

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

Department of Commerce

Minutes of Board of Studies Meeting on 13th January, 2023

Department: Commerce

Day: Friday

Date: 13th January, 2023

Time: 10:30 a.m.

Venue: Board Room, VESASC (Autonomous)

Agenda of the Meeting:

1. To discuss proposed syllabus of SYBCOM - Sem IV (Commerce IV, Advertising - II, Business Law-II) and SYBA-Sem IV (Commerce - IV - Financial Management And Commerce - VI Introduction To Marketing) and M.Com IV (Accountancy and Business Studies)
2. To discuss and approve the Course Structure as per National Education Policy.
3. 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 S.Y.BCOM, SYBA and M.Com classes and courses was presented to the BOS members by the respective teaching faculty.
3. Approval for the changes in syllabus was obtained from the members of the Board of Studies. The suggested changes were discussed. For SYBCOM - Sem IV in the subject of Advertising II, addition of topics like Social Media advertising and removal of topic Steps determining advertising objectives was approved by the BOS members. Change in the order of certain topics like Media objectives and High and Low involvement products was proposed and was accepted by BOS members. For Commerce IV, the proposed changes relating to removal of topics like Scientific Inventory Control System, process of dematerialisation and Micro Finance were accepted by the BOS members. Addition of topics such as requirements of Demat A/c, Personal finance, Venture capital was approved by the BOS members.
4. Dr. Varsha Ganatra brought to the notice of the BOS members that as per the suggestion of the moderator for Semester III Business Law – I, there was a need to change the question paper pattern. Therefore, the new Question Pattern for Business Law – I and II for External evaluation with case study was taken for discussion, proposed and approved by the BOS members.
5. For SYBA - Sem IV, Commerce – IV (Financial Management) change in the titles of Module 2 (Capital Market to Financial Market) and Module 4 (Foreign Direct Investment to Recent Trends in Finance), the addition of topics like Operating Cycle, Components of Financial Market, Dematerialisation, Personal Finance, Schemes of Mutual Fund, Systematic Investment Plan (SIP), Start-up Ventures and Microfinance were proposed and approved by the BOS members.
6. For SYBA Sem IV, Commerce –VI - (Introduction To Marketing), change in the titles of Module 2 (Product Mix to Product Mix and Price Mix) and Module 4 (Place Mix and Price Mix to Place Mix), the addition of topics like P's of Marketing Mix, factors influencing brand equity, Brand Extension and Brand Loyalty, Significance of Pricing, Direct Marketing, Ambush Marketing, Affiliate Marketing, Experiential marketing,

Indirect channels for various types of goods and e-commerce classification were proposed and approved by the BOS members.

7. For M.Com Sem IV, Financial Management – Proposed changes like removal of Increment principle, Long Term Funds Principle, Exclusion of Financial Cost Principle, Post Tax Principle were accepted by the BOS members. Proposal to ask Practical questions in external examination from Working Capital and Flexible budget topic and not to ask practical questions from Cash Budget and Master budget was also approved.
8. For M.Com Sem IV, Corporate Financial Accounting and Indirect Tax- Introduction of Goods and Service Tax – Change in the question paper pattern was proposed and approved.
9. Discussions relating to bringing about uniformity in credits (20 per Semester) as NEP requirement were done w.r.t. TYBA (Eco+Commerce) and M.Com. Suggestions from the BOS members were taken and it was decided that they will be implemented in due course.
10. It was also discussed that the current Course Structure, Subjects, Syllabus, Paper Pattern, etc may undergo changes as per the circular/ guidelines that may be issued by Government of Maharashtra and University of Mumbai in view of implementation of NEP 2020 guidelines. The changes, if any, shall be passed in the next BOS meeting succeeding the changes. The above proposal was accepted by the BOS members.
11. Dr. Varsha Ganatra explained that under the Autonomous system students need to earn additional credits in co curricular activities for which add-on courses can be offered to students by the department. She asked for suggestions w.r.t. areas in which these courses can be started. The suggestions were Travel and Tourism , Digital Marketing , Entrepreneurship, Corporate Etiquettes, Leadership skills and Content Writing.
12. Vote of Thanks was proposed by the Head of Department Dr. (Mrs.) Varsha Ganatra.

Dr. (Mrs.) Varsha Ganatra
Head of the Department