

MINUTES OF ACADEMIC & CORPORATE ADVISORY COUNCIL (ACAC) MEETING
HELD AT ARMY INSTITUTE OF MANAGEMENT & TECHNOLOGY GREATER NOIDA
ON 26 MAY 2016

1. The Director extended a warm welcome and expressed his gratitude to the members of Academic & Corporate Advisory Council. He further requested Prof (Dr) NL Ahuja to Chair the meeting.

2. Following members attended the Meeting on 26th May 2016 (Thursday) in Conference Room from 0900 hrs to 1330 hrs:-

- (a) Prof (Dr) N L Ahuja, Prof Finance, IMT Ghaziabad
- (b) Prof (Dr) Sanjiv Mittal, Dean USMS
- (c) Prof (Dr) Jyotsna Bhatnagar, Prof HR, MDI Gurgaon
- (d) Prof (Dr) Vikas Kumar, Prof IT, Sharda University
- (e) Mr Vikas Tomar, Founder, Pixel Galaxy Studio Pvt Ltd
- (f) Ms Richa Mishra, Associate Director, IDFC Bank
- (g) Ms Fauzia Ansari, Sr Manager- T&D, Nestle
- (h) Prof (Dr) Pawan Gupta, Director, AIMT
- (j) Col (Retd) Devinder Chotani, Registrar, AIMT
- (k) Dr Sanjeev Tandon, Associate Professor, Marketing, AIMT
- (l) Dr. Shruti Gupta, Associate Professor, HR, AIMT
- (m) Prof S Monahty, Assistant Professor, IT, AIMT
- (n) Prof Shikha Bhardwaj, Assistant Professor, HR, AIMT
- (o) Prof Pawan Kumar, Assistant Professor, IT, AIMT
- (p) Dr Surabhi Pandey, Assistant Professor, IT, AIMT
- (q) Prof M.Y. Khan, Assistant Professor, Marketing, AIMT
- (r) Prof Rahul Verma, Assistant Professor, General Management, AIMT
- (s) Dr Monika Jain, Assistant Professor, IB, AIMT
- (t) Dr Anubhav Varma, Assistant Professor, Finance, AIMT
- (u) Dr Surabhi Goyal, Assistant Professor, Finance, AIMT
- (v) Mr Bitopan Sarmah, CRO, AIMT

3. Academic In-charge, Dr Shruti Gupta briefed the Council Members about the list of subjects being offered to students pursuing MBA in four different semesters. She also shared the pedagogy followed by all the faculty members and the curriculum enrichment initiatives being followed at AIMT.

4. Dr Surabhi Pandey, Area Chairperson IT gave a presentation on the Course Delivery Plan of all the IT related subjects. Following were the key inputs shared by the panel members :-

- (a) Students should be expert in MS-Excel through the Microsoft Certification Program. The Software tools should be used for subjects like Enterprise Resource Planning (ERP), Business Intelligence Application (BIA) and Software Project Management (SPM) etc.
- (b) The basic ERP training should be provided by using websites like www.erpnext.com.
- (c) The different modules for MS-Excel training program should be designed for each semester.
- (d) The following value added courses should be conducted :-
 - (i) MS-Excel
 - (ii) ERP
 - (iii) CRM
- (e) The workshop on Cyber Security should be conducted and it should also be included in a university course. Some film related to cyber crime should be shown to the students.
- (f) More focus should be given to Summer Internship Project and Project Dissertation.
- (g) Industry guest speakers should be invited for contemporary and disruptive technology issues faced by the business organization.
- (h) Different types of webinars should be conducted in different areas.
- (j) Video cases should be part of the pedagogy.
- (k) Panel discussion for disruptive technologies should be organized.
- (l) The digital marketing topic should be included in e-Business.
- (m) All payment mechanism should be explained to the students along with current emerging threats.
- (n) The workshop should be conducted in the following areas:-
 - (i) Business Analytics
 - (ii) Digital marketing
 - (iii) R, SPSS, etc.
 - (iv) Web Designing
 - (v) Lateral Thinking
 - (vi) Cyber Security and ethical Hacking
 - (vi) IOT

5. Dr Anubhav Varma, Area Chairperson, Finance discussed the Course Delivery plan being followed. Following were the key inputs shared by the Council members:-

(a) Accounting for Management: the syllabus of Accounting for management is huge and quite difficult for the non- commerce students. Also, so much emphasis has been given to Cost accounting in comparison to financial & management accounting. Along with that, there are some observations discussed below:-

- (i) Unit II : Cost Accounting: Inventory management is discussed at various levels in Finance. It was proposed instead of discussing it in AFM, it should be included in FM as it is also a part of OM in Sem II.
- (ii) Unit IV: Introduction to Costing Systems(ABC, Target Costing, LC Costing & Uniform Costing to be included in Unit II cost accounting and not separately
- (iii) In fourth unit instead of introduction to new concepts of costing, financial analysis including cash flow statement, funds flow statement, common size statement and ratio analysis shall be discussed along with management accounting.
- (iv) To introduce some newer concepts such as forensic accounting, etc.

