

MINUTES OF ACADEMIC & CORPORATE ADVISORY COUNCIL (ACAC) MEETING HELD AT AIMT GREATER NOIDA ON 20 JUNE 20

1. In view of COVID 19 outbreak, the Academic & Corporate Advisory Council (ACAC) Meeting for 2020 was conducted through Zoom. The last ACAC meeting was held on 04 May 19.

2. Cmde. (Dr) Vivek Chawla, Director, AIMT extended a warm welcome and expressed his gratitude to the members of Academic & Corporate Advisory Council. He requested the ACAC members to continue imparting their advise and give valuable inputs for bridging the gap between academia & industry.

3. Following members attended the meeting: -

Corporate Advisors

- (a) Mr. Mussarat Hussain, Head Leadership & HR Transformation, Maruti Suzuki India Ltd.
- (b) Mr. Sanjay Jain, Director Rockhill Consultants Pvt Ltd, New Delhi
- (c) Col (Retd) Rajnish Kapur, Business Head, JK Cement
- (d) Mr. M A Mateen, Sr. Vice President (Finance), British Paints

Academic Advisors

- (e) Dr Sanjay Sehgal, Professor, Delhi University
- (f) Dr Irfan. A. Rizvi, Professor, IMI, New Delhi
- (g) Dr. Sapna Popli, Professor, IMT, Ghaziabad
- (h) Dr Monika Jain, Assistant Professor, BIMTECH, Greater Noida

AIMT

- (i) Cmde. (Dr) Vivek Chawla, Director, AIMT
- (j) Dr. Shruti Gupta, Academic Head & Associate Professor, HR, AIMT
- (k) Col. (Retd.) Rajendra Pandey, Registrar-AIMT
- (l) Ms Arshiya Ismail, Chief Training & Placement Officer
- (m) Prof S Mohahty, Assistant Professor, IT, AIMT
- (n) Dr M Y Khan, Assistant Professor, Marketing, AIMT
- (o) Dr Anubhav Varma, Assistant Professor, Finance, AIMT

4. **Approval of Minutes of Meeting of ACAC held on 04 May 2019.** Director AIMT, Cmde. (Dr) Vivek Chawla briefed the council members about the action taken on the previous minutes of meeting and got the same approved by the Academic Council members.
5. **Academic Curriculum.** Academic Head & Associate Professor, Dr Shruti Gupta briefed the council members about the list of academic activities conducted by AIMT in the Academic Year 2019-20.
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.**

(a) **Preparation for Online Delivery of Sessions.** Dr Sapna Popli emphasized that students and teachers need to be prepared for online delivery of sessions. More focus has to be on short cases, multimedia and short videos to keep the students engaged. The same was reinforced by Mr. Mussrat who highlighted that shift to online will be the new norm and that the Institute needs to have an SOP for starting operations. The wellness and safety norms need to strictly adhered to. Dr Sanjay Sehgal shared that in Delhi University, workshops are being conducted for teachers to train them in conducting online sessions. The online platform of Microsoft Teams also could be explored for conducting sessions.

8. **Agenda Point 2- Identification of MOOC and Value-Added Courses.** Director AIMMT brought out that AIMT had included MOOC courses as part of NUES and subject study for the students. Mr. Mateen shared that in addition to the short-term courses mentioned courses on Supplier Financing and Rural Marketing could also be considered for inclusion.

9. Agenda Point 3- Collaboration for Faculty/ Student Exchange/ Internship.

Dr Rizvi highlighted that instead of Student Exchange, faculty exchange can be worked out with IMI. He volunteered that Faculty of AIMT can attend any session conducted by him/ his faculty after the topics have been identified beforehand. Dr Sanjay also brought out that that once networking of AIMT with other Institutes is built up, thereafter faculty/ Student exchange could be easily worked out. Dr Sanjay also extended invitation to AIMT to visit the incubation center of Delhi University. Dr Monika Jain emphasized that the interaction with the Alumni need to increase and there must be more connect with them by involving in Guest Session, Internship, and placement for a longer duration of time.

10. Agenda Point 4- Exploring avenues for availing Research grants from Government and Non- Government agencies.

Dr Sanjay Sehgal shared that there are three sources for availing Research grants from Government agencies. They are: UGC, ICSSR and AICTE. Furthermore, Dr Rizvi discussed that these grants must be availed at individual level and is based on Seniority and Employment. For availing grants from Non- Government agencies, Mr. Sanjay Jain shared that AIMT should focus on corporates having CSR projects.

11. Agenda Point 5- Initiatives for enhancing Quality of Publications.

Dr Monika highlighted that the biggest reason for lack of quality publication by faculty is attributable to their being overloaded with classes. She stressed that management should give more time to faculty for research. Dr Sehgal expressed that some incentives need to be provided to the faculty once their research paper gets published in ABDC or Australian Quality Journal List. Dr Sehgal suggested that few faculty having a research bent could be identified and named as “Research Faculty” and others as “Academic Faculty”. Accordingly, the Research faculty could be given less teaching load with the commitment that 2-3 papers would be published by them. In case this target is not met, next set of faculty could be given the opportunity. Dr Sapna Popli shared that in IMT, Ghaziabad on an average a faculty teaches for 120- 150 hrs. per annum and the remaining time is devoted to research. Dr Sehgal highlighted the importance of repositories and software related to research and plagiarism.

