



Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research
(Affiliated to SP Pune University, Approved by AICTE New Delhi, Recognized by Govt. of Maharashtra)
Reaccredited by NAAC & Best ICT B-School In Pune

MBA @ IICMR

Date: 11/02/2021

"IGNITE – UNLEASH YOUR HIDDEN POTENTIAL"

MBA-I, SEM-I – Induction program Report

Date: 02/02/2021 to 09/02/2021

Venue: Microsoft teams for students

IICMR auditorium for faculty

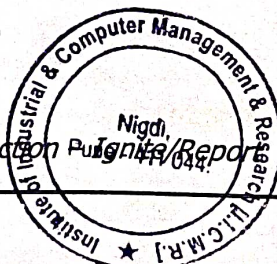
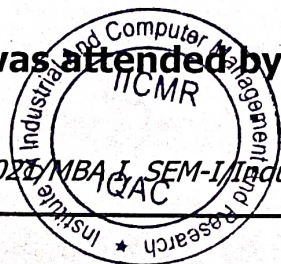
Introduction:

The induction program for MBA 1st year students was held from 2nd February, 2021 to 9th February, 2021. Due to Covid-19, Pandemic situation the academic year 20-21's admission delayed till 31st January, 2021. This was second batch of new MBA syllabus introduced in July 2019. And due to Corona, there was an uncertainty regarding the admission, syllabus and exams. Induction program is a mandatory program according to AICTE and SPPU. So to introduce the new changes to students and to introduce them towards PG program, induction was needed.

This also included the different subjects within the course and the overview of the evaluation process that would play an important part towards successful completion of the course. The new 2019 MBA SPPU syllabus gives opportunity to do two specializations simultaneously (major and minor specializations), so the guidance was needed regarding major and minor specialization. This program gave an overview on the various activities and programs that would be conducted in the organization in the coming year. The last but not the least, various placement activities and opportunities is to be provided by the institute to the students were communicated to the students

The program was attended by:

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- a) Dr Abhay Kulkarni – Director, IICMR
- b) Adv Manisha Kulkarni – HoD, MBA@IICMR
- c) Faculty members – MBA@IICMR
- d) The students – MBA-I, SEM-I MBA@IICMR

Main Objectives:-

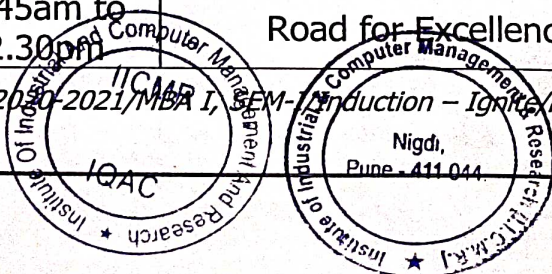
- To give introduction about PG Program of SPPU to MBA Ist year students.
- To discuss the various activities and programs to be conducted in the coming year.
- To give overall view of the entire syllabus of MBA 1st year.
- To clear the doubts about PG program.
- To give introduction about MBA@IICMR – values & policies.

Particulars of Ignite – Unleash your hidden potential – Introduction program:

**IGNITE
Induction – 2021
Agenda**

Day-1 Aarambh Tuesday - 02/02/2021			
S/n.	Time	Particulars	Resource Person
1	10.00am to 10.15am	Welcome Address	Adv. Manisha Kulkarni, HoD. MBA@ IICMR
2	10.15am to 10.30am	Inaugural & Lightening of the lamp	All the dignitaries
3	10.30am to 11am	Signing of MoU	All the dignitaries
4	11.00am to 11.45am	Developing Passion post distribution	Dr. Parag Kalkar, Dean faculty of Commerce and Management, SPPU
5	11.45am to 12.30pm	Road for Excellence	Dr. Abhay Kulkarni, Director, IICMR

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6	12.30pm to 1.15pm	Management Education for Career development	Mr. Rajesh Dubbewar, VP Operations Lumax Auto technologies ltd.
7	1.15pm to 1.30pm	Vote of Thanks	Dr. Sudhir Hasamnis, associate faculty MBA@IICMR

