

## **Board of Studies**

### **Meeting No. 2**

**Department: B.Voc. in Sales and Marketing Management**

**Day: Thursday**

**Date: 24<sup>th</sup> February, 2022**

**Time: 11.00 am**

**Mode: Online Google Meet Platform**

### **Minutes**

Item 2.01: All the members of the Board of Studies were welcomed by Dr. (Mrs.) Archana Kedar Prabhudesai , Head of the Department of B.Voc. in Sales and Marketing Management.

#### **COMPOSITION OF BOARD OF STUDIES IN B.VOC. SALES AND MARKETING MANAGEMENT**

<b>Sr No</b>	<b>Name</b>	<b>Designation</b>
1.	Dr. Archana K. Prabhudesai	Chairperson
2.	Asst Prof Rohit Bapat	Member
3.	Adv. Nitin Upadhye	Member
4.	Asst Prof Manjushree Samvatsar	Member
5.	Asst Prof Swapnil Mayekar	Member
6.	Asst. Prof. Uma Iyer	Member
7.	Asst. Prof. Jiana Harchandani	Member
8.	Asst. Prof. Harshada Shinde	Member
9.	Prof. Vikas Raut Vikas College, Vikroli	Member –Vice Chancellor Nominee
10.	Dr. Pramila Patil Department of Commerce SNDT, Womens University	Member -Subject Expert from outside the Parent University
11.	Dr. Navin Punjabi H.R. College, Churchgate	Member -Subject Expert from outside the Parent University
12.	Mrs. Medha Bhangaonkar Director, Phoenix Hygiene Interiors	Member -Industry Representative

Item 2.02: The Minutes and Action Taken Report (ATR) of the previous Meeting were read and confirmed.

### **Action Taken Report (ATR)**

**For the First BoS Meeting held on Saturday, 26<sup>th</sup> June, 2021**

<b>Issues/Recommendations</b>	<b>Action Taken</b>
Introduction of the concept of Consumer Perception	Included the concept in the subject of Consumer Behaviour
Introduction of Contribution of CK Prahlad in Modern Management Approach	Included in the subject of Fundamentals of Management
Introduction of Institutional/Industrial Marketing(B2B)	Introduced a subject titled Industrial Marketing at SYBVOC Sem III
Inclusion of Case Studies, Reviews in Internal Assignments	Included as a part of Internal Assessment for the subjects Business Law, Advertising & Publicity Management
Introduction of Quantitative Methods with combination of Business Statistics and Retail Mathematics	Introduced as Quantitative Methods-I at FYB Voc –SEM II and Quantitative Methods-II at SYB Voc –Sem III

Item 2.03: The existing syllabus of Second Year level (UG) was presented Semester wise.

Following were the changes and suggestions proposed by the members after discussion:

<b>Sr. No.</b>	<b>Name of the Member</b>	<b>Changes/Suggestions</b>
1.	Dr. Pramila Patil	<ul style="list-style-type: none"> <li>• Change in the title of Unit 4 as “Organisational Structure” instead of “HRM in Retail” for the Subject of “Retail Management-IV” at SYBVOC SEM_IV</li> <li>• For Practical Experience, Introduction of Study Tours, Simulation of Retail formats, Students’ Engagement in conducting Personal Interviews/Consumer Surveys</li> </ul>
2.	Ms. Medha Bhangaonkar	<ul style="list-style-type: none"> <li>• Need of Techno-commercial Feasibility Report for Entrepreneurship/Start up Projects</li> <li>• Orientation on technical, commercial and financial Feasibility of a entrepreneurial activities</li> </ul>
3.	Prof. Vikas Raut	<ul style="list-style-type: none"> <li>• Entrepreneurship Project as an option for Internship</li> <li>• For TYBVoc syllabus, BoS meeting should be conducted in March 2022</li> </ul>
4.	Dr. Navin Punjabi	<ul style="list-style-type: none"> <li>• Introduction of Value Added Course related to Multimedia Marketing</li> </ul>

Item 2.04: Approval for the changes in the syllabus was obtained from the Board of Studies and it was decided to forward it to the Academic Council for obtaining its approval

Item 2.05: Approval for the Internal (40 marks) and External (60 marks) evaluation pattern was accepted

Internal Evaluation consists of

Written Test	20 marks
Project, Assignment etc.	15 marks
Class Participation	05 marks

External Evaluation consists of 60 marks – 4 questions of 15 marks each from all the four modules with internal choice.

Item 2.06: The Add on Course on ‘Multimedia Creative & Enhancement’ and Add on Course on Add on Course on ‘Personality Development Skills’ was presented and approved.

Item 2.07: No other issue was discussed.

The SYB.Voc. syllabus was approved by all the members of Board of Studies in B.Voc. Sales and Marketing Management and forwarded the revision made in each course to Academic Council for approval.

Item 2.08: Vote of Thanks was proposed by Dr. (Mrs.) Archana Kedar Prabhudesai, the Head of Department of B.Voc. in Sales and Marketing Management.

**Chairperson and**

**Head of the Department:**

**Dr. (Mrs.) Archana Kedar Prabhudesai**

**Approved by the Principal:**

**Dr. (Mrs.) Suchitra Naik**

**Day and Date of Approval**



