

MINUTES OF MEETING OF ACADEMIC ADVISORY COUNCIL**AY 2017-18****Name of Association:** Pune Institute of Business Management Academic Advisory Council**Type of Meeting:** Annual General Meeting**Date:** 21st April 2017**Time:** 10:30 AM-5:00 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 Sehwat**Call to order:** Meeting was called to order at PIBM conference room. A quorum was established.**Roll Call:****Attendees Present:**

Academic Director		Dr. Praveen Srivastava	
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, Leadec 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

HR	Dr. Rajashree Pillai	Academic Subject Matter Expert; HOD HR, PIBM	Strategic 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
	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 2017-18 by the governing body.
2. Strategizing the execution plan and academic calendar for AY 17-18.

Review of Minutes from the last meeting:

1. Executed an extra certification program with Cians Analytics on “Financial Modelling” as planned for semester-III Finance specialization students.
2. Program Objectives initiated as planned and also faculties prepared Course objectives for their subjects.



Marketing Domain:

1. The director opened the discussion with the launch of Analytics as a major specialization and Operations as a minor specialization, which can be taken by all different specialization students in the combination of Marketing-Analytics, Marketing-Operations, and Analytics-Marketing.
2. Prof. Singhi suggested to that program objective to more quantitative in nature and there is a requirement of improvement in terms of program objective.
3. The director proposed for organizing sector-specific training labs for all students during the “Business Orientation Program”.
4. Prof. Asit K Barma the subject matter expert suggested making content linked with competencies which we want students to build as per the company requirement.
5. Mr. Priyan Nayar suggested incorporating retail store visit as an internal evaluation in the mode of presentation, where students can present different retail store models and layouts.
6. Prof. Gordhan K Saini suggested for Marketing subject in Business Orientation Program to incorporate workbook with some practical cases and situations.

Human Resource Domain:

1. The director opened the discussion start Analytics as a major specialization and Operations as a minor specialization, which can be taken by all different specialization students in the combination of Analytics-HR, HR-Analytics, and HR-Operations.
2. Dr. Rajasshrie suggested to do live projects for HR specialization students in SMEs in continuation of 15 days and students will be preparing and submitting a report of a live project which would be the part of their internal evaluation.
3. Mr. MVS Murthy suggested some updating on HR analytics course plan to incorporate more analytical models linked with HR than only HR Matrices.
4. Ms. Tulanihina suggested to incorporate more models in learning and development course plan and also suggested to use some live cases for the concept of training need analysis.

Finance Domain:

1. The director opened the discussion start Analytics as a major specialization and Operations as a minor specialization, which can be taken by all different specialization students in the combination of Finance-Analytics, Finance-Operations, and Analytics-Finance.
2. Prof. Deepak Tondon suggested that the additional certification course on financial modeling by Cians analytics be moved up to semester-II for better effectiveness before students proceed to complete their summer internship program.



3. Mr. Karan from Cians analytics agreed to move the extra certification of “Financial Modelling” with Cians Analytics which will help students during their Summer Internships.
4. The director discussed one new subject launched by Savitribai Phule Pune University as “GST” for Finance specialization students.

Common (For all specializations):

The director proposed the Program Objectives which has been followed such as;

- A. Program Description:** The program felicitate the learning in theory and practice of different functional areas of management and carefully designed with inputs given by renowned academicians, Industry experts, aluminate, our students and faculty. Apart from basic concepts which ensures that students learn key concepts, business tools, and analytical tools, the program also provide the opportunities to students to develop their different skills like; Aptitude, Excel , Communication, Leadership, networking, Analytical, Critical thinking, attributes which are crucial in today’s business environment by giving them industry exposure. The course will help students to play a leadership role in various sectors in India and abroad.
- B. Program Objectives:** The program is designed to fulfill the following objectives:
1. Develop competencies in students which will help them to perform well in the dynamic national and international environment and strive for excellence.
 2. Understand the various approaches and practices to understand organizational processes and practices.
 3. Understand to develop different strategies by critical analysis of the internal and external environment of the organization and lead sustainable development.
 4. Develop cultural understanding to appreciate various points of view in a worldwide environment.
 5. Demonstrate a high degree of integrity and ethics in behavior.
 6. Critically evaluate management decisions, global issues, and business strategies.
 7. Apply business productivity tools and concepts in the real world scenario.
 8. Ability to conceptualize and develop original work in research, product/services design, customer experience, and solution to help business and society at large.
 9. Ability to use digital technology tools to enhance business productivity.



It was discussed in great detail that Course Outcomes should be defined by faculty members keeping these Program Objectives in mind and all learning efforts must be made for achievement of same.

End of semester CO-PO achievement analysis is expected from the Director, based on student performance in all academic activities like –

- Class room learning
- Assignments
- Projects
- Field Studies
- Internships
- Student research activities
- Any other co-curricular activities

Case study and Research:

1. The director discussed the Center for Management of Urban Areas was activated under the guidance of Prof. Prakash Singhi. An internal target for the center of 6 Monographs of various urban activities was assumed.
2. The international summit would aim to invite an international speaker from universities from all over Asia and create a platform for PIBM faculty and student to present original case studies.
3. More structured research policy was also discussed to give impetus to international standard and high impact research which can get published in SCOPUS indexed and ABDC journals.
4. It was also proposed to organize an international conference that can bring together industry experts and academicians on the same platform to explore application oriented research avenues in Indian context

Authorized Signatory

Director

Principal Director

Chairman