

April 22, 2017

**Industry Academia Council Committee, to be held on  
Saturday, 22<sup>nd</sup> April, 2017 at 11.00am, Venue: C-8 , First Floor**

**Minutes of Meeting**

**Agenda:** To discuss:

1. Expectation of Industry experts and bridging the gap between Academia and Industry.
2. Developments in Center for Retail
3. Guidance to achieve Bimtech Mission 1 “to be preferred choice of faculty, students and recruiters”.
4. Creating differentiator(s) for the programme to be clearly perceived by Recruiters and Admission Seekers.
5. On Job Training - How learnings can be improved upon

The meeting started at 11 AM at Birla Institute of Management Technology where esteemed people from retail industry joined along with faculty and students of first and second year.

- ✓ The session started with a short and informative view of the Retail industry and Retail Management program in BIMTECH by Dr. Veenu Sharma.
- ✓ Post that, Prof. Manoj Pant extended a warm welcome to all the industry experts and gave an insight about the changes introduced in the courses as per the advice of last year experts which is very helpful.
- ✓ Dr. Pooja Misra, explained the structure of the program including trimester-wise subjects, Experiential learning on-the-job training, short-term project, summer internship, placements, field visits, teaching pedagogy and evaluation criteria's.
- ✓ Dr. Pooja Misra explained, Program Learning goal and intended learning outcomes which has been derived from the mission and values of BIMTECH.
- ✓ Dr. Pooja Misra also discussed and asked from expert's to comment on how to achieve BIMTECH Mission 1, “ to be preferred choice of faculty, students and recruiters” and “what should be a differentiator factor for Centre for Retail”

**Following is the key discussion from the EXPERTS:**

- ❖ Delegates praised the course structure and suggested to make the program more visible to the Industry.

- ❖ Expertise in each student should be identified and accordingly the organization, projects should be given to them.
- ❖ Make an effort to have a collaborative workshop with industries - group wise with Industry, student and faculties as member, like other IIMs are doing. Invite people from industry to work with students to work on b-plans or case studies, and have a live programming of short term, which would be win-win situation for interaction from both sides.
- ❖ BIMTECH Alumni especially mentioned about the expectation of the students from the industry about the data to work on and understand the analysis through real world problem. And also talked about few topics to be added in subjects like:
  - Integrate supply chain for experiential learning.
  - Exposure especially towards mall management.
  - Retailing in international set up
  - Legal frame work needs to be introduced.
  - Integration with e-commerce companies.
  - Franchises management must be introduced.
  - Retail operation and retail category management are the basis of any organization which require a focus on category management and assortment aspect. Also inclusion of concepts such as vendor management the business plan, deriving value should be included.
- ❖ Application based learning faculties should be encouraged to take up real world problems and get students to work on the problem till the time it is solved.
- ❖ Dr. Pankaj Priya discussed in detail about the formats of all the subjects and areas in the course outline of the program. He suggested deleting - Retail Economics, modification as adding- Rural retailing with Sales & Distribution Management and adding - Franchising management as a course. And asked for suggestions about changes (if any) from the experts. Following were the key discussions:
  - ✓ Experts proposed to have :
    - Paper on Store Management, Design thinking, Franchise management.
    - MDPS with Industries
    - Engagement with alumni for social projects and Franchise management course.
    - Store P&L to be taught in Finance.
    - If explored, the possibility of specialization in the course.

Dr. Pooja Misra here requested all industry experts to be mentor for Retail students whenever help is required, upon which all present agreed upon.

- ❖ Prof. Arindam Deb, discussed one of the Key differentiator of Retail program, “On-Job training” and requested all experts to suggest how more rigor can be brought into this process. Following were the key discussions:
  - Understand what industry you are looking at.
  - What roles are you targeting?
  - Extremely keen about OJT and should be continued
  - OJT can be on week days rather than weekends
  
- ❖ To mark the end to the session, Dr. Veenu Sharma concluded the session with Vote of Thanks.

