



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

Minutes of the Meeting

Date: 02 April 2025

The meeting was held on **Tuesday, 1st April 2025 at 11:30am** at Department of E-Commerce & Digital Marketing to discuss and decide the various issues as mentioned in the agenda.

Mr. Sunil Pawar, Chairman, E-Commerce and Digital Marketing presided the meeting. As a chairman of the meeting Mr. Sunil Pawar 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 9th September 2024.

Mr. Sunil Pawar read the minutes of the previous meeting held on 9th September 2024.

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

Proposed By: Mr. Sunil Pawar

Seconded By: All Members

Subject No.2: Design and approve the credit structure of T.Y B.Voc. ECD (2023 pattern as per NEP-2020) to be implemented from academic year 2025-26.

Mr. Sunil Pawar was proposed the framework for the Third Year UG (E-Commerce & Digital Marketing) in line with (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 2025-26.

Resolution: The framework was approved unanimously.

Proposed By: Mr. Sunil Pawar

Seconded By: Dr. Anup Mule

Sem.	Course Type	Course Code	Course Title	Theory/ Practical	Credits
V	Major Mandatory	ECD-301-MJM	Entrepreneurship Development	Theory	02
	Major Mandatory	ECD-302-MJM	Marketing Research	Theory	02
	Major Mandatory	ECD-303-MJM	Search Engine Optimization	Theory	02
	Major Mandatory	ECD-304-MJM	Programming lab on C++	Practical	02
	Major Mandatory	ECD-305-MJM	Basics of Python	Practical	02
	Major Elective (MJE)	ECD-306-MJE(A)	Software Engineering	Theory (Any two)	04
	Major Elective (MJE)	ECD-306-MJE(B)	Business Management		
	Major Elective (MJE)	ECD-306-MJE(C)	Human Resource Management		
	Minor	ECD-341-MN	Fundamentals of Graphics Design	Theory	02
	Minor	ECD-342-MN	Graphics Design using Canva	Practical	02
	Vocational Skill Course (VSC)	ECD-321-VSC	CodeIgniter Framework	Practical	02
	Field Project(FP)	ECD-335-FP	Field Project	Practical	02
	Total Credits Semester-V				22
VI	Major Mandatory	ECD-351-MJM	Legal Aspects in Digital Marketing	Theory	02
	Major Mandatory	ECD-352-MJM	Services Management	Theory	02
	Major Mandatory	ECD-353-MJM	Business Analytics	Theory	02
	Major Mandatory	ECD-354-MJM	Google Services	Practical	02
	Major Mandatory	ECD-355-MJM	TK Enter Framework	Practical	02
	Major Elective(MJE)	ECD-356-MJE(A)	Advance Digital Marketing	Theory (Any two)	04
	Major Elective(MJE)	ECD-356-MJE(B)	Google Adwards & Analytics		
	Major Elective(MJE)	ECD-356-MJE(C)	Management Information System		
	Minor	ECD-361-MN	Digital Marketing	Theory	02
	Minor	ECD-362-MN	Practicals on Digital Marketing	Practical	02
	On Job Training(OJT)	ECD-385-OJT	On Job Training	Practical	04
	Total Credits Semester-VI				22
	Total Credits Semester-V+ VI				44



Subject No.3: Prepare & Approval of T.Y B.Voc. ECD (Sem.-V) (2023 Pattern as per NEP 2020) Curriculum

Mr. Sunil Pawar was introduced the proposed curriculum for the subjects of T.Y B.Voc ECD (Sem.-V) (2023 Pattern as per NEP 2020) intended for implementation from the academic year 2025-26. The proposed subjects, code and their credits are as follows:

Sem.	Course Type	Course Code	Course Title	Theory/ Practical	Credits
V	Major Mandatory	ECD-301-MJM	Entrepreneurship Development	Theory	02
	Major Mandatory	ECD-302-MJM	Marketing Research	Theory	02
	Major Mandatory	ECD-303-MJM	Search Engine Optimization	Theory	02
	Major Mandatory	ECD-304-MJM	Programming lab on C++	Practical	02
	Major Mandatory	ECD-305-MJM	Basics of Python	Practical	02
	Major Elective (MJE)	ECD-306-MJE(A)	Software Engineering	Theory (Any two)	04
	Major Elective (MJE)	ECD-306-MJE(B)	Business Management		
	Major Elective (MJE)	ECD-306-MJE(C)	Human Resource Management		
	Minor	ECD-341-MN	Fundamentals of Graphics Design	Theory	02
	Minor	ECD-342-MN	Graphics Design using Canva	Practical	02
	Vocational Skill Course (VSC)	ECD-321-VSC	CodeIgniter Framework	Practical	02
	Field Project(FP)	ECD-335-FP	Field Project	Practical	02
	Total Credits Semester-V				22

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

Proposed By: Mr. Sunil Pawar

Seconded By: All Members

Subject No. 4: 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: Mr. Sunil Pawar

Seconded By: Dr. Anup Mule



Subject No.5: 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, Ms. Snehal Takawane conveyed vote of thanks, expressing gratitude to all attendees for their valuable contributions and active participation in the meeting.



Chairman

Board of Studies

Department of

B.Voc

E-Commerce & Digital Marketing



Dean

Commerce & Management



IQAC

Coordinator

Coordinator

Internal Quality Assurance Cell
Tuljaram Chaturchand College of
Arts, Science and Commerce,
Baramati (Pune)-413102



Principal

Principal

Tuljaram Chaturchand College

Baramati

