject: Report on Board of studies meeting in Marketing.

Date: - 07/10/2019

To,
The Principal,
T.C. College of Arts, Science & Commerce,
Baramati.

Subject: Report on Board of studies meeting in Marketing, E-Commerce & Digital Marketing.

Respected Sir,

We are herewith inform you that, the online meeting of Board of studies in Marketing, E-Commerce & Digital Marketing, were conducted on 8th April, 2021 at 11.30a.m . There were 8 members presented for the Meeting on the same day.

Some contents were removed as those are not much related to syllabus in the point of view of third year students, which are as follows;

- From unit 1: E-Business, EDI, SCM and E-Commerce infrastructure were removed.
- From unit 2: E-Commerce strategies and influencing factors were removed.
- From unit 4: Post-paid payment, e-cash, e-cheques, Electronic purse, Biometrics & its types were removed.

Following are some contents of Syllabus were revised of Basics of –Ecommerce Subject and some points were included, which are as follows;

- Unit 1: Benefits of E-Commerce, Channels of Distribution and E-Commerce were added.
- Unit 2: E-Commerce models- concepts & characteristics and Applications of E-Commerce were added.
- Unit 3: Introduction to E-Marketing point was added instead of Marketing strategies & E-Commerce.
- Unit 4: Applications of E-Payments, E-Wallet & Precaution to security issues in E-payments were added.

Dr. Rupesh Shah, Dr. Sanjay Parab, Dr. Pujari D. D., Prof. Siddharth P. Sorate and Prof. Amol Patil, Prof. Shweta Borawake, Prof. Asmita Bhagat the members were presented for the meeting. Mr. Sanjay Dhamdhere was absent on the same day.

Meeting was chair under the guidance of Dr. Megha Badve. Syllabus was read by Prof. Sorate S.P and vote of thanks done by Prof. Asmita Bhagat.

Thank you.

Dr. Megha Badve

(Chairman)

Board of studies in

Marketing, E-Commerce & Digital Marketing.