

**A REPORT ON
MEETING OF ACADEMIC ADVISORY COUNCIL
9th FEBRUARY 2016**

F/AIM/BOG & AA/39/1.0

Venue: Director Office, Anand Institute of Management

Date: 9th February 2016

Time: 11:00 am to 1:00 p.m.

Anand Institute of Management organised a first meeting of Academic Advisory Council on 9th February, 2016 at director's office, AIM. : Shri Hemantbhai Patel, President of SRKSM; Smt. Jyotsnaben K Patel, Hon'ble Secretary, SRKSM; Dr. J.P. Joshipura, Director, Som-Lalit Institute of Management Studies; Dr. P K Priyan, Professor, G.H.Patel PG Insti. Of Business Management; Dr. Nirmal Sharma; Director, AIM and Dr. Bindiya Soni, HOD, AIM attended the meeting. Dr. Tejal Gandhi, Principal, Anand Pharmacy College; Dr. P M Anavartham, CEO of Ace Software and Mr. S K Joshi; VP Marketing, Fishfa Rubbers Pvt Ltd could not remain present in the meeting.



The agenda of the meeting was circulated among the members prior to the meeting. After the initial welcome and introduction of the members by Dr. Nirmal Sharma, a presentation was made by Dr.

Bindiya Soni. The objective of the same was to introduce the members to the activities of SRKSM and AIM. After the presentation, the discussion started among the members as per the agenda. The minutes of the meeting is attached as Annexure I.



At the end of the meeting a vote of thanks was proposed by Dr. Nirmal Sharma and assured to implements the suggestions and the feedback of the members.

Prepared By:

Dr. Bindiya Soni, Associate Professor & HOD, Anand Institute of Management

ACADEMIC ADVISORY COUNCIL

MINUTES OF MEETING

9th JANUARY 2016

Document No: F/AIM/MoM/1/1.0

The meeting was scheduled on 9th January, 2016. The following was the list of the points to be discussed in the meeting.

Time: 11:00 am to 1:00 p.m

Venue: Director's Office

Sr. No.	Topic to be Discussed	Remarks
1	Introduction and welcome remarks	
2	Events planned for the current semester (Even Semester)	
3	Events completed during previous semester (Odd Semester)	
4	Deliberations on admissions for MBA	
5	Deliberation on preparation for NBA and ISO	
6	Discussion on upcoming National Seminar 2016	
7	Discussion on placement and training programme	
8	Discussion on programmes under skill council	
9	Opportunities for faculty development programmes	
10	Opportunities for MOU with corporates	
11	Discussion on industrial tour	
12	Quality improvement of students	
13	Consultancy by faculties	

Meeting Chaired by:

Meeting Attended by: Shri Hemantbhai Patel, Smt. Jyotsnaben K Patel, Dr. J.P. Joshipura, Dr. P K Priyan, Dr. Nirmal Sharma, Dr. Bindiya Soni

The meeting started with the introduction and welcome of all the respected attendees. The following points were discussed in the meeting:

Deliberations on admissions for MBA:

- Admissions through CMAT are decreasing every year and students with scholarships are more likely to dropout.
- Increase in intake suggested by Dr. J.P. Joshipura.
- Dr. Bindiya Soni suggested to request a proposal collectively by all self-financed MBA colleges to increase the intake of non-CMAT students by 10%.

- Dr. P K Priyan suggested courses like family business management and small business management.
- Dr. J.P. Joshipura and Dr. P K Priyan insisted that the presence of college is needed to be made visible and marketing of the college is required.
- Dr. P K Priyan suggested that families can be counselled to enable their children to pursue MBA as a full time post-graduation course.
- Dr. J.P. Joshipura suggested to set up an incubation center in the campus. Dr. Bindiya Soni provided the knowledge that the government can give grant for establishing incubation center. Dr. P K Priyan added that it can serve as a finishing school for students as well as other employed people who wish to join the courses at the incubation center.
- Dr. J.P. Joshipura suggested that the students of AIM can join the SME nursery incubator at LD engineering college, Ahmedabad. It can help them to implement their theoretical knowledge into practice. He can provide the pamphlets and other material required to proceed further regarding the idea of SME nursery incubator.
- Dr. P K Priyan suggested of an initiative like 'idea club/idea refinement club/idea with a coffee' into which people can enroll and gradually the image of the institute will be enhanced. The suggestion was acknowledged by Smt. Jyotsnaben K Patel.

