

Program Advisory Meeting
MINUTES OF THE MEETING

Date: April 27, 2019

Time: 10:35 A.M

Venue: C8, BIMTECH

Present: 21 Industry Experts & Alumni in number along Faculty members and students (sheet attached)

Agenda: To discuss:

1. Expectation of Industry experts and bridging the gap between Academia and Industry.
2. Developments in Retail Management Program
3. On Job Training - How learnings can be improved upon

The meeting started at 10.30 AM at Birla Institute of Management Technology where esteemed people from retail industry joined along with faculty and students.

The session started with a short and informative view of BIMTECH through a corporate movie

Dr. Pooja Misra, proposed welcome address and thanks all delegates for accepting Retail's invite for advisory meet.

Prof. Veenu Sharma shared Development in Retail Management Program along with introduction of elective courses for the students to study according to their areas of interest.

Dr. Pankaj Priya discussed Course Structure Revision trimester wise and discussed modification in existing paper along with the papers introduced across all programs aligned to VMV of the institute.

Following is the key discussion from the Industry & Alumni EXPERTS :

- ❖ Delegates praised the course structure and suggested importance should be given more to concepts related to Omni Channel Retailing, Digital marketing and negotiation.
- ❖ Experts suggested to make Mall Management more practical rather than based on assumptions
- ❖ Give emphasis on importance of People Management as a subject for the Retail Management students who need to face consumers and understand them. A major emphasis on soft skills for the development
- ❖ Aspects of practical applications of Design Thinking as well as Business Communication which are required.
- ❖ Integrate CRM and Analytics together to increase upselling as a Core.

- ❖ Give more focus on retailing approach with marketing and finance in various subjects like Retail Store Operations and many more.
- ❖ Practical aspects are required to be incorporated in Retail Luxury.
- ❖ Experts also gave suggestions for the Credit Management (Weightage provided to each subject) of various subjects which should be provided according to industry
- ❖ Ms. Ritika Taneja offered to help in revising the course structure of Digital Commerce.

Post all these discussions, **Prof. Manoj Pant** has given Updates about On the job Training, one of the Unique feature of Retail Program and invited suggestions from the house. Students shared their own experiences which were shown through video bites.

Experts suggested:-

- ❖ To remove Vendor/Manufacturer categories/sub-categories in OJT Evaluation and evaluation criteria should be mapped with the project done by students in the store.
- ❖ To cover all 36 categories of retail industry for projects
- ❖ To cover all functions of Store operations.
- ❖ To have a roundtable with the mentor and the students after completion of OJT
- ❖ Should be carried out for 20 days' time duration.

After all this discussion **Dr. Anushree Tandon** proposed Vote of thanks and invited all for Lunch

End time: 12:45 pm