Report on Advisory Council meeting for E Lab

The Advisory Council meeting for PGDM and IB was held on 27th April, 2019 at 10.30 am in the precincts of the BIMTECH campus. This was attended by

a. Ms Kalpana Sinha
b. Dr Chandrasekhar
c. Mr Chandrasekhar
d. Mr
e. Dr Abha Rishi (BIMTECH faculty)

The syllabus of the E Lab was shared with the Council members in advance. During the discussion the following points were suggested as additions to the course to strengthen the delivery and to achieve the proposed outcome:

1. Identify problem statements in the geographical vicinity rather than abstract ones
2. More environmental exposure in various dimensions like rural, semi-urban, etc.
3. Managing Failure and Resilience
4. Complexity Theory
5. Structured interventions for creating mind-set
6. Achievement Motivation Theory (20 attributes) ,Qualification of attributes as an entry and then later as an exit outcome
7. Ideation – Creative Competence Exercise
8. Scenario writing (3000 words)
9. 'Romancing the balance sheet' book to be given as a reference book to the students
10. Zero investment models
11. Field trips and customer creation in 2nd semester
12. Value proposition (add a process modelling)
13. Alternate revenue streams & sustainability to be built into the plan
14. ISO 31000 (Risk management), Fundamentals and principles
15. 31010 (Risk evaluation & mitigation
16. Trim I – Collaborating, Networking (Community)

BUSINESS COMMUNICATION AREA ADVISORY COMMITTEE MEETING

Minutes of the Meeting held on 27th April 2019 at 10.30 AM at BIMTECH, Gr. Noida

Agenda Items	1. Reviewing the currently implemented Electives in Business Communication area with respect to pedagogy and student engagement and aligning it with AACSB expectations. 2. Discussion on the expansion of the two electives (part 2) in trimester 4. 3. Reviewing the present course curriculum being offered in trimester 2 and 4. 4. Any other with the permission of the Chair

Members present	**Special invitees** 1. **Dr. Abha Chatterjee** Professor, Business Communication Area Indian Institute of Management, Indore 2. **Dr. Neera Jain** Professor, Business Communication MDI Gurgaon 3. **Mr. Ajit Jha** Ex. Director Corporate Affairs and Communication with Sabmiller 4. **Mr. A. J Philip** Secretary & Chief Executive Deepalaya 5. **Mr. Sorobjeet Chatterjee** CEO & Founder Happ Media Pvt Ltd 6. **Dr Archana Shrivastava,** Asso. Prof & Head Business Communication area

Discussions

Agenda Item 1

Reviewing the currently implemented Electives in Business Communication area with respect to pedagogy and student engagement and aligning it with AACSB expectations.

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The meeting commenced by welcoming all the members. Thereafter, minutes of the last Area Advisory meeting and the action taken report were presented by Dr. Archana Shrivastava. It was informed that as suggested in the last year AAM, the area has offered two electives, 'Advanced Writing for Business Effectiveness' & 'Corporate Effectiveness through Theatres'. Bothe the courses were very well received by the students. Dr. Shrivastava shared few challenges in running these programs:

1. Duration of the program 'Advanced writing for Business Effectiveness' was very less (25 hours) for enhancing writing skills.
2. Many students wanted to register for 'Corporate Effectiveness through Theatre' but due to the constraint of selecting only two electives they could not do so.

The experts suggested implementing the following:
a) The course curriculum in 'Advanced Business Writing' was too extensive and it can be divided in two parts, level 1 and level 2.
b) Level 2 can be offered in trimester 4.
c) Similarly 'Corporate Effectiveness through Theatre' can also be offered as level 2 in trimester 4. It can also be offered as a certification course level 1 and level 2.

Agenda Item 2

Reviewing the present course curriculum being offered in trimester 2 and 4.

a. Panel members felt that the course is well aligned with the present industry need.
b. All members suggested adding 'Story telling' either in the BC 1 course or introducing it as a separate elective.

