

**Name of Institute: Symbiosis Centre for Management and HRD**

**PART A**

The Plan of action Chalked out by the IQAC in the Beginning of the Year towards Quality Enhancement and the Outcome Achieved by the End of the year.

<b>Plans for 2009-10</b>	<b>Achievements</b>
<p>Status of ISO-9001:2000 standard is to be modified to ISO 9001:2008</p>	<p>As preparation of ISO 9001:2008 audit, the ISO Certified Management Representative of the Institute, Ms Tripta Nair facilitated conduction of internal audit of all the 22 processes of the Institute in the 3<sup>rd</sup> week of May. The compiled report was filed.</p>
	<p>Surveillance Audit for updation of status to ISO 9001-2008 was held in January, 2010</p>
<p>Research and Development</p>	<p>SCHMRD has initiated its first Biannual Journal in all areas of Management “Drishtikon:A Management Journal” , ISSN No: 0975-7422(print), 0975-7848(online). The first issue was published in March, 2010.</p>
	<p>The Institution plans to conduct an academic conference every 6 months. The “1<sup>st</sup> Academic Summit on Valuation and Financial Modeling” will be held on November, 2010.</p>
	<p>The Institute has been subscribing to research journal database like emerald and ebsco. And also subscribing to CMIE and Indiastats.com and Prowess database.</p>
	<p>A Research Paper titled “Role of gold in New Monetary System: An Indian Perspective” by our students, Ankit Dua and Varun Gupta under guidance of the Director, Prof K S Subramanian and Faculty- Finance, Dr Neha Parashar has been accepted for publication in an international journal, “International Journal of Business Management, Economics and Information Technology”, Jan-June 2010</p>
	<p>A Research paper titled “Prediction of Corporate Failure in India: A Multiple Discriminate Analysis” by finance final year students batch 2008-10 under guidance of Faculty- Finance, Dr Neha Parashar is accepted for publication in International Economic &amp; Finance Journal (IEFJ), Jun – Dec, 2010.</p>
	<p>Dr Neha Parashar has received a grant Of Rs 50,000 from ICSSR for getting her PhD thesis published in form of a book.</p>
	<p>A MOU has been signed by SCMHRD and Americares India Foundation on December 2009 in which SCMHRD will act as the "Research and</p>

	Academic Partner"
	All non-PhD faculty have/are in process of getting registered for PhD program.
	The Institute has successfully held its annual academic seminars like: <ul style="list-style-type: none"> <li>• Saakal Six Sigma Excellence Awards, 2009 in September 2009</li> <li>• Marketing Symposium – Evolving Consumer Trends in November, 2009</li> <li>• Integrated Risk Management Seminar in December, 2009</li> </ul>
	Faculty publication and presentation of research papers are all time high. Faculties published papers in all disciplines such as economics, finance, marketing, operations research, human research development
Revamping Foundation Module	<ul style="list-style-type: none"> <li>• Foundation Course was updated and it was offered online to the students from 11th April, 2009 onwards. Evaluation for each will be conducted from June 22nd onwards. These courses are linked to the Semester One courses.</li> <li>• A new initiative is mentorship from faculty. 15 faculties were assigned 12 students each. Each student were required to make presentation on the topic "The Leader I aspire to be" to their mentors begin with. Each faculty mentored them for the entire semester. Students were evaluated on their communication skills and placed at 3 levels. A systematic training followed for each level, on business communication, with each group receiving training suitable for their level.</li> </ul>

## PART B

### 1. Activities Relating to goals and objectives of the institute

Goals and Objectives	Activities
<b>Quality Assurance and Improvisation</b>	Surveillance Audit for updation of status to ISO 9001-2008 was held in January, 2010 Faculty and staff of Institute cooperated with the newly created "Quality Assurance and Knowledge Management" cell compilation of data as per UGC guidelines.
<b>Creation of Global Leaders and Entrepreneurs</b>	Entrepreneur Summits were held like "Lock and Stock" and "Speed Breakers" in collaboration with NEN and S P Jain  Entrepreneurial Training was conducted for employees of Thermax , Pune in April, 2010.  Our student, Disha Mukerjee opted to be entrepreneur when she

	started preparing, getting orders and delivering customized chocolates.
<b>Continue improvisation Course Curriculum</b>	<p>Due to growing concern about failure of corporate Governance, a one credit core course in “<b>Business Ethics</b>” has been proposed in the 1<sup>st</sup> Semester for Batch 2010-12.</p> <p>Two more core courses (1 credit) on ‘<b>Interpersonal Skill</b>’ and “<b>Leadership Skill Development</b>” has been proposed for the 2<sup>nd</sup> Semester and 3<sup>rd</sup> Semester respectively for the upcoming Batch of MBA.</p> <p>These courses are being incorporated based on Industrial feedback and comparison of curriculum with that some of the well known B-School of the world.</p> <p>A three credit course on “Integrated Disaster Management” will be introduced in the 4<sup>th</sup> Semester for Batch 2010-12</p>

## 2. New Academic Programmes Initiated/ Proposed

- Certificate Course in Commercial Banking and Insurance (2010)
- Certificate Course in Business Analytics(2010)
- Certificate Course in Supply Chain Management (2010)
- Certificate Course in Entrepreneurship(2010)
- Certificate Course in Six Sigma (2010)
- Post Graduate Executive Diploma in Infrastructure Management (2010-2011)