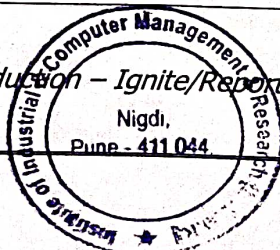
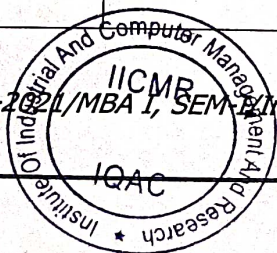
Day-2
Dream It
Wednesday - 03/02/2021

1	09.30am to 11.00am	Develop Your Inner You	Dr. Abhay Kulkarni, Director, IICMR
2	11.00am to 12.30pm	Emerging Managerial Skills 2025	Mr Jacob Vergees, GM, SKF India Ltd.
	12.30pm to 1.30pm	Lunch Break	
3	01.30pm to 04.00pm	Human Capital in MBA@IICMR	Ms. Dipti Bajpai Ms. Puja Gavande SME MBA@IICMR

Day-3
Believe It
Thursday - 04/02/2021

1	10.30am to 12.30pm	Decoding MBA Curriculum	Adv. Manisha Kulkarni, HoD. MBA@ IICMR
	12.30pm to 1.30pm	Lunch Break	
3	1.30pm to 2.00pm	Examination orientation (ESE & CCE)	Dr. Jyoti Bhanage Examination Coordinator
4	2.00pm to 3.00pm	E-learning platforms: Vmedulife & MS Teams	Mr. Maruti Prasad SME-MBA@IICMR
5	3.00pm to 3.15pm	Short Break	
6	3.30pm to 4.30pm	Exploring World of Books	Dr. Manik Rajopadhye Knowledge Centre

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Day- 4
Achieve It
05/02/2021

1	10.30am to 11.30am	Evolve to Excel through SDP	Ms. Dipti Bajpai SDP Coordinator
2	11.30am to 12.00pm	Prerana - Entrepreneurship Incubation Centre	Ms. Dipti Bajpai
3	12.00pm to 12.30pm	MBA@IICMR Board of Student Development for You	Mr. Vinod Bhelose BSD- Coordinator Coordinators of each activity
	12.30pm to 1.30pm	Lunch Break	
4	1.30pm onwards	Selection/ Nomination for various Committee/ Activity Heads & Members	Mr. Maruti Prasad Mr. Harshal Patil

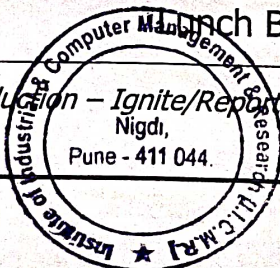
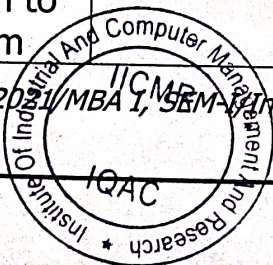
Day-5 (Only for Div. 2)
06/02/2021

1	10.30am to 11.15am	Developing personality through CEP	Mr. Dileep Pawar CEP Coordinator
2	11.15am to 12.00pm	Current Affairs-IICMR today	Ms. Dipti Bajpai
3	12.00pm to 12.30pm	Get set go for Placement	Ms. Neha Inamdar Head, Corporate Relations
	12.30pm to 1.30pm	Lunch Break	
4	1.30pm to 2.30pm	Grooming Professionally	Mr. Vinod Bhelose Mr. Dileep Pawar
5	2.30pm to 4.30pm	Exploring the inner you	Mr. Maruti Prasad Ms. Dipti Bajpai

Day- 6 (Div -2)
08/02/2021

1	10.30am to 11.30am	Bridge Course 101-MA	Mr. Vinod Bhelose
2	11.30am to 12.30pm	Bridge Course 102-OB	Dr. Jyoti Bhanage
	12.30pm to 1.30pm	Lunch Break	

