

MINUTES OF MEETING OF ACADEMIC ADVISORY COUNCIL

AY 2013 - 14

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

Type of Meeting: Council Meeting AY 2013-14

Date: 24th April 2013

Time: 10:30 AM to 4:45 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. Palak Sharma

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

Roll Call:

Attendees Present:

Academic Director		Dr. Deshpande	
Domain	Member	Designation	Area of Expertise
Finance	Prof. A P Rao	Academic Subject Matter Expert; Ex VP Kinetic Motors	Corporate Finance
	Mr. Neeraj Madhekar	Industry Subject Matter Expert; Group Executive VP and Regional Business Leader, Yes Bank	Risk and Credit
	Mr. Prabhakar A.K	Industry Subject Matter Expert; Head of Research - IDBI Capital	Equity Research
	Mr. Manish Singhania	Industry Subject Matter Expert; CFO - Essar Steel Pune Facility	Project Finance
	Mr. Anil Jalihal	Industry Subject Matter Expert; CFO - Indoschottle	Corporate Finance
Marketing	Prof. Prakash Singhi	Academic Subject Matter Expert; Ex. Dean IIM A	Strategic Marketing
	Mr. Arijit Dutta	Industry Subject Matter Expert; CEO Uno Minda	Strategic Marketing
	Mr. Manish Rohtagi	Industry Subject Matter Expert; Business Head and	Sales & Distribution; Retail



		Profit Center Head, Hero Cycles Ltd.	
	Mr. Diniar Patel	Industry Subject Matter Expert; Chief Editor, Times of India	Media & Branding
HR	Mr. V V Nathan	Academic Subject Matter Expert, HR PIBM	HR & OB
	Mr. Alok Narayan	Industry Subject Matter Expert; Executive TA head, Quatro	PMS
	Mr. Pramod Shah	Industry Subject Matter Expert; HR Business Head, Tata Capital	OD

Absent: None

Meeting Agenda:

1. Discussion on key agenda approved and recommended for academic activity for AY 2013-14 by the governing body.
2. Strategizing the execution plan and academic calendar for AY 13-14.

Review of Minutes from the last meeting:

1. Extra certification program on **Oracle, MS Project and Six Sigma** planned for batch 2012-14 PGDM and MBA will be conducted in AY 2013-14 for Semester-III and IV.



Marketing Domain:

1. The governing body approved the need for SPSS training via workshop for Market research. The director opened the discussed with the subject matter marketing to identify appropriate faculty or trainer for defining this workshop.
2. Prof. Singhi recommended to develop this talent in house in long term however inviting visiting faculty Prof. Mandaar Marathe for conducting the SPSS workshop (Duration 15 hours).
3. Mr. Manish Rohtagi recommended that the industry expert from leading MR agencies like AC nelson or IPSOS can also be invited for supplementary training for SPSS.
4. The director then opened the discussion for introduction of elective courses on channel sales, MR and retail for marketing specialization students for PGDM.
5. The academic advisory council deliberator the time which can be allocated to elective courses and decided on 15 hour modules to be structured for each elective. It was also decided that these modules will be purely delivered by relevant corporate panelist with one faculty associate to administer the module.
6. The interview viva evaluation component was deemed fit to be introduced for specialization subjects such as Sales and Distribution, Product Management, B2B Marketing and Retail Management. The director was advised to engage the academic administration team in aligning the interview/viva component along with the final examination towards the end of semester.

Finance Domain:

1. The director opened the discussion for introduction of elective courses on Equity Research and Retail Banking and Prof. Rao suggested some industry experts who can take workshops on elective subjects and also relevant faculties like; Prof. Adesh and Prof. Sachin who will be associated with the industry experts for evaluation.
2. Mr. Neeraj Madhekar suggested to start with beginner level NCFM certification training for all finance students and the director agreed to engage academic administration team to provide 15 hours of training in one semester and also to provide students desk research sessions to prepare for the exam.
3. Prof. Rao agreed on the interview/viva evaluation component for subjects such as Equity research, Derivative, SAPM etc.

Human Resource Domain:

1. The director opened the discussion for introduction of elective courses on Performance Management System, Recruitment and Selection and Compensation and Benefits. Prof. Nathan suggested some industry experts who can take workshops on elective subjects and also relevant faculties who will be associated with the industry experts for evaluation.



2. Prof. Nathan agreed to keep interview/viva component as final semester evaluation for specialization subjects like; Recruitment and Selection, Compensation and Benefits and Performance Management System.
3. Industry expert Mr. Pramod Shah suggested to keep Organization Development subject as workshop mode of 15 hours which will include theory as well as practical which will students to understand the organization development at workplace and what are different skills require for the profile.

Case study and Research:

1. The director suggested that faculties should involve students in doing research and also writing case studies, where industry experts will help the faculties in collecting data and also in finding facts.
2. Prof. Singhi suggested to provide dedicated time to faculties for doing qualitative research and writing case studies.

Authorized Signatory

Director

Principal Director

Chairman