(b) Financial management:-

- (i) It was suggested that the financial analysis part should be taught in AFM rather than FM as it can be continued with final accounts.
- (ii) Also, the inventory management part including its techniques and levels should be discussed in detail in FM.

(c) Corporate Tax planning:-

- (i) It was deliberated that instead of this subject a new subject on Behavioral Finance to be introduced.

(d) Insurance and Risk management:-

- (i) In Unit 2, some concepts of underwriting and bankassurance should also be included.

(e) Mergers, Acquisitions and corporate restructuring:-

- (i) In Unit 2, while discussing about the legal aspect of mergers/ acquisition, discussion of Indian Accounting Standards and International Financial Reporting Standards should be included.

(f) In Unit 4, International mergers and acquisitions should be included so as to give students a broader perspective of cross border mergers and acquisitions.

6. Dr Monika Jain, Area Chairperson, General Management gave a presentation of the Course Delivery Plan of all the General Management Subjects. Following were the observation of the members:-

- (a) Business Communication: Contents of paper need to be restructured in lines with the industry requirements.
 - (b) Decision Sciences: Focus should be on Industry oriented learning rather than exam focused learning.
 - (c) Management of Technology, Innovation & Change: Students must be acquainted with the real time Supply chain management and 3D printing technology.
 - (d) Entrepreneurship and Small Business Management: Students must be made aware of the basic understanding of all pre-requisites, paper work and legal formalities. Following activities were also proposed to be conducted:-
 - (i) Start up Mela
 - (ii) Venture Capital Mela
 - (iii) Disguise Market
 - (iv) Entrepreneur Mentor(from Industry)
 - (v) Shark Tank
 - (e) International Business Environment: Cross cultural training to be conducted for students. It was proposed to invite Koreans and other industry people from non-Indian origin from companies in close vicinity such as Honda, HCL, etc. Industrial visits to be conducted leading to MDPs. The Course Delivery Plan for the subject needs to be shared by Prof. Sanjeev Mittal(Dean-USMS, IP University).
 - (f) Corporate Social Responsibility: Field assignments to be given to students and outcome of the activity to be submitted by them. They should be able understand CSR at different levels. Lateral thinking activities to be conducted. Eco-club may get funding from MCD, Delhi Govt. upto Rs. 10000/- for activities such as plantation of saplings, fresh water harvesting and rain water harvesting.
 - (g) Operations Management: Bear game simulation to be conducted for students.
7. Prof Shikha Bhardwaj, Area Chairperson HR discussed the broad outline being followed for all the HR subjects. Following inputs were given by the members:-

(a) Syllabus Revision :-

- (i) MP&OB must be separated as two different subjects
- (ii) Two more Acts must be added in IRLR – Nirbhaya Act and IT Act
- (iii) T&D must be renamed as L&D
- (iv) Negotiation and Collective Bargaining must be added as a separate subject.

(b) Pedagogy :-

- (i) Use video cases
- (ii) Add OBL as a credit to Team Building in Organization
- (iii) In IRLR, instead of identifying corporate expert, take help from a lawyer.

(c) Upgrade Value addition :-

- (i) Gamification can be used
- (ii) Peoplematters and SHRM can be used platform to develop students for research
- (iii) Set up a Behavioral lab
- (iv) Simulation can be used to deliver in Manpower Planning

8. Prof M.Y.Khan, Area Chairperson Marketing discussed the broad overview of all the Marketing subjects. Following were the key discussions:-

(a) First Semester: When Dr Sanjeev Tandon shared his query to Dr Sanjiv Mittal regarding the semester course details of MBA and the present course which has no Marketing course incorporated. The suggestion was to have Marketing-I in semester-I & Marketing- II in semester-II. However Dr Sanjiv Mittal shared that as per the curriculum design, no further scope of adding a course of Marketing in I semester.

(b) Second Semester: During Semester: IV, students are in the mode of placement drive, thus loosing the interest from the contemporary course (Internet Marketing). The suggestion was given of changing the name of the course Internet Marketing (elective: Sem-IV) to Digital Marketing by Dr Sanjeev Tandon. Thus the course DIGITAL MARKETING then should be incorporated in Semester: II / III, rather than keeping it in Semester-IV (MS 218: Internet Marketing). Dr Sanjiv Mittal noted this suggestion for the new curriculum meeting at IP University.

(c) The suggestion of Marketing Research as a subject in the area of marketing was shared by Prof Yaseen Khan during the presentation, but by that time Dr Sanjiv Mittal had left. But, the suggestion will be forwarded for University Curriculum Discussion Meeting.

(d) The question paper of Marketing should have THREE (3) sections: Section: A: Short Answer Type. Section: B: Descriptive type & Section: C: Case study /Caselet. The Questions should be more application based. Case study / Caselets should be an integral part of the Question paper (as Section: C). Dr Sanjiv Mittal had shown his apprehension stating that the question paper is designed looking into the level of MBA students of various colleges affiliated to IP University.

9. Meeting ended with vote of thanks proposed by Director.

Dated: 31st May 2016


(Dr Shruti Gupta)
Assoc Prof
Offg Director