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3	1.30pm to 2.00pm	Bridge Course 106-DB	Ms. Dipti Bajpal
4	2.15pm to 2.45pm	Bridge Course 107-MF	Ms. Kiran Rao
5	2.45pm to 3.15pm	Bridge Course 109-ED	Ms. Puja Gavande
Day- 7 (Div -2) 09/02/2021			
1	10.30am to 11.30am	Bridge Course 103-EABD	Mr. Maruti Prasad
2	11.30am to 12.30pm	Bridge Course 104-BRM	Dr. Abhay Kulkarni
	12.30pm to 1.30pm	Lunch Break	
3	1.30pm to 2.00pm	Bridge Course 105-BOM	Mr. Dileep Pawar
4	2.15pm to 2.45pm	Bridge Course 112-DAF	Mr. Harshal Patil
5	2.45pm to 3.15pm	Bridge Course 10 - Elective orientation	Mr. Maruti Prasad Ms. Kiran Rao

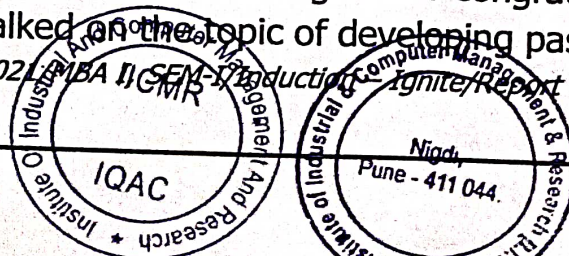
Day 1 – 2nd February, 2021

The induction program started on 2nd February, 2021 at 10:00am. HoD. Manisha Kulkarni welcomed all the students who took admission IICMR. She explained the meaning of the event name – 'Ignite'. In the explanation she talked about the current pandemic situation due to Covid 19 and still the academic year had commenced with the new enthusiasm among the students. The name was apt as new beginning 'to ignite the spark in the students'.

Then to start the auspicious journey of teaching learning, dignitaries were called to lit the lamp digitally followed by signing 4 MoU for placements of the students. Director, Dr. Abhay Kulkarni Signed 4 MoU with Event Bee, Shriram Life Insurance, E4 development corporation and Sunaad Gardens.

In very next session, Dean Dr. Parag Kalkar congratulated students for opting MBA curriculum. He talked on the topic of developing passion post disruption. In the

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beginning of the session, he addressed all the faculties from MBA@IICMR. Every Faculty was overwhelmed with his sweet gesture. He then guided about the reaching new heights through passion about your goals.

In the very next session, Dr Abhay Kulkarni, Director of IICMR talked about 'Road map for excellence'. He first talked about the hurdles faced while going digital. He said we should gear up technological skills to utilize the pandemic situation we were in then. He motivated students for the MBA journey.

Mr. Rajesh Dubbawar, VP Operations Lumax Auto technologies Ltd., started his speech by congratulating students of IICMR. His topic was 'Management Education for Career development'. He shared his experience about the career. He guided that he had come from vernacular background also from rural area but with persistent efforts he could achieve CEO position in his company. He motivated students to learn new things required for career enhancement. Then he further added the balance of right and left balance.

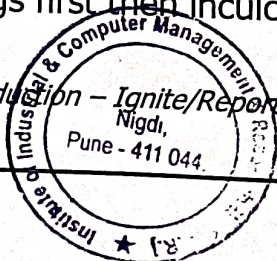
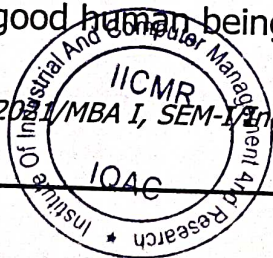
Vote of thanks were proposed by Dr Sudhir Hasmnis. He showed his records received for continually posting nature updates on Facebook for 3 years. He showed his medal and certificate to audience and led by example of consistency. Then he took overview of the program. He declared the end of session for the day.

Day 2 – 3rd February, 2021

The theme of the second day was 'Dream it'. The theme was designed on the book named India 2020, A vision for the millennium by A P J Abdul Kalam. The day started with the address by director, Dr Abhay Kulkarni. He talked on topic of 'Develop Your Inner You'. He guided about knowing yourself would be important while commencing the Journey as PG student.

