



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

Minutes of the Meeting

Date: 12th March 2024

The meeting was held on Tuesday, 12th March 2024 at 11.00am through online Google meet 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:

Subject No.1: Confirmation of the minutes of the previous meeting held on 25th October, 2023.

Prof. Dr. Siddharth Sorate read the minutes of the previous meeting held on 25th October, 2023.

Resolution: The minutes of the previous meeting were confirmed without amendments.

Proposed By: Prof. Dr. Siddharth Sorate

Seconded By: All Members

Subject No.2: Design and approve the credit structure of T. Y. B. Voc. ECD (2022 pattern) and S.Y. B. Voc. ECD (2023 pattern as per NEP-2020) to be implemented from academic year 2024-25.

Prof. Dr. Siddharth Sorate proposed the framework for the Third Year and Second Year UG (E-Commerce & Digital Marketing) in line with (2022 pattern) and (2023 as per NEP-2020 pattern). After a comprehensive discussion, members agreed to accept the credit structure and framework with necessary modifications for implementation of UG (E-Commerce & Digital Marketing) Program from the academic year 2024-25.

Resolution: The framework was approved unanimously.

Proposed By: Prof. Dr. Siddharth Sorate

Seconded By: Prof. Sunil Pawar

Sem	Course Type	Course Code	Course Title	Theory / Practical	Credits
V	General Components	UBECDM-351	Entrepreneurship Development	Theory	04
		UBECDM-352	Marketing Research	Theory	04
		UBECDM-353	Search Engine Optimization	Theory	04
	Skill Components	UBECDM-354	Graphics Design for Digital Marketing	Practical	06
		UBECDM-355	Programming Lab on JavaScript	Practical	06
		UBECDM-356	Internship-III (Social Media Marketing)	Practical	06
Total Credits Semester-V					30

Sem	Course Type	Course Code	Course Title	Theory / Practical	Credits
III	Major Mandatory	ECD-201-MJM	Management Fundamentals	Theory	02
	Major Mandatory	ECD-202-MJM	Marketing Management	Theory	02
	Major Mandatory	ECD-203-MJM	Web designing using CSS	Practical	02
	Major Mandatory	ECD-204-MJM	Social Media Graphics using Canva	Practical	02
	Minor	ECD-211-MN	E-Commerce website designs	Theory	02
	Minor	ECD-212-MN	Digital marketing Overview	Practical	02
	Open Elective (OE)	ECD-216-OE	Caselet studies on E-Commerce	Theory	02
	Vocational Skill Course (VSC)	ECD-221-VSC	Programming Lab on C	Practical	02
	Ability Enhancement Course (AEC)	ECD-231-AEC	Marathi / Hindi / Sanskrit	Theory	02
	Co-curricular Course (CC)	ECD-239-CC	To be selected from the basket	Theory/ Practical	02
	Field Project (FP)	ECD-235-FP	Field Project (FP)	Practical	02
	Generic IKS Course (IKS)	ECD-245-IKS	General IKS	Theory	02
Total Credits Semester-III					24
IV	Major Mandatory	ECD-251-MJM	Social Media Marketing	Theory	02
	Major Mandatory	ECD-252-MJM	Integrated Marketing Communication	Theory	02
	Major Mandatory	ECD-253-MJM	Web designing using JavaScript	Practical	02
	Major Mandatory	ECD-254-MJM	CMS platforms for E-Commerce Websites	Practical	02
	Minor	ECD-261-MN	Blogging	Theory	02
	Minor	ECD-262-MN	Wordpress framework	Practical	02
	Open Elective (OE)	ECD-266-OE	Digital Marketing Tools	Theory	02
	Skill Enhancement Course (SEC)	ECD-271-VSC	Programming Lab on PHP	Practical	02
	Ability Enhancement Course (AEC)	ECD-281-AEC	Marathi / Hindi / Sanskrit	Theory	02
	Co-curricular Course (CC)	ECD-289-CC	To be selected from the basket	Theory	02
	Community Engagement Project (CEP)	ECD-295-CEP	Community Engagement Project (CEP)	Theory	02
Total Credits Semester-IV					22
Cumulative Credits Semester III + Semester IV					46