## 3. Innovations in Curriculum design and transaction

- Due to growing concern about failure of corporate Governance, a one credit core course in “**Business Ethics**” has been proposed in the 1<sup>st</sup> Semester for Batch 2010-12.
- Two more core courses (1 credit) on ‘**Interpersonal Skill**’ and “**Leadership Skill Development**” has been proposed for the 2<sup>nd</sup> Semester and 3<sup>rd</sup> Semester respectively for the upcoming Batch of MBA. These courses are being incorporated based on Industrial feedback and comparison of curriculum with that some of the well known B-School of the world.
- A three credit course on “Integrated Disaster Management” will be introduced in the 4<sup>th</sup> Semester for Batch 2010-12
- The Centre of Excellency in Infrastructure has been created, which will offer three electives in Semester 2 and Semester 4 for Batch 2010-11.
- Based on Industrial feedback new electives like “Theory of Constrain” and “Operations Strategy” will be offered from Centre of Excellency in Operations
- To give more impetus to research, Market Research course has been bifurcated into 2 parts: one core course of 2 credit to be offered in 2<sup>nd</sup> Semester and one elective course also to be offered in 2<sup>nd</sup> Semester.
- To give a practical insight to finance students we have introduced two new courses they are cognizant capital and money market and Carbon Market to be offered in 4<sup>th</sup> semester

- In-depth guidance to students on career paths ranging from Career assessment tests to interpretation of the results and development of individual career plans are being done.
- Learning is achieved through a blend of case analysis from Harvard, IIMs, e-learning modules, industrial research, collaborative learning in groups, presentation etc.

#### **4. Interdisciplinary programmes started: None**

#### **5. Examination Reforms Implemented:**

- Cap orientation was implemented as per SIU guidelines
- BOE suggestions were implemented.

#### **6. Candidates NET/ SLET/ GATE etc. :**

One JRF NET (Ms Sujata Verma)

#### **7. Number of Seminars and Workshops Conducted:**

SL. NO	Topic	Date
1	Sakal Six-Sigma Excellence Awards '09	18- 19 <sup>th</sup> September, 2009
2	Marketing Symposium – Evolving Consumer Trends	20th and 21st November, 2009
3	Integrated Risk Management Seminar	6th , December, 2009

#### **8. Initiative Towards FDP Programme:**

- a. Prof Manish Sinha has attended a seminar on “Foreign Exchange Exposure Market” organized by CRISIL in Mumbai on April 28-29, 2009.
- b. Dr. Neha Parashar has attended a workshop on “Financial Management and Accountability” as a resource person and presented a paper on “Accountability and

Regulatory Framework in Financial service sector with special reference to Mutual Fund Industry” in department of economics, Vikram University, Ujjain on 29<sup>th</sup> April,2010.

- c. Prof Abodh Kuman and Prof Navin Kumar attended a workshop on “Experimental Social Sciences” on 28-29 December, 2009 at Mumbai University.
- d. Prof Anita Gupta and Ms Dipali Dalvi attended Foundation Programme in Entrepreneurship Development on 24-28 th October, 2009 at S P Jain Mumbai organized by National Entrepreneurship Network (NEN).
- e. Prof O S Vaidya attended a faculty development program on Operational Management on 16-20<sup>th</sup> November, 2009 at Indian Institute of Management in Bangalore.
- f. Prof Deepak Roy and Prof Anita Gupta participated in Module I of the Accredited Management Teacher Program orgained by Symbiosis International University at Symbiosis Centre for Information Technology during May, 2009.

## 9. Research Projects Implemented/ Completed

### a. Research Papers by Faculties

Name	Title of Paper	Name of the Journal Published/ Conference in which Presented
K S Subramania NehaParashar/ Ankit Dua/Vart Gupta	Role of Gold in New Monetary System: An Indian Perspective	To be Published in International Journal of Business Management, Economics and Information Technology, Vol. 2, No.2 July-December 2010, 253-265
Abodh Kumar	The Demographic Results of Nationalism: Civil Disobedience and the age at Marriage for women in Western India,Co-authors	Has been put for discussion at E social Sciences
Anita Gupta	Is Success of a Viral Marketing Effort in India Content Dependent? A Framework for Effective Viral Message Content Development	Abstract accepted for 3rd International Conference on Global Interdependence and Decision Sciences

Anita Gupta	Innovative Communication Tactics Model for Reaching out to the Bottom of the Pyramid Customers in Rural India	Has been accepted for presentation at the Third Great Lakes NASMEI Marketing Conference (to be held on Dec 18 & 19, 2009).
Anita Gupta/ Pratima Sheroy	Consumer Empowerment	Has been accepted for presentation at the Third Great Lakes NASMEI Marketing Conference (to be held on Dec 18 & 19, 2009).
Anita Gupta	Framework for Building an Effective Country-Image: Role of Brands	Communicated to International Marketing Review.
Manoj Hudnurkar		Enterprise Systems Conference
Manoj Hudnurkar	Enhancement of Service Management using Business Intelligence Process Model	Kohinoor institute of Management Journal
Manoj Hudnurkar	Appreciating Rupee and Indian Industry- The way forward	IIM, Indore seminar
Manoj Hudnurkar	Enhancement of Service Management using Business Intelligence Process Model	kohinoor institute of Management Journal
Dr Neha Parashar/ Dimple Bhatt, Sudha Rangaraja Ity Gupta Pratibha, Sneha	Prediction of Corporate Failure in India: A <i>Multiple Discriminate Analysis</i>	To be Published in International Journal of Business Management, Economics and Information Technology, Vol. 2, No.1 January-June 2010, 143-150
Dr. Neha parashar	Factors affecting the capital structure: A study on Indian Pharmaceutical companies”	Published in Journal of Public Financial management of national Institute of Financial Management, Vol II, No1, Jan – June 2010

