

MINUTES OF ACADEMIC & CORPORATE ADVISORY COUNCIL (ACAC)
MEETING HELD AT AIMT GREATER NOIDA ON 29 MAY 21

1. In view of Covid 19 outbreak, the Academic and Corporate Advisory Council Meeting for 2021 was conducted online through MS teams. The last ACAC meeting was held on 20 June 2020.

1. Cmde.(Dr.) Vivek Chawla, Director, AIMT, extended a warm welcome to the ACAC members . He thanked the ACAC members for their advice and requested them to continue giving valuable inputs for bridging the gap between academia and industry.

2. Following members attended the ACAC meeting.

Academic Advisors

- (a) Prof (Dr.) Sanjeev Mittal, VC, Sambalpur University, Odisha
- (b) Prof. (Dr.) Sunita Karad, Director of MIT School of Management, Pune
- (c) Prof. (Dr.) Irfan A. Rizvi, Area Head OB & HR, IMI New Delhi

Corporate Advisors

- (a) Mr. M A Mateen, Former Sr. Vice President (Finance), British Paints
- (b) Mr. Sanjay Mehrotra, Sr. VP -Business Excellence, Prism Johnson Ltd.
- (c) Mr. Rajneesh Singh, Managing Partner, Simply HR Solutions LLP.
- (d) Mr. Mussarat Hussain, Head- Leadership & Functional School, Maruti Suzuki India.
- (e) Col (Retd) Rajnish Kapur, Chief Operating Officer JK Cement (Grey) Ltd.
- (f) CA Sanjay Jain, Director, Rockhill Consultants Pvt Ltd.

AIMT Members

- (a) Cmde.(Dr.)Vivek Chawla ,Director, AIMT
- (b) Col. (Retd.) Rajendra Pandey, Registrar, AIMT
- (c) Dr. Anubhav Varma, - Asst Prof & Area Chair Financial Management.
- (d) Ms. Arshiya Ismail, Chief Training & Placement Officer
- (e) Prof. S Mohanty, Assistant Professor & Area Chair IT, AIMT
- (f) Dr Md Yaseen Khan – Asst. Prof. & Area Chair -Marketing
- (g) Dr Babita Bhati – Asst. Prof. & Area Chair – HR
- (h) Prof Rahul Verma – Asst. Prof. & Area Chair - Gen. Mgt.
- (j) Dr Pallavi Bhardwaj, Asst. Prof.-Mkt
- (k) Prof. Pawan Kumar, Asst. Prof.-IT
- (l) Prof. Dharini Raje, Asst. Prof. - Finance
- (m) Dr. Mritunjay Kumar, Asst Prof. – Gen. Mgt.

4. **Approval of Minutes of Meeting of ACAC held on 29 May 2021.** Director AIMT, Cmde. (Dr) Vivek Chawla briefed the council members about the action taken on the previous minutes of meeting. The MOM was passed the ACAC members.
5. **Academic Curriculum.** Dr Anubhav Verma briefed the council members about the academic activities conducted by AIMT during the Academic Year 2020-21.
6. **Placement and Training Process.** Chief Training & Placement Officer, Ms. Arshiya Ismail shared the placement records and briefed the council members about the progress of placements at AIMT Greater Noida

Record Of Deliberations

7. **Agenda Point 1- Academic Calendar.** Mr. M. A. Mateen shared that planning and implementation of academic activities / policies may be made more effective. The effect of the pandemic and online classes would have to be considered. Further he added that focus should be on implementation.
8. **Agenda Point 2 - Identification of MOOC and Value-Added Courses.** Prof (Dr.) Sanjeev Mittal suggested that students should enroll for Swayam Course (NPTEL) instead of Coursera or any other MOOC platform. Prof. Rizvi while agreeing to the same brought out that the focus should be on gaining knowledge and information irrespective of the platform used. Director AIMT brought out that for certain NUES courses, AIMT has recommended online courses appropriate to the subject to sharpen the skills of the students.
9. **Agenda Point 3- Collaboration for Faculty/ Student Exchange/ Internship.** Dr. Rizvi highlighted that along-with student exchange, faculty exchange can be worked out with his college i.e IMI. He volunteered that AIMT faculty can attend preplanned and identified sessions at IMI. He brought out that student exchange and faculty exchange should preferably involve credit transfer and should be done with an affiliated college to GGSIP University.
10. **Agenda Point 4- Research Grants and Establishing Incubation Center.** Dr Rizvi discussed that research grants can be considered based on seniority and employment. For availing grants from non-Government agencies. Prof. (Dr.) Sunita Karad suggested to motivate the students to approach Government Organizations for internships and short-term projects. Dr. Karad suggested to set up business lab in the Institute and have regular expert talks.
11. **Agenda Point 5- Initiatives for enhancing Quality of Publications.** Prof (Dr.) Sanjeev Mittal emphasized the need for enhancing the quality of publications in place of increasing quantity. Prof. Rizvi brought out that Faculty should spend more time for research and faculty research publications may be incentivized. He also suggested the classification of faculty members can be made into “research faculty” and “academic faculty” based on the individual acumen. Director AIMT brought out that sufficient time was being allocated for Research, more so as during the pandemic work from home was undertaken for a considerable period and the load were less due to the senior MBA batch being small and already onto jobs.