The GM of SKF India Ltd, Mr Jacob Vergees talked about 'Emerging Managerial Skills 2025'. Then he talked about VUCA – Volatility, Uncertainty, Complexity and Ambiguity. The VUCA are the characteristics of Industry 4.0. The role of a manager is changing in the era where Industry is moving towards next era in terms of technology. He further added that human values would never change. So he asked students to be good human beings first then inculcate the human skills and habits.

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In afternoon session, **Ms Dipti Bajpai and Ms Puja Gawande** talked about the Human Capital of MBA@IICMR. They explained and introduced each faculty member in very innovative way.

Day 3 – 4th February, 2021

The very next day's theme was 'Believe it'. The HoD Adv. Manisha Kulkarni introduced the various key terms would be used for the curriculum of SPPU. She first said, "The syllabus designed by SPPU is excellent. The name of syllabus is OBE pattern – Objective based evaluation. She also talked about the new education 4.0 which the students would force to learn as well as unlearn few things. She also guided to upgrade and update the students in terms of concept, knowledge, and practical application. She asked students to develop the multi-dimensional approach in their life.

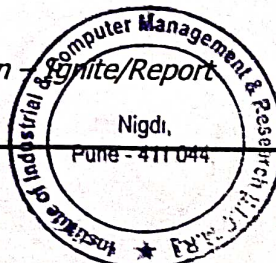
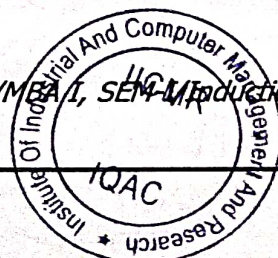
In the post lunch, first session Dr. Jyoti Bhanage has shared the Examination related details. Associate Prof. Dr Jyoti Bhanage conversed with the students. Her session was dedicated session for exams. As this batch was first batch of OBE pattern, the students needed much more inputs regarding exams and method of evaluation. She talked about the specialization subjects, core as well as electives. She also guided about the rubrics considered by the college for the assessment of the students' performance.

In very next session Mr Maruti Prasad explained about the ERP an MsTeams. He talked about the effective online engagement through ERP. MBA@IICMR purchased VmEdu named ERP for the students. This ERP would be used for the attendance, syllabus, the students' achievements' record. Then the speaker showed the demo of the ERP. Then he explained the features of ERP. He explained the unique features of ERP to the students.

Post tea break session was of Dr. Manik Rajopadhye. Dr. Manik Rajopadye gave brief introduction about the Library system in IICMR. She further explained about the online book assess through EBSCO.

Day 4 – 5th February, 2021

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Ms. Dipti Bajpai SDP coordinator oriented about SDP Programme with described objectives and outcomes. She further explained the unique concept of IICMR, SDP – Student development program. The MBA journey at IICMR starts from exploring to excelling. In SDP student perform in groups on the various Course topics given to them fifteen days in advance. This is connected with the Teaching and Learning with the rubrics.

The next session was guided by Dr Jayasri Murali. She spoke on the program in IICMR, "Prerana – Entrepreneurship Incubation Center". Under this cell, students are motivated for starting their own businesses. Required skill set and other resource information is been shared with them. IICMR makes sure that the interested student in Prerana Program, will run their own businesses successfully. The guidance is provided at every step.

Mr Vinod Bhelose introduced the Board of students Development. Board of students development includes ASR, Pratibimb – IICMR magazine, ARKO, Earn and learn, Vidyarthinee Manch and seminars. He motivated students to volunteer for various cells and programs, happen in IICMR. He showed previous year's 19-20 recap through a video.

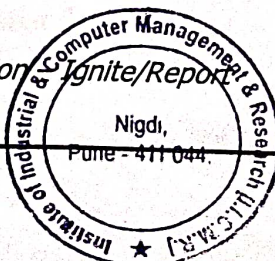
Mr Maruti Prasad and Mr Harshal Patil bifugated interested volunteers for various groups, in post lunch session and they recruited new committee for year 20-21.

An Induction program for MBA students was taken in association with MCCIA. This was mandatory program from AICTE. Students attended this scheduled meeting on zoom from 3pm to 5pm.

