



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

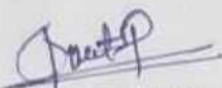
NOTICE

Date: 19/10/2023

This is to inform to all the members of Board of Studies, E-Commerce & Digital Marketing that the meeting is scheduled on Monday, 23rd Oct. 2023 on 11:00AM at the department of E-Commerce & Digital Marketing in Vocational Center. The agenda of the meeting is as follows:

Agenda of the Meeting

1. To confirm the minutes of the previous meeting held on 10th July 2023.
2. To design and approve curriculum of S.Y. B.Voc Semester IV (2022 pattern) to be implemented from the academic year 2023-2024.
3. To design and approve curriculum of F.Y. B.Voc Semester II (2023 pattern as per NEP-2020) to be implemented from the academic year 2023-2024.
4. To discuss and incorporate the relevant feedbacks of the stakeholders (students, teachers, parents, alumni and employers) in the curriculum.
5. Any other issue with the permission of the chairman.


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



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Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
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Meeting Attendance

Date: 23/10/2023

The meeting was held on on Monday, 23rd Oct. 2023 on 11:00AM at the department of E-Commerce & Digital Marketing in Vocational Center to design and frame the syllabus under the Board of Studies, E-Commerce & Digital Marketing. The following members were presented for the meeting.

Sr. No.	Name of BOS Member	Designation	Signature
1	Prof. Siddharth P. Sorate	Chairman	
2	Prof. Dr. Anup Mule	Member	
3	Prof. Dr. Pravin Yadav	Member	
4	Prof. Dr. Ashish Malani	Member	
5	Mr. Vilas Borate	Member	
6	Prof. Sunil J. Pawar	Member	
7	Prof. Mahesh Phule	Member	
8	Mr. Shubham Chinchkar	Meritorious Alumni	

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



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Date: 26th October 2023

To,
Principal,
Tuljaram Chaturchand College of Arts, Science and Commerce,
Baramati, Dist. Pune

Subject: Request to approve the syllabus of E-Commerce & Digital Marketing.

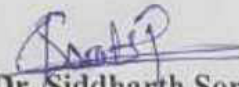
Respected Sir,

With reference to the above mentioned subject, I would like to request you to approve the syllabus of various subject under E-Commerce & Digital Marketing. The meeting of the Board of Studies, E-Commerce & Digital Marketing was held on Wednesday, 25th October 2023 at 11:00 am of E-Commerce & Digital Marketing to design and frame the syllabus as per NEP 2020 and 2022 pattern of the board. In the meeting all the members thoroughly discussed the contents and finalized the syllabus.

I therefore request you to approve the syllabus.

Thank you.

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

2023
8/10/23



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

Resolutions Passed in the Board of Studies Meeting

Date: 26th October 2023

The meeting was held on Wednesday, 25th October 2023 at 11:00am to design and frame the syllabus content of first year as per National Education Policy 2020 and 2022 pattern 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 first year framework as per NEP 2020 and 2022 pattern should be accepted after making necessary modifications in the syllabus.
2. After the discussion it was resolved that over all credits should be covered on application basis for the semester II & IV as per NEP 2020 and 2022 pattern.

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



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Minutes of the Meeting

Date: 26th October 2023

The meeting of Board of Studies in E-Commerce and Digital Marketing members was scheduled on Wednesday, 25th October 2023 at 11:00am to discuss and decide the various issues as mentioned in the agenda.

Prof. Dr. Siddharth Sorate, Chairman, E-Commerce and Digital Marketing presided the meeting. As a chairman of the meeting Prof. Dr. 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. Dr. Siddharth Sorate proposed the subject of syllabus and academic framework of the F.Y.B.Voc in E-Commerce & Digital Marketing (II and IV). All the member discussed the proposed syllabus of various subjects which will be implemented from the academic year 2023-24 as per the NEP 2020 and 2022 pattern. 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 Malani gave their valuable suggestions to necessary changes in the syllabus of mentioned subjects in framework. They also asked to avoid repetitions of contents in the syllabus. They also asked Prof. Dr. Siddharth Sorate to reduce the syllabus contents in few subjects in Digital Marketing.

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

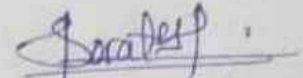
The following subjects has discussed in the meeting:

Class	Pattern	Semester	Course Code	Course Title	No. of Credits
FY B.voc in E-Commerce & Digital Marketing	As per NEP 2020 (2023 Pattern)	II	ECD-151-MJM	Business Communication-II	02
			ECD-152-MJM	RDBMS	02
			ECD-153-MJM	MySQL	02
			ECD-161-MN	Operations & Supply Chain Management	02
			ECD-166-OE	E-Commerce Management-I	02
			ECD-167-OE	E-Commerce Management-II	02
			ECD-171-VSC	Web Technology using HTML	02
			ECD-176-SEC	Marketing Skills	02
SY B.voc in E-Commerce & Digital Marketing	2022 Pattern	IV	UBECDM- 241	Social Media Marketing	04
			UBECDM- 242	Integrated Marketing Communication	04
			UBECDM- 243	Software Engineering	04
			UBECDM- 244	CMS platforms for E-Commerce Websites	06
			UBECDM- 245	Programming Lab on PHP	06
			UBECDM- 246	Internship-II	06

2. Prof. Dr. Siddharth Sorate proposed the subject of design and credit system allotment for the F.Y.B.Voc in E-Commerce & Digital Marketing (Sem. II and IV) as per the NEP 2020 and 2022 pattern respectively. He also explained about the UGC guidelines, NSQF, CBCS Pattern and New Education Policies 2020 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. According to the feedback of the students and staff members, 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 representatives. In this, the suggestions of Alumni students have also been taken into consideration. Staff members were also suggested to add AI & ML new topics in syllabus content.

4. As there were no any other issue so the meeting was concluded by vote of thanks given by Prof. Sunil J. Pawar.



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



IQAC Coordinator



Principal