



## Minutes of the Advisory Board Meeting

Date : 22 April 2017

Venue : C1, BIMTECH campus, Greater Noida

Time: 11 to 1 pm

**Agenda for discussion:** Creating Entrepreneurial Mindset among students.

Reference: Directly related to our mission- “To imbibe entrepreneurial culture through curriculum, pedagogy, research and mentoring.”

People present at the table:

1. Mr Mukesh Mohan Gupta
2. Mr Himanshu Agarwal
3. Ms Padmaja Ruparel
4. Mr Alok Gupta
5. Mr.Amit Gupta
6. Dr Abha Rishi

### Minutes

The meeting commenced with a small presentation on the activities of the Centre for Innovation and Entrepreneurship Development (CIED), being shown to the members at the table. A copy of the Annual Report 2016 of CIED was also circulated to the members, to make them aware of the actions being taken at the Centre for various stakeholders.

During and after the presentation, the following comments and suggestions were received from the Advisory Board members, viz,

1. BIMTECH should try and create a differentiated approach to encourage students to pursue entrepreneurship
2. Fee waivers can be given to students interested in setting their ventures, so that their financial obligations are reduced.
3. Continuation of the Entrepreneurship Internship Program was emphasized to get students to think about entrepreneurship
4. A suggestion was also given to conduct extra/ evening classes for those students who take up the creation of ventures in the 2<sup>nd</sup> year, to help them get the required grades for the exams.
5. Creation of ‘Tinkering labs’ for co-creation of prototypes with engineering students of nearby colleges
6. Having ‘white board’ competitions in various trending areas of entrepreneurship
7. For the Incubation Centre , following ideas were given

- a. Creating milestones for mentor equity
- b. Creating associations through various banks like MUDRA and SIDBI for seed or venture funds
- c. Associating with the IAN for creating a platform for the incubates to pitch

The meeting ended with a summing up being given by Mr Alok Gupta, which was followed by lunch.

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**Minutes of Industry Academia Advisory Council Meeting on Leadership Labs held on Saturday, 22<sup>nd</sup> April, 2017**

**Members Present**

**Industry Experts:**

Mr. Deepak Bharara

Mr. Navneet Trikha, Godfrey Phillips India Ltd.

Ms. Preeti Verma, Inspire Coaching Systems

Mr. Sandeep Tyagi, Samsung India

Ms. Surbhee Singh, Inspire Coaching Systems

**Academia Experts:**

Dr. Manosi Chaudhuri, BIMTECH

Dr. Nitika Sharma, BIMTECH

The members were welcomed and briefed about the current course offerings in the OB-HR Area. The need and objectives behind initiating a course on Leadership Labs was also shared. A detailed presentation was made and inputs related to content and process were solicited from the invited experts.

To understand and measure the outcomes, **Mr. Deepak Bharara** suggested that the effectiveness of the course can be measured by the growth in the student's career after the course, in terms of how fast he grows over a period of time. The feedback of recruiters about our students in comparison to students of other institutes, who have not undergone this course, could be an indicator of the value that this course adds. He suggested 4 avenues which students usually take after their course:

1. Corporate Career
2. Entrepreneurship
3. NGOs and other not-for-profit organizations
4. Research work

Mr. Bharara shared the following **leadership qualities**:

1. Energy and Impact
2. Effective communication skills (verbal, non-verbal, listening and connecting at the emotional level, display of emotional intelligence, etc.)
3. Building trust (team player, solo act, confidence etc.)
4. Ability to develop and take care of the team
5. Ability to Empower and Delegate
6. Build and value relationships - Liasioning
7. Promoting Diversity

Then **entrepreneurship qualities** were discussed as follows:

1. Developing a compelling vision
2. Thinking strategically, logically and analytically
3. Ability to build an effective organization
4. Sharp and quick in decision making
5. Situation management
6. Generating Ideas (out-of-box thinking)
7. Focus on P&L
8. Functional capability (depending on stream Marketing/Operations/HR)

Some **Ownership qualities** discussed were as follows:

1. Organization before self
2. Leading with and living with vision and values of the organization
3. Achievement Drive
4. Continuous learning
5. Openness and transparency
6. Conflict Resolution
7. Focus on work standards
8. Innovation and Creativity

It was then discussed and a group consensus was reached that students who have just passed out of the course were not expected to think in terms of business strategy and more focus was on their ability to work in teams, delegate work, think out of the box, ownership, transparency, etc.