Day 5 – 6th February, 2021.

Next day's Morning session started with the great enthusiasm to know about the best practices followed at IICMR. Same is with another Best practice named CEP Career Development Program. 'Developing personality through CEP' was the topic explained by Mr. Dileep Pawar, First year coordinator. He explained that various eminent personalities from corporates being called to share their experiences. The students get to know about the corporates through this program, the students interact with the guest and get clarify their doubts.

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One More interesting activity followed bi-monthly at IICMR is IICMR Today. In this activity students get connected to current affairs through Quiz, models on newspaper cuttings, group presentations. "Current Affairs-IICMR today" was explained by Ms. Jayasri Murali.

The next session was guided by the placement head Ms. Neha Inamadar. The session heading was Get set go for Placement. She spoke about the career opportunities to the students. Then she shared the procedure of placement cell - to making the students employable by teaching few skills, making the students pursue online certificates which will be needed by the employers, the aptitude test schedule, GD techniques lecture schedule and Interview techniques lectures. She guided through the procedure that MBA@IICMR made for the placement of the students.

The next session was on 'Grooming Professionally'. Mr. Vinod Bhelose and Mr. Dileep Pawar coordinated the session. The very next session was a fun session. This was intended to make students more familiar with each other and institute's environment. The heading of session was 'Exploring the inner you'. Mr. Maruti Prasad led the session with zest.

DAY 6 and Day 7: Venue: TL: 3

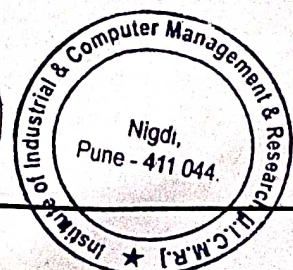
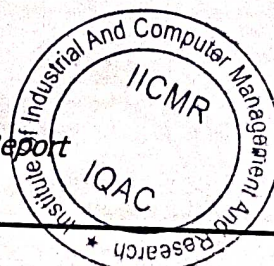
On Day 6th and 7th Bridge Courses were on syllabus. Introductory Session was conducted for generic courses, university level courses and on electives i.e. Management Accounting, EABD, Business Research Methods, Organizational Behavior, Digital Business, Management Fundamentals, Entrepreneurship Development, Basics of Marketing and Demand Analysis & Forecasting. Each sessions was for 60 minutes. The details of few session are as follows:

1. Managerial Accounting:

Course Details:

Course Name : Managerial Accounting
Class : MBA – Semester I

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Date : 8/2/2021
Course Code : 101
Course Instructor: Mr. Vinod Bhelose
Course Duration : 1 Hrs.

Introduction:

Bridge Course on "Managerial Accounting" was conducted on 23rd Sept. 2019. It helps the students to get familiar the subject of Accounting and its terminologies.

Course Objectives:

1. To understand the basic concepts of accounting.
2. To understand the importance of studying accounting in MBA curriculum.

Brief Summary:

A brief summary of the course is provided as below –

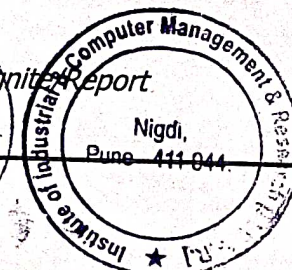
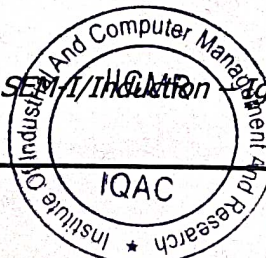
- a. At the start of the course explained the importance of studying of accounting course in MBA curriculum.
- b. Explained the basic concepts of accounting students were made comfortable with the accounting concepts and its uses.

Course Methodology

Time	Content	Methodology
10.30 am–11.30 am	1) Importance of accounting for MBA aspirants. 2) Familiarize with basic Accounting concepts & Cost accounting	1) Video on Importance of Accounting 2) Practical example to understand the concept of Profit, Loss & Cost

Outcome:

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1. Students get familiar with Accounting.
2. It help the non- commerce students to get the conceptual clarity of the course.

