

**V.E.S. College of Arts, Science and Commerce (Autonomous)**

**Department of Commerce**

**Minutes of Board of Studies Meeting on 2nd August 2022**

**Department: Commerce**

**Day: Tuesday**

**Date: 2nd August 2022**

**Time: 10:30 a.m.**

**Mode: Online (Google Meet)**

**Agenda of the Meeting:**

1. To discuss proposed syllabus of SYBCOM- Sem III (Commerce III, Advertising - I, Business Law-I) and SYBA-Sem III (Commerce - III -Financial Management and Commerce - V Introduction To Marketing) and M.Com III (Accountancy) - (Advanced Financial Accounting, Direct Tax and Advanced Auditing)
2. Any other matter with the permission of the Chair.

**Minutes of Meeting**

**The Members present in the meeting:**

1. Dr. Varsha Ganatra: Chairperson (Head, Department of Commerce, VESASC)
2. **Other members: Department of Commerce, VESASC faculty:** Dr.. Sachin Bhandarkar, Dr. Sadhana Singh, Ms. Preeti Matharu
3. **i) External Subject Expert 1:** Dr. Aparna Jain  
**ii) External Subject Expert 2:** Mr. Raju Nathu Chauhan
4. **University Nominee:** Dr. Vinayak Raje
5. **PG Alumnus:** Ms. Archana Shah

1. All members of the Board of Studies were welcomed by Dr. (Mrs.) Varsha Ganatra, Head of Department of Commerce.
2. Existing syllabus and the proposed syllabus of the following classes and courses was presented to the BOS members:

| <b>Class</b>                 | <b>Subject/ Courses</b>                                      | <b>Presented by</b>   |
|------------------------------|--|-----------------------|
| SYBCOM (Sem III)             | Advertising - I and Business Law - I                         | Dr. Varsha Ganatra    |
| SYBCOM (Sem III)             | Commerce - III (Management: Functions and Challenges)        | Dr. Sachin Bhandarkar |
| SYBA (Sem III)               | Commerce - III (Financial Management)                        | Dr. Sachin Bhandarkar |
| SYBA (Sem III)               | Commerce V (Introduction to Marketing)                       | Dr. Sadhana Singh     |
| MCOM - Accountancy (Sem III) | Advanced Auditing, Advanced Financial Accounting, Direct Tax | Ms. Preeti Matharu    |

3. Approval for the changes in syllabus was obtained from the members of the Board of Studies. The suggested changes were discussed and edited in the syllabus presented. For SYBCOM - Sem III in the subject of Advertising I, addition of topics like Use of Artificial intelligence, Data science and analytics for Targeting was well appreciated by the BOS members. For Commerce III, the proposed changes relating to the weightage of lectures module wise was accepted by the BOS members.
4. Question Paper Pattern for SYBCom Business Law - I for External evaluation was proposed. In this regard, Dr. Vinayak Raje suggested that in Question no. 5, choice can be of attempting 3 short notes out of 6 (six), instead of the proposed 3 short notes out of 5 (five), which would give equal weightage to Module IV & V. This valid suggestion was very well accepted by all the BOS members. The finalised Paper pattern for Business Law is as follows:

## **Business Law**

Total Marks: 75

Time: 2 & 1/2 hours

**Q.1 Objectives** **(15)**

(A) Select the most appropriate answer from the options given below

(B) State whether the following statements are True or False

**Q.2 Answer Any Two of the following: - Module - I** **(15)**

a.

b.

c.

**Q.3 Answer Any Two of the following: - Module - II** **(15)**

a.

b.

c.

**Q.4 Answer Any Two of the following: - Module - III** **(15)**

a.

b.

c.

**Q.5 Answer Any Three of the following - Module - IV & Module V** **(15)**

a.

b.

c.

d.

e.

f.

5. Proposed syllabus changes for SYBA Sem III, for Commerce – III (Financial Management), the addition of topics like Functions/Role of finance managers, limitations of Financial Planning, capitalisation, Bonus issue, Concepts of Face Value, Market Value, Dividend in shares and interchange of some topics from modules 3 and 4 to have a logical sequence in students' understanding was approved. For Commerce –V - (Introduction To Marketing), the addition of topics like Traditional V/s Strategic Marketing, Challenges faced by Marketing Managers in 21st Century, Market Targeting: Concept, Five patterns of Target market Selection and Customer Relationship Management: Concept, Techniques, Data Mining and Marketing Ethics were appreciated by the BOS members. Even the interchange of modules 3 and 4 with editing of certain topics was approved by the BOS members.
6. For M.Com Sem III in the subject of Direct tax addition of the topics of deductions under 80G, 80TTA and Basics concepts about tax planning and ethics in taxation was approved to be included in the syllabus.
7. Approval for the changes in syllabus was obtained from the members of the Board of Studies. The above mentioned changes were approved.
8. Dr. Varsha Ganatra asked for suggestions regarding conduct of Internal evaluation for B.Com classes where the number of students are large. She explained that the existing methodologies like case studies, role play, presentations, skits etc. are already used by the faculty. Suggestions were given by Dr. Vinayak Raje to conduct poster competition and field visits. Dr. Aparna Jain explained and suggested Review of movies which can be linked with the topics in the syllabus. She also explained the conduct of simulated Mall Management in which students will have practical hands-on learning.
9. Vote of Thanks was proposed by the Head of Department Dr. (Mrs.) Varsha Ganatra.