Dr. Neha parashar	“Merger Momentum and Investors’ behaviour: The stock Market Reaction to merger”	Published in Indira Management Review of Indira Business School, Pune.
Dr. Neha parashar	Perceptual Study of Investors towards Mutual Funds: A study in Indian Context”	Published in Ivertis Journal Of Management, Shillong.
Dr. Neha parashar	Asset Liability management In Banking Sector: A comparative study:	Going to be published in Management Journal of GBS, Noida.
Dr. Neha parashar	“Prediction of Corporate Failure in India: A Multiple Discriminate Analysis”	Accepted for publication in International Economic & Finance Journal (IEFJ), Jan – Jun 2010.
Dr. Neha parashar	“Understanding Distribution Pattern of Banking Sector Stock Prices in Indian Stock Market”	Accepted for Publication in Asia-Pacific Business Review, July – Sep 2010
Dr. Neha parashar	“Factors Affecting perception of investors towards Mutual Funds”	Published in BVIMSR’s Journal of Management Research Vol I, Issue 2 July 2009.
Dr.neha Parashar	A case study on “Er. Praveen Vashistha: A Visionary Eduprenneur”	in book "Developing Analytical Skill: Case studies in Management", published by Shroff publishers.
Dr. Neha Parashar	Knowledge management In Education Sector: With Special Reference to Management Institutes	Opus, The research Journal, 2009
O. S. Vaidya	Conjoined Supply Chain Performance Evaluation: A Multi-criteria Approach	Published in International journal of Operations and Quantitative Management, USA
Sonali Bhattacharya	A Composite Index of Happiness	Published in Opus Volume 3
Sonali Bhattacharyra	Measuring Efficacy of Knowledge Sharing in M&A: A Balacnced Scorecard Approach via DEA	Under consideration for publication in SCIT Journal
Sonali Bhattacharyra	A Predictive Model to determine election results	Icfai University Journal of Governance and Public Policy, December 2009

Sonali Bhattacharyya	Knowledge Economy in India: Challenges and Opportunities	Accepted for publication in Journal of Information and Knowledge Management
Sonali Bhattacharyya	Review of Applications of Urn Models: With Special Emphasis on Polya-Eggenberger Urn Models	To be published in IUP Journal for Computational Mathematics, Vol3, No.2, pp 33-58, June, 2010
Sonali Bhattacharyya	Retail Business in India: Risk and Prevention	Published in IUP Magazine: Insurance Chronicle, March 2010
Renu Misra & R. K. Agrawal	Labouring Emotionally : A Review	In publication International Journal, Contemporary Management Research (CMR), Thailand.
Renu Misra	A Study of Emotional Labour, Job Stress, Employee Engagement in Call Centers	Presented Research Paper at the 2nd Doctoral Conference at IBS, Hyderabad
Renu Misra & R. K. Agrawal	Gunas and Emotion Work in Call Centers : A personality Perspective	Accepted for the 2009 Indian Academy of Management Inaugural Conference, XLRI Jamshedpur
Renu Misra & R. K. Agrawal	Emotional Labor in Call Centers: Impact of Emotional Intelligence	Working Paper
Renu Misra & R. K. Agrawal	Effects of organizational culture on employee engagement in Call centers	Working Paper
Renu Misra	Attribution	Web Article
Renu Misra	Personality Development	Web Article
Renu Misra	Psychosocial Risk Factors in Call Centers	Web Article



<p>Renu Misra, Ankita Pal, Archana Meena, Arunima Bharti, Dhanshree Wankhede, Gunjan Rawat &amp; Pinky Verma</p>	<p>Linking Creativity and Employee Engagement</p>	<p>Working Paper</p>
<p>Renu Misra, Atul Borkar, Indira Pandiyan, Lakshmi Menon, Mayuri Mathur, Shruti Rawat &amp; Sunita Bansal,</p>	<p>Effect of Emotional Intelligence on Managing Relations in Workplace in Indian IT Industry</p>	<p>Working Paper</p>
<p>Renu Misra, Laveena Verma, Riya Kapur, Smarika Shah, Sneha Deshmukh &amp; Sonal Garg</p>	<p>Effect of Organisational Culture on Employee Engagement in the Indian IT Sector</p>	<p>Working Paper</p>
<p>Renu Misra, Arunkumar A, Evita Rodrigues Hazel Gulati, Michelle George, Richa Chowdhary &amp; Siddharth Kalele</p>	<p>To study the effect of personality traits on employee satisfaction in the IT sector</p>	<p>Working Paper</p>

Neha Parashar	Customer orientation towards mutual funds: An empirical study	Accepted, Reviewed and to be published in NSHM Journal of Management Research and Applications, in June 2010
Neha Parashar	Asset Liability Management in Banking Sector: A comparative study	Accepted, reviewed and will be published in Dec 2009 issue in GBS Noida,
Ravindra Gokhale and M. Mathirajan (2009)	Mathematical formulation for a class of batch processor scheduling problem.	Presented at: Consortium of Students in Management Research - 2009, Nov 5-6, 2009, Dept. of Management Studies, Indian Institute of Science, Bangalore
Ravindra Gokhale and M. Mathirajan (2009)	Heuristic algorithms for scheduling of a batch processor for the automobile gear manufacturing environment.	Presented at: The International Conference on Operations Research applications in Engineering and Management, May 27-29, 2009, Dept. of Management Studies, Anna University Tiruchirappalli, Tiruchirappalli
Vinita Sinha	<b>Research Paper:</b> Job Burnout, Individual Coping Styles and Well-Being at Work: A Comparative study of men and women employees of a private enterprise	Prabandhan: Indian Journal of Management, April 2010 issue
Vinita Sinha	<b>Chapter:</b> Quality of Work Life Experience in Employees of Government and Private Association	A Chapter published in Quality Management in Organizations, McMillan Publication
Vinita Sinha	<b>Chapter:</b> Changing HR Roles in Achieving Global Talent Management in Current Business Scenario	A Chapter published in the book of Innovations of Management Science.
Vinita Sinha	<b>Abstract:</b> Impact of Today's Indian Work Culture on Global Competitiveness	Souvenir of National Conference on Global Management and Challenges at DYPIMS, Pune