2. Organizational Behavior:

Course Details:

Course Name : Organizational Behaviour
Class : MBA – Semester I
Date : 8/2/2021
Course Code : 102
Course Instructor: Dr. Jyoti Bhanage
Course Duration : 1 Hrs.

Introduction:

Bridge Course on "Organizational Behaviour" was conducted on 8th February, 2021. It helps the students to get familiar the course of employees' behaviour and organizational needs and goals towards the employees.

Course Objectives:

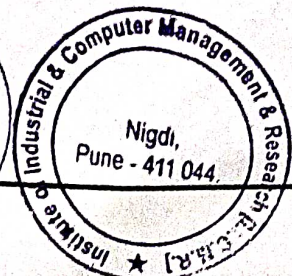
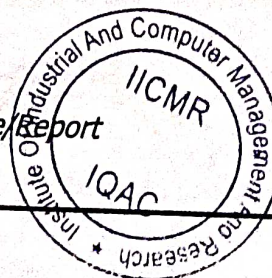
1. To know and understand how managers should behave to motivate and control employees.
2. To understand the importance of group and teams dynamics leading to organizational effectiveness.

Brief Summary:

A brief summary of the course is provided as below –

- a. In the beginning the syllabus of the course was explained to get the idea of the course importance, need and necessity.
- b. With help of real, easy and corporate examples few topics like team building, behaviour impact and tact to deal the situations were explained and management games were conducted.

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Course Methodology

Time	Content	Methodology
11.30am -12.30pm	1) Importance of Organizational behaviour in today's MBA syllabus. 2) Understand and analyse team building, behaviour impact and organizational goals.	1) PPT and discussions. 2) Examples, Videos and management games to understand the concept.

Outcome:

1. Students get familiar with the course organizational Behaviour.
2. It helps the non- commerce students to get the conceptual clarity of the course.

3. Digital Business:

Course Details:

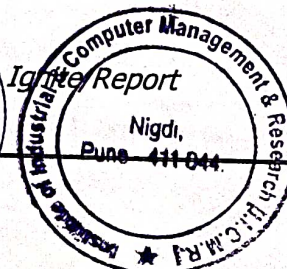
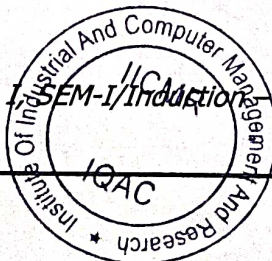
Course Name : Digital Business
Class : MBA – Semester I
Date : 8th February, 2021
Course Code : 106
Course Instructor: HoD. Adv. Manisha Kulkarni
Course Duration : 1 Hr.

Introduction:

Bridge Course on "Digital Business" was conducted on 24th Sept. 2019. The primary objective of conducting the bridge course is to make the course comfortable for students coming from varied educational background. However

Course Objectives:

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1. To understand the basic concepts of Digital Business.
2. To understand the importance of studying Digital Business
3. To give a basic understanding of the use of technology for Business growth

Brief Summary:

The Bridge course was intended to give an overview of Digital Business Course. At the onset the session was interactive to understand the student's perception of Digital Business. Discussions were done on Digital Revolution and its impact on society. The students were very interactive and eager to know about Digital Economy and the accelerating pace with which Digitisation is being the Key word in Business world.

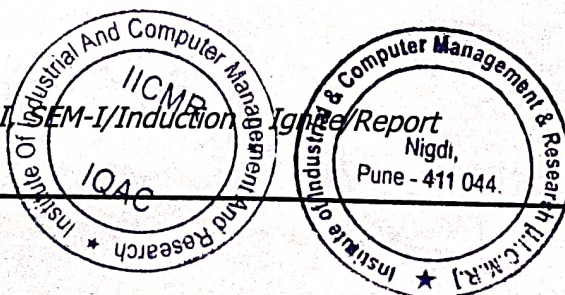
As the session progressed students were given an understanding of the key and common terms used in Digital Business. The session went on well with valuable insights shared through videos and real life examples. The students were excited and amazed to learn about IoT and how the society is undergoing a massive Digital change.

