

Minutes of the Meeting of The Board of Studies in Commerce of SIES College of Commerce & Economics (Autonomous) , Sion East , Mumbai 400 022 held on 24 April, 2021 at 4pm by Online Mode on MS Teams

The meeting was held to discuss and deliberate the proposed syllabus, exam pattern and question paper pattern of the subjects in the concerned BOS.

The following members attended the meeting:

Sr. No.	Category	Name and details
1	Chairperson, BoS	Dr. Shanti Suresh
2	Two subject experts from other university	Dr. Preetha Menon, Prof. Sunaina Kuknor
3	One expert nominated by Vice- Chancellor	Dr. Lata Swaminathan
4	One representative industry	Mr. Sivaramkrishnan
5	PG Alumni	CA Varsha Lund
6	Other Faculty members	Dr.Seetalexshmy, Dr. Swati S., Ms Manasi Shah

The Chairperson, Dr. Shanti Suresh welcomed and introduced the members of BOS.

Ms Manasi Shah, faculty from the Bachelor of Management Studies (B.M.S.) Department, presented the syllabus and the pattern of examination of Advertising of Semester III of SYBMS.

Following suggestions/observations were made

Name of the member	Suggestions/observations
Mr. Sivaramkrishnan V.	<ul style="list-style-type: none"> Enquired whether retargeting ads will be covered. Suggested case study examples for comparison of advertisements based on popularity of product winning over quality because of better advertising strategy. Enquired about surrogate advertising.
Ms. Manasi Shah	<ul style="list-style-type: none"> Informed that retargeting ads will be covered under digital advertising. Accepted the suggestion of including comparisons of advertisements as examples and cases and informed that such comparative examples shall be covered. Informed that surrogate advertising is covered under unethical advertisements in the subject Ethics and Governance and it will be briefly explained under types of advertising.
Dr. Preetha Menon	<ul style="list-style-type: none"> Suggested more practical treatment of the content based on experience and cognitive learning.

	<ul style="list-style-type: none"> • Suggested introduction of newer theories in advertising like the prospect theory.
Ms. Manasi Shah	<ul style="list-style-type: none"> • Informed that module 3 is taught practically and ad making sessions are arranged. • Accepted the suggestion to introduce new theories like the prospect theory in the syllabus.
Dr. Lata Swaminathan	<ul style="list-style-type: none"> • Enquired about introduction of media planning.
Ms. Manasi Shah	<ul style="list-style-type: none"> • Informed that the marketing students have a separate paper on Media Planning in Semester 5 and under advertising, and it is also briefly covered under advertising strategy.

The Proposed syllabus was accepted with modifications for BMS Advertising with modifications.

Proposed Syllabus	No. of lectures	Modified Approved Syllabus	No. of lectures
Module -1		Module -1	
Introduction to Advertising	15	Introduction to Advertising	15
<ul style="list-style-type: none"> • Definition, Evolution of Advertising, Importance, Scope, Features, Benefits, Five M's of Advertising • Types of Advertising –consumer advertising, industrial advertising, institutional advertising, classified advertising, national advertising, generic advertising, Public Service Advertising, Corporate Advertising, Advocacy Advertising • Theories of Advertising : Stimulus theory, AIDA, Hierarchy Effects Model, Means – End Theory, Visual Verbal 		<ul style="list-style-type: none"> • Definition, Evolution of Advertising, Importance, Scope, Features, Benefits, Five M's of Advertising • Types of Advertising – consumer advertising, industrial advertising, institutional advertising, classified advertising, national advertising, generic advertising, Public Service Advertising, Corporate Advertising, Advocacy Advertising • Theories of Advertising : AIDA, Hierarchy Effects 	