Subject No.3: Prepare & Approval of T.Y. B.Voc. ECD(Sem.-V) (2022 Pattern) Curriculum

Prof. Dr. Siddharth Sorate introduced the proposed curriculum for the subjects of T. Y. B.Voc ECD (Sem.-V) (2022 Pattern) intended for implementation from the academic year 2024-25. The proposed subjects, code and their credits are as follows:

Sr. No.	Class	Patterns	Semester	Course Code	Course Title	Course Type	Credit
1	T.Y.	2022	V	UBECDM-351	Entrepreneurship Development	Theory	04
2				UBECDM-352	Marketing Research	Theory	04
3				UBECDM-353	Search Engine Optimization	Theory	04
4				UBECDM-354	Graphics Design for Digital Marketing	Practical	06
5				UBECDM-355	Programming Lab on JavaScript	Practical	06
6				UBECDM-356	Internship-III (Social Media Marketing)	Practical	06

The members participated in a thorough discussion, meticulously scrutinizing the proposal. Resolution: Eventually, the curriculum was approved unanimously by all members.

Proposed By: Prof. Dr. Siddharth Sorate

Seconded By: All Members

Subject No.4: Prepare & Approval of S. Y. B. Voc. ECD (Sem.-III) (2023 Pattern as per NEP 2020) Curriculum

Prof. Dr. Siddharth Sorate introduced the proposed curriculum for the subjects of S. Y. B. Voc ECD (Sem.-III) (2023 Pattern as per NEP 2020) intended for implementation from the academic year 2024-25. The proposed subjects, code and their credits are as follows:

Sr. No.	Class	Patterns	Semester	Course Code	Course Title	Course Type	Credit
1	S.Y.	2023	III	ECD-201-MJM	Management Fundamentals	Theory	02
2				ECD-202-MJM	Marketing Management	Theory	02
3				ECD-203-MJM	Web designing using CSS	Practical	02
4				ECD-204-MJM	Social Media Graphics using Canva	Practical	02
5				ECD-211-MN	E-Commerce website designs	Theory	02
6				ECD-212-MN	Digital marketing Overview	Practical	02
7				ECD-216-OE	Caselet studies on E-Commerce	Theory	02
8				ECD-221-VSC	Programing Lab on C	Practical	02
9				ECD-231-AEC	Marathi / Hindi / Sanskrit	Theory	02
10				ECD-239-CC	To be selected from the basket	Theory/ Practical	02
11				ECD-235-FP	Field Project (FP)	Practical	02

The members participated in a thorough discussion, meticulously scrutinizing the proposal.
Resolution: Eventually, the curriculum was approved unanimously by all members.

Proposed By: Prof. Dr. Siddharth Sorate
Seconded By: All Members

Subject No. 5: Incorporating Stakeholder Feedback into Curriculum

There was a detailed discussion on incorporating the feedback received from stakeholders, including students, teachers, parents, alumni, and employers, in the current curriculum. Several valuable suggestions were put forth and noted for integration into the curriculum development process.

Resolution: Valuable suggestions from stakeholders, including students, teachers, parents, alumni, and employers, were noted for integration into the curriculum development process.

Proposed By: Prof. Dr. Siddharth Sorate
Seconded By: Prof. Dr. Anup Mule

Subject No.6: Any Other Issue

As there were no any other issue so the meeting was concluded on a positive note, with all participants expressing their commitment to the development and enhancement of the curriculum.

At the end, Prof. Sunil Pawar conveyed vote of thanks, expressing gratitude to all attendees for their valuable contributions and active participation in the meeting.



Chairman

Board of Studies



Dean

Commerce & Management



IQAC

Coordinator



Principal



13/04/2024