Course Methodology

Time	Content	Methodology
11:30 am to 1:30pm	1) Digital Business- Concepts and meaning. 2) Digital Revolution and Society	1) PPT on concept clarity with examples 2) Videos, PPT, examples and discussion.

Outcome:

1. Students got familiar with the term Digital Business.
2. Anxiety and curiosity related to the course was mitigated to a certain extent and students were eager to learn about Digital Business



4. EABD

Course Details:

Course Name : Economics Analysis for Business Decision (EABD)
Class : MBA – Semester I
Date : 9/2/2021
Course Code : 103
Course Instructor: Mr. Maruti Prasad
Course Duration : 1 Hr.

Introduction:

Bridge Course on "Economics Analysis for Business Decision" was conducted on 8th February, 2021. It helps the students to get familiar with the economics.

Course Objectives:

1. To understand the basics of economics and to understand managerial approach towards economics.
2. To understand the importance of studying economics in MBA curriculum.

Brief Summary:

A brief summary of the course is provided as below –

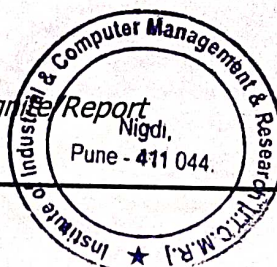
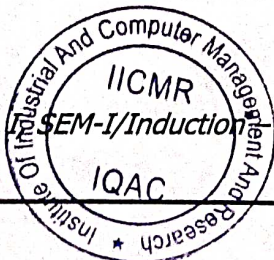
In session discussed, the how economics get effected because of individual and organizational activity. What are the important indicators for the growth of economy?

Course Methodology

Time	Content	Methodology
9.30 am–11.30 am	1) Basic Terminology of economics 2) How business manager can use economics for various business decisions?	1) Video on Importance of financial awareness. 2) Basics terms and definitions of economics through PPT.

Outcome:

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1. Students get familiar with EABD.
2. It helps the commerce as well as non- commerce students to get the conceptual clarity of the course.

5. Business Research Methods:

Course Details:

Course Name : Business Research Methods
Class : MBA – Semester I
Date : 9/2/2021
Course Code : 104
Course Instructor: Dr. Jayasri Murali
Course Duration : 1 Hr.

Introduction:

Bridge Course on "Business Research Methods" was conducted on 24th Sept. 2019. It helps the students to think and get familiar with a mental road map to the course of business research methods and its terminologies.

Course Objectives:

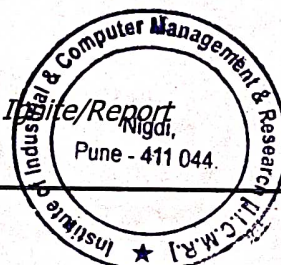
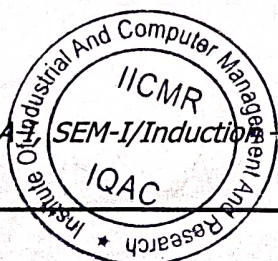
1. To inform action, to prove a theory, and contribute to developing knowledge in a field or study.
2. To provide basic understanding of business research and identifying marketplace opportunities and threats.
3. To build better understanding of course knowledge and applying it on business research.

Brief Summary:

A brief summary of the course is provided as below –

- a. The basic definition of research was given along with day to day examples and applications.

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b. The application of research in business, IT, Pharmacy, Manufacture, Healthcare, Marketing, Finance and HR was explained.

Course Methodology

1. Presentation and Video
2. Interactive Discussion followed by question-Answer sessions

Outcome:

1. It helped students to get to know about Research Aptitude Skills.
2. It also facilitated the students about current business research methods and importance.

6. Basic of Marketing:

Course Details:

Course Name : Basics of Marketing
Class : MBA – Semester I
Date : 9th February, 2021
Course Code : 105
Course Instructor : Mr. Dileep Pawar
Course Duration: 2 Hrs.