<p>Imaging, Cognitive Dissonance, Innovation Adoption theory, Ad exposure model.</p> <ul style="list-style-type: none"> • Laws in Advertising : Regulatory Bodies, Laws and Regulation <p>Social, cultural and Economic Impact of Advertising, the impact of ads on Kids, Women and Advertising</p>		<p>Model, Means – End Theory, Visual Verbal Imaging, Cognitive Dissonance, Innovation Adoption theory, Ad exposure model, Stimulus – Response Theory, Prospect theory.</p> <ul style="list-style-type: none"> • Laws in Advertising : Regulatory Bodies, Laws and Regulation <p>Social, cultural and Economic Impact of Advertising, the impact of ads on Kids, Women and Advertising</p>	
<p>Module-2</p> <p>Strategy and planning process in Advertising.</p>	<p>15</p>	<p>Module-2</p> <p>Strategy and planning process in Advertising.</p>	<p>15</p>
<ul style="list-style-type: none"> • Advertising Planning process & Strategy : Introduction to Marketing Plan, Advertising Plan- Background, situational analysis related to Advertising issues, Marketing Objectives, Advertising Objectives, Target Audience, Brand Positioning (equity, image personality), creative Strategy, message strategy, media strategy, Integration of advertising with other communication tools • Role of Advertising in Marketing Mix : Product plan ing, product brand policy, price, packaging, distribution, Elements of Promotion, Role of Advertising in PLC • Advertising Agencies: Functions – structure – types - Selection criteria for Advertising agency – Maintaining Agency–client relationship, Agency Compensation. Some popular advertising agencies and their work. 		<ul style="list-style-type: none"> • Advertising Planning process & Strategy : Introduction to Marketing Plan, Advertising Plan-Background, situational analysis related to Advertising issues, Marketing Objectives, Advertising Objectives, Target Audience, Brand Positioning (equity, image personality), creative Strategy, message strategy, media strategy, Integration of advertising with other communication tools • Role of Advertising in Marketing Mix : Product planning, product brand policy, price, packaging, distribution, Elements of Promotion, Role of Advertising in PLC • Advertising Agencies: Functions – structure – types - Selection criteria for Advertising agency – Maintaining Agency–client relationship, Agency 	

		Compensation. Some popular advertising agencies and their work.	
Module – 3 Creativity in Advertising	15	Module – 3 Creativity in Advertising	15
<p>Introduction to Creativity:</p> <ul style="list-style-type: none"> • Definition, importance, creative process , Creative strategy development – Advertising Campaign – determining the message theme/major selling ideas – introduction to USP – positioning strategies – persuasion and types of advertising appeals – role of source in ads and celebrities as source in Indian ads – execution styles of presenting ads. • Role of different elements of ads – logo, company signature, slogan, tagline, jingle, illustrations, etc – • Creating the TV commercial – Visual Techniques, Writing script, developing storyboard, other elements (Optical, Soundtrack, Music) • Creating Radio Commercial – words, sound, music – scriptwriting the commercial – clarity, coherence, pleasantness, believability, interest, distinctiveness • Copywriting: Elements of Advertisement copy – Headline, sub-headline, Layout, Body copy, slogans. Signature, closing idea, Principles of Copywriting for print, OOH, essentials of good copy, Types of Copy, Copy Research 		<p>Introduction to Creativity:</p> <ul style="list-style-type: none"> • Definition, importance, creative process , Creative strategy development – Advertising Campaign – determining the message theme/major selling ideas – introduction to USP – positioning strategies – persuasion and types of advertising appeals – role of source in ads and celebrities as source in Indian ads – execution styles of presenting ads. • Role of different elements of ads – logo, company signature, slogan, tagline, jingle, illustrations, etc – • Creating the TV commercial – Visual Techniques, Writing script, developing storyboard, other elements (Optical, Soundtrack, Music) • Creating Radio Commercial – words, sound, music – scriptwriting the commercial – clarity, coherence, pleasantness, believability, interest, distinctiveness • Copywriting: Elements of Advertisement copy – Headline, sub-headline, Layout, Body copy, slogans. Signature, closing 	