12. **Agenda Point 6- Way forward for Entrepreneurship & Innovation.**

Prof. (Dr.) Sunita Karad laid emphasis on entrepreneurship and leadership Development with boot training camps. She also suggested 90 hours training for statistical programming. Prof (Dr.) Sanjeev Mittal suggested to set up incubation center for developing entrepreneurship skills in the students. Director AIMT brought out that AIMT is looking for collaborations in this area.

13. **Agenda Point 7- Way forward for NBA Accreditation.** Prof (Dr.) Sanjeev Mittal

suggested that Course Objectives, Pgme Objectives etc PEO mapping may be done for all existing courses. He also emphasized that any accreditations (NAAC, NBA etc) focus on faculty development activities like research publications, FDPs, consultancy etc. thereby making it mandatory for the Institute to invest in these activities. Prof. Rizvi suggested to make the Institute and faculty more visible through Consultancies which will be helpful for Accreditations and Funding.

14. **General Academic Discussions.**

Dr Rizvi highlighted the following points:

- (a) Change the Nomenclature of MBA 17 or BBA1 to MBA 20-22 or BBA 20-23.
- (b) Focus on the creative and out of the box thinking which solves day to day problems of students along-with innovations.
- (c) Focus on Conferences on Contemporary issues and local issues.
- (d) Do not guarantee placement to the students but promise facilitation only.

Prof (Dr.) Sanjeev Mittal:

- (a) Outcome based education (OBE) may be considered for implementation as it plays an instrumental role in documentation for NBA and NIRF.
- (b) Make Project Management as a compulsory subject in BBA & MBA (Director brought out that the subject is already being covered)
- (c) Develop the behavioral scorecard of the student through which we can judge the emotional intelligence, social intelligence of the students.
- (d) Conduct behavioral workshops for the students on a regular basis.

Placements.

15. **Agenda 1- Placements- Skill Sets required to enhance Market Value of Students.**

Mr. Rajnish Singh shared that following seven (07) aspects should be focused on for institutional growth:

- (a) **Visibility:** Social media platforms should be utilized extensively by students and faculty members to highlight major achievements, events etc.
- (b) **Mentoring:** Mentoring should be continuous and yearlong & institute should involve alumni in the mentoring of students.

- (c) **Attitude Development:** Institute should work to develop the right professional attitude among students.
- (d) **Skill Development:** This aspect should be covered during internship of students.
- (e) **Network Development:** Institute should work more extensively to develop alumni and industry network.
- (e) **Knowledge Development:** Institute should schedule various events in homogeneous manner across the year viz HR conclave, Marketing Seminar, Conference in a manner that it should cover different months.
- (f) **Thought Leadership Development:** For better understanding of business environment institute should include various reports viz student exchange report, Industry visit reports etc in placement magazine "Confluence".

16. **Agenda Point 2 Placements - Increasing the Market Value of College.**

(a) **Mr. Sanjay Mehrotra** praised the honesty and loyalty aspect of AIMT alumnus, and he added that institute should focus more on the employability aspect viz. how to generate new ideas, practical training, speaking skills, basic presentation skills etc. He further suggested that institute should invite the students to campus for sharing the challenges he/she has faced in industry and ways to overcome these along with measure to improve the same aspect in present batch.

(b) **Col. Rajnish Kapoor (Retd.)** shared that student should define their short-, medium- and long-term goals and should identify basic four to five pillars that they wish to achieve in forthcoming years viz in 2 years, 5 years, 10 years etc. He further added that institute should publicize the USP of Army brand and should strive to start internal SSB training center. He also shared the importance of case study-based teaching and learning the niche segment viz waste management, Sustainability (SDG) etc.

17. **Agenda Point 3 – Placements - Making Virtual Internships More effective for the students.**

(a) **Mr Sanjay Jha** said that the students should be trained in basic aspects of management and should be more oriented towards training through internships. He further added that the industry-academia gap may be bridged by practical training only.

(b) **Mr. Mussarat Hussain** shared that Institute should prioritize the inputs given as short- medium- and long-term plans and academic calendar should be prepared accordingly. He further suggested that institute should develop its value proposition (USP) for better visibility. In order to provide better exposure to students, institute should target top league competitions viz. Dare to Compete, Corporate governance (Neural Science) etc and students should be inducted as trainees in these domains. In addition to above mentioned points, institute should focus on Live projects and tap maximum companies located in Delhi/NCR.

Meeting ended by vote of Thanks by Registrar, AIMT.