Deliberations on preparation for NBA and ISO:

- Dr. P K Priyan advised that documentation is very important for the accreditation.
- Dr. Bindiya Soni said that a consultant has been appointed for the preparations of ISO and it will help to find the gaps in the process. The trainings for those gaps will be provided as and when the gaps are recognized. Application for ISO can be done in June 2016.
- Dr. P K Priyan suggested to keep an accredited institute as a benchmark and find the gaps and shortcomings. This needs to be an ongoing process. Also, the location of AIM is prime and this factor can be capitalized upon to get good quality students to enroll.

Discussion on upcoming National Seminar:

- Dr. J.P. Joshipura suggested to invite speakers from GIFT city.
- Dr. Nirmal Sharma added that he is in talks with the Dean of Bhartiya Vidhyapith, Symbiosis, and various other B-schools to invite them as keynote speakers.

Discussion on placement and training program:

- Dr. Nirmal Sharma showed the records of activities done for the students like mock interviews, mentoring, image building, etc. and also explained how the graph of improvement of students is monitored on a one-to-one basis.
- Dr. P K Priyan said that only quality is sold in the market and the students have to improve their communication skills. The grades of Business Communication courses that are included in their syllabus do not reveal the real scenario of their communication abilities.
- Dr. Bindiya Soni said that the weaknesses of students are addressed in all the activities.

Discussion on programs under skill council:

- Dr. Bindiya Soni gave knowledge to the attendees about the performance of MBA (HR) students on the various government yojanas and how that can be done in other institutes also to increase the awareness among the students. This can be a part of the extension activities of AIM and also serve as a CSR activity.
- Dr. P K Priyan added that such extension activities have certain points in the process of accreditation.

Opportunities for Faculty Development Programs:

- Dr. P K Priyan suggested that the schedule of lectures should not change and if at all the faculty is unable to take the scheduled lecture, an extra lecture should be conducted as soon as possible. He suggested a subject-specific online feedback system for each faculty. Also, the faculty should be counselled individually and privately about their shortcomings in teaching.

Opportunities for MoU with corporates:

- Dr. P K Priyan suggested that faculties and/or students can go for doing consumer surveys for companies in which the MOUs are being signed. Faculties can give analytical reports to companies. He emphasized that implementation of MOU is more important and should be done systematically.

Discussion on Industrial tour:

- Dr. Bindiya Soni gave knowledge to the attendees about the places where the students of AIM recently went for industrial visit, like Kalpataru power plant, GIFT City, 108 emergency, IIM-Ahmedabad, etc.
- Dr. J.P. Joshipura suggested that the students can be shown the videos of GIFT city in the first week itself of the commencement of semester so that they are motivated to work hard and put in more efforts.

Quality improvement of students:

All the members agreed that a series of initiatives taken by AIM would result into quality improvement and the same should be sustained.

Consultancy by faculties:

- Dr. J.P. Joshipura suggested that it is important to gain confidence from the companies on the part of faculties and students to pay the faculties/students for the work that is being done for the companies. The faculties can make brochures and presentations to provide information to other companies and institutions to demonstrate the areas in which they can be helpful. The faculties should think from the companies' perspective and try to find what can be their requirements and give their consultancy services accordingly.

- Dr. P K Priyan added that the faculties can conduct a SWOC (Strength, Weakness, Opportunity, Challenge) analysis for the companies and consult them on how to meet the challenges.
- Dr. J.P. Joshipura shared that many companies that are new to Gujarat are always interested in knowing the situation of the state. The faculties can check the Vibrant Gujarat website for the MoUs and also, find opportunities in the agricultural and cooperatives sector.
- Dr. P K Priyan suggested to go for onsite workshops for the employees of companies.

Light tea and snacks were offered during the meeting and the meeting was concluded with gratitude towards the guest attendees for their suggestions.

Attendees	Sign	Attendees	Sign