		idea, Principles of Copywriting for print, OOH, essentials of good copy, Types of Copy, Copy Research	
Module – 4 Budget, Evaluation, Current trends and careers in Advertising	15	Module – 4 Budget, Evaluation, Current trends and careers in Advertising	15
<ul style="list-style-type: none"> • Advertising Budget – Definition of Advertising Budget, Features, Methods of Budgeting • Evaluation of Advertising Effectiveness – Pre-testing and Post testing Objectives, Testing process for Advertising effectiveness, Methods of Pre-testing and Post-testing, Concept testing v/s Copy testing • Current Trends in Advertising : Rural and Urban Advertising, Digital Advertising, Content Marketing (Advertorials), Influencer marketing, Co- Marketing, Ambush Advertising, Global Advertising – scope and challenges – current global trends • Careers in Advertising : careers in Media and supporting firms, freelancing options for career in advertising, role of Advertising Account Executives. 	15	<ul style="list-style-type: none"> • Advertising Budget – Definition of Advertising Budget, Features, Methods of Budgeting • Evaluation of Advertising Effectiveness – Pre-testing and Post testing Objectives, Testing process for Advertising effectiveness, Methods of Pre-testing and Post-testing, Concept testing v/s Copy testing • Current Trends in Advertising : Rural and Urban Advertising, Digital Advertising, Content Marketing (Advertorials), Influencer marketing, Co- Marketing, Ambush Advertising, Global Advertising – scope and challenges – current global trends • Careers in Advertising : careers in Media and supporting firms, freelancing options for career in advertising, role of Advertising Account Executives. 	15

Ms Manasi Shah, faculty from the Bachelor of Management Studies (B.M.S.) Department, presented the syllabus and the pattern of examination of Foundation Course – IV (Ethics and Governance) of SYBMS.

Following suggestions/observations were made

Name of the member	Suggestions/observations
1) Mr. Sivaramkrishnan V.	Appreciated the presentation, enquired about case study question format and suggested presentations for the topic financial scams.
2) Ms. Manasi Shah	Assured that discussion on financial scams will be included in the internal component as presentations.
3) Dr. Shanti Suresh	Recommended the introduction of Kotak Committee Report under Corporate Governance.
4) Ms. Manasi Shah	Assured that Kotak committee will be incorporated in the syllabus
5) Prof. Sunaina Kuknor	Suggested types of privacy be covered under ethics in IT and appreciated the introduction of ethics in IT.
6) Ms. Manasi Shah	Assured that types of privacy will be incorporated in the syllabus
7) Dr. Lata Swaminathan	Appreciated the modifications in the syllabus and enquired whether sustainability would be covered under CSR.
8) Ms. Manasi Shah	Informed that sustainability is briefly covered under CSR.

The Proposed syllabus was accepted for BMS FC-IV Foundation Course with the following modifications.

Proposed Syllabus	No. of lectures	Modified approved Syllabus	No. of lectures
<p>1. Introduction to Ethics and Business Ethics</p> <ul style="list-style-type: none"> Ethics: Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition Business Ethics: Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics 	12	<p>1. Introduction to Ethics and Business Ethics</p> <ul style="list-style-type: none"> Ethics: Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition Business Ethics: Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics 	12

Principles of Business Ethics, 3 Cs of Business Ethics – Compliance, Contribution and Consequences Myths about Business Ethics Ethical Performance in Businesses in India		Principles of Business Ethics, 3 Cs of Business Ethics – Compliance, Contribution and Consequences Myths about Business Ethics Ethical Performance in Businesses in India	
<ul style="list-style-type: none"> • Ethics in Marketing: Ethical issues in Marketing Mix, Unethical Marketing Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements • Ethics In Finance: Scope of Ethics in Financial Services, Ethics of a Financial Manager – Legal Issues, Balancing Act and Whistle Blower, Ethics in Taxation, Corporate Crime - White Collar Crime and Organised Crime, Major Corporate Scams in India. • Ethics in Information Technology related to business: Ethics in E- commerce, Use of information, Privacy Issues, Security, Digital piracy • Ethics in Human Resource Management: Importance of Workplace Ethics, Guidelines to Promote Workplace Ethics, Importance of Employee Code of Conduct, Ethical Leadership 	11	<ul style="list-style-type: none"> • Ethics in Marketing: Ethical issues in Marketing Mix, Unethical Marketing Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements • Ethics In Finance: Scope of Ethics in Financial Services, Ethics of a Financial Manager – Legal Issues, Balancing Act and Whistle Blower, Ethics in Taxation, Corporate Crime - White Collar Crime and Organised Crime, Major Corporate Scams in India. • Ethics in Information Technology related to business: Ethics in E- commerce, Use of Information, Types of Privacy and Privacy Issues, Security, Digital Piracy • Ethics in Human Resource Management: Importance of Workplace Ethics, Guidelines to Promote Workplace Ethics, Importance of Employee Code of Conduct, Ethical Leadership 	11
Corporate Governance <ul style="list-style-type: none"> • Concept, Role of SEBI in Ensuring Corporate Governance, Cadbury Committee Report, 1992, Corporate Governance Committees in India: Kumar Mangalam Birla Committee, Narayan Murthy Committee. Need for Corporate Governance • Significance of Ethics in Corporate Governance, Principles of Corporate Governance, Benefits of Good Governance, Issues in Corporate Governance • Theories- Agency Theory, Shareholder Theory, Stakeholder Theory and 	11	Corporate Governance <ul style="list-style-type: none"> • Concept, Role of SEBI in Ensuring Corporate Governance, Cadbury Committee Report, 1992, Corporate Governance Committees in India and their recommendations: Kumar Mangalam Birla Committee, Narayan Murthy Committee and Kotak Committee. Need for Corporate Governance • Significance of Ethics in Corporate Governance, Principles of Corporate Governance, Benefits of Good Governance, Issues in Corporate Governance 	11

