




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: 10th October 2022

The meeting was held on Saturday, 8th October, 2022 at 10.00 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 content 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.


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



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Minutes of the Meeting

Date: 10th October, 2022

The meeting of Board of Studies in E-Commerce and Digital Marketing members was scheduled on Saturday, 8th October, 2022 at 10.00am 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 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. II). 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-II, Basics of Marketing and E-Commerce Management. 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. II). 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. Some topics and sub points has been changed in the previous syllabus as per the feedback taken from the students.


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	II	UBECDM-121	Business Communication-II	Theory	4
2				UBECDM-122	Basics of Marketing	Theory	4
3				UBECDM-123	E-Commerce Management & Digital Marketing	Theory	4
4				UBECDM-124	Retailing & E-tailing	Practical	6
5				UBECDM-125	Programming Lab on HTML & DHTML	Practical	6
6				UBECDM-126	Programming Lab on DBMS & MySQL	Practical	6

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. Sunil Pawar.


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


IQAC Coordinator


Principal