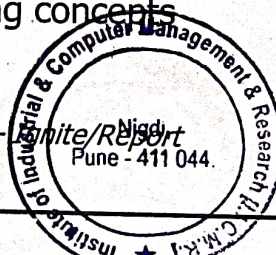
Introduction:

Bridge Course on "Basics of Marketing" was conducted on 24th Sep 2019. This course was introduced to familiarize the new batch of incoming students to the subject of Marketing and its significance

Course Objectives:

1. To understand the basic concepts Marketing & its impact on consumer buying behavior
2. To get a feeling of Marketing & Selling concepts

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Brief Summary:

A brief summary of the course is provided as below –

- a. At the beginning of the course, a brief introduction of the subject was given to them.
- b. Basic concepts of marketing terminologies with examples was given
- c. Differentiation between Marketing & Sales is given to the students
- d. Making the students familiar with the concepts of Marketing

Course Methodology

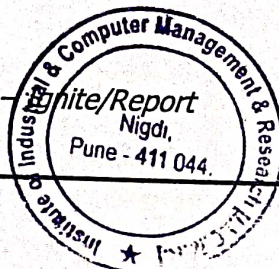
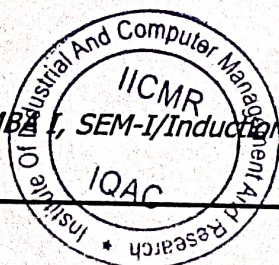
Time	Content	Methodology
8.30 am–9.30 am	1)Familiarize with basic Marketing & its significance on other functions	1)Practical questions with solutions 2) Make students to solve the practical questions

Outcome:

1. Making students to understand the significance of Marketing as a function of an organization
2. Allowing their creativity to apprehend the marketing environment

Feedback:

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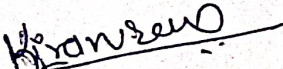


It was positive feedback, each student took away a key benefit point from this activity. The Feedback of Induction 2019 states that students were happy with content and subject relevance delivered by Mr. Jitendra Joshi from Abhi logistic groups, Mr. Yerwa from Flash Electronics and Mr. Yasodhan Phatak from Infosys. Overall 31 % of students agreed quality generated by session "Together we can" by Adv. Manisha Kulkarni. Sessions like SDP, CEP, ED Cell, Treasure Hunt and Management Quiz was appreciated by the students. Overall 32 % of students were satisfied with grooming session given by Director, Dr. Abhay Kulkarni. Selection of Class Representatives and other committee selection was enjoyed by the students. Students participated at maximum level and also shared their views on programs conducted.

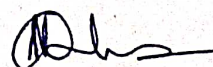
Conclusion:

The Induction program held on Microsoft Teams platform was a great success as it fulfilled the objectives. The students understood about the procedures, rules, discipline, MBA@IICMR's development programs for the students, syllabus, examination pattern and placement activities. The students cleared their doubts on many things. As the faculty members congratulated and wished them for their commencement of the journey at IICMR. The students promised that they would be attentive in lectures, participate in the activities and achieve the goals set by them while coming for MBA.

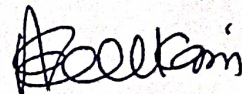
Prepared by


Ms. Kiran Rao
Coordinator

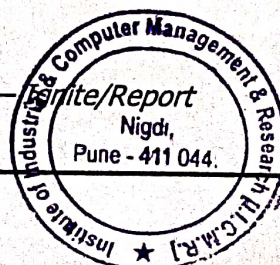
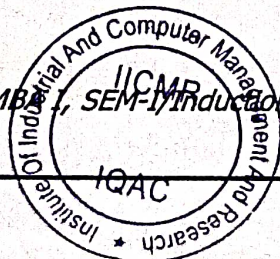
Guided by


Adv. Manisha Kulkarni
HOD, MBA@IICMR

Approved by


Dr Abhay Kulkarni
Director, IICMR
DIRECTOR
Institute of Industrial & Computer
Management & Research [I.I.C.M.R.]
Nigdi, Pune - 411 044

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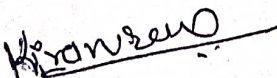


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Conclusion:

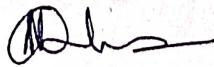
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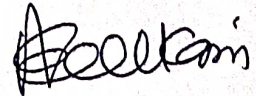
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