Stewardship Theory • Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading		• Theories- Agency Theory, Shareholder Theory, Stakeholder Theory and Stewardship Theory • Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading	
Corporate Social Responsibility (CSR) • Meaning of CSR, Evolution of CSR, Types of Social Responsibility • Aspects of CSR- Responsibility, Accountability, Sustainability and Social Contract • Need for CSR • CSR Principles and Strategies • Issues in CSR • Social Accounting • Sachar Committee Report on CSR • Ethical Issues in International Business Practices • Recent Guidelines in CSR • Society's Changing Expectations of Business With Respect to Globalisation • Future of CSR	11	Corporate Social Responsibility (CSR) • Meaning of CSR, Evolution of CSR, Types of Social Responsibility • Aspects of CSR- Responsibility, Accountability, Sustainability and Social Contract • Need for CSR • CSR Principles and Strategies • Issues in CSR • Social Accounting • Sachar Committee Report on CSR • Ethical Issues in International Business Practices • Recent Guidelines in CSR • Society's Changing Expectations of Business With Respect to Globalisation • Future of CSR	11

The following Resolutions were passed

- **Resolved that syllabus for SYBMS Semester III - Advertising and Semester IV FC – IV (Ethics and Governance) is accepted by the committee**
- **Resolved that the 60 marks examination pattern is approved and will be adopted.**
- **Resolved that the internal test component will be online, further resolved that the other component of the internal assessment, may be offline or online as per the directive of the UGC as per the prevalent condition.**

The next presentation was made by Dr. Seethalekshmy for the subjects of Advertising Sem III and Sem IV

Current Syllabus	No. of lectures	Syllabus as per the recommendations of the BOS members	No. of lectures
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<p>Module -1</p> <p>Introduction to Advertising</p>	<p>12</p>	<p>Module -1</p> <p>Introduction to Advertising</p>	<p>12</p>
<p>Advertising Concept - Features – Evolution of Advertising - Active Participants Involved - Benefits of Advertising for firms and consumers</p> <p>Integrated Marketing Communication Concept - Features - Elements - Role of IMC in advertising</p> <p>Bases of Classification of Advertising Geographic - Media - Target Audience - Functions</p>		<ul style="list-style-type: none"> • Definition, Evolution of Advertising, Objectives, Importance of advertising <p>Active Participants Involved - Benefits of Advertising for firms and consumers.</p> <p>Integrated Marketing Communication Concept - Features - Elements - Role of IMC in advertising</p> <p>Bases of Classification of Advertising Geographic - Media - Target Audience - Functions</p>	

