



## **JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

### **Minutes of Meeting of the Academic Advisory Council December 29, 2017**

Meeting of the Academic Council of the Jaipuria Institute of Management was called at 11:00 AM on December 29, 2017.

The following Members attended the Meeting:

- Dr. Kavita Pathak
- Mr. Kamal Singh
- Dr. D P Goyal
- Dr. Rajen K. Gupta
- Mr. Vijay Sardana
- Mr. Himanshu Manglik
- Ms. Debyani Sinha
- Dr. Poonam Sharma
- Prof. Abdul Qadir
- Dr. Shalini Srivastava
- Dr. Deepak Singh

Special Invitees:

- Dr. Pratibha Wasan
- Ms. Kanchan Rana
- Dr. Swati Agrawal & Dr. V K Tomar
- Prof Ashok Advani

#### **The Agenda:**

1. Opening remarks by Director- Jaipuria, Noida.
2. Introduction of new members of the Academic Council Meeting.
3. Ratification of minutes of previous Academic Council meeting.
4. Sharing planned initiatives for the academic year 2017-18 and seeking advice from the Academic Council for the growth of the institution.
5. Brief report of various activities and developments undertaken by Jaipuria, Noida during the academic year.

- 6. Review of Curriculum of PGDM (Marketing) and PGDM (Service Management) programmes.
- 7. Any other matter.

**1. WELCOME**

Dr. Kavita Pathak, Director- Jaipuria Institute of Management, Noida welcomed the Academic Advisory Council members and also thanked them for their sharing their expertise and time in strategic decision making process of the institute. She introduced the agenda items on floor for deliberations. She then requested Dean Academics for Introduction of the new members of the Academic Council.

**2. INTRODUCTION OF NEW MEMBERS OF THE ACADEMIC COUNCIL MEETING.**

Dr. Deepak Singh, Associate Dean-Academics presented the profile of all the members of the Academic Council and thanked the new members for their gracious acceptance of the invite and welcomed them at the campus.

**3. RATIFICATION OF THE MINUTES OF THE PREVIOUS MEETING**

Director requested the members for the council to ratify the minutes of the previous meeting which was kindly agreed to.

**4. SHARING PLANNED INITIATIVES FOR THE ACADEMIC YEAR 2017-18 AND SEEKING ADVICE FROM THE ACADEMIC COUNCIL FOR THE GROWTH OF THE INSTITUTION**

The Director requested the designated office-bearers to highlight the initiatives that have been put to practice in the ongoing academic year and requested the council members to offer their advice on the same. The members were quite happy on the initiatives shared and placed their observations on each of them.

**POINTS DISCUSSED:**

| <b>Points presented by Associate Dean (Academics)</b>  | <b>Action to be taken</b> |
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| <p><b>I. Re-visioning Exercise</b></p> <p>The re-visioning exercise was deliberated upon after discussions on the stages of this exercise that was initiated by IQAC team and taken to the leadership level which consisted of top management, representatives of academia, corporate and other stakeholders. The council members were quite appreciative of the rigour of the exercise while offering their</p> |                           |

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| suggestions as well.  |                                |
| <b>Members' Suggestions</b>   |                                |
| <ul style="list-style-type: none"> <li>○ Dr. Rajen Gupta appreciated the futuristic and elaborated nature of vision description which offers a clear direction of 'where we would like to be'. However, he opined that the word 'world-class' looks a bit quite ambitious in scope and may be further redefined in context more realistic. He appreciated the mission statement that demonstrated the clarity of its elements and scope. It was also seconded by Dr. Sardana and Ms. Devyani.</li> <li>○ Programme Educational Objectives (PEOs) were also reflected upon by the members and everyone agreed to the value that it added to programmes offered. Dr. Sardana pointed out that outlining the changing trends in the business world and predicting the future requirements of skill set and knowledge should form the bed-rock of the PEOs, as they are expectations of the future performance of the graduates after the programme completion, usually 3 to 5 years later.</li> <li>○ Dr. Sardana expressed that while laying down Graduate Attributes (GAs), one of the key features expected of the graduating student by the corporate would be the 'ability to change' and hence needs to be mentioned along with the first GA.</li> <li>○ This was seconded by Dr. Goyal who also emphasized that the students need to demonstrate it as they graduate out of programme.</li> <li>○ Dr. Sardana also brought this to forum that 'planning for self' should include professional and personal planning including career progression and financial planning. A workshop/ personality development programme may be undertaken for the students to inculcate this ability.</li> <li>○ Ms. Devyani opined that the word 'supervisory and managerial' would more indicate towards the structured levels of organization whereas most of the future organizations in coming years would move towards a boundary-less form. Hence 'mentoring' may replace the use of above said words in the first PEO.</li> <li>○ Mr. Manglik was of opinion that though in IT/ ITES and service industry the hierarchy may sublime in levels but they would stay in FMCG and manufacturing industries and 'supervisory and managerial' positions would last longer than anticipated by many thought leaders. Mr. Kamal Singh also echoed the same thought.</li> </ul> | Dean (A) & Programme Directors |