Vinita sinha	<b>Research Paper:</b> Immunological Role of Hardiness on Depression	Indian Journal of Psychological Medicine Volume 32, Number 1
Vinita Sinha	<b>Research Paper:</b> Effects of Age on Prevalence of Stress	Journal of Psychosocial Research <i>July-Dec Issue 2011.</i>
Vinita sinha	<b>Research Paper:</b> Buffering Role of Hardiness and Social Support on Stress	Business Perspectives”, Volume 11, Number 1.
Vinita sinha	<b>Book Review</b> of Making Innovation Work: How to manage it	Volume 1, Issue 3 of MITSOM-PGRC, Pune.
Vinita sinha	<b>Book Review</b> of “Understanding Organizational Behaviour” by Dr. Udai Pareek	Herald” Volume 3, Number 1 (March 2009 Issue).
Vinita sinha	<b>Book Review</b> of “Business Without Bosses” by Charles C. Manz & Henry P. Sims	Business Perspectives” Volume 10, Number 2.
Vinita sinha	<b>Book Review</b> of “Psychology in India Revisited: Development in the Discipline” by Janak Pandey	Business Perspectives”, Volume 10, Number 1.
Vinita sinha	<b>Book Review</b> of Changing Scenario in Management"	Accepted for Publication in "Business Perspectives", Volume 11, No 1.
Vinita sinha	<b>Article</b> titled “Immunological Implications of Hardiness and Social Support in the Context of Health and Illness	Souvenir of National Seminar held in 2003, organized by AIBHAS, New Delhi
Vinita sinha	Immunological Role of Hardiness on Depression	“Indian Journal of Psychological Medicine”, Volume 32, Number 1

**b. Live Projects by Students of Batch (2008-10) in 4<sup>th</sup> Semester**

- i. Effect of future trading on spot price volatility: Evidence for NSE nifty using GARCH
- ii. Stock Prices, Housing prices and consumer Spending : An econometric study of wealth effect
- iii. Analysis of quarterly earnings announcement and informational efficiency of Indian Capital market.
- iv. Behaviour of stock prices in Indian stock market: Understanding distribution Pattern and Parameter Estimation
- v. Credit Risk Management Framework at Banks in India
- vi. Effect of Derivative Securities on Volatility: A study in context of Indian Stock market

- vii. A study of Market efficiency and volatility in the Indian stock market, Forex market and Bullion market
- viii. Modelling share Price on NSE: An empirical study of various cases
- ix. Capital Structure Decisions: A behavioral study on multiple objective framework
- x. Principal Component Analysis: A Multiple Discriminant Analysis for Predicting Corporate Failure in India
- xi. Analyzing Investors attitude towards Mutual Funds as an Investment option
- xii. Admission Process
- xiii. Company Project: Bharat Pumps & Compressors
- xiv. Company project : John Deere
- xv. Company Project: Case Study (Employee Engagement at Infosys)
- xvi. Company Project: Burckhart Compressions

**c. Co-curricular Projects by Students of Batch (2009-11) in 2<sup>nd</sup> Semester**

- i. An Operational study of Mumbai Suburban Railways
- ii. Compare SCM operations of 4 food stores across 3/4 products.
- iii. Challenges for marketing of personal care products in rural India (oral, toiletries, detergents and hair care)
- iv. Retail Revolution
- v. To study the consumer preference for an MTO or a Mom and Pop store
- vi. Vegetable and Fruit Business value and supply chain
- vii. Brand Image of a celebrity (Amir Khan).
- viii. To study the market for hybrid vehicle technology from India perspective
- ix. To determine the factors influencing consumer buying behavior in purchasing products from kirana (small general stores) vis-à-vis with (superstores) big retail chains
- x. Study of distribution strategies for Mangoes, Oranges and Onions
- xi. Leadership: Present and future trends
- xii. EQ or IQ which is a better indicator of academic performance
- xiii. Develop a retail and franchise plan for the launch of starbucks in India
- xiv. Understanding the consumer buying process (need search evaluation, purchase, post purchase) during economic slowdown in food and beverages sector.
- xv. Implementation of mySAP in SCM at Marico Industries
- xvi. Market Potential for energy bars and drinks
- xvii. Future of rDNA technology in Indian landscape
- xviii. Comparative analysis of the marketing and SCM strategies followed by "More" and Reliance "Fresh"
- xix. Commercialization of Higher Secondary education in India: focus on Pune: The education hub of India
- xx. Surrogate Advertising in India
- xxi. Feasibility of luxury transport service between tier II and III cities

- xxii. Effectiveness of media advertising
- xxiii. Branding of Retail Fashion Industry
- xxiv. Women entrepreneurship: problems and opportunities
- xxv. Branding SCMHRD through Admission Drives
- xxvi. Marketing strategies adopted by the hospitality and tourism industry in India and a selected region
- xxvii. Relationship between Working Capital Management and Profitability of Listed companies in BSE
- xxviii. Complete analysis of Cold chain and finding out the various loopholes in it
- xxix. Factors affecting money laundering: A lesson for developing countries
- xxx. Price Volatility: An evaluation of Indian Stock Market during global Financial crisis
- xxxi. Impact of Investors' lifestyle on their investment Pattern : An empirical study
- xxxii. To determine the consumption pattern of snacks among the Indian Consumer
- xxxiii. Individual Investors trading Behaviour and the competence effect
- xxxiv. Investment Behavior after The Indian Stock Market Crash 2008: An Empirical study (modified on 10-11-2009)
- xxxv. Risk Tolerance of Individual Investors in an Emerging Market
- xxxvi. Introduction of New International Reserve Currency
- xxxvii. Role of gold in New Monetary System

