


Symbiosis College of Arts & Commerce

Composition of Board of Studies – Department of Commerce (2019-20)

Sr. No	Members Name	Designation
1.	Dr. Principal Hrishikesh Soman	Chairman
2.	Dr. Ashish Puranik	University Nominee
3.	Dr. Sayali Ghankar (Director, MITSOM)	Member, Academic Council
4.	Ms. Soma Kulshrestha	Member, Academic Council
5.	Mr. Advait Kurlekar	Industry Expert
6.	Mr. Sajid Khetani	Industry Expert
7.	Mr. Manoj Khatawkar	Alumni Representative
8.	Mrs. Jasmina Kumar	Head Department, Business Practices
9.	Dr. Yogini Chiplunkar	Head, Department of Business Administration
10.	Dr. Shubhada Tamhankar	Associate Professor
11.	Dr. Sharayu Bhakare	Assistant Professor
12.	Dr. Zakira Shaikh	Assistant Professor
13.	Ms. Sarika Wagh	Assistant Professor
14.	Ms. Jini Jacob	Assistant Professor
15.	Dr. Veena Tarkunde	Assistant Professor
16.	Mrs. Pinki Chaugule	Assistant Professor


Dr. Hrishikesh Soman
Principal



Symbiosis College of Arts and Commerce
(An Autonomous College Under to Savitribai Phule Pune University)

Department of Commerce

Agenda of the Meeting

Saturday, 29th February, 2020 Room No.206 at 10:30am

Agenda for the Department of Commerce, Board of Studies Meeting in the subject of Business Administration, Business Practices and Marketing to be held on 29th February, 2020 at 10.30 a.m. in room no 206.

1. Confirmation of the minutes of the BOS meeting held on Friday, 12th October, 2019
2. Approval of the course and syllabi in the subjects of Marketing, Entrepreneurship, Fundamentals of Management, Contemporary Management and Communication for Marketing offered at S.Y.B.COM Semester III and IV to commence from Academic Year 2020-21
3. Discussion on methodologies for innovative teaching, evaluation techniques, research, co and extra- curricular activities for the respective departments
4. Suggest panel of names of examiners for evaluation
5. Any other matter with the permission of the chair.

Dr. Hrishikesh Soman (Principal and Chairperson)	
Mrs. Jasmina Kumar (Head, Department of Business Practices)	
Dr. Yogini Chiplunkar (Head, Department of Business Administration)	

Board of Studies Meeting

Department of Commerce

29th February 2020 at 10:30 am onwards in room no 206

Sr. No	Members Name	Designation	Attendance Signature
1.	Dr. Principal Hrishikesh Soman	Chairman	
2.	Dr. Ashish Puranik	University Nominee	
3.	Dr. Sayali Ghankar (Director, MITSOM)	Member, Academic Council	
4.	Ms. Soma Kulshrestha	Member, Academic Council	<u>Soma K</u>
5.	Mr. Advait Kurlekar	Industry Expert	
6.	Mr. Sajid Khetani	Industry Expert	<u>Sajid Khetani</u>
7.	Mr. Manoj Khatawkar	Alumni Representative	<u>Manoj Khatawkar</u>
8.	Mrs. Jasmina Kumar	Head Department, Business Practices	<u>Jasmina Kumar</u>
9.	Dr. Yogini Chiplunkar	Head, Department of Business Administration	<u>Yogini Chiplunkar</u>
10.	Dr. Shubhada Tamhankar	Associate Professor	<u>S. D. Tamhankar</u>
11.	Dr. Sharayu Bhakare	Assistant Professor	<u>Sharayu Bhakare</u>
12.	Dr. Zakira Shaikh	Assistant Professor	<u>Zakira Shaikh</u>
13.	Ms. Sarika Wagh	Assistant Professor	<u>Sarika Wagh</u>
14.	Dr. Veena Tarkunde	Assistant Professor	<u>Veena Tarkunde</u>
15.	Mrs. Pinki Chaugule	Assistant Professor	<u>P. Chaugule</u>



**SYMBIOSIS COLLEGE OF
ARTS AND COMMERCE**
(An Autonomous College affiliated to University of Pune)
Senapati Bapat Road, Pune 411004

**Minutes of the Department of Commerce, Board of Studies meeting held on 29th
February, 2020.**

The following members were present for the BOS Meeting:

