

MINUTES OF THE BOS (Marketing Management)

HELD ON 13th JULY 2019

Members present

Sr.	Description	Name	Designation and Organization
01	Chairperson	Mr. Girish Kulkarni	LF MM IIMP
02	Members	Dr. Pandit Mali	Director IIMP
		Dr. Pallavi Sajanapwar	Dy. Director IIMP
		Dr. Sanjay Bhale	Faculty IIMP
		Dr. D K Sakore	Faculty IIMP
		Mr. Dipanjay Bhalerao	Faculty IIMP
		Dr. Rita Dangre	Faculty IIMP
03	Subject Experts from outside Parent University	Dr. Praveen Dange	Head Academics SIU
		Mr. Abhay Dhokte	Managing Director John Deere Financial
04	Representative from Industry	Mr. R Kartik	Business Development Manager-India - Infosys BPM Ltd
05	Member – Secretary*	Dr. Abhijit Chandratreya	Asst. Director IIMP

The following members sought leave of absence

S	Name	Designation	Category
1.	Mr. Jayant Morghade	Manager - Bid Management at Sakon	Nominated by VC SPPU
2.	Mr. Amogh Kanade	Business Head -Famous Innovations, Mumbai	Alumnus appointed by Director IIMP

AGENDA

- 1. Welcome Note by Chairperson BOS – Prof. Girish Kulkarni**
- 2. Brief about Indira Institute of Management, Pune and its Autonomous Status by Dr. Pallavi Sajanapwar, Deputy Director, IIMP**
- 3. Introduction of the BOS members by Prof. Girish Kulkarni**
- 4. Discussion on the structure and subjects proposed for the first year.**
- 5. Discussion on the detailed syllabi**
- 6. Any other pertinent issue (confidential or otherwise)**
- 7. Comments and Announcements (if any)**
- 8. Adjournment (followed by lunch)**

Item No. 1 (13.07.2019) : Welcome Note

Mr. Girish Kulkarni welcomed all members of the BOS in Marketing Management constituted as per the guidelines of UGC for autonomous Institutes and approved by SPPU.

Item No. 2 (13.07.2019) Brief on IIMP and autonomous status

Dr. Pallavi Sajanapwar, Director IIMP then briefed the members about IGI and IIMP. She explained to the members as to why IIMP had decided to apply for autonomous status from UGC. She informed the members that it is academic autonomy. She explained that by being autonomous, IIMP will be able to credit the students for all inputs which till now was not being reflected on their mark sheets.

Item No. 3 (13.07.2019)

Mr. Girish Kulkarni then introduced the members of the BOS in Marketing Management and thanked them for sparing their valuable time for attending the meeting and requested everyone to contribute wholeheartedly

Item No. 4 (13.07.2019): Discussion on the structure and subjects proposed for the first year.

Mr. Girish Kulkarni then informed the members that there will be a discussion on the structure for the MBA course and subjects proposed for the first year for Marketing Management Specialization and requested the members to give their valuable inputs and finally approve the structure and subjects.

Proposed by : Mr. Girish Kulkarni

Seconded by : Dr. Sanjay Bhale

Discussion: The members suggested the following changes / additions to the common subjects:

1. The students should be offered subject like project management which will cater to all specializations and can be evaluated specialization wise at the end of the second semester.
2. Members suggested that topics like experiential learning to be added which need to be measureable.
3. The members suggested that IIMP should include interdisciplinary courses, and certification courses like MOOCS / Swayam
4. Noncredit courses to be added like Human Rights
5. Dr. Pandit Mali informed that covering different pedagogies by signing MOUs with different organizations can be converted to value added courses.

Resolution No. 1 (13.07.2019): Resolved that Mr. Girish Kulkarni will look into the suggestions offered by the members and how best it can be incorporated into the subjects.

Item No. 5 (13.07.2019): To consider the detailed syllabus

Mr. Girish Kulkarni requested the members to go through the detailed syllabus for the first year and specifically for the marketing management specialization and suggest changes or approval.

Discussion: The members suggested introduction of the following into the syllabus

1. There should be a formal session on current trends with discussion in class rooms.
2. Topic of influencer marketing / content marketing should be included.
3. Topic of provider of benefits / viral marketing should be included.
4. It was suggested that sectors like environment, bio-tech etc. should be added.
Dealing with PSUs.
5. Topic like innovation in frugality should be added.
6. There is no need of ERP/SAP and only overview of platforms available should be discussed in class room. It was suggested that some overview on Retail and E Commerce should replace ERP/SAP
7. Topics like robotic processing integration should be introduced. Machine learning and other latest technologies.
8. Topic like sentiment analysis to be included.
9. Members suggested that some information on rural marketing and dynamics be included.
10. Members suggested inclusion of MOOCS / SWAYAM into the syllabus

Resolution No. 2 (13.07.2019): Resolved that Mr. Girish Kulkarni will look into the suggestions offered by the members and how best it can be incorporated into the syllabus.