Mr. Bharara also suggested that there are three types of leaders:

1. Growth leader (CEO, CMO, etc)
2. Functional leader (IT, Finance, etc)
3. Operational leader (Operations)

**Mr. Navneet Trikha** talked about subject matter expertise and how important it is to learn, unlearn and relearn. He said that while looking for a new hire, he focuses on the following:

1. Functional knowledge
2. Learning Agility
3. Cultural Fitment

Then he surmised the 3 different leaders according to him

1. Personal leader (Sincere, Passionate, Inspirational, Communicative, etc.)
2. People leader (Inspire others, handling dissent, galvanizing support, etc.)
3. Business leader (Strategy and problem solving, etc.)

The group then focused on how the course would be designed and executed. **Ms. Surbhee Singh** and **Ms. Preeti Verma** shared that a system should be made for BIMTECH to ease students into the corporate life. It should be an experiential journey; it should test how students are able to regulate their emotions. After the student develops self awareness, for 45 days he should work on projects and case studies, and go through simulation/ virtual office experience and behavioral interviews.

It was then realized that concentrating on too many competencies might be detrimental and the focus should be on only a few competencies, preferably 3 or 4. Then the batch size was discussed and the ideal number was decided as 15. Operational problems came into picture about how to handle the whole strength of students with a batch size of 15 each. There was a discussion about restricting entry and then what problems might come if that is done. Mr. Bharara suggested that Large Group Interventions could be adopted as an alternative. Faculty members pointed out that this course was to be organized for all the 240 students. The group finally decided to concentrate on the following competencies:

- a. Emotional Intelligence (all 5 elements)
- b. Listening Skills
- c. Influencing and Inspiring others
- d. Resolving Conflicts
- e. Feedback and Coaching
- f. Managing Adversity
- g. Sense of Ownership

It was discussed and decided to have two assessments for this course. After the first assessment, the following measures could be adopted to improve the effectiveness of Leadership Labs:

1. Focus groups
2. Buddy system
3. Hand-holding by Faculty
4. Yoga
5. Meditation
6. Motivational speakers
7. Spiritual talks
8. Inputs on dealing with stress and frustration
9. Sharing of success as well as failure stories by professionals including alumni
10. Inspirational videos.

## Industry Academia Meet

Saturday, 22<sup>nd</sup> April, 2017 at 11.00 am

### Members Present:

1. Dr. Sunil Kumar Agarwal
2. Mr. M.R Suunderasan
3. Mr. Ajai Narula
4. Dr. A K Dey
5. Dr. Archana Shrivastava

The panel members were asked to discuss on the methods of how to identify the slow performers in the classroom and the strategies to make them perform better. Dr. Dey initiated the discussion by sharing the selection procedure and the methods of assessments followed at BIMTECH.

The panel unanimously felt that instead of identifying the slow learners, institute should work on identifying the strong areas of all the students. Some of the suggestions that came were:

1. Some kind of assessment should be done to identify the skills and competencies of the students in the beginning of the session.
2. A clear thinking on how to define the slow performers should be formed.
3. Slow performers should be paired with the fast performers in the team tasks.
4. The teams should be structured with students having different skills.
5. Balance score cards and the personal strategy management tools should be introduced.
6. Students should be encouraged to identify their own area of interest.
7. A module on time management should be introduced.
8. More industry exposure should be given to the students to encourage hands-on learning.
9. Exercises like 'Dare to Fail' should be introduced to encourage free thinking.
10. Giving students opportunities to get associated with sports, liberal arts, etc through which they can relax whenever they feel stressed out.

11. In objective type questions give options of selecting the answers which are close to the right answers rather than asking them to select one right answer out of four.
12. Involve industry experts to generate interest in the subjects which the students find boring.
13. Faculty members should also interact and help each other in indentifying strength and weakness of the students.
14. Faculty members should bring contemporary and innovative techniques to make their classes interesting.