12. Agenda Point 6- Way forward on extension activities and collaboration with NSS. Dr Monika highlighted the importance of extension activities which are being conducted in BIMTECH. Greater Noida by Non- Teaching Staff.

13. Agenda Point 7- NAAC process facilitation. Dr Rizvi and Dr Popli shared that during the NAAC Peer team visit, lot of emphasis is paid on evidence. Hence Institute must do elaborate paper work and ensure that proper documentation is done. It is also important to not mention activities which have not been conducted and only emphasize on activities conducted successfully.

14. General Academic Discussions.

Dr Rizvi highlighted the following points:

- (a) Evidence of success after reduced contact periods as discussed in last ACAC meet should be documented.
- (b) During Orientation Program, foundations class in Maths, Accounts, Economics, People Skills and Communication should be organized.
- (c) Psychometric Testing – Identifying the right test, administration, and assessment procedure at the time of Orientation is crucial.
- (d) More emphasis on Live Projects need to be given.
- (e) Preparing students for Online Interview needs more emphasis.
- (f) The causes for low hit ratio of students during the interview process of Placements needs to be properly analyzed and improved upon.
- (g) The Institute needs to put a cap on the number of interviews the students can appear for during Placements , which was also endorsed by Dr Sapna Popli.

Dr Sapna Popli:

- (a) Emotional and Social interface needs to be created.
- (b) For a correct estimation of student expectation, they need to be assessed initially when they join and later after Summer Internship Training.

Dr Sanjay Sehgal: Dr Sanjay Sehgal emphasized the need to have a strategic plan for the Institute and leverage the USP of AIMT.

Placements.

15. Following points were deliberated:-

Dr. Sapna Popli mentioned that students should be nominated for placement interviews only in their areas of interest, while at the same time imposing some restrictions. Endorsing the same Mr. Mussarat deliberated that the number of applicants attending the Interview process is not important however, mentoring of students should be focused towards building a positive approach towards continuous process of learning. This shall help the company to mould them as per the job requirement.

Mr. Mussarat also emphasized on the point that before the placement process the Placement office should deliberate on the Job Profile and prepare students accordingly. The requisite of the Industry is diverse so is the requirements for selecting a candidate.

On the point that students are refusing offer from good companies like HUL, due to low CTC the following was discussed. Mr. Mussarat brought out that the students should know the three major focus areas (Company, Job profile and Compensation) to consider while applying for a Job , further it should be conveyed to the students that the brand of the company is more important than the compensation. Mr Mateen added that the student needs to be reminded constantly that “MBA is actually a 4 year package, 2 yrs of Classroom learning and then two years of on the Job learning, therefore a candidate should consider the Compensation offered in the first two yrs as Stipend.”

16. **Agenda Point 1 – Placements.** Overcoming Challenges in placement Process due to COVID-19. Mr. Mussarat suggested that AIMT should approach Industries which have been least affected by COVID 19, such as companies in logistics, pharma, start-ups, IT or automotive. Mr. Rizvi added that start-ups are good to join as they have a tremendous learning platform which results in growth opportunities. With reference to his institute IMI. Mr. Rizvi also added that the institute must make the students aware of the current scenario (Covid 19 & Economic slowdown) so that they are aligned with the foreseen challenges in the job market.

17. **Agenda 2- Placements- Advice on Skill Sets required to enhance Market Value of Students.** Mr. Mussarat emphasized on the point that students should utilize the time of COVID 19 to enhance their skills by enrolling themselves in various certification courses which add value to their MBA Degree and make them more Profile specific.

18. **Agenda Point 3- Placements- Industry Mentoring.** Mr. Mateen emphasized that industry exposure for the students plays a vital role in the holistic development of the student and makes them corporate ready. Mr. Mussarat added that students should be kept engaged with corporate from the beginning of the first year. The institute must focus on Live Projects, Case Studies, Industrial Visit as all this adds value to a CV and gives an opportunity to earn a PPO .

19. **Agenda Point 4 Placements - Increasing the Market Value of College.** Mr. Mussarat and Prof Rizvi focused on the point that the orientation program for the new batch should be done on the fact that the placements are directly linked with their psychometric analysis, communication and attitude. He also added that Tier rating of the college is a cyclic process and is directly proportioned to the input and output. So the focus has to be on the Intake which will gradually take the rating of the Institute in a positive direction.

20. **Agenda Point 5 – Placements - Making Virtual Internships More effective for the students.** Mr. Mussarat said, that though virtual internship has come in, due to adverse circumstances it should be considered as a boon not a bane , Students should liaison with different corporates at the same time for research work or live projects. He also added that the students should utilize their time by being active on LinkedIn, this would help them to connect with corporates.

The meeting ended by the Registrar proposing a Vote of thanks.