Item No. 6 (13.07.2019): Discussion on any other pertinent issue (confidential or otherwise)

- i. Mr. Girish Kulkarni requested the members to give suggestions on the examination and evaluation pattern that needs to be followed.

Discussion

All members suggested that pen and paper and practical (field work, viva-voce etc.) should be the method of examining and evaluating the students.

Proposed by: Dr. D K Sakore

Seconded by: Mr. Dipanjay Bhalerao

Resolution 3 (13.07.2019): It was resolved that Mr. Girish Kulkarni will consider the suggestions and work out how to incorporate them into the examination and evaluation system.

- ii. Dr. Pandit Mali, Director IIMP informed the members of starting an undergraduate course – BBA in Digital Business and Marketing and submitted the structure and syllabus for the approval of the members. The members gave their unanimous approval.

Proposed by: Dr. Pandit Mali

Seconded by: Dr. Pallavi Sajanapwar

Resolution 4 (13.07.2019): It was resolved that Dr. Pandit Mali, Director IIMP put up the approved structure and syllabus of BBA Digital Business and Marketing for approval to the Academic Council.

- iii. Dr. Pandit Mali, Director IIMP informed the members of starting an undergraduate course – BBA in Mass Media Management and submitted the structure and syllabus for the approval of the members. The members gave their unanimous approval.

Proposed by: Dr. Pandit Mali

Seconded by: Mr. Girish Kulkarni

Resolution 4 (13.07.2019): It was resolved that Dr. Pandit Mali, Director IIMP put up the approved structure and syllabus of BBA Mass Media Management for approval to the Academic Council.

Item No. 7 (13.07.2019): Comments and Announcements (if any)

There were no announcements

Item No. 8 (11.07.2019) Adjournment

As there was no other topics brought to the table, Mr. Girish Kulkarni proposed that the meeting be adjourned

Proposed by : Mr. Girish Kulkarni

Seconded by : Dr. Abhijit Chandratreya

Mr. Dipanjay Bhalerao then gave the Vote of Thanks. He thanked the members for attending the meeting and giving good insights for the functioning of the Institute under Autonomy.

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MINUTES OF THE BOS (Marketing Management)

HELD ON 30.11.2019

Members present

Sr.	Description	Name	Designation and Organization
1.	Chairperson	Mr. Girish Kulkarni	LF MM IIMP
2.	Members	Dr. Pallavi Sajanapwar	Dy. Director IIMP
		Dr. Sanjay Bhale	Faculty IIMP
		Dr. Rita Dangre	Faculty IIMP
3.	Subject Experts from outside Parent University Alumnus appointed by Director IIMP	Dr. Praveen Dange	Head Academics SIU
4.		Mr. Amogh Kanade	Business Head -Famous Innovations, Mumbai
5.	Representative from Industry	Mr. R Kartik	Business Development Manager-India - Infosys BPM Ltd
6.	Member – Secretary*	Dr. Abhijit Chandratreya	Asst. Director IIMP

The following members sought leave of absence

S	Name	Designation	Category
3.	Mr. Jayant Morghade	Manager - Bid Management at Sakon	Nominated by VC SPPU
4.	Dr. Pandit Mali	Director (IIMP)	Member
5.	Mr. Abhay Dhokte	Managing Director John Deere Financial	Member
6.	Dr. Dipanjay Bhalerao	Faculty IIMP	Member
7.	Dr. Abhijit Chandratreya	Asst. Director	Member
8.	Dr. S K Sakore	Faculty IIMP	Member

AGENDA

- 1. Welcome Note by Chairperson BOS – Prof. Girish Kulkarni**
- 2. Reading and approving MOM of last meeting**
- 3. Discussion on the detailed syllabi for the second year MBA course including Major and Minor Specialization**
- 4. Any other pertinent issue (confidential or otherwise)**
- 5. Comments and Announcements (if any)**
- 6. Adjournment (followed by lunch)**

Item No. 1 (30.11.2019) : Welcome Note

Mr. Girish Kulkarni welcomed all members of the BOS in Marketing Management constituted as per the guidelines of UGC for autonomous Institutes and approved by SPPU for the second meeting of the BOS.

