



MINUTES OF MEETING OF ACADEMIC ADVISORY COUNCIL

AY 2019-20

Name of Association: Pune Institute of Business Management Academic Advisory Council

Type of Meeting: Annual General Meeting

Date: 19th April 2018

Time: 10:00 AM-5:30 PM

Venue: 1st Floor Conference Room, Pune Institute of Business Management, Gat no. 605/1, Lavasa road, Pirangut, Tal Mulshi, Maharashtra. Pune 412115.

Meeting Facilitator: Asst. Prof. Poornima Sehrawat

Call to order: Meeting was called to order at PIBM conference room. A quorum was established.

Roll Call:

Attendees Present:

Academic Director		Dr. Ajit Sane	
Domain	Member	Designation	Area of Expertise
Finance	Dr. A P Rao	Academic Subject Matter Expert; Ex VP Kinetic Motors	Corporate Finance
	Mr. Souvik Sengupta	Industry Subject Matter Expert; MD & CEO Standard Chartered Investments & Loans Ltd.	Risk and Credit
	Mr. Ashok Kumar	Industry Subject Matter Expert; Chief Manager Corporate Banking Group, ICICI Bank	Risk and Credit
	Mr. Neeraj Madhekar	Industry Subject Matter Expert; Group Executive VP and Regional Business Leader, Yes Bank	Risk and Credit
	Dr. Umesh Mahtani	Academic Subject Matter Expert; Finance Professor, Goa Institute of Management	Finance and Accounting
	Mr. Prabhakar A.K	Industry Subject Matter Expert; Head of Research - IDBI Capital	Equity Research
	Mr. Vijay Vishnav	Industry Subject Matter Expert; CFO Zee Digital Convergence Ltd.	Project Finance
	Dr. K S Ranjani	Academic Subject Matter Expert; Finance Professor, NITIE	Finance and Accounting



	Mr. Manish Singhania	Industry Subject Matter Expert; CFO - Essar Steel Pune Facility	Project Finance
	Mr. Manish Desai	Industry Subject Matter Expert; CFO - Voltas	Corporate Finance
	Mr. Karan Malhotra	Industry Subject Matter Expert; Sr. VP-Cians Analytics	Investment Banking, Valuation
	Dr. Deepak Tondon	Academic Subject Matter Expert; Finance Professor, IMI Delhi	Finance and Accounting, Banking and Financial Services
	Dr. Neeraj Amarnani	Academic Subject Matter Expert; Finance Professor, Goa Institute of Management	Corporate Finance, Project Finance
Marketing	Dr. Prakash Singhi	Academic Subject Matter Expert; Ex. Dean IIM A	Strategic Marketing
	Mr. Arijit Dutta	Industry Subject Matter Expert; CEO Uno Minda	Strategic Marketing
	Dr. Gordhan K Saini	Academic Subject Matter Expert; Assistant Professor-marketing- TISS	Marketing Management, Market Research
	Mr. Manish Rohtagi	Industry Subject Matter Expert; Business Head and Profit Center Head, Hero Cycles Ltd.	Sales & Distribution; Retail
	Mr. Vishal Gupta	Industry Subject Matter Expert; Commercial Director of Borges India	Sales & Distribution
	Mr. Diniar Patel	Industry Subject Matter Expert; Chief Editor, Times of India	Media & Branding
	Dr. Asit K Barma	Academic Subject Matter Expert; Director Marketing-IFIM and Faculty-IIM-Kashipur	Digital Marketing, Marketing Strategy, Marketing Management
	Mr. Jitendra Singh	Industry Subject Matter Expert; Chief Sales & Marketing, Leadeo Services	B2B Marketing
	Dr. Neeraj Pandey	Academic Subject Matter Expert; Assistant Professor-NITIE	B2B Marketing, Digital Marketing, Services Marketing
	Mr. Priyan Nayar	Industry Subject Matter Expert; CIO, Future Lifestyle Fashion Ltd.	Retail Marketing
	Dr. Rajashree Pillai	Academic Subject Matter Expert; HOD HR, PIBM	Strategic HR



HR	Mr. Alok Narayan	Industry Subject Matter Expert; Executive TA head, Quatro	PMS
	Mr. M V S Murthy	Industry Subject Matter Expert; CPO, Future Group	HR Analytics
	Mr. Deepak Gupta	Industry Subject Matter Expert; CHRO Karvy Consultant	LnD
	Dr. Ramashankar Yadav	Academic Subject Matter Expert; Assistant Professor-HR-IIM-Rohtak	HRM, Employee engagement
	Mr. Rajesh Singh	Industry Subject Matter Expert; CHRO KPIT	Strategic HRM
	Dr. Sumi Jha	Academic Subject Matter Expert; Assistant Professor-HR-NITIE	Organization Behavior, Recruitment and Selection
	Dr. Pranabesh Dey	Academic Subject Matter Expert; Associate Professor-HR-XLRI	Labour Law, PMS
	Ms. Tulanihina	Industry Subject Matter Expert; Sr. VP HR, IndusInd Bank	LnD
	Capt. Partha	Industry Subject Matter Expert; Director HR, AGS	OD

Absent: None

Meeting Agenda:

1. Discussion on key agenda approved and recommended for academic activity for AY 2019-20 by the governing body.
2. Strategizing the execution plan and academic calendar for AY 19-20.