## **10. Patents Generated, if any : NA**

### **11. New Collaborative Research Programmes:**

- HR Students under guidance of Prof Priya Gupta completed a project on "Employer Brand Equity" for Burckhardt compression India Pvt Ltd.
- Finance Students completed a project on "Thermax : Future dealer network"

### **12. Research Programmes received from various agencies: None**

### **13. Details of Research Scholars**

- a. Prof Manoj Hudnurkar pursuing PhD in Information Technology from SIU
- b. Prof Abodh Kumar pursuing PhD in Economics from University of Mumbai.
- c. Prof Renu Misra is pursuing PhD in Human Resource Management from Indraprastha University
- d. Prof Vinita Sinha is pursuing PhD in Human Resource Management from Poorvanchal University
- e. Prof Priya Gupta is pursuing PhD in Human Resource Management from

## 14. Citation Index of faculty

Name of the Faculty	Title of Research Paper	Name of the Journal Published/ Conference in which Presented
Abodh Kumar	The Making of the Middle Class in Westren India: Age at Marriage for Brahmin Women (1900-50)	Published as a Special Article in Economic and Political Weekly, XLIV, No-21, 40-49, May, 2009. <a href="http://www.cscsarchive.org:8081/.../1CA35CC5F34BAB3B652575440019B87A?...">www.cscsarchive.org:8081/.../1CA35CC5F34BAB3B652575440019B87A?...</a>
Anita Gupta	Innovative Communication Tactics Model for Reaching out to the Bottom of the Pyramid Customers in Rural India	Has been accepted for presentation at the Third Great Lakes NASMEI Marketing Conference (to be held on Dec 18 & 19, 2009). <a href="http://www.greatlakes.edu.in/nasmei.php">www.greatlakes.edu.in/nasmei.php</a>
Anita Gupta/Pratima Sheroy	Consumer Empowerment	Has been accepted for presentation at the Third Great Lakes NASMEI Marketing Conference (to be held on Dec 18 & 19, 2009). <a href="http://www.greatlakes.edu.in/nasmei.php">www.greatlakes.edu.in/nasmei.php</a>
Dr. Neha parashar	“Factors Affecting perception of investors towards Mutual Funds”	Published in BVIMSR’s Journal of Management Research Vol I, Issue 2 July 2009. <a href="http://bvimsr.com/vil2.html">http://bvimsr.com/vil2.html</a>
Dr.neha Parashar	A case study on “Er. Praveen Vashistha: A Visionary Eduprenneur”	In book "Developing Analytical Skill: Case studies in Management", published by Shroff publishers. <a href="http://www.woodslane.com.au/woodslane/searchresults.asp?isbn=8184040423">http://www.woodslane.com.au/woodslane/searchresults.asp?isbn=8184040423</a>
O. S. Vaidya	Conjoined Supply Chain Performance Evaluation: A Multi-criteria Approach	Published in International journal of Operations and Quantitative Management, USA <a href="http://www.ijqom.org/">http://www.ijqom.org/</a>

Sonali Bhattacharya	A Predictive Model to determine election results	Icfai University Journal of Governance and Public Policy, December 2009 <a href="http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1485932">http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1485932</a>
Sonali Bhattacharya	Review Applications Urn Models: With Special Emphasis on Polya-Eggenberger Urn Models	To be published in IUP Journal for Computational Mathematics, Vol3, No.2, pp 33-58, June, 2010, <a href="http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1612179">http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1612179</a>
Sonali Bhattacharya	Knowledge Economy in India: Challenges and Opportunities	Accepted for publication in Journal of Information and Knowledge Management <a href="http://www.editorialmanager.com/jikm/viewLetter.asp?id=9286&amp;lsid={82BFA97A-4351-4ECD-A1BD-E8B3D059B3D4}">http://www.editorialmanager.com/jikm/viewLetter.asp?id=9286&amp;lsid={82BFA97A-4351-4ECD-A1BD-E8B3D059B3D4}</a>
Renu Misra & R. K. Agrawal	Gunas and Emotion Work in Call Centers : A personality Perspective	Accepted for the 2009 Indian Academy of Management Inaugural Conference, XLRI Jamshedpur <a href="http://www.imt.edu/Faculty/RKAgrawal.aspx">http://www.imt.edu/Faculty/RKAgrawal.aspx</a>
Vinita Sinha	<b>Research Paper:</b> Job Burnout, Individual Coping Styles and Well-Being at Work: A Comparative study of men and women employees of a private enterprise	Prabandhan: Indian Journal of Management, April 2010 issue <a href="http://indianjournalofmanagement.com/april10.html">http://indianjournalofmanagement.com/april10.html</a>
Vinita Sinha	<b>Research Paper:</b> Buffering Role of Hardiness and Social Support on	Business Perspectives”, Volume 11, Number 1. <a href="http://www.ijpm.info/article.asp?issn=0253-7176;year=2009;volume=31;issue=1;spage=39;epage=44;aulast=Sinha">http://www.ijpm.info/article.asp?issn=0253-7176;year=2009;volume=31;issue=1;spage=39;epage=44;aulast=Sinha</a>

	Stress	
Vinita Sinha	<b>Research Paper:</b> Immunologica l Role of Hardiness on Depression	Indian Journal of Psychological Medicine Volume 32, Number 1 <a href="http://www.ijpm.info/currentissue.asp">http://www.ijpm.info/currentissue.asp</a>
Vinita sinha	Immunologica l Role of Hardiness on Depression	“Indian Journal of Psychological Medicine”, Volume 32, Number 1 <a href="http://www.ijpm.info/currentissue.asp">http://www.ijpm.info/currentissue.asp</a>

### 15. Honors/Awards to Faculty

Name	Achievement
Pratima Sheroy	Selected for Paper Presentation at 2 <sup>nd</sup> Rikkyo University International Business Studies Symposium on June 12-13, 200
Sonali Bhattacharya	Certified as Accredited Management Teacher by AIMA in November, 2009
Neha Parashar	Dr Neha Parashar has received a grant of Rs 50,000 from ICSSR for getting her PhD thesis published in form of a book.