Item No. 2 (30.11.2019) Reading of Minutes of Meeting held on 13.07.2019

Mr. Girish Kulkarni then read out the minutes of the last meeting and informed the members on how the suggestions have been implemented. The Minutes were approved.

Dr. Pallavi Sajanapwar informed the members about the Major and Minor specializations for the third and fourth semester and requested them to see to it that the topics have been selected properly.

Item No. 3 (30.11.2019)

Mr. Girish Kulkarni then informed the members that there will be a discussion on the syllabus for the third and fourth semester including major minor subjects and requested the members to give their valuable inputs and finally approve the structure and subjects.

Discussion: The members suggested the following changes / additions to the common subjects:

1. Physical activity (field work) should be given more weightage as against to classroom sessions/activities and should be made compulsory for all courses (by Dr. P Dange)
2. The credits allotted to the courses can be divided based on experiential learning, assessment, and practical work (by Dr. P Dange)
3. All the credits allotted (2 or 3 credits) to the courses must be defined on the basis of field work, assessment, and practice (by Dr. P Dange)
4. Define the learning outcomes in concrete terms (by Dr. P Dange)
5. Courses like Strategic Brand Management, Retail Marketing, Sales and Distribution must have field work (by R. Kartik)
6. To introduce SOSTAC model, Fishbone model in the Strategic Marketing Course and students should be made clear the context and the perspective of the model discussion in the classroom (by Dr P Dange)
7. To include the topics of Media Planning, surrogate advertisement in the IMC course and the topics of evolving retail matrices, and retail performance in Retail marketing course etc. (by R. Kartik)
8. The Marketing across Cultures course should be discussed from the international perspective and the content need to be changed (by R. Kartik)
9. Few additions & deletions are to be made in few courses viz., in Rural and Agricultural marketing, the topics of Self Help Group, micro financing etc. to be added; in IT and ITES , introduction to excel be removed and in Analytics for Marketing the topics of Big Data, Data warehousing and tools of analytics to be included. (by R. Kartik)
10. The Luxury Marketing course should be taught with the help of case studies (by R. Kartik)
11. To replace 'Marketing to Non-profit organization course with Services Operations Management in the Minor Elective courses option (by R. Kartik)

Resolution No. 1 (30.11.2019): Resolved that Mr. Girish Kulkarni will look into the suggestions offered by the members and how best it can be incorporated into the syllabus.

Item No. 4 (30.11.2019): Discussion on any other pertinent issue (confidential or otherwise)

There was no other issue raised

Item No. 5 (30.11.2019): Comments and Announcements (if any)

There were no announcements

Item No. 6 (30.11.2019) Adjournment

As there was no other topics brought to the table, Mr. Girish Kulkarni proposed that the meeting be adjourned

Proposed by : Mr. Girish Kulkarni

Seconded by : Dr. Rita Dangre

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MINUTES OF THE BOS (Marketing Management)

HELD ON 03.10.2020

Members present

Sr.	Description	Name	Designation and Organization
7.	Chairperson	Mr. Girish Kulkarni	LF MM IIMP
8.	Members	Dr. Pallavi Sajanapwar	Dy. Director IIMP
		Dr. Sanjay Bhale	Faculty IIMP
		Dr. Rita Dangre	Faculty IIMP
		Dr. Dipanjay Bhalerao	Faculty IIMP
		Dr. D.K. Sakore	Faculty IIMP
9.	Subject Experts from outside Parent University	Dr. Praveen Dange	Head Academics SIU
10.	Alumnus appointed by Director IIMP	Mr. Amogh Kanade	Business Head -Famous Innovations, Mumbai
11.	Representative from Industry	Mr. R Kartik	Business Development Manager-India - Infosys BPM Ltd
12.	Member – Secretary*	Dr. Abhijit Chandratreya	Asst. Director IIMP

The following members sought leave of absence

S	Name	Designation	Category
9.	Mr. Jayant Morghade	Manager - Bid Management at Sakon	Nominated by VC SPPU
10.	Dr. Pandit Mali	Director (IIMP)	Member
11.	Mr. Abhay Dhokte	Managing Director John Deere Financial	Member

Date: 03.10.2020

Time: 10.30 am to 12.30 noon

Location:

Indira Institute of Management, Pune, Online, MS Teams Invitation will be sent by the Chairperson BOS, Prof. Girish Kulkarni

- I. Welcome Note by Chairperson BOS – Prof. Girish Kulkarni**
- II. Reading and approving MOM of last meeting**
- III. Discussion on the revised structure and syllabi for the First Year MBA course**
- IV. Any other pertinent issue (confidential or otherwise)**
- V. Comments and Announcements (if any)**
- VI. Adjournment**

Next meeting date: To be decided before adjournment

Item No. 1 (03.10.2020) : Welcome Note

Mr. Girish Kulkarni welcomed all members of the BOS in Marketing Management constituted as per the guidelines of UGC for autonomous Institutes and approved by SPPU for the third meeting of the BOS.

