

Siva Sivani Institute of Management
MINUTES OF THE BOARD OF GOVERNORS MEETING
HELD ON 30/6/2020



Date: 30.06.2020

Time: 11.00 am

Venue: Room Number : Conference Room

Meeting Called by: Dr. S.V.Ramana Rao, Director

Members Present:

- | | | |
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| 1. | Smt. S. Aarathy | Chairman |
| 2. | Dr. Sailesh Sampathy | Co-Chairman |
| 3. | Dr. S.V.Ramana Rao | Member-Secretary
(Ex-Officio) |
| 4. | Prof. A. Sudhakar | Director(Academic)
Dr. B R Ambedkar Open University
Hyderabad. |
| 5. | Prof Mohammad
Masood Ahmed | Secretary,
Association of Health and Hospital
Administration (AHHA)
Professor of Healthcare Management
Hyderabad. |
| 6. | Smt. Deepika Sampathy | Member |
| 7. | Prof. M. Kamalakar | Member |
| 8. | Prof. V.G. Chari | Member |
| 9. | Sri. Y. Narsaiah Goud | Member (Ex-Officio),
OSD/GPW
(Nominee of the State Government) |
| 10. | Prof. S.F. Chandrasekhar | Member |
| 11. | Sri. T. Thirumal Reddy | Member |
| 12. | Sri Z. Ramesh Kumar | Member |

AGENDA

1. Welcome
2. Secretary's Report
3. Approval of the Secretary's report
4. Strategic Plan for SSIM – Action Taken since the last meeting
5. Any other item with permission of the Chair

6. Next Meeting schedule
7. Vote of thanks

1. Welcome

The meeting was presided over by Smt. Aarathy Sampathy, Chairman.

Dr. M. Kamalakar, Member welcomed all the members. He said that this meeting is conducting post COVID-19. The Institute has fulfilled all the requirement of the AICTE and stipulations by the Government to cope with COVID situation.

Dr. Sailesh Sampathy, co-chairman of the Board of Governors welcomed all the Members. He said that the honourable members are aware that Siva Sivani Institute of Management is an integral part and the flagship institution of the S.P.Sampathy's Siva Sivani Group of Institutions. All the institutions of this group are under the aegis of the S.P.Sampathy's Siva Sivani Educational Society.

Ever since the inception of the group institutions, it has been a policy, as informed in the earlier meetings, to reinvest all surplus generated into upgrading and adding infrastructure for the benefit of its student community. Having acquired the status of the flagship institution of the group, infrastructure needs of SSIM have always been given top priority.

We have been constantly upgrading and conducting our programs to be as up to date and robust as possible which led to the adoption of OBE (Outcome Based Education). It gives me immense pleasure to inform you that the flagship programme of SSIM which is popularly known as PGDM triple specialization, now having three sections with an intake of 180 is an NBA accredited programme. The preparatory work for the accreditation was spearheaded by our Associate Vice President Dr.V.G.Chari with active support from the Director Dr.S.V.Ramana Rao, Dr.Jayalakshmi and Dr.Annapurna. I am also glad to inform you that SSIM is the first Business School in both the Telugu speaking states to offer a two-year full time PGDM programme in Business Analytics.

SSIM's Centre for International Studies has forged agreements with a number of international institutions such as Herzing University, Wisconsin, USA and Lincoln University College, Malaysia. We had in the last meeting on the 28th of January, informed the august members that some more are in the pipeline. I am glad to share with you that we have signed MOU's with Synergy University, Russia and Alliant international University, San Francisco. Our global outreach programs include International Immersion programs, International internship programs

top-up MBA in USA with credit transfer facility and international Ph.D. programs. We offer CIMA, UK program and emerging new technology programs like Big Data, Business Analytics, Artificial Intelligence and Machine Learning in collaboration with SAS (USA).