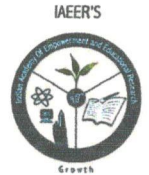
Review of Minutes from the last meeting:

1. Stated the NPD and Value chain research projects.
2. Executed Program objective attainment with PSO and Course objectives.

Marketing Domain:

1. The director opened the discussion start to develop sector specific courses in the academic year as insurance in marketing etc.
2. Prof. Singhi reviewed the program specific objectives and course objective which has been prepared by the faculty and suggested to incorporate more cases in digital marketing course.





3. Prof. Gordhan K Saini suggested that there should be more focus on research in different marketing subjects which will help students to develop the understanding to do research and prepare report on the data gathered and analyze during the project.
4. Mr. Priyan Nayar suggested to incorporate retail visits and students should be able to calculate the ROI in retail marketing.
5. Prof. Asit suggested that there should be more projects in digital marketing subject like writing blogs etc.

Human Resource Domain:

1. The director opened the discussion with introducing the new subject named as RM in HR which will help students to focus research in HR and will help them in writing reports.
2. Mr. Rajesh Singh suggested that faculty should teach students how to create dashboards in HR analytics.
3. Ms. Tulinahina suggested that there should be evaluation on the R&S lab which will improve the quality of project which students will be doing and that evaluation will be the part of their internal evaluation.
4. Dr. Sumi Jha suggested that there should be more live projects during sem-II and III to be done with different companies like Edelwiss to incorporate the experiential learning in the students.

Finance Domain:

1. The director opened the discussion to develop new courses in risk and actuary. Director will give the responsibility to Mr. Bhavyadeep Bhatia and Dr. Chetna to develop the courses with the help of corporate panelists.
2. Dr. Umesh suggested that more stress to be given to prepare "Business Feasibility report".

Common (For all specializations):

1. The council discussed regarding the automation of admission process through PIBM own ERP.
2. The council also discussed about the use of Incubation center in continuous learning process from Business orientation Program only.

**Case study and Research:**


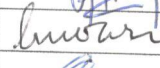


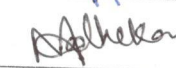





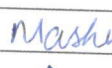
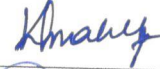


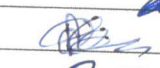
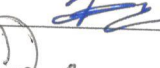
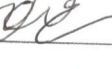


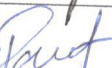

1. The council decided that the more research to be done in the area of "New Product Development" and "Value chain" and to involve more faculties for the same.
2. To improve focus on SCOPUS indexed journals and international conferences which will improve the quality of research.

Authorized Signatory

Director

Principal Director

Chairman

Panelist	Signature
Dr. Ajit Sane	
Dr. A P Rao	
Mr. Souvik Sengupta	
Mr. Ashok Kumar	
Mr. Neeraj Madhekar	
Dr. Umesh Mahtani	
Mr. Prabhakar A.K	
Mr. Vijay Vishnav	
Dr. K S Ranjani	
Mr. Manish Singhania	
Mr. Manish Desai	
Mr. Karan Malhotra	
Dr. Deepak Tondon	
Dr. Neeraj Amarnani	
Dr. Prakash Singhi	
Mr. Arijit Dutta	
Dr. Gordhan K Saini	
Mr. Manish Rohtagi	
Mr. Vishal Gupta	
Mr. Diniar Patel	
Dr. Asit K Barma	

IAEER'S

Pune Institute Of Business Management

Approved by AICTE, Ministry of HRD, Govt. of India & Affiliated to University of Pune



Mr. Jitendra Singh	
Dr. Neeraj Pandey	
Mr. Priyan Nayar	
Dr. Rajashree Pillai	
Mr. Alok Narayan	
Mr. M V S Murthy	
Mr. Deepak Gupta	
Dr. Ramashankar Yadav	
Mr. Rajesh Singh	
Dr. Sumi Jha	
Dr. Pranabesh Dey	
Ms. Tulanihina	
Capt. Partha	

IAEER'S

Pune Institute Of Business Management

Gat No. 605/1, Mukaiwadi Road, Pirangut,

Tal. Mulshi Paud, Pune (Maharashtra)

Ph. No. 020 66036700, 66575000, Fax : 020-66036722

www.pibm.in