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| <ul style="list-style-type: none"> <li>○ Mr. Singh harped upon the ethical and responsible behaviour and brought forth ‘Sustainable Development Goals’ (SDGs) and UN Global Compact’s multi-year strategy to drive business awareness. He emphasized that the students be sensitized about the role that they as future leaders need to demonstrate and act in support of achieving the Sustainable Development Goals through PRIME (India Chapter).</li> <li>○ He further appreciated the Jaipuria Noida’s continuous journey towards excellence through continued quality initiatives.</li> </ul>   |  |
| <p><b>Points presented by Chair- Certificate Programme</b></p>  |  |
| <p><b>II. Certificate Programme</b></p> <p>The proposed certificate programmes were presented and deliberated upon. It was informed that 2 courses (i.e. Corporate sponsored CSR Projects &amp; Entrepreneurship) would be mandatory while students can choose atleast one from the bouquet of 6 courses.</p>   |  |
| <p><b>Members’ Suggestions</b></p>  |  |
| <ul style="list-style-type: none"> <li>○ The proposed bouquet was in alignment with the merging domains that would facilitate life-long learning as well as enable to be a differentiator for the passing out graduates from the campus.</li> <li>○ In light of emerging scenarios of VUCA world, handling business through the lens of the regulatory framework would be a challenging task for the graduates and hence a course on IPR/ regulations may be added to the bouquet. The same may be a part of the course of ‘Legal Aspects of Management’ that is offered in Term IV as a compulsory course.</li> <li>○ Ms. Sinha while appreciating this move expressed the need to highlight the course of ‘Sustainability in Resource Management’ which would assume greater importance in coming future for the corporate captains.</li> </ul> | <p>Chair- Certification Committee &amp; Dean (A)</p> |
| <p><b>Points presented by Chair &amp; Co-Chair- IQAC</b></p>  |  |
| <p><b>III. IQAC Initiatives</b></p> <p>The new initiatives were tabled to the council members and deliberations rolled in on the revised composition, format, broader scope and digital initiatives.</p>  |  |

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| <b>Members' Suggestions</b>   |                        |
| <ul style="list-style-type: none"> <li>○ Dr. Sardana expressed with other council members a great sense of appreciation on the quality enrichment processes along with the broader domain of quality audit processes.</li> <li>○ He however cautioned the role of Director in direct involvement of nomination of members and felt that the Chair- IQAC should be empowered to constitute the core team of Peer review.</li> <li>○ Dr. Goyal advised that the processes would be student centric in words and spirit only if the Peer review takes into account the opinion of the students and so due weightage should be offered to students' feedback while reviewing the stakeholder's contribution in the quality enrichment processes in academics and administration.</li> </ul> | Chair- IQAC & Dean (A) |
| <b>Points presented by Chair- MDP</b>   |                        |
| <p><b>IV. Management Development Programme</b></p> <p>The contribution of MDP committee in out-reach to the external stakeholders were laid out in detail with the current and proposed programmes.</p>   |                        |
| <b>Members' Suggestions</b>   |                        |
| <ul style="list-style-type: none"> <li>○ Mr. Singh emphasized the need to expand the scope of MDP activities and also include programmes on meeting the Sustainable Development Goals as laid by UN. He expressed the desire to support this initiative and leverage his institutional network towards meeting this aim.</li> <li>○ Dr. Sardana endorsed the views of Mr. Singh and opined that there exists a host of opportunities in SEBI mandated initiatives that the corporate are expected to comply with. This would open a plethora of programmes in hedge position disclosures, commodity markets, etc.</li> </ul>  | Chair- MDP             |
| <b>Points presented by Chair- Student Affairs</b>   |                        |
| <p><b>V. Student Affairs Initiatives</b></p> <p>The Student Excellence Council initiatives and general activities of SA committee was brought to the council members for deliberations and</p>  |                        |