## **Minutes of meeting of "Social Group "of Advisory Committee for PGDM held on 22.4.2017 at BIMTECH**

This group comprised of the following:

1. A.J. Philip is Secretary and Chief Executive of Deepalaya
2. PallaviSen, Head SRO and Compliance Officer with Microfinance Institutions Network (MFIN)
3. VivekPrakash , Vice – president , Jubilant Life Sciences Limited
4. Ms. MamtaSaikia Chief operating Officer, Bharti Foundation
5. N.N.Sharma , Associate Professor , BIMTECH

The objective of this group consultation was to solicit suggestions as to how concept and imperative of "Responsible Business" may be embedded in curriculum of PGDM

Prof Sharma briefed members of the group about vision and mission of the institute which underscore the importance of responsive business and also present status of curriculum covering this aspect. It was apprised to the members that "Responsive Business "has been included as core module having three credits in PGDM programme.

He also informed the members that over and above those students have option to join a few clubs on voluntary basis which advance the agenda of responsive business.

Members were also apprised that BIMTECH has established RanganathanSociety for Social Welfare and Library Development ( a society registered under Societies Act 1860). It is a CSR arm of BIMTECH and undertakes activities as a part of institutional social responsibility of BIMTECH. This society promotes volunteerism among students and faculty of BIMTECH.

Members were also apprised about internship and provision of short term projects which also provide a window for the students for experiential learning.

Prof Sharma informed that it has been decided that this module on "Responsive Business " should have 4 credits and out of which 1 credit i.e 10 hours should be utilized by the students for exposure to field work.



Members endorsed the contents of the module on Responsive Business but expressed concerned about short duration available to the students for field work. However, all the members suggested that a very robust advance planning would be needed for its effectiveness and impact.

It was suggested that advance planning should include i) formation of groups; ii) identification of specific problem; iii) partnering with respective organizations etc.

They also expressed their willingness to take a few students for internship and short term projects and also provide academic support as and when required. Mr Vivek Prakash also provided details of an agency who facilitate internship for MBA students desirous of working in social sector.

Members also suggested that BIMTECH may explore the possibility of having MoU with a few leading NGOs / Foundations which will help in advancing the agenda of "Responsive Business".

**Minutes of the Meeting of Industry-Academia Advisory Committee Meeting held on 22<sup>nd</sup> April 2017 at BIMTECH, Greater Noida**

**Attendees:**

- a. Mr. Ajit Jha (Ex-Head of Corporate Affairs at SAB Miller India)
- b. Mr. Sridhar (Director Operations at Honda Motorcycles India Ltd.)
- c. Mr. Sameer Kundu (Newgen Software Products)
- d. Prof. Sunil Sangra (Professor, BIMTECH)

**Issue discussed:**

How can BIMTECH enhance/maintain the relevance of its PGDM programme in the context of the changing Business Environment?

After significant discussion the panel came out with the following suggestions:

1. Enhancement of understanding of the behavioural environment amongst students. The reference here was to the ability to understand that there are multiple stakeholders within an organisation and students should appreciate their diverse expectations.
2. There was a discussion on depth vs. width in the curriculum and the suggestion was that greater depth in a narrower area should be offered to the students in their field of specialization. Eg., In the Operations Area students should specialize in one of several areas such as Manufacturing Operations or Service Operations or Supply Chain Management and so on.
3. Greater emphasis is needed for softer skills such as coordination, execution, leadership and teamwork.
4. Students should be encouraged to understand issues around Enterprise Risk Management.
5. There is a mismatch in expectations of recruiters and students in terms of the role and working environment. This needs to be corrected. They need to understand that at the start of their career they need to go through the grind and spend time in the field or on the shop floor.
6. Greater global component should be there in the programme. Students should have the capability of identifying and profiling potential international entry options in terms of countries and markets.
7. Students should be able to understand and manage contradictions and dichotomies in the work place. For example the dichotomy of a happy customer and a happy employee.
8. Students should be encouraged to do more project based learning in real world environments.

9. Students should be prepared for the rigours of the corporate world where 15-16 hour work days at the desk or away from the desk is a norm. Rigour on campus in a fully residential programme should prepare students for this real world work environment.
  
10. Students should be taught to learn and get clarity on their job in terms of their role, responsibilities and expectations.
  
11. Students should understand the importance of aligning with the expectations of the organisation and their superiors.
  
12. Students should be encouraged and trained for lateral thinking, ideas, imagination and Innovative Thinking for enabling them come out with unconventional and path-breaking solutions to problems.

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