- | | |
|----------------------------------|---|
| • Dr. Principal Hrishikesh Soman | Chairman and Head Department of Marketing |
| • Mrs. Jasmina Kumar | Head Department, Business Practices |
| • Dr. Yogini Chiplunkar | Head, Department of Business Administration |
| • Ms. Soma Kulshrestha | Member, Academic Council |
| • Mr. Manoj Khatawkar | Alumni Representative |
| • Mr. Sajid Khetani | Industry Expert |
| • Dr. Shubhada Tamhankar | Associate Professor |
| • Dr. Sharayu Bhakare | Associate Professor |
| • Dr. Zakira Shaikh | Assistant Professor |
| • Ms. Sarika Wagh | Assistant Professor |
| • Dr. Veena Tarkunde | Assistant Professor |
| • Mrs. Pinki Chaugule | Assistant Professor |

The meeting started at 10.30 a.m. in room no 206 with a welcome by Ms. Jasmina Kumar, Head Department of Business Practices.

The minutes of the previous meeting held on **12th October, 2019** were sent to all members by email and were approved in the meeting.

- Principal, Dr. Hrishikesh Soman explained the committee members the importance of correlation between program outcomes, program specific outcomes and course outcomes.

- The approved program outcomes were read out and it was decided to circulate the program specific outcomes by email to all BOS members and seek their approval.
- Ms. Jasmina Kumar, briefed about the pre board of studies meeting conducted for specialization courses. She also updated the BOS members about incorporating the suggestions made by industry and subject experts invited for the pre BOS in the proposed syllabus.
- Principal, Dr. Soman informed the members about the introduction of new specialization in the area of 'Human Resource Management' for the degree of B. Com and B. Com Honours from academic year 2020-21.
- There were a total of 22 courses (4 compulsory courses, 18 specializations and honours courses) that were presented by the respective teachers. These courses were discussed at length considering the relevance, practical exposure, teaching and evaluation methodology and its contribution to program and program specific outcomes.

*(The list is enclosed herewith)

Following suggestions were made while discussing the proposed syllabus: -

- To increase the weightage of lectures for the topic "Cross Cultural Communication" in the Professional Communication course.
- To include Indian Perspective books/authors and cases for Strategic Management. For the chapter on Ethics in communication it was suggested to include honesty, integrity, accountability.
- To add Indian Perspective of Quality in Unit 1: Introduction to TQM (Value of Money) and Contextual application of TQM in unit 3.
- To include Big data in unit1 of Basics of Marketing Management.

- To add service marketing mix in unit 4 of course Consumer Behaviour and Buying Decision Journey.
 - To include various brand equity models (BAV, Brand Resonance model) in course Brand Management and Brand Equity) in Unit 3.
 - To add understanding business value in the course Being an Entrepreneur unit 4.
 - To retain SWOT analysis but to add SCOPE as the new tool in course Entrepreneurship Environment in Unit 2.
 - To include Handling employee grievances in Unit 5 of course Introduction to Human Resource Management.
1. To reduce the scope of unit 2 and not to cover The Big five model and The Myers Briggs Type Indicator in course Managing individuals and groups in organisations

The meeting concluded with the vote of thanks to the Chair.

 Dr. Hrishikesh Soman
(Principal and Chairman, Faculty of Commerce)

Department of Commerce

List of S.Y.B. Com Courses discussed and approved in BOS meeting held on 29th February
2020

Sr. No.	Course Title	Compulsory/Optional
1	Fundamentals Of Management	Compulsory
2	Professional Communication	Compulsory
3	Strategic Management	Compulsory
4	Total Quality Management	Compulsory
5	Basics of Marketing	Optional - Marketing
6	Consumer Behavior and Buying Decision Journey	Optional – Marketing
7	Brand Management and Brand Equity	Optional- Marketing
8	Ethics in Marketing	Optional - Marketing
9	Being an Entrepreneur	Optional – Entrepreneurship
10	Innovation in Business	Optional – Entrepreneurship
11	Entrepreneurship Environment	Optional – Entrepreneurship
12	Business Cases	Optional - Entrepreneurship
13	Introduction to Human Resource Management	Optional – HRM
14	Managing Individual And Group Behaviour In Organizations	Optional - HRM
15	Organizational Capacity Building Through Training And Development	Optional - HRM
16	Industrial Relations and Trade Union	Optional - HRM
17	Creativity in Advertising and Public Relations	Optional – Marketing Honors
18	Currents Trends in Marketing	Optional – Marketing Honors
19	Investments and Beyond	Optional – Entrepreneurship Honors
20	Creation and Management of Business	Optional – Entrepreneurship Honors
21	Human Resource Management in Service Sector	Optional – HRM Honors
22	Human Resource Information System	Optional – HRM Honors