<p>Module-2</p> <p>Advertising Agency</p>	<p>11</p>	<p>Module-2</p> <p>Advertising Agency</p>	<p>11</p>
<p>Ad Agency Meaning - Features - Structure and services offered - Types - Agency selection criteria. Agency and Client Maintaining Agency-Client Relationship - Techniques to avoid Client Turnover - Creative Pitch - Agency Compensation Careers in Advertising Skills required for career in advertising - Career Options - Freelancing in Advertising(Graphics, Animation, Modeling, Dubbing, Digital Marketing)</p>		<p>Ad Agency Meaning - Features - Structure and services offered - Types - Agency selection criteria. Agency and Client Maintaining Agency-Client Relationship - Techniques to avoid Client Turnover - Creative Pitch - Agency Compensation Careers in Advertising Skills required for career in advertising - Career Options - Freelancing in Advertising(Graphics, Animation, Modeling, Dubbing, Digital Marketing)</p>	
<p>Module – 3</p> <p>Economic and Social Aspects of Advertising</p>	<p>11</p>	<p>Module – 3</p> <p>Economic and Social Aspects of Advertising</p>	<p>11</p>
<p>Economic and Social Aspects of Advertising Economic Aspects Effect of Advertising on Consumer Demand - Monopoly and Competition - Price Social Aspects Ethical and Social Issues in Advertising - Positive and Negative influence of advertising on Indian values and culture. Types of Advertisements</p>		<p>Economic and Social Aspects of Advertising Economic Aspects Effect of Advertising on Consumer Demand - Monopoly and Competition - Price Social Aspects Ethical and Social Issues in Advertising - Positive and Negative influence of advertising on Indian values and culture. Types of Advertisements</p>	

Pro Bono/Social Advertising - Social Advertisements by Indian Govt - ASCI		Pro Bono/Social Advertising - Social Advertisements by Indian Govt - ASCI	
Module – 4 Brand Building and Special Purpose Advertising	11	Module – 4 Brand Building and Special Purpose Advertising	11
<p>1. Brand Building</p> <p>Process - AIDA Model - Role of advertising in developing Brand Image and Brand Equity - Managing Brand Crisis</p> <p>II. Special Purpose Advertising</p> <p>Rural Advertising - Political Advertising - Advocacy Advertising - Corporate Image Advertising - Green Advertising - Concept of Guerilla Advertising</p> <p>III. Trends in Advertising</p> <p>Media - Ad Spends - Ad Agencies - Execution of Advertisements</p>		<p>I. Brand Building</p> <p>Process - AIDA Model - Role of advertising in developing Brand Image and Brand Equity - Managing Brand Crisis</p> <p>II. Special Purpose Advertising</p> <p>Rural Advertising - Political Advertising - Advocacy Advertising - Corporate Image Advertising - Green Advertising - Concept of Guerilla Advertising</p> <p>III. Trends in Advertising</p> <p>Media - Ad Spends - Ad Agencies - Execution of Advertisements</p>	

The Committee further made the following recommendations

Class activity as per the recommendations of BOS members.

1. Making ads / posters with popular brands with reason for the like and dislike of various ads.
2. Evaluation of ads by the students.
3. Creating FB page or instagram with ads which will enhance the teaching learning process

The Syllabus for Advertising IV was taken for discussion

Current Syllabus	No. of lectures	Syllabus as per the recommendations of the BOS members	No. of lectures
Module -1 Media in Advertising	12	Module -1 Media in Advertising	12
Media in Advertising Traditional Media Print, Broadcasting, Out-Of-Home advertising and films - advantages and limitations of all the above traditional media New Age Media Digital Media / Internet Advertising , forms, significance & limitations. Media Research Concept, Importance, Tool for regulation - ABC and Doordarshan Code		Media in Advertising Traditional Media Print, Broadcasting, Out-Of-Home advertising and films - advantages and limitations of all the above traditional media New Age Media Digital Media / Internet Advertising and Social Media Advertising, significance & limitations . Media Research Concept, Importance, Tool for regulation - ABC , TRP,& TRP scams	
Module-2 Planning an Advertising Campaign	11	Module-2 Planning an Advertising Campaign	11

