

Minutes of the MeetingDate: 6th April, 2023

The meeting of Board of Studies in 'Marketing', members was scheduled on Thursday, 6th April, 2023 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. The proceeding of the meeting is given below:

Subject 1: Confirmation of the minutes of the previous meeting

Dr. Megha Badve, Chairman read the minutes of previous meeting held on Thursday 7th April, 2022 at 11 a. m. at the department of Commerce and all the members approved it.

Subject 2: To prepare and approve curriculum of SYBCom Semester-III (2022 pattern) to be implemented from the academic year 2023-2024.

Dr. Megha Badve proposed the subject of syllabus and academic framework of the S.Y.B. Com. All members discussed the proposed syllabus of Marketing Management subjects (after considering the feedback received from students) which will be implemented from the academic year 2023-24. Online platform was also made available for meeting for those members who were unable to attend physically the meeting. Dr. Sanjay Parab, (Mumbai), Dr. Rupesh Shah (Sangli), Dr. Bhagyshri Tekawade (Malegoan) joined meeting through Google Meet. The members of the meeting discussed all the subjects' one by one in thorough manner and provided their valuable suggestions wherever required. Dr. Janardhan Pawar, Dr. Vivek Bale, Dr. Madhavi Kamthe, Shri. Sushilkumar Somani, Ms. Shweta Borawake and Mr. Bhagyesh Birajdar gave their valuable suggestions to necessary changes in the syllabus of Marketing Management. They also asked to avoid repetitions of contents in the syllabus. They also asked Dr. Megha Badve to reduce the syllabus contents of Marketing Management.

Resolution:

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

Proposed by: Dr. Megha Badve

Seconded by: Prof. Shweta Borawake

Subject 3: To prepare and approve curriculum of SYBCom Semester-III (2022 pattern) to be implemented from the academic year 2022-2023.

Class	Semester	Code	Title of Paper	Type	Credit
S.Y.B.Com	III	COMMM2306A	Marketing Management I	Theory	04

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

Proposed by: Dr. Megha Badve

Seconded by: Prof. Shweta Borawake

Subject 4: To prepare and approve curriculum of certificate courses for UG and PG programmes as per 2022 pattern.

Dr. Megha Badve proposed the subject of introduction of at least 3 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 are approved for the 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

Proposed by: Dr. Megha Badve

Seconded by : Dr. Madhavi Kamthe

Subject 5: 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 relevant feedback of the stakeholders(students, teachers, parents, alumni and employers) in the curriculum. All the committee members discussed the subject of incorporate the relevant feedbacks of the stakeholders (students, teachers, parents, alumni and employers) in the curriculum in the meeting and gave their opinions regarding the same.


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

Proposed by: Dr. Megha Badve

Seconded by: Dr. Janardhan Pawar

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


Dr. Megha Badve
 Chairperson, Board of Studies,
 Marketing,


Dr. Yogini Mulye
 IQAC Co-ordinator


Principal