

MINUTES OF MEETING OF ACADEMIC ADVISORY COUNCIL

AY 2015-16

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

Type of Meeting: Council Meeting AY 2015-16

Date: 21st April 2015

Time: 10:30 AM-4:30 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. Ashutosh Misal	
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 2015-16 by the governing body.
2. Strategizing the execution plan and academic calendar for AY 15-16.

Review of Minutes from the last meeting:

1. Business Orientation program has been executed successfully as planned.
2. Field visits in marketing specialization has been executed successfully and students has benefited in their internships as per the feedback given by students during SIP.

Marketing Domain:

1. The director opened the discussion to increase the intensity of mentorship program and every mentor should not get more than 20 mentees to make the program effective. Director also discussed about the FDPs to be arranged for faculties on "How to be an effective mentor".
2. Prof. Singhi suggested to identify the faculty members who can become mentor and also keep one workshop or FDP before students go for internships.
3. Mr. Manish suggested to keep one dedicated day for field visits and live projects for marketing specialization and to incorporate it as internal evaluation for students which will



be evaluated in the presentation mode. The director agreed on the same and was advised by the board to engage academic administration team to plan and execute the same.

4. The director suggested to start psychometric test with the students followed by counseling which will help students to choose their career path also to help them in understanding their strengths and weakness so that they can work upon them as per the requirement.
5. Prof. Singhi suggested to identify the faculties who will be counseling students on the basis of the psychometric test results.
6. The director started the discussion with the purchase and installation of SPSS for research methodology subject which will be given in semester-I of PGDM and MBA both and also stressed upon the use of SPSS to teach students.
7. Mr. Arijit Dutta suggested to use SPSS for teaching Market Research subject of semester-II for marketing specialization.
8. The director also suggested to start with the subjects such as; Pricing Management, Marketing Analytics and E-Commerce and Digital Marketing for marketing specialization PGDM students as full credit 40 hours subjects in semester-III. Prof. Singhi suggested to faculties who will teach the subjects and also to align industry expert for the better conceptual clarity and application of the subject.

Human Resource Domain:

1. Prof. Nathan agreed to increase the intensity of mentorship program and every mentor should not get more than 20 mentees to make the program effective and also to conduct FDP before students go for internships.
2. Prof. Nathan also agreed to start psychometric test with the students followed by counseling which will help students to choose their career path also to help them in understanding their strengths and weakness so that they can work upon them as per the requirement. Prof. Nathan also suggested to design the MBTI test as he is from HR background and also conducted such tests and counseling in corporate.
3. The director suggested to start HR analytics as a full credit subject as per the feedback received from faculties and recruiters. Prof. Nathan suggested to give the subject to one of our inhouse faculty.

Finance Domain:

1. Prof. Rao proposed to start with mentoring program domain wise, i.e. as per student interest and competency in Corporate Finance, Equity Research, Investment Banking, Treasury, etc. which will be very helpful for students in long term.
2. Mr. Neeraj Madhekar proposed to start with Bloomberg training for analyzing financial statement of different sectors and companies.

**Common (For all specializations):**

1. The director suggested to start with the extra certification program for all PGDM students on "Quality Management", "MS Project" and also "SAP" (as per specialization) in semester-III as per inputs received from recruiters and alumni.

Case study and Research:

1. For quality research the director suggested to focus on SCOPUS indexed journal for research papers. It was proposed by the Mr. Diniar Patel that training and workshops will be required for the faculty members to produce quality research papers for international publications.

Authorized Signatory

Director

Principal Director

Chairman