

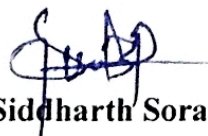
Anekant Education Society's  
**Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati**  
**(Autonomous Institute)**  
**Department of E-Commerce & Digital Marketing**  
**Board of Studies: E-Commerce & Digital Marketing**

### **Resolutions Passed in the Board of Studies Meeting**

**Date: 9<sup>th</sup> April 2022**

The meeting was held on Monday, 8<sup>th</sup> April, 2022 at 11.30 am to design and frame the syllabus under the Board of Studies, 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 30 credits should be considered for the each semester.
3. After the discussion it was resolved that the following certificate courses should be introduced from the academic year 2022-23.
  - a. Advance Digital Marketing
  - b. Blogging
  - c. Digital Journalism
  - d. Lok-Kala
  - e. Drama and Acting

  
**Prof. Siddharth Sorate**  
Chairman, Board of Studies,  
E-Commerce & Digital Marketing

Minutes of the Meeting

Date: 09<sup>th</sup> April, 2022

The meeting of Board of Studies in E-Commerce and Digital Marketing members was scheduled on Monday, 8<sup>th</sup> April, 2022 at 11.30am at Department to discuss and decide the various issues as mentioned in the agenda.

Prof. Siddharth Sorate, Chairman, E-Commerce and Digital Marketing presided the meeting. As a chairman of the meeting Prof. Siddharth Sorate welcomed all the members and briefed about the purpose of the meeting. In short he explained the agenda to be discussed in the meeting. He also discussed about the importance of the first 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. Prof. Siddharth Sorate proposed the subject of syllabus and academic framework of the F.Y.B. Voc in E-Commerce & Digital Marketing (Sem. I). All the member discussed the proposed syllabus of various subjects which will be implemented from the academic year 2022-23. The members of the meeting discussed all the subjects' one by one in thorough manner and provided their valuable suggestions wherever required. Dr. Anup Mule, Dr. Pravin Yadav and Dr. Ashish gave their valuable suggestions to necessary changes in the syllabus of Business Communication-I, Basics of E-Commerce and Life skills. They also asked to avoid repetitions of contents in the syllabus. They also asked Prof. Siddharth Sorate to reduce the syllabus contents of Basics of E-Commerce.

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

2. Prof. Siddharth Sorate proposed the subject of design and credit system allotment for the F.Y.B.Voc in E-Commerce & Digital Marketing (Sem. I). He also explained about the UGC

guidelines, NSQF, CBCS Pattern and New Education Policies 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.

3. Prof. Siddharth Sorate also proposed the subject of Certificate Courses to be conducted under the board of E-Commerce & Digital Marketing. He kept Five certificate courses in the meeting for the discussion. All the members of the meeting discussed those courses in thorough manner. They talked about the need and requirement of these courses. They also thought positive sides of the courses and provided their valuable suggestions to introduce them into the academics.

After the discussion it was agreed that the following certificate courses should be introduced from the academic year 2022-23.

- a. Advance Digital Marketing
- b. Blogging
- c. Digital Journalism
- d. Lok-Kala
- e. Drama and Acting

The following subjects has discussed in meeting;

Sr. No.	Class	Pattern	Semester	Course Code	Course Title	Course Type	Credits
1	FY B.VOC (E-commerce & Digital Marketing )	2022	I	UBECDM-111	Business Communication-I	Theory	4
2				UBECDM-112	Fundamentals of Information Technology	Theory	4
3				UBECDM-113	Basics of E-Commerce	Theory	4
4				UBECDM-114	Life Skills	Practical	6
5				UBECDM-115	Operations & Supply Chain Management	Practical	6

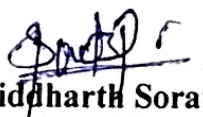
6				UBECDM-116	Programing Lab on MS-Office	Practical	6
7				CC-114	Advance Digital Marketing	Theory & Practical	2
8				CC-115	Blogging	Theory & Practical	2
9				CC-116	Digital Journalism	Theory & Practical	2
10				CC-117	Drama and Acting	Theory & Practical	2
11				CC-118	Lok-Kala	Theory & Practical	2

4. According to the feedback of the students, the students' representative were suggested that the duplication of subjects and content have to drop from the syllabus. Similarly, new points have been added as per the suggestions of the students. In this, the suggestions of Alumni students have also been taken into consideration.

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



**IQAC Coordinator**



**Prof. Siddharth Sorate**  
Chairman, Board of Studies,  
E-Commerce & Digital Marketing



**Principal**