<p>Planning Advertising Campaign</p> <p>Advertising Campaign</p> <p>Concept, Advertising Campaign Planning</p> <p>-Steps Determining advertising objectives - DAGMAR model</p> <p>Advertising Budgets</p> <p>Factors determining advertising budgets, methods of setting advertising budgets, Media Objectives - Reach, Frequency and GRPs</p> <p>Media Planning</p> <p>Concept, Process, Factors considered while selecting media, Media Scheduling Strategies</p>		<p>Planning Advertising Campaign</p> <p>Advertising Campaign</p> <p>Concept, Advertising Campaign Planning -Steps Determining advertising objectives - DAGMAR model</p> <p>Advertising Budgets</p> <p>Factors determining advertising budgets, methods of setting advertising budgets, Media Objectives - Reach, Frequency and GRPs</p> <p>Media Planning</p> <p>Concept, Process, Factors considered while selecting media, Media Scheduling Strategies</p>	
<p>Module – 3</p> <p>FUNDAMENTALS OF CREATIVITY IN ADVERTISING</p>	<p>11</p>	<p>Module – 3</p> <p>FUNDAMENTALS OF CREATIVITY IN ADVERTISING</p>	<p>11</p>
<p>Fundamentals of Creativity in Advertising</p> <p>Creativity</p> <p>Concept and Importance, Creative Process, Concept of Creative Brief, Techniques of Visualization</p> <p>Creative aspects</p> <p>Buying Motives - Types, Selling Points- Features, Appeals – Types, Concept of</p>		<p>Fundamentals of Creativity in Advertising</p> <p>Creativity</p> <p>Concept and Importance, Creative Process, Concept of Creative Brief, Techniques of Visualization</p> <p>Creative aspects</p> <p>Buying Motives - Types, Selling</p>	

<p>Unique Selling Proposition (USP)</p> <p>Creativity through Endorsements</p> <p>Endorsers – Types, Celebrity Endorsements – Advantages and Limitations, High Involvement and Low Involvement Products</p>		<p>Points- Features, Appeals – Types, Concept of Unique Selling Proposition (USP)</p> <p>Creativity through Endorsements</p> <p>Endorsers – Types, Celebrity Endorsements – Advantages and Limitations, High Involvement and Low Involvement Products</p>	
<p>Module – 4</p> <p>Execution and Evaluation of Advertising</p>	<p>11</p> <p>111211</p>	<p>Module – 4</p> <p>Execution and Evaluation of Advertising</p>	<p>11</p>

<p>Execution and Evaluation of Advertising</p> <p>Preparing print ads Essentials of Copywriting, Copy – Elements, Types, Layout- Principles, Illustration - Importance</p> <p>Creating broadcast ads Execution Styles, Jingles and Music – Importance, Concept of Storyboard</p> <p>Evaluation Advertising copy, Pre-testing and Post-testing of Advertisements – Methods and Objectives</p>	12	<p>Execution and Evaluation of Advertising</p> <p>Preparing print ads Essentials of Copywriting, Copy – Elements, Types, Layout- Principles, Illustration - Importance</p> <p>Creating broadcast ads Execution Styles, Jingles and Music – Importance, Concept of Storyboard</p> <p>Evaluation Advertising copy, Pre-testing and Post-testing of Advertisements – Methods and Objectives</p>	
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The proposed changes were agreed by the BOS members and the syllabus was finalized

PROPOSED SCHEME OF EXAMINATION FOR BOTH THE SEMESTERS

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Objective type test (Best of 2, 20 marks each)	20
Ad making- Video Ad, Jingle making, Poster ads	20
Total	40

**(B) Semester end
examination 60 marks
PROPOSED PAPER
PATTERN**

Duration :2 hours	
Total Marks: 60	
Q.1 Attempt any 2 out of 3	15
Q.2 Attempt any 2 out of 3	15
Q.3 Attempt any 2 out of 3	15
Q.4 Attempt any 2 out of 3	15
Total	60

All the recommendations made by the BOS members were incorporated in the syllabus by the faculties

The following Resolutions were passed in the meeting

- **Resolved that syllabus for Advertising III and IV is accepted by the committee**
- **Resolved that the 60 marks examination pattern is approved and will be adopted.**
- **Resolved that the internal test component will be online, further resolved that the other component of the internal assessment, may be offline or online as per the directive of the UGC as per the prevalent condition.**
- **Resolved that the syllabus for Commerce I and II with the recommendations made for the year 2020-2021 will be continued for the academic year 2021-2022**

The meeting ended with proposing the Vote of Thanks by Ms. Manasi Shah