### 16. Internal Resources Generated

[www.mdp.scmhrd.edu](http://www.mdp.scmhrd.edu)

Sr No	Client Name	Type	Revenue
1	ACC Limited	Education	22500
2	Burckhardt Compression	Education	27000
3	Lean & Six Sigma – 1	Education	47500
4	Lean & Six Sigma – 2	Education	63000
5	M Junction	Education	80000
6	Heman Parikh Associates	Consulting	75000
7	Avery Dennison India	Consulting	100000
8	Burckhardt Compression	Research	50000
		Total	465000

### 17. Details of departments getting SAP assurance/recognition: None

### 18. Community Services:

#### a. Awareness Campaign :



Our students went to all colleges across Pune (undergraduate and post-graduate colleges) to spread awareness on the issue of human trafficking and on the activities of SHAPATH.

**b. Street Play Competition :**

A street play competition was conducted for colleges across the city in the month of January. To sensitize the students on the issue of human trafficking and to motivate them to participate in the competition, our students went to these colleges to perform a street play.

**c. Launch of SHAPATH Bands:**

Wrist bands with SHAPATH embossed on them was launched. These bands are being sold in the city and hope you all will also buy these bands to show your support for the cause and help us raise funds.

**d. Rehabilitation:**

Besides spreading awareness, we also want to work for the rehabilitation of the victims of human trafficking. We are tying up with a Rehabilitation center in Mundwa where the women who are rescued from the brothels are brought by the police. We will be directing our funds for providing vocational training and counseling to the rescued women. We will also be pitching to corporates for long term tie-ups for our CSR activities and to sustain our rehabilitation efforts in the Mundwa rescue center.

We hope that all of you will join hands with us and help us in our fight against human trafficking.

To show your support for the cause, please register yourself with the following,

1) BLOG: [shapathatcmhrd.blogspot.com](http://shapathatcmhrd.blogspot.com)

2) FaceBook: [shapath.web@gmail.com](mailto:shapath.web@gmail.com)

**19. Teachers and Officers Newly Recruited:**

- Prof Vinita Sinha as Assistant Professor, HR
- Dr Ravindra Gokhale as Assistant Professor, OR
- Prof Gurudas Nulkar as Associate Professor, OR
- Prof Shreedhar Bhat as Associate Professor, Finance
- Prof Dipali Krishnakumar, Associate Professor, Finance
- Prof Sujata Verma as Assistant Professor, Statistics

**20. Teaching and Non-Teaching Staff Ratio:**

**26: 35**

## 21. Improvements in Library Services:

The Institute is working on implementation of RFID from the academic year 2010-11

## 22. New books/journals subscribed and their value:

Year	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009
Books	10,01,385:46 /-	11,77,105/-	13,02,472:89 /-	8,16,351/-	10,73,151/-
Journals	5,67,639/-	3,33,034/-	5,64,541/-	5,21,046/-	5,19,393/-

## 23. Courses in which student assessment of teachers is introduced and action taken on feedback

- All courses of the 2<sup>nd</sup> Semester of Batch 2009-10 was carried out in the 6<sup>th</sup> Week (December) of the start of the Semester.

## 24. Unit cost of Education:

Tentative Unit cost of education for the F.Y.2009-10

Including salary component: Rs 2,37,126.78

Excluding salary component: Rs 2,02,847.53

## 25. Computerization of administration and process of admissions and examination results, issue of certificates

- SCMHRD is techno-oriented Institute, where in all major processes was IT enabled. The entire academics are managed through ACADCO , scheduling of classes through Lantive, processing of exam results: internal, external and backlogs are computerized. Students would be handed over completion of Course Certificates on 20<sup>th</sup> April, 2010.
- Intranet system facilitates faculty student interaction, sharing of information and students feedback for faculty.
- Admission process is a completely online process. Candidates can apply to the institute through the online application form. They can also purchase the prospectus of the institute through our online payment gateway. Also once applied, the institute keeps the candidate updated with the shortlist results and other updates through the website and our email gateway system. If the candidate is shortlisted for our group process, the candidate receives the information instantly on his mobile phone in the form of a short message. The candidate can then select desired date and slot for the group process online taking into account his work commitments and calls from other institutes. The group process too uses technology by facilitating entry of scores of candidates in an online integrated system which completely eliminated the need of data entry and speeds up the process. Online Examination System enables students to view their results online on the internet on the institute's website. Students login and can view all historic scores and various analysis of it. They can view their rank

for a particular test, subject or even semester through the semester performance summary report, average scores, toppers list etc.

- Information related to attendance now can be availed through internet instead of through intranet.