Item No. 2 (03.10.2020) Reading of Minutes of Meeting held on 30.11.2019

Mr. Girish Kulkarni then read out the minutes of the last meeting and informed the members on how the suggestions have been implemented The Minutes were approved.

Resolution 1 (03.10.2020) Resolved that the minutes of meeting of meeting held on 30.11.2019 were approved

Item No. 3 (03.10.2020)

Mr. Girish Kulkarni then informed the members that there will be a discussion on the syllabus and structure for the first and second semester and requested the members to give their valuable inputs and finally approve the structure and subjects.

Background: Mr. Girish Kulkarni informed the members that due to the pandemic situation and considering the fact that the recruiters outlook has changed, some changes have been made to the existing structure and syllabus. He informed that he will discuss the changes when they take up the particular topic for discussion

Discussion: Mr. Girish Kulkarni then presented the structure which has been revised as per current requirements.

1. He informed that Retail Management subject has been introduced as a Core subject and Consumer Behaviour shifted to Elective Subject. Mr. Amogh inquired the reasons behind this and was informed that some part of CB is being covered in first semester and most the units will be repetitive. Mr. Amogh also suggested that Retail Management should also include buying behavior. Mr. Kartik suggested that there should be more impetus on services. Mr. Girish Kulkarni informed that the subject Digital Marketing will include most of the suggestions.
2. Dr. Pallavi Sajanapwar suggested that theory / case studies should be included in Retail / Services Management
3. Mr. Amogh suggested that a module on Convenience Marketing be included

Mr. Girish Kulkarni informed that most the suggestions have been already considered while designing the detailed syllabi and requested the members to approve the structure. The Members approved the structure

Resolution No. 2 (03.10.2020): Resolved that proposed structure is approved as presented

Discussion on Detailed Syllabus of Second Semester

Mr. Girish Kulkarni informed the members that Retail Management has been pulled to second semester as most of the companies offering Summer Internship as from Retail Sector and students need to know about this sector.

Mr. Amogh suggested that a topic marketing in the new normal (uncertain times) should be included.

Dr. Pallavi Sajanapwar and Mr. Amogh were of the opinion that Product should be taught first and then branding. Mr. Girish Kulkarni will look into it.

Mr. Amogh suggested that selling skills in both B2B and B2C should be included to which Dr. Sakore informed that IIMP organizes special certification program on this for all the marketing specialization students.

Mr. Kartik suggested that pre-sales, grocery distribution, logistics management etc. should be included in Digital Marketing. Dr. Pallavi suggested including changes in CB in Services Marketing.

Mr. Kartik suggested including PMS like agile scrum etc. to which Dr. Pallavi responded that this is included in first semester course of MIS.

Under the subject CMR, Mr. Kartik said that in India it is more of robotics than AI and it needs to be worded accordingly.

Under Marketing of Financial Services, Dr. Bhale suggested to include maintenance risk matrix. Mr. Kartik suggested including topics like how to get funding, manage the funding etc.

Dr. Praveen Dange suggested should also teach perspective from customer end. Title of Unit 5 needs to be changed.

In Consumer Behaviour, Dr. Dange suggested to include Attitude Measurement Model. Mr. Amogh suggested including case studies to which Dr. Rita responded that they are already being taken.

In view of the above discussions, Mr. Girish Kulkarni informed the members that he would look into the various suggestions and try and incorporate them into the syllabus appropriately. He requested the members to approve of the syllabus which was approved.

Resolution 3 (03.10.2020) Resolved that the syllabus for second semester MBA was approved.

The members were asked if they had any general suggestions and few of them are as under

1. Mr. Kartik suggested including Outsourcing Services, including role of experience officer in Unit 4 of Services Marketing.

As there was no other topics brought to the table, Mr. Girish Kulkarni proposed that the meeting be adjourned

Item No. 4 (03.10.2020): Discussion on any other pertinent issue (confidential or otherwise)

There was no other issue raised

Item No. 5 (03.10.2020): Comments and Announcements (if any)

There were no announcements

Item No. 6 (03.10.2020) Adjournment

As there was no other topics brought to the table, Mr. Girish Kulkarni proposed that the meeting be adjourned

Proposed by : Mr. Girish Kulkarni

Seconded by : Dr. Abhijit Chandratreya

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