Agenda Item 3

Preparation of starting a course on Happiness

a. Dr Shrivastava briefed that as per the last year ACM, BIMTECH is introducing the new course titled 'Happiness and Wellbeing to PGDM 2nd year students in trimester 4.'
b. She talked about the challenges of getting right resource persons for running the course.
c. The initiative was appreciated by each member.

| | | Mr. Sorobjeet Chatterjee, CEO & Founder of Happ Media Pvt Ltd offered his help in this area. |
| | | d. It was decided that soon the area will invite him for a separate meeting to discuss on the same. |

Program Advisory Meet- 2019

On Leadership (Offered as LEAD course)   Dated : 2nd May

The industry-academia council meeting was held on 28th April, 2018 at BIMTECH, Greater Noida. As part of the PGDM programme, in the area of Leadership, the following members were present:

1. Mr. S Mohan
2. Mr. Niraj Kumar
3. Mr. Deepak Gupta
4. Mr. Navneet Trikha
5. Mr. Pankaj Chopra
6. Mr. V.Sridhar
7. Mr. Nitesh Jain
8. Mr. Jatul Anand
9. Dr. L Ramani
10. Dr. Jaya Gupta
11. Dr. Itilekha Dash
12. Dr. Navin Shrivastava

The members were initially briefed regarding the existing lead format as well as the glaring issues faced during its administration. Primarily connected with the peer level open assessment system. The members were briefed regarding some development plan and subsequently their observations were incorporated in minutes as below:

S.No	Discussion Points	Industry Expert
1.	1. Maximum 3 to 4 projects should be given in a trimester. 2. Assessment by industry expert during summer project on his/her leadership skills displayed 3. Senior batch should be mentors for junior batch 4. Content and process are important for LEAD. The existing methodology focussed only on process. 5. Faculty mentoring is important. 6. Multi-rater evaluation at the entry and end of each trimester.	Mr S Mohan

	7. Leadership Workshop at the start of the trimester.	
2.	1. Maximum 3 to 4 projects should be given in a trimester. Based on interest, these projects should be chosen by students. 2. Leadership cannot be taught but needs to be developed. 3. It should not be a part of any curriculum but should be an independent course offered after the first term as a structured course. 4. The course should be an optional course, not compulsory for all because all cannot be leaders. 5. Talked about Welingker model for developing Leadership. 6. The improvement in the candidate needs to be mapped over the four trimesters.	Mr Niraj Kumar
3.	1. Workshop/ capsule course on leadership to be given at the beginning of the term. EQ component should be emphasized in that. 2. Self-assessment of leadership by all students. 3. Each student should be evaluated by members of all other group as well as by faculty.	Mr. Deepak Gupta
4.	1. Emphasized on ethical leadership 2. He believed that leadership can be developed by 'Learning by doing' 3. Empathy needs to be developed 4. Leaders need to be taught to take tough decisions	Mr. Pankaj Chopra
5.	1. Competencies developed in the four terms needs to be evaluated. 2. Continuous feedback by team of faculty 3. Feedback about strength and areas of improvement 4. Only qualitative feedback mandatory from peer 5. No. of projects in any case should not be more than 3. Students must get the liberty of choosing three projects of their choice. 6. Informally he mentioned that the expert committee members in the advisory must be appraised regularly on implementation of suggestion/s.	Mr. V Sridhar

6.	1. Students need to be assessed periodically by peers, faculty and industry 2. It should include assessment of functional and behavioural competency of each student.	Mr Nitesh Jain
7.	1. Workshop need to be conducted on Leadership in the beginning of the trimester one. He emphasized the assessment on lead course should start after 1st term. 2. Criteria in rubrics need to be further elaborated and sub-divided 3. Students should not be burdened with so many projects. He appreciated the objectives of Lead course. He emphasised that both content and behavioural competencies need to be assessed.	Mr. Navneet Trikha
8.	1. There is overload of projects in each term. 2. Maximum 2/3 projects	Mr Jatul Anand

HR Area Nominee

Minutes of meeting of Programme Advisory Committee on **Corporate Social Responsibility** held on 27 April 2019

The following were present:

Mr. R.P.Sharma, Ex Chief Sustainability Officer, Tata Steel
Mr. Subodh Kumar Mahapatra, CSR (Head) , D & S Group , Noida
Mr. Vishal Bhardwaj, CEO, Dalmia Bharat Foundation, Noida
Mr. Sudipto Sengupta, CEO Zivanta Analytics, Kolkata
Dr. K.K. Upadhyay, Ex Head, Aditya Birla Centre of Excellence on CSR
Dr. Vineeta D. Roy, Faculty (BIMTECH)
Mr. N.N.Sharma, Faculty (BIMTECH)

Mr. Sharma explained that objective of meeting is to get suggestions on curriculum in respect of Responsible Business for bringing the same in tune with needs of corporates and keeping in view emerging trends. He also apprised that modules related to i) Responsible Business; ii) Financial Inclusion; and iii) 4 electives pertaining to different aspects of sustainability are proposed to be taken for review.

