

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:

Subject 1: To confirm the minutes of the previous meeting held on 7th March, 2020

Dr. Megha Badve read the minutes of the previous meeting held on 30th September, 2022, all members present in the meeting approved it.

Subject 2: To prepare and approve curriculum of TYBCom Semester-V (2019 pattern) to be implemented from the academic year 2021-2022.

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.



After the discussion it was agreed that the syllabus and the framework should be accepted after making necessary modifications in the syllabus.

Following subject's syllabus were designed in the meeting

Class	Semester	Code	Title of Paper	Type	Credit
T.Y.B.Com	V	COMMM3505A	Marketing Management Special Paper III	Theory	04
T.Y.B.Com	VI	COMMM3506A	Marketing Management Special Paper IV	Theory	04
T.Y.B.Com	V	COMMM3605B	Marketing Management Special Paper V	Theory	04
T.Y.B.Com	VI	COMMM 3506A	Marketing Management Special Paper VI	Theory	04
TYECDM	V	ECDM501	Entrepreneurship Development & Project Management	Theory	04
TYECDM	V	ECDM502	Marketing Research	Theory	04
TYECDM	V	ECDM503	Human Resources Management	Theory	04
TYECDM	VI	ECDM601	Digital Media and the Law	Theory	04
TYECDM	VI	ECDM602	Integrated Marketing Communication	Theory	04
TYECDM	VI	ECDM603	Advance Digital Marketing-I	Theory	04

Resolution : It was agreed to accept code and design of above recorded Syllabus.

Proposed By: Dr. Megha Badve

Seconded By : Prof. Shweta Borawake



Subject 4: To discuss and incorporate the relevant feedbacks of the stakeholders (students, teachers, parents, alumni and employers) in the curriculum.

Dr. Megha Badve proposed the subject of feedbacks of the stakeholders (students, teachers, parents, alumni and employers) in the curriculum, Dr. Megha Badve told that college already collected feedback from stakeholders (students, teachers, parents, alumni and employers) and it was incorporated while preparing syllabus.


Resolution: It was approved incorporation of the relevant feedbacks of the stakeholders (students, teachers, parents, alumni and employers) in the curriculum.

Proposed By: Dr. Megha Badve

Seconded By : Prof. Siddharth Sorte

Subject 5: Any other issue with the permission of the chair.

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,


IQAC Co-ordinator


Principal

