

Minutes of the Meeting**Date: 07th June, 2023**

The online meeting of Board of Studies in 'Marketing', members was scheduled on Wednesday, 18th October, at 11.00 a.m. to discuss and decide the various issues as mentioned in the agenda.

Dr. Megha Badve, Chairperson, **Marketing** presided the meeting. As a chairperson 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. Feedback is collected from students, parents, alumni and other stakeholders and considered at the time of Board of studies meeting in designing syllabus and appropriate suggestions were incorporated in syllabus. The proceeding of the meeting is given below:

Subject 1: Confirmation of the minutes of the previous meeting

Dr. Megha Badve, Chairperson read the minutes of previous online meeting held on 7th June, 2023 at 11 a.m., the department of Commerce and all the members approved it.

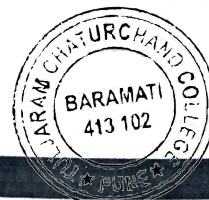
Subject 2: To design structure for the First Year UG & PG (Sem-II) according to the NEP 2020

Proposed by: Dr. Megha Badve

Seconded by: Dr. Vivek Bale

Dr. Megha Badve proposed the subject of approval for UG and PG credit structure as per NEP 2020. All the members discussed the credit structure notified by the UGC and Govt. of Maharashtra and provided their approval for the same. After the discussion all the members provided their consent to implement the designed credit structure from the academic year 2023-24. After the discussion the following resolution was passed.

Resolution: It was resolved that the designed credit structure of First Year B. Com. (Semester II) and M. Com.-I (Semester II) according to NEP 2020 is approved and it should be implemented from the academic year 2023-24.

Subject 3: To design the syllabus according to NEP 2020 for the First Year B. Com. (Semester-II) and M. Com.(I), Semester-II.

Proposed by: Dr. Megha Badve

Seconded by: Dr. Sanjay Parab

Dr. Megha Badve proposed the subject of design the syllabus according to NEP 2020 for the first year B. Com. (Semester II) and M. Com.- I (Semester-II) . All the members discussed the subject and the syllabus of the respective subjects under BOS in Marketing. All the members discussed the content of the syllabus and gave their valuable suggestions. After the discussion the following resolution was passed.

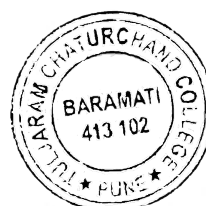
Resolution: it was resolved that the following subject framed and approved for the academic year 2023-24.

Sr. No.	Class	Pattern	Semester	Course Code	Course Title	No of credits
1.	M. Com.-I	2023 Pattern	II	COM-561-MJE(C)	Consumer Behaviour	04
2.	S.Y.B.Com.	2022 Pattern	II	UCMM241 (A)	Marketing Management I (Theory)	03
3.	S.Y.B.Com.	2022 Pattern	II	UCMMSEC2 (A)	Marketing Management I (Practical)	02
4.	F.Y.B.Com	2023 Pattern	II	COM-161-MN(A)	Marketing Management	02
5.	F.Y. (O.E.)	2023 Pattern	II	COM-166-OE	Entrepreneurship Development	02
6.	F.Y. (O.E.)	2023 Pattern	II	COM-167-OE	Business Ethics	02

Subject 4: To introduce of at least 3 CERTIFICATE courses from MOOCs, SWAYAM etc. on online portals for the second and third year as per the 2022 pattern.

Proposed by: Dr. Megha Badve

Seconded b: Dr. Madhavi Kamthe



Dr. Megha Badve proposed the subject of introduction of at least CERTIFICATE courses from MOOCs, SWAYAM etc. on online portals for the second and third year as per the 2022 pattern. All the members discussed the various certificate courses available on the said platforms. After the discussion the following certificate courses which were introduced in first semester of academic year 2023-24, approved for the second semester of academic year 2023-24.

Resolution: It was resolved that the following online certificate courses from MOOCs and SWAYAM on online portals for the second and third year as per the 2022 pattern are approved.

Sr. No.	Name of the Course	Platform	Credits	Contact Hours
1	Corporate Law	SWAYAM	02	30
2	Customer Relationship Management	SWAYAM	02	30
3	Entrepreneurship	SWAYAM	02	30

8. Subject 5: To discuss and incorporate the relevant feedbacks of the stakeholders (students, teachers, parents, alumni and employers) in the curriculum.

Proposed By; Dr. Megha Badve

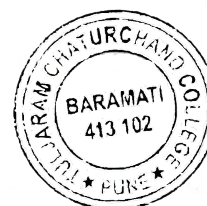
Seconded By: Dr. Sanjay Parab

Dr. Megha Badve proposed the subject of the relevant feedbacks of the stakeholders (students, teachers, parents, alumni and employers) in the curriculum. She explained that feedback is collected from students, parents, alumni and other stakeholders. All the members discussed and considered all feedback received at the time of Board of studies meeting in designing syllabus and appropriate suggestions were incorporated in syllabus.

Resolution : It was resolved that the relevant feedback of the stakeholders (students, teachers, parents, alumni and employers) incorporated in the syllabus.

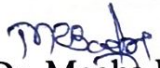
Subject 6: Any other matter with the permission of the chair.


1. Dr. Megha Badve raised issue about 'On the Job Training or Field Visits for students. All the members thoroughly discussed on this and final resolution passed.




Resolution: It was resolved that the On The Job Training or Field Visits (COM-581-OJT/FP) for students should be organized for students and reports on them should be collected.

As there were no any other issue so the meeting was concluded by vote of thanks given by Prof. Shweta Borawake


Dr. Megha Badve
Chairman
Board of Studies
In Marketing


Dr. Niranjana Shah
Dean, Faculty of
Commerce &
Management


Dr. Yogini Mulay
IQAC Co-ordinator


Principal

