

MINUTES OF MEETING OF ACADEMIC ADVISORY COUNCIL**AY 2020-21****Name of Association:** Pune Institute of Business Management Academic Advisory Council**Type of Meeting:** Annual General Meeting**Date:** 5th March, 2020**Time:** 10:00 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. 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 2020-21 by the governing body.
2. Strategizing the execution plan and academic calendar for AY 20-21.
3. Overview of addition or revision of new courses in AY 20-21.
4. To review the research progress
5. To review the Assessment of Learning (AOL).
6. To review Program outcomes and Course outcomes for different specializations.
7. To review the Industry-Academia interface

Review of Minutes from the last meeting:

1. Implementation of ERP
2. Starting the Incubation center for Business Orientation Program



Marketing Domain:

1. The director opened the discussion to start certification courses in Edu-tech and Agri-tech as this has a lot of scope for a new market industry.
2. Prof. Gordhan K Saini suggested some projects in the market research subject which can be evaluated by external reviewers and corporates.
3. Mr. Arijit Dutta suggested having a subject on social media marketing for Semester-I students as an overview subject.
4. Prof. Singhi and Prof. Neeraj Pandey reviewed the program-specific objectives and course objective which has been prepared by the faculty and suggested incorporating more cases in digital marketing and B2B courses.
5. Prof. Asit suggested that there is a need to have more involvement of students in live projects in sales and distribution and Retail subjects.
6. The committee discussed about the Project Management and Fintech courses as per the Pune University Notification.

Human Resource Domain:

1. The director opened the discussion by introducing a new subject in HR “Digital HR”.
2. Capt. Partha suggested more emphasis should be provided on training students in HR business Partner profiles as it has a high demand in the near future.
3. Mr. Rajesh Singh suggested that students should be trained more on to data interpretation and various descriptive and predictive matrices of HR.
4. Dr. Sumi Jha suggested that practical projects of visiting industry should be aligned with various HR subjects.
5. Prof. Pranabesh suggested that students should be encouraged to write research papers and publish them.
6. The committee has discussed and finalized to provide more skill-based training to the MBA students as a few subjects are not part of the curriculum, such as Talent Acquisition, HR BP, etc.

Finance Domain:

1. The director opened the discussion by providing more live projects based on the Bloomberg terminal.
2. Prof. Umesh suggested to encourage students to write research papers on recent trends in the finance domain.
3. Prof. Prakash Singh suggested having more emphasis on Finance analytics as a specialization for finance students and providing the extra classes to MBA students to develop the skill.

4. Mr. Karan Malhotra suggested having more workshops on mergers and Acquisitions.

Common (For all specializations):

1. The council discussed introducing the chatbot for the query handling process on the website for aspiring students.
2. The council also discussed Assessment of Learning (AOL) by conducting two or three individual or group presentations in each subject in consideration with faculties point of view.

Case Study and Research:

1. The council decided that faculties need to be sensitized and encouraged for patent publication.
2. The council decided to encourage their faculties to write more case studies and research papers in top publications.
3. HOD should ensure students and faculties conduct research and present at various conferences.
4. International conference, 2019 was appreciated by committee members.



Authorized Signatory



Director



Principal Director



Chairman