The entire world has been badly affected by Covid-19. Educational institutions are no exception. I would in fact say that as of now, with most of the entities being permitted to open and run, educational institutions are in the most uncertain and precarious position. As a result of this pandemic, all our inflows have come to an abrupt standstill. We were able to support the employees of the group institutions including SSIM with 50% pay since March through June. The situation still being dicey and uncertain, we had to take a call to lay off some of the employees at all levels and at all institutions from the 1st of July. This is perhaps the toughest and the most agony filled decision the top administrators of the group institutions had to take since their inception in 1961.

He informed the members that the Member Secretary will present his report that will deliver deeply into the academic and connected aspects of SSIM.

2. Secretary's Report (Director's Report)

Dr. S.V. Ramana Rao, Secretary presented the Secretary's report to the Board of Governors. Director started his presentation by reading out Vision and Mission statement of the Institution.

SSIM Vision :

"To be a Premier Management Institute significantly contributing to Corporate World and Society".

SSIM Mission: SSIM's Mission statement defined as follows:

- M1. To disseminate management knowledge through focused educational programmes.**
- M2. To contribute to management knowledge through extension and research activities**
- M3. To develop responsible management graduates through ethics based education.**
- M4. To promote the culture of critical, innovative thinking and Social entrepreneurship**

He informed the members that SSIM is offering various Post graduate programmes with two year duration covering six trimesters.

Design and delivery of the programme is guided by Board of Governors, Academic advisory board and Board of studies which meets periodically.

For the academic year 2018 and 2018-2020 batch, SSIM had admitted 265 students into various courses. Among these 265 students, 180 are men and 85 are women.

For the AY 2019 and batch of 2019-2021, SSIM has admitted 164 students. Among these 164 students, 97 are men and 67 are women. In toto SSIM has 429 students on roll with 277 being men and 152 being women. The ratio of men to women is a healthy 65:35.

To cater to the need of the student community we have a dedicated team of 30 faculty members and 1 academic associate out of which 10 are professors, 9 are Associate Professors and 11 are Assistant Professors and also have 9 adjunct faculty having industry experience. These adjunct faculties offer their services in very specialized areas.

Out of the 30 regular faculty 17 have doctorate degrees and almost all others are pursuing their Ph.D. which are at different stages. Unique feature of SSIM faculty is majority of faculty members have foreign work experience and Industry experience ranging from 2 to 30 years.

Traditionally Indian education model is physical or face -to-face transmission of knowledge since ages. Technology and its penetration in educational sector have provided many opportunities to reach the student community and can engage in the learning process. Post COVID several educational platforms usage increased many folds. Usage of audio-visual tools in the learning process was introduced long ago by many of the institutions in both public and private sectors.

Technologically SSIM is way forward in having IT infrastructure at institute level in terms of having Wi-Fi and other facilities. SSIM has learning system in place (CAMU) which enables to monitor student progress by all the stakeholders like Parents, Faculty, students and Management etc.

In the present crisis situation to recover the loss of learning to students at SSIM, faculty members have adopted innovative teaching techniques.

Faculty members identified self-learning topics in their respective courses and advised the students to go through the open source content including videos apart from sharing Power Point presentations.

To engage the students in the learning process assignments/Projects are given to students with detailed guidelines.

As SSIM is having e-learning resources and e-library links students are advised to refer the online resources to do assignments, projects and learning topics etc.

Faculty members at SSIM have conducted Article/Book/Company review sessions through online platforms and to ensure the assurance of learning periodical tests are conducted using our student learning system (CAMU) at place in the institute.

Students are guided and providing instructions through WhatsApp groups where in faculty members are also part of it even before the present crisis.

A WhatsApp group was created for Management committee to take policy related discussions and lot of deliberations happened and happening depending on the need in the group before arriving decision(s).

Periodically conference calls are taking place to arrive decisions crucial in nature among the faculty groups and management committee.

Online classes: Faculty members in the institute conducted and conducting classes using SSIM's LMS CAMU. In addition to it, faculty members shared learning resources like PPTs, Videos, Audio recordings, suggested online resources etc., for self-learning.