The suggestions and observations in respect of the above modules are given below:

1. **Responsible Business**
   a. In context of Module 1, "Product Responsibility" should also be flagged.
   b. Detailed briefing should be given to the students before their field visits. BIMTECH should also consider taking students to the offices of corporates for detailed briefing and interaction.
   c. Module 5 should also include monitoring and impact assessment
2. **Financial Inclusion**
   a. The module should Include Mudra Scheme and special needs of excluded, marginalized and vulnerable groups like nomads, special need children, aged etc.
   b. The pedagogy should Include group work on designing of appropriate financial inclusion program for a particular group /region
3. **Business Sustainability**
   Mr Sharma explained that four modules i.e i) GRI Reporting ,ii)SDGs and CSR , iii) Climate Change, and iv) Resource Conservation and Circular Economy having each of 2.5 credits are proposed to be offered as electives and invited suggestions on the above modules.
   Observations and suggestions were as follows:
   a. Nomenclature of "GRI Reporting" and "Resource Conservation and Circular Economy" should be changed to "Sustainability Reporting "and "Circular Economy" respectively.
   b. Module on Climate Change should include "historical perspective of climate change"
   c. In every module , Broader Concept of Sustainability should be included

The meeting ended with vote of thanks by Prof Sharma to all members who have taken trouble of coming to the campus and sparing time for discussions.

INFORMATION TECHNOLOGY (IT) AREA ADVISORY COMMITTEE MEETING

Minutes of Meeting held on 27ᵗʰ April 2019 at BIMTECH, Gr. Noida

Agenda Items	5. To review the currently implemented IT syllabus with respect to pedagogy and student engagement and aligning it with AACSB expectations. 6. Discussion on the courses which area is planning to introduce. ● Emerging Technologies in Management: Foundation ● Emerging Technology Platforms and Services ● Emerging Technologies Product Management ● Restructuring of ERP for Managers as per the current need.

Members present	**Special invitees** **Mr. Arunesh Sharan** Former IBM Principal IBM India **Dr. CS Rao** Senior Member IEEE & ACM USA **Mr. Lokesh Mehra** Lead Research & Dev.,NASSCOM,BIMTECH Alumni(Batch 1990-92) **Mr. Satish Yadav** Head-KTE India,SAP Labs **Mr. Sanjeev Aggarwal** CTO,Canara HSBC Oriental Bank of Commerce Life Insurance Company **Prof. S. S. Dubey** Area Head IT,BIMTECH **Dr. Kapil Garg** Assistant Professor-IT,BIMTECH

Discussions		The meeting was commenced by welcoming all the members present. Thereafter, discussion was initiated by Prof. S.S.Dubey and Dr. Kapil Garg. It was informed that the area has initiated many activities to raise in-depth knowledge of students in IT area.
		The discussion on this agenda was primarily on the content of the new papers to be introduced for the coming session. The experts has given valuable suggestion make these course as per the industry need and suggested changes in ERP course as per the current requirement and suggested implementing the following things:
Agenda 1 **To review the ERP for Manager syllabus**		d) First module in the course need to minimize. e) And functional knowledge must be enhanced with more focus on BPR. f) Introduce how ERP work with Emerging Technologies and Cloud ERP.
Agenda 2 **Introduction of courses**		The idea to introduce three new courses in IT was re-emphasized so that the students are given a wider choice based upon their interest and competence. All proposed courses were found to be good. a) Suggestions came from the members to change the name of the paper "Emerging Technology Product Management" to "Emerging Technology Business Development". b) Further, it was suggested that six Vs of big data, cloud computing, Security and Privacy risk and methods to mitigate risk should be part of the course of ETIM-Foundation. c) Members were happy with the course structure of ETIM: Product and Services and ETIM: Business Development. No change in course outline was suggested d) Members suggested that concept of Drones and its 4 levels in Emerging Technologies must be covered.