February 28, 2018

**Minutes of Academic Council Meeting held on  
Saturday, 17 February, 2018**

Sr.No.	Agenda item	Taken up by
1	<p><b>Confirmation of Minutes of the last meeting held on 25.02.2017</b></p> <p>Minutes of the last meeting and ATR were confirmed.</p>	Registrar
<b>For Post Facto Approval</b>		
2	<p><b>Introduction of new elective course in Finance area:</b></p> <ul style="list-style-type: none"> <li>• <i>Credit Risk Modelling</i></li> </ul> <p>A detailed presentation was made as attached.</p> <p><b>Decision:</b></p> <p>The proposal was approved.</p> <p><b>Suggestions received:</b></p> <ol style="list-style-type: none"> <li>a) To teach such courses, Excel software along with only one more software (say, R) should be used instead of several softwares so that it is not confusing the students.</li> <li>b) A rigor is required for writing CILOs before developing the contents.</li> </ol> <p><b>Clarification provided:</b></p> <ol style="list-style-type: none"> <li>a) Suggestion was well received and noted.</li> <li>b) It was clarified that we have a proper AOL team to develop CILOs those are aligned to PILOs to further align them with the Vision and Missions. In the first cycle a few courses will be AOL courses and in second cycle, the same will be done for all courses.</li> </ol>	Girish Jain

3	<p><b>Introduction of new courses in Marketing &amp; Retail Area:</b></p> <p><b>A) Elective courses:</b></p> <ol style="list-style-type: none"> <li>1) <i>Luxury Marketing</i></li> <li>2) <i>Advanced Marketing Analytics</i></li> <li>3) <i>Entrepreneurial Marketing</i></li> </ol> <p><b>B) Core courses:</b></p> <ol style="list-style-type: none"> <li>1) <i>Retail Store Management</i></li> <li>2) <i>Franchising Management</i></li> <li>3) <i>Basics of Entrepreneurship</i></li> </ol> <p>A detailed presentation was made as attached.</p> <p><b>Decision:</b></p> <p>The proposal was approved</p> <p><b>Suggestions received:</b></p> <ol style="list-style-type: none"> <li>a) Evaluation criteria needs to be mentioned in the proposal.</li> <li>b) No score should be assigned for attendance.</li> <li>c) There should be no overlapping of topics between Basics of Entrepreneurship and Entrepreneurial Marketing courses.</li> </ol> <p><b>Clarification provided :</b> Suggestions were well received and noted. Care is taken on the above issues.</p>	Pankaj Priya
4	<p><b>Introduction of new course in General Management Area:</b></p> <ul style="list-style-type: none"> <li>• <i>Experiential Learning</i></li> </ul> <p>A detailed presentation was made as attached.</p> <p><b>Decision:</b></p> <p>The proposal was approved</p> <p><b>Suggestions received:</b></p> <p>For STP, domain and industry choice should be linked with placement opportunity.</p> <p><b>Clarification provided :</b> It was clarified that students understand their choice by the end of second trimester and make the firm choice.</p>	L Ramani
5	<p><b>Introduction of new core course in HR Area:</b></p> <ul style="list-style-type: none"> <li>• <i>Leadership Experience and Attitude Development (LEAD)</i></li> </ul> <p>Renaming of existing courses:</p>	Manosi Chaudhary

	<ul style="list-style-type: none"> <li>• ‘Training and Development’ to be renamed as ‘Learning and Development’.</li> <li>• ‘Acquisition, Retention and Engagement’ to be renamed as ‘Talent Acquisition, Retention and Engagement’</li> </ul> <p>A detailed presentation was made as attached.</p> <p><b>Decision:</b></p> <p>The proposal was approved</p> <p><b>Suggestions received:</b></p> <ol style="list-style-type: none"> <li>a) One senior student along with a faculty should be attached as mentor with each group and some credit should be given to the mentor.</li> <li>b) Mentor should also be evaluated by the group members.</li> <li>c) To inculcate leadership qualities, a few books and films on the leadership theme should be given to the students as only lessons in OB class are not enough.</li> </ol>	
6	<p><b>Introduction of new core courses of two modules each in Centre for CSR and Sustainability Area:</b></p> <ol style="list-style-type: none"> <li>1) Business Sustainability</li> <li>2) Business of Financial inclusion</li> </ol> <p>A detailed presentation was made as attached.</p> <p><b>Decision:</b></p> <p>The proposal was approved</p> <p><b>Suggestions received:</b></p> <ol style="list-style-type: none"> <li>a) Being a futuristic course, lot of inspirational steps must be taken. Local NGOs and Govt. bodies should be involved in the projects as is being done in IMT Ghaziabad. Students should be made to work for a fortnight on the site and align with sustainability goals of UNGCN (India). Dr. Kaml Singh, DG of UNGCN (India) assured all support in this domain.</li> <li>b) This course may produce three heroes – student, faculty and the organization where they work, as they feel that they are doing something different and meaningful. Stress should be on experiential learning instead of classroom lectures.</li> <li>c) Companies may give Projects, Consulting assignments and Research projects combined. It was advised that our students go to NTPC sustainability projects. Each group analyses the impact and report is given to NTPC.</li> </ol>	N N Sharma