## 26. Increase in Infrastructural facility:

<b>Infrastructure Upgradation in 2009</b>
A simple class room with a capacity of 100 students has been upgraded as an ampitheatre.
A New Computer Laboratory has been created considering increase in number of courses

## 27. Technology Upgradation:

<b>Name of the Product</b>	<b>Quantity</b>	<b>Purchase Date</b>
Primavera Enterprises (IT Project Office)	5	29 <sup>th</sup> January, 2010
Primavera P6 Enterprises project portfolio Management named license release 7.0	6	29 <sup>th</sup> January, 2010
What's Best Extended (AE Version)	1	27 <sup>th</sup> January, 2010
Symantec End Point Protection 11.0 BNDL STDLIC	100	6 <sup>th</sup> November, 2009

## 28. Computer and internet access and training to teachers and students

- Students have been trained on Basics of Computers as part of Foundation course, through e-learning module. Foundation course for Batch 2009-11 will began from 1<sup>st</sup> April, 2010.
- All faculties are computer literate.

## 29. Financial Aid to Students:

- The Institute facilitates getting 'Educational Loans' from Banks.

## 30. Activities and Alumni Association:

- We have alumni cell run by the students. All alumni related information can be availed from the portal "SAATH" at the SCMHRD website.
- Reunion of the Alumni Delhi Chapter was held on the 20th December, 09 at Hotel Siddharth, New Delhi
- A monthly magazine, Sandesh is released every month
- Calendar rollouts for 2010-11 have been sent to the alumni.
- Alumni's are updated with all the major events of the Institute.

**31. Activities and Support from Parent-Teacher Association: None****32. Health Services:**

The Institute arranges annual health check-up conducted by SIHS

**33. Performance in Sports Activities****34. Incentives to Outstanding Sportsperson: None****35. Student Achievements Awards:**

<b>Event</b>	<b>Name of Students</b>	<b>Award</b>
Business Game "Ranniti" in the IIFT business fest Quovadis-2009.	Sandhya Todi, Himanshu Gupta	2 <sup>nd</sup> Prize
HR Case study "HRiday" in SJMSOM, IITB, (Mumbai)	Surabhi Sesshadri, Neha Parashar	1 <sup>st</sup> Prize
Envidia Case Study Contest by Johnson&Johnson Medical India	K.H Ram, Sakshi Mattoo, Mugdha Srinivasan, and Deepthi Chornur	1 <sup>st</sup> Prize
Lock, Stock and Trade Event at S P Jain	Guruprasad Navada, Ritesh Vaidya and Jaidip Kumar	2nd prize, National Level
The 3-day event "Elusis" in MDI, Gurgaon	Gunjan Rawat, Laveena Verma, Meera Venkatesan and Nivedita Venkatraman	2nd Prize
Nivesh' Finance Event in "Sanskriti 09" at Osmania University Campus, Hyderabad	Phanikumar Kalindi	1str Prize, National Level
'Kill-or-Die' Event in "Sanskriti 09" at Osmania University Campus, Hyderabad	Phanikumar Kalindi	1str Prize, National Level
Cult Icon enent at Mridang'10 in IIM Indore	Balaji Venkatraman	Finalist
Vocal (Single) enent at Mridang'10 in IIM Indore	Balaji Venkatraman	2nd Prize
2nd National Youth Conference at IIM Indore January 12-14, 2010	Aswathi Das, Neha Pandit	Selected for Participation
Neev - Gunslinger 2009, SCMHRD	Madhuri Ramteke, Shatakshi Bhattacharya	2nd Prize
Ignisense'10 - Burning Bridges, SIIB	Sadasiva Bhaskar S	2nd Prize
Kumbhaka- Supply chain Game, Great Lakes Institute of Management, Chennai	L Deepak, Anindya Bose, Ojasvi Ghosal	2nd Prize
Chain Reaction-Operations Game, IIMK	L Deepak, Anindya Bose	National Finalist-Joint 3 <sup>rd</sup>
AdApt Marketing Communications Challenge, IIMI	Dr. Mukesh Umed Parmar, Nivedita Ramanathan	3rd Prize

MallStorm (Retail challenge), Ignisense 2010, SIIB	Dr. Mukesh Umed Parmar, Nivedita Ramanathan	1st Prize
The Leaky Cauldron (Supply Chain Game), Dhrishti'10, SIOM	Anant Agarwal, Anindya Bose, Anna Joy, Swetleena	1st Prize
Neev-Ranniti (Business Plan competition), SCMHRD	Ritesh Wakode, Rajeev Kunar	1st Prize
GSK Stratedge	Pranavi Shiroadkar, Harvinder Singh, Prachetash Samaddar	2nd Prize
Bioscope (Ad Quiz), SIOM	Yateesh Hoblidar, Ranbir Vasudeva	1st Prize
Business Quiz at Grafiti 10, SCIT	Gaurav Parab, Amneet Sodhi	1st Prize
Landmark 2010 Quiz	Gaurav Parab, Amneet Sodhi, Mehul Dixit	Best College Team
Business Quiz at Grafiti 10, SCIT	Sharthak Shankar Bhagat, Mehul Dixit	2nd Prize
ArthVridhi- Valuation Game, Great Lakes Institute of Management, Chennai	Manit Goyal, Tarang Jibhkate, Abhimanyu Naik	1st Prize
Arco Baleno, IIT Madras	Deepthi Chornur, Nivedita Ramanathan	2nd Prize
The Premium Agent by JBIMS in association with LIC	Amey Karambelkar, Puneet Deshpande	Winner(First Prize)
Garrison Engineer, in Neev09	Kanika Kapoor	first prize
Mahindra & Mahindra War Room 2009	Abhishek Sriram, Amey Karambelkar, Rakesh Majumdar, Roshan Rebello	Campus Winners & National Finalist
Aarohan - Supply Chain Case Study Competition, SIIB, Pune	Anindya Bose & Swetleena	1st Prize
Case Study Competition organised by the ConQuest, Consultancy Club, IIM Shillong	Divya Kohli and Sameer Kakkar	Finalist
Finance Event - Stratefin, Orion, SIMS, Pune	Amit Agrawal and Piyush Lohia	2nd Prize
Cerebrate IT, an IT Consulting competition, at IIM-Indore in November 2009 during their Annual Business Festival, Ahvan 09.	Shantanu Goswami and Disha Mukherjee	2nd Prize
Treasury Management at Kutumbkam 2010, Delhi School of Economics, Delhi university	Manit Goyal, Tarang Jibhkate, Abhimanyu	1st Prize

