

## INDUSTRY ACADEMIA COUNCIL MEETING

### MINUTES OF THE MEETING

Date: April 28, 2018

Time: 10:35 A.M

Venue: C7, BIMTECH

Present: Industry Experts 15 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
4. Live Projects for students

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 by Program Coordinator, Prof. Veenu Sharma.

- **Dr. Pooja Misra** shared Development in Retail Management Program along with briefed the industry experts, about Experiential learning through Window display by students in Visual merchandising and Feel of Retail through FROOSH.

Shared New papers proposed by program like Digital Marketing + Product Brand management + Retail Service Operations + Retail emerging technologies + Retail Insurance + retail Baking.

And expressed future plan for Program by mentioning –

- Assurance of learning on all courses
- Increase footprint of OJT Companies
- More volunteers for FROOSH

- **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 EXPERTS:**

- ❖ Delegates praised the course structure and suggested importance should be given more to concepts related to market research, real estate mapping and negotiation.
- ❖ Experts suggested to make Mall Management and E – Commerce as Core paper.

- ❖ Give emphasis on General Courses such as Finance, Research Methodology, Economics and other.
- ❖ Aspects of OB, Personality Management to be taught thoroughly and refresher course of HRM can be taught during placement Time.
- ❖ Integrate CRM and Analytics together to increase upselling as a Core.
- ❖ Give more focus on retailing approach with marketing and operational finance – Not retail Banking/ retail Insurance.

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.

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

After all this discussion **Dr. Pooja Misra** requested all experts to help us in providing real world projects for better understanding of concepts and learnings to student.

➤ **Prof. Venu Sharma** proposed Vote of thanks and invited all for Lunch

End time: 12:45 pm

**Retail Management Program**  
**Action Taken Report of Advisory 2018**

**As suggested by experts following actions have been taken:-**

- Introduce as Elective
  - Product Brand Management (Elective)
  - Digital Marketing (Elective)
  - Retail Banking(Elective)
  - Retail Insurance & Risk Management (Elective)
  - Retail Service Operation(Elective)
  - Emerging Technologies (Elective)
  
- Introduce as core
  - (a) Managerial Economics (Core)
  - (b) Strategic Management – II (Core)
  
- **Modified:** Introduce Rural Retailing as elective and separate it from Sales& Distribution Management
  
- OJT-Prof. Manoj Pant will take care of providing maximum opportunities to student's w.r.t different sectors of Retail. And Industry Evaluation parameter will be revised