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And focus on RPA and ARVR should be part of course curriculum.

e) Some members suggested that more focus on Excel should be there as there is high requirement for the students with analytical skills and cloud computing should get more focus in ISMB course.

Finally members were agreed on the suggestion that Technology will be the key differentiator and growth will not come unless we use technology and student has to understand that.

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Summary of Advisory Meet - Media Vertical - held on Saturday April 27, 2019 at BIMTECH, GREATER NOIDA

Members present:

Mr Abhik Choudhury/Dr.Anubhuti Yadav/Mr.Parveen Ahluwalia/Dr Pradeep Krishnatray / Prof. Shaleen Sharma/ Dr. Sanjeev Kumar/Dr Vasanti Rao/Prof Ankur Kulshrestha/Ms Shraddha Kabra/ Prof Dhruva Chak

The salient points of the meeting are under:

1) While appreciating the broad sweep of the syllabus presented by Dr Sanjay Kumar, it was felt by members that it was much too general to meet the current market requirements. ACM (Advertising & Communication) courses exist in profusion and the new vertical needs to be positioned distinctively. The ultimate question to be answered was what value the proposed Vertical offered to students.

It was reasoned, therefore, that before framing such a syllabus, **Differentiators o**f the course from others, **Placement** possibilities and **Specialization** areas catering to specific areas of employment needed to be considered and the syllabus constructed working backwards.

2) Considering the current scenario, Areas of possible employment which the Vertical should specifically address were identified as:

PR   (25-30%growth)

Digital   (70-80% growth)

Activation & Events

Direct Marketing & Sales Promotion

Marketing/Media Research

The above would be In addition to the mainstream Advertising and Communication domain. The courses would, therefore, need to be aligned to the specific employment opportunities identified above.

3) Traditional Advertising was considered a fast decaying function and was expected to be more or less phased out in future. Hence, the need to give the syllabus a futuristic perspective, viz. making it relevant for a 5 -10 year time frame. An International, global view permeating the syllabus was also considered imperative in view of the flattening of the world and the multi-cultural work environments which are rapidly proliferating, and in which today's MBAs are majorly finding employment.

4) The courses needed to focus on Content, Cultural understanding and Consumer Insights. Data Science needs to underlay the vertical.

5) The title of the vertical needs to be comprehensible both to parents, who would be major customers as well as to the students, who would largely be the consumers. It also needs to make it a clear differentiator from run- of – the - mill ACM courses.

6) It was felt that an unbroken thread of Technology running through the courses could prove to be such a differentiator.

7) The title (still be decided) could contain some mix of the words:

Media
Content
Marketing
Technology
Communication
Some tentative titles proposed for the Vertical were:

Media, Technology and Marketing Communication Management

Content, Technology and Marketing Communication Management

8) it was felt that a short meeting like today's, while highlighting major considerations, was not adequate and another meeting some days down the line was necessary after more work had been done on the syllabus to take the matter further.

9) Dr. Sanjeev Kumar was to be given inputs from the undersigned summarizing today's discussions and subsequent inputs from other members were also solicited. Dr. Kumar would take about a week to get back with modifications on the current syllabus.

10) It was also pointed out that to be in line with Accreditation agency requirements the course outlines would need to include Course learning Goals, Intended Learning outcomes and Evaluation Criteria with Assurance of Learning parameters clearly spelt out

11) A second meeting was proposed in Gurgaon since many panel members reside there.

Dhruva Chak

Prof (Marketing) & Chairperson, Centre for Faculty Development,

BIMTECH

Date: April 30, 2019

Minutes of the meeting (Experiential Learning)

Members Present:

1. Mr. Alok Gupta, Founder & CEO, Cyber Pyramid

2. Dr. Padmaja Krishnan, Director-Leadership & Business Strategy, Marshall Goldsmith.

3. Ms. Disha Chhabra, GM-M & A, Bharti Airtel.

4. Dr. Sourabh Bishnoi, Programme Coordinator

5. Ms. Meenakshi Bhat, Sr.Manager.

Dr. Sourabh Bishnoi & Ms. Meenakshi Bhat explained the background and idea behind the Experiential Learning Course in PGDM.

