

Board of Studies

Meeting No. 4

Department: B.Voc. in Sales and Marketing Management

Day: Wednesday

Date: 29th March, 2023

Time: 11.30 am

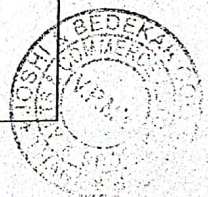
Mode: Online Google Meet Platform

Minutes

Item 2.01: Dr. Archana Prabhudesai, Coordinator, welcomed the BOS members. Minutes of the previous meeting and Actions Taken Report (ATR) thereon were read out and approved unanimously. Members were informed about the proposed changes to be made in the syllabus at T.Y level of B.Voc Sales & Marketing Management and proposed 2 Years full time PG Course of Master of Vocation (M.Voc.) Sales & Marketing Management. Discussion was also conducted on Bridge Courses and Add-on Courses and all valuable inputs from BOS members were noted. The meeting was concluded with a formal vote of thanks.

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

Sr No	Name	Designation
1.	Dr. Archana K. Prabhudesai	Chairperson
2.	Asst Prof. Kadambari Khairnar	Member
3.	Asst. prof. Sayali Raje	Member
4.	Asst Prof. Amita Agrawal	Member
5.	Asst Prof Deepti Chindarkar	Member
6.	Prof. Vikas Raut Vikas College, Vikroli	Member –Vice Chancellor Nominee
7.	Dr. Pramila Patil Department of Commerce SNDT, Womens University	Member -Subject Expert from outside the Parent University



8.	Dr. Navin Punjabi H.R. College, Churchgate	Member -Subject Expert from outside the Parent University
9.	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 3rd BoS Meeting held on Friday, 29th July, 2022

Issues/Recommendations	Action Taken
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	Included the concept in the subject of Consumer Behaviour
For Practical Experience, Introduction of Study Tours, Simulation of Retail formats, Students' Engagement in conducting Personal Interviews/Consumer Surveys	Included in the subject of Fundamentals of Management
Need of Techno-commercial Feasibility Report for Entrepreneurship/Start up Projects	Introduced a subject titled Industrial Marketing at SYBVOC Sem III
Orientation on technical, commercial and financial Feasibility of entrepreneurial activities	Included as a part of Internal Assessment for the subjects Business Law, Advertising & Publicity Management
Entrepreneurship Project as an option for Internship	Introduced as Quantitative Methods-I at FYB Voc –SEM II and Quantitative Methods-II at SYB Voc –Sem III
For TYBVoc syllabus, BoS meeting should be conducted in March 2023	Necessary modifications in the syllabus were kept ready
Introduction of Value Added Course related to Multimedia Marketing	Necessary information was gathered for collaboration with external agency



Item 2.03: The existing syllabus of Third Year level (UG) was presented Semester wise. Following were the changes and suggestions proposed by the members after discussion:

Sr. No.	Name of the Member	Changes/Suggestions
1.	Dr. Pramila Patil	➤ Change in Course Outcomes of Retail Management
2.	Ms. Medha Bhangaonkar	➤ Addition in GST:- Suggested to add MEP introductory part i.e Mechanical (Piecemeal) with the consideration of ABC and Credit Points
3.	Prof. Vikas Raut	➤ Clarification about credit points in Internship should be mentioned ➤ Suggested calculation of credits for M.Voc
4.	Dr. Navin Punjabi	➤ Addition in International Market:- International Culture – Cultural aspect in doing Business ➤ Geer Hofstede's Cultural aspect and 6 dimensions of doing business ➤ Unit 4 to be brought ahead – reason Entry barrier

Item 2.04: Approval for proposed syllabus of 2 Years full time PG Course of Master in Vocation (M.Voc.) Sales & Marketing Management 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: Changes in Rural Marketing, Logistics and Supply Chain Management along with Retail Management VI was approved by the BOS members

Item 2.06: Continuation of existing Certificate Course on Finance Lab and few Add on Courses was approved.

Item 2.07: BOS members agreed towards the necessary academic changes, if any will be made in the syllabus of FYBVoc.(Sem I & Sem II) Sales & Marketing Management in the forthcoming academic year in the light of New Education Policy (NEP 2020)

With reference to The T.Y.B.Voc Sales & Marketing Management and M.Voc, Sales & Marketing Management, the 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 the 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

29/3/2023

