

## **Corporate Session**

### **E-commerce Industry in India**

Pune Institute of Business Management had arranged a Corporate Session on 25th March 2017. Mr Lokesh Sikka, Director HR, Snapdeal; had graciously accepted PIBM's invitation to conduct a session on the e-commerce industry. Mr Sikka had decade long experience with top business houses of India. He had been associated with Vodafone, HDFC, Aditya Birla Group, Sify Technologies, and Flipkart to name a few.

The session was an innovative way to make the students of PIBM aware of the different corporate cultures adopted by the Indian corporate world. It goes without saying that, Mr Sikka have had the exposure to various sectors of the Indian economy which worked on completely different parameters from others. There were students who become very cautious when it comes to joining a start-up company. Mr Sikka, in his career span, had the exposure of both reputed and start-up organisations. The session with Mr Sikka had helped the students to abandon their myths and start looking at the positive aspects of corporate cultures, especially the e-commerce sector, in India.

### **Introduction to Intellectual Property for Academic Institution**

The Intellectual Property Right is one of the basic management skills students should have a profound knowledge of. The reason why the academic team of the Pune Institute of Business Management arranged a seminar at the Pirangut campus to enrich students and faculties with the basic orientation of the IPR. Advocate Mr Bonagiri was the invited lecturer of the session. He had a profound experience in the field of intellectual property.

Mr Bonagiri as well as explaining the basics of Intellectual Property Rights mentioned few of the case studies from his own experience which helped the audience gather knowledge and ability to understand the importance of the subject. He explained that the top advantage a management students enjoy is able to join any vertical of the business. And to have that kind of skillset understanding of IPR is very important. This innovative initiative of the academic team collected accolades from students and faculties.

## **The Finance Day 2017**

The Finance Day 2017, was organised on 18th February 2017 in the Pune Institute of Business Management campus. The aim of organising this event was to prepare the final year students for their placement activities. Apart from banking systems, there are NBFCs and several other entities, where students from finance specialization can join. However, there was some misconception among the students which should be addressed properly.

This event was an interactive session with the eminent guests from reputed financial houses. Students were able to clarify all the misconceptions and asked questions about various aspects of the financial world. The guests explained recent information of the market situation, future aspects of merger and acquisitions of banks, and economic policies and their long term effect on the financial houses were a few of the topics discussed on the Finance Day. The innovative topics were not only able to help the students but also helped the faculties to focus on more research orientation in the market study.

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### **How to Prepare for Interview**

Pune Institute of Business Management had arranged a corporate session for students on 12th November 2016. Mr Devendra Singh Rajput, Area Sales Manager (Retail Operations), Pantaloons; was invited to share his expertise on one of the most asked questions by the students '*How to prepare for Interview?*'

This was a question which frequently arose during regular classes, communication training and mentoring sessions. The faculty members and the academic department had thought of an innovative solution for this question. Why not students learn from the horse's mouth how to prepare for an interview.

The benefit of this innovative solution was tremendous. First of all, the students appreciated and were greatly encouraged by this session. Naturally, they would follow every instruction carefully.

Second, since students would be joining corporate after completion of the MBA/PGDM programme, a person from the corporate world had been giving valuable guidelines was like creating a positive impact in their minds.

Third, this gave the students a great opportunity to clear their doubts by asking questions. Sometimes they held misconceptions and myths about various processes. What could be a more innovative and effective way to bust their myths?

## **Industry Academia Innovative Practices – Seminar**

A seminar on industry-academia innovative practices was organised at the Pune Institute of Business Management on 25th October 2016. Mr Babar Mian from Pamac Finserve Pvt. Ltd. attended the seminar and enlightened students and faculties with his business acumen.

Mr Babar Mian is the Head of the Talent Management of Pamac. During his long service regime, he had found out that there was a gap between the industry and the academic world. The academic world should create a base of research orientation among the students from which both the academic and the industry would be benefitted.

He stressed on the fact that innovation and research should be a collaborative practice between the industry and academics. Academicians, engaged themselves in various research processes, however, these researches should not be from the perspective of getting a degree, but it should have a socio-economic value. The society should be benefitted out the result of the research. He pointed out the fact that there should be more of the primary research than secondary. He mentioned various innovative practices on application orientation in teaching pedagogies which will encourage research mindset among the students.