Experts have

Experts have appreciated the idea of having Experiential Learning course & have suggested following inputs to make it more productive and Experience based.

Suggestions:

Mr. Alok Gupta:

1. He suggested to include Life Coach Sessions in Personal Branding. Sir also suggested the name of Alumni Mr. Harveen Chawla who is well known name in this field.

2. In GDs discussion should be on both Pros & Cons.

3. For evaluation purpose, there should be Cross Peer Model.

   Dr. Padmaja Krishnan:

1. She suggested to include case study based GD Sessions.

2. She appreciated & liked the Parameters & Format adopted to conduct GDs at Bimtech in PGDM Program.

3. She suggested to include Mantras of Happiness in Curriculam.

4. She also Suggested to have Role Plays for Each Domain & vertical in Experiential Learning Course.

Ms. Disha Chhabra:

1. She suggested to have Business Presentations, Role Plays

2. She is of the view to have Ice breaking sessions (Corporate to Campus) before the start of Placement Drive.

3. She also suggested to have sessions from Corporate Trainers on Corporate Etiquettes.

4. How to crack any Interview, generic rules for GD & It should be phase wise.

5. Sessions on How to tackle & Solve case study

6. Branding on Social Media.

7. She suggested to organize competition among students Focused on Subject Matter

8. She suggested have following Competitions

   A. SME Champ (Blog Writing)

   B. Stock Profile (Research Based) which includes Best Performing Portfolio, Analysis of Portfolio & Making of Portfolio.

   C. Start Up Challenge

   D. Add books to course (Books on Etiquettes, How to Crack GD Etc.)

   E. Incremental Changes in every Trimester

   F. There should be Presentation on STP, SIP

   G. 1st Few trimesters –Theoretical Lectures

   H. 3 & 4 Trimester, there should be Testing, Role Play, Case studies

Common Suggestions:

All the Experts have common consensus on the following points.

1. There should be sessions on Stress Management before the start of Placement Drive.

2. To enhance & inculcate reading habits among students, we should include kindly based reading in Library and we can organize contest on this basis, Voracious reader Winner will get Kindle.

3. There should be Presentations on the Content based in ET times. Who will best analyse any blog & article should be incentivise.

Minutes of Meeting-Economics Area Advisory
Date: 27 April, 2019

The following external experts were present at the meeting:
1. Ms. Shobha Ahuja, Sr. Advisor, CII.
2. Dr. James Nedumpara, Professor, IIFT.
3. Mr. Anil Patni, Consultant, EU Commission.
4. Dr. Saurabh Agarwal, Professor, Indian Institute of Finance.
5. Dr. Amit KUmar Singh, Associate Professor, DSE.

Internal faculty present at the meeting:
1. Dr. Jagdish Shettigar, Area Chairperson.
2. Dr. Amarendra Pandey, Asst. Professor
3. Dr. Ritu Srivastava, Asst. Professor

The experts have gone through the course outlines of all the papers covered-including the ones intended to be introduced within the area. The following were the suggestions made by the experts in respect of certain papers mentioned below:

[i] State of the Economy and Business
* Economic Reforms may be discussed to start with.
* While discussing fiscal deficit trend in states' fiscal deficit may also be discussed along with central deficit.
* GDP may be discussed in terms of factors influencing supply side as well as demand side.
* Policy initiatives may also be brought while discussing trends in different sectors.

[ii] Emerging Economies and India
 * State of Indian economy may be discussed in comparison with the emerging economies.
* Similarly, integration of emerging economies may be discussed.
* Study of G-20 countries may be included.
* Regulatory environment may also be brought in.

[iii] Doing Business in India
* NITI Aayog Ranking of the states may be included.
* Challenges to be crossed for achieving the 50th position in Ease of Doing Business ranking may be added.

[iv] Econometric for Business.
* Seasonality de-trending may be included.
* Seminal research work may be discussed.

[v] Global Business Environment
* Issues relating to Transfer pricing may be included.

[vi] Macroeconomics
* Discussion on digital economy may be added.