	Naik	
TATA crucible quiz,2010	Gaurav Parab, Amneet Sodhi	1st Prize, Regional Level

### **36. Activities of Guidance and Counseling Unit:**

Students were given the MBTI (Myers Briggs Type Indicator) personality measure, and assessed on their personality type. A session was held, explaining the impact of Type on work behaviour. Students were sent their individualized MBTI reports at their personal mail id.

In addition, students were given the personal effectiveness (PE) questionnaire measuring their self-assessment of their adjustment to the curriculum and student life. Students, who are above average on the CGPA, but have relatively lower scores on the PE questionnaire have been earmarked for one-on-one counselling in the third semester.

### **37.Placement Services provides to students:**

A placement cell headed by Prof Renu Mishra and assisted by a group of Students looks after the Placement. Institute is forging ahead to achieve its 100% placement record.

### **38. Development Programmes for Non-Teaching Staff:**

- a. Non-Teaching Staff were trained on the model “Finance for Non-Finance” in June, 2009
- b. All staffs were trained in English Communication.

### **39. Healthy Practices of the Institute**

- a. Course curriculum is aimed at developing four competencies of the students: conceptual knowledge, corporate experience, entrepreneurial attitude and interpersonal and leadership skills.
- b. Learning is through mix of different methods like collaborative learning, field experience and analysis of case studies from Harvard, IIMs etc.
- c. Continuous Evaluation Process through wide variety of evaluation techniques to encompass students of different learning styles.
- d. A high Technological platform has been provided to the students. SCMHRD is credited to be the only Institute to have the SAP R3, APO, CRM, and BI IDES platform, SAP university alliance program and Oracle 11ias platform with all the modules besides being equipped with software packages.
- e. In-depth guidance is provided to the students on career paths ranging from Career assessment tests to interpretation of the results and development of individual career plans.
- f. Development of skill sets through activity based committees. (Placements, Alumni, Admissions, Entrepreneurship cell, Consultancy cell, Finance Club, Six-Sigma etc.)
- g. Enhancement of faculty knowledge and skills through FDPs , facilitating registration for PhD, publication and presentation of research papers.
- h. Enhancement of global awareness among students through case studies with international perspective, learning of foreign languages such as French, Germany, Spanish.

- i. SCMHRD follows a competency based selection procedure. Each year an attempt is made to capture the set of competencies which a student would require to exhibit in order to prove a success on campus.
- j. “Shapath” and “Prayatna’ are CSR activities in which all the students take part actively.

**40.Linkages Developed with National/ International, Academic/Research Bodies**

A MOU has been signed by SCMHRD and Americares India Foundation on December 2009 in which SCMHRD will act as the "Research and Academic Partner"

**41.Any Other Relevant Information**

**Part C: Details of the Plans of the Institute in the next year**

**I. Utilization of Additional Infrastructure**

**a. Five new certificate courses to be proposed**

- i. Certificate Course in Commercial Banking and Insurance (2010)
- ii. Certificate Course in Business Analytics(2010)
- iii. Certificate Course in Supply Chain Management (2010)
- iv. Certificate Course in Entrepreneurship(2010)
- v. Certificate Course in Six Sigma (2010)
- vi. Post Graduate Executive Diploma in Infrastructure Management (2010-2011)

**b. New MDP programs to be proposed**

<b>Open Programs <a href="http://www.mdp.scmhrd.edu">www.mdp.scmhrd.edu</a></b>	
The following Open programs are planned for February:	
Six Sigma	
Business Forecasting	
During the period 2009-10, the activities of the Management Development Centre consisted of the following :	
Offering Open Education programs in Lean & Six Sigma, Consulting in HR systems and policies, offering research in the domain of marketing and HR. Besides, there were customized education programs offered to several clients.	

**II. International Accreditation**

SCMHRD is planning to go for International Accreditation as given by Association to Advance Collegiate School of Business(AACSB) and Association Of Management Development Institutions in South Asia (AMIDSA) Accreditation. A committee has been

constituted who are to work on acquiring initially the membership of these International Accreditation organizations and then finally achieving the accreditation.

### **III. Research Plans**

- a. The Institution plans to conduct an academic conference every 6 months. The “1<sup>st</sup> Academic Summit on Valuation and Financial Modeling” will be held on November 27-28, 2010.
- b. Faculty who are getting registered for PhD will be required to be submit the synopsis of their research report.
- c. The Institute is going to initiate research journals in areas of Finance and Marketing.
- d. A research committee comprising of student members, having inclination towards research and faculty members will be formed and they will be engaged in carrying out research projects on current issues of importance in areas of Finance, Operations, Human Resource and Marketing. Topics are to be identified by the faculty guides who will supervise and guide the students through these projects. Students will be given suitable incentive in successful completion of these projects.
- e. All students of first year as part of the “co-curricular project” course and final year as part of their “live project” course will be required to submit in groups a book review and an article on any latest issue of their choice to the research committee who will review them and send them for possible publication in national and international magazines and journal.

### **IV. RFID Implementation in Library**

Three Students of Batch 2009-11, Mr Aviral Sharma, Mr Yateesh Hoblidar and Mr Purav Shah has taken up the project to implement RFID in Library within one year under the guidance of Prof Prakash Waknis