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| suggestions.   |                    |
| <b>Members' Suggestions</b>  |                    |
| <ul style="list-style-type: none"> <li>○ Dr. Sardana expressed that the new found youth energy should be channelized and directed towards the newer media wherein focus should be on blogging, presentations, postings on the social media sites to showcase the campus development to corporate and external stakeholders.</li> <li>○ Mr. Singh proposed of Jaipuria's YouTube channel should be managed by the students which not only highlights the student driven activities too corporate but also high impact guest sessions and conferences to the student community outside.</li> <li>○ Dr. Goyal however wished that the content should be pre-screened and then posted through social media.</li> </ul> | Dean (SA)          |
| <b>Points presented by Chair- Placement</b>  |                    |
| <p><b>VI. Placement &amp; Training</b></p> <p>The placement details including companies, profiles and number of conversions were tabled for the deliberations and opinion seeking.</p>   | .                  |
| <b>Members' Suggestions</b>  |                    |
| <ul style="list-style-type: none"> <li>○ Mr. Singh congratulated on the zeal and efforts of all the members of T &amp; P department and the mentoring initiatives of the faculty and felt satisfied with the progress over the previous year.</li> <li>○ He also advised to include multiple interface of the corporate with the students beyond class-rooms for better understanding of the corporate culture of the professional organizations specific to the programmes.</li> <li>○ Dr. Sardana highlighted the role of Alumni in Programme Advisory role for aligning the Programme Objectives with emerging scenarios and then building curriculum around them.</li> </ul>                                   | Chair- T & P deptt |
| <b>Points presented by Dean- International Relations Committee and Chair- Alumni Relations</b>   |                    |

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| <p><b>VII. International Relations &amp; Alumni Relations</b></p> <p>Dean IRC presented the developments of the international out reach of the campus and MoUs signed in the recent past and proposed in near future. Also Alumni network and initiatives were also tabled.</p>  |                  |
| <p><b>Members' Suggestions</b></p>   |                  |
| <ul style="list-style-type: none"> <li>○ Mr. Singh expressed his satisfaction at the growth of International Relations and highlighted the growing importance of Chinese Universities in Global ranking system. He deliberated upon the need to look forward to association with Universities in China with special reference to Universities in Shanghai (Pudong Area).</li> <li>○ He asked the committee to explore the avenues of students' visit to International Conferences, seminars, exhibitions that are organized by the foreign universities as a short overseas trip. This brings in a global outlook and sensitizes students with other students from different part so the world joining the international events.</li> <li>○ Dr. Sardana suggested the committee to get in touch with the Ministry of External Affairs for International Admissions of students from Developing countries like Uganda, Kenya, Sri Lanka, Bangladesh, Bhutan, Sudan, etc., who seek capacity building resources from India.</li> </ul> | <p>Dean- IRC</p> |

**5. BRIEF REPORT OF VARIOUS ACTIVITIES AND DEVELOPMENTS UNDERTAKEN BY JAIPURIA, NOIDA DURING THE ACADEMIC YEAR.**

Director read out the updates of the institution and the various institutional developmental activities and progress of the initiatives that were suggested by the members in previous meetings. The members expressed their appreciation on the strides that the college has made in the recent past in terms of internal processes and external recognition among the stakeholders.

**6. REVIEW OF CURRICULUM OF PGDM (MARKETING) AND PGDM (SERVICES MANAGEMENT) PROGRAMMES**

Director highlighted the progress of curriculum development for the PGDM (M) and PGDM (SM) programmes and it was agreed to by the council members.

There being no other item, the meeting concluded with a vote of thanks to all members of academic council.



**Dr. Kavita Pathak**

Chairman- Academic Advisory Council

*Annexure 1:* Presentation by Dean Academics

*Annexure 2:* Presentation by Chair- Certificate Courses

*Annexure 3:* Presentation by Chair & Co-Chair IQAC

*Annexure 4:* Presentation by Chair- MDP

*Annexure 5:* Presentation by Dean- Student Affairs

*Annexure 6:* Presentation by Chair- Training & Placement

*Annexure 7:* Presentation by Dean- IRC & Chair- Alumni