	d) Some social worker celebrities should be called for lectures as inspirational factor.	
7	<p><b>Introduction of new elective courses in Operation and Decision Science Area:</b></p> <ol style="list-style-type: none"> <li>1) Procurement Management</li> <li>2) Multi-Criteria Decision Making</li> <li>3) Supply Chain Analytics</li> <li>4) Process Analysis &amp; Improvement</li> </ol> <p>A detailed presentation was made as attached.</p> <p><b>Decision:</b></p> <p>The proposal was approved</p> <p><b>Suggestions received:</b></p> <p>Same software should be taught for various analytical papers across the different areas.</p> <p><b>Clarification:</b></p> <p>It was clarified that Excel (for small data base) and “R” software (for big data base) both will be used to teach this paper.</p>	G N Patel
8	<p><b>Introduction of new elective courses in IT Area:</b></p> <ul style="list-style-type: none"> <li>• <i>Emerging Technologies in Management</i></li> </ul> <p>A detailed presentation was made as attached.</p> <p><b>Decision:</b></p> <p>The proposal was approved</p>	S S Dubey
9	<p><b>Introduction of new elective courses in Strategy, Innovation and Entrepreneurship Area:</b></p> <ol style="list-style-type: none"> <li>1) Creating an Entrepreneurial Mindset</li> <li>2) Managing Self and Career- II</li> <li>3) Basics of Entrepreneurship</li> </ol> <p>A detailed presentation was made as attached. Reasoning for 2 separate courses on Business Innovation and Growth along with Introduction to Entrepreneurship was explained.</p> <p><b>Decision:</b></p>	Sunil Sangra

	The proposal was approved	
10	<p><b>Introduction of New elective course in Insurance Area:</b></p> <p>1) New Product Development 2) Advance Actuarial Science (Elective)</p> <p>A detailed presentation was made as attached.</p> <p><b>Decision:</b></p> <p>The proposal was approved. It was commended as a good course for Insurance Products Development.</p>	Abhijit Chattoraj
11	<p><b>Concluding remarks by the External Expert Members :</b></p> <p>a) Highlights of achievements since last meeting are impressive. As the time is changing fast, we need to make students and ourselves relevant to stakeholders. AI should be part of futuristic vision.</p> <p>b) Companies may hire Sustainability officers. We should explore the possibilities of running either a one year course or 2 year course on sustainability to become future ready as some other B-Schools have also started such programmes.</p> <p>c) In BIMTECH, there is more focus on field/project work. It differentiates BIMTECH from other institutes. There should be a documentation of all such works.</p> <p>d) Lot of precaution must be used for project based courses as it is difficult to evaluate. Insist on concrete learning and be very cautious.</p> <p>e) Technical and people skills are very important. We should move towards lab learning e.g. lab for analytics to use more tech in class room. It is a challenge for the faculty to adopt technology as classroom of future would be different.</p> <p>f) Instructional designers are to create courseware and pedagogy.</p> <p>g) Introduction of LEAD course was appreciated.</p> <p>h) About 500 B schools need to be accredited in India for adoption of global standards. BIMTECH seems to be in right direction.</p>	External experts

**Prof. (Dr.) K. C. Arora**  
**Registrar**

C.C: Director  
Deputy Director  
Dean (Research)  
Council Members