Assessment: Students learning has been assessed periodically by conducting tests/quizzes/assignments etc., by using CAMU.

Online guest lectures were conducted using Go to Meetings, ZOOM, WEBEX etc. to students on various topics. The following are few topics.

1. Webinar on Communication Styles.
2. Data Science and Analytics - a use case approach
3. Practice Vs. Theory of Corporate Finance – II
4. Pathways leading to Success
5. Strategy for Self
6. Project management

Specializations: Students were given briefing (Online) on specializations being offered and students are given time to think and opt their specializations. Based on the student's choices, the following are being offered for the academic year.

Major : Marketing, Finance and HR

Minor : Marketing, Finance and Operations, HR, Business Analytics

Sectoral: Banking, Business Analytics, Digital Marketing and Retail Management, Entrepreneurship.

Examinations: Students are continuously evaluated and completed Mid trimester examinations to both 6th and 3rd trimester students using online platforms. 6th trimester students completed their trimester end examinations including evaluation.

Second and fifth trimester results are declared and 6th trimester results will be announced by this month end as it is in the process of completion.

Third trimester end examinations are planning to schedule from mid of July after completion of the students IIP Project. Examinations will be conducted online using our LMS (CAMU). The pattern is multiple choice questions.

Summer internship: First year students are doing internship with various companies (Work from home) and it will continue till mid of July.

Placements: SSIM has placed 200 students this year till the lockdown announced in March. During the lockdown period also, few companies have conducted placement interviews (Online) added another 20 hence total placed students till date is 220. Placements are still in progress to place around 40 students who are yet to get placement.

Admissions: PGDM programmes admissions are in progress and till date we have 94 admissions in all programmes together.

PGDM – 65

PGDM- 29

NBA Accreditation

Happy to inform the august members that SSIM has received NBA accreditation for its PGDM Programme for three years. The committee has mentioned in their report strengths, concerns and areas of improvement.

Strengths mentioned by Committee

1. SSIM has qualified and dedicated faculty
2. Institute has adequate physical and IT infrastructure
3. Institute has supportive and committed management
4. Institute has good track of placement record
5. PGDM is a flagship programme of the institute

Concerns

1. Strength of students is declining over the years
2. Communication and articulation skills of students need to be enhanced
3. The system of conducting examination and related record keeping should be made full proof.

Areas of Improvement

1. Faculty need to carryout sponsored research projects
2. Industry connect should be made proactive and industry consultancy projects to augment institute resources.
3. Quality publication by faculty is to be motivated.

4. The institute should make efforts to organize MDPs
5. Global exposure and internationalization should be more proactive.

New PGDM Programme:

SSIM has applied to AICTE to start PGDM- Business Analytics by surrendering PGDM-Marketing and applied for merging of PGDM-General with PGDM.

Happy to share that AICTE has approved our proposal and we are launching PGDM- BA from this academic year onwards.

The Data Science department under the guidance of its areachair Dr.K.S Harish developed Programme Structure for PGDM- Business Analytics.

As per the AICTE guidelines for uniform nomenclature our PGDM-BIFAAS should be renamed as PGDM- BIFS from now onwards.

STRATEGIC PLAN

1. The institute has been steadily progressing duly facing the market forces of competition and ecosystem of business. As a result of pursuing the set goals, institute has been able to move forward and improve its ranking in the market.

SSIM Rankings

- 1st Rank among Private B-Schools in Telangana as per CSR-GHRDC Survey 2019.
- 11th Rank among private B-Schools in South India as per "CAREERS 360" magazine survey 2019.
- 13th Rank among private B-Schools in South Indi as per the "THE WEEK B-Schools" Survey 2019 also ranked SSIM 9th in the state of Telangana.
- 50th Rank among Private B-Schools in India as per "CSR-GHRDC" Survey 2019.
- 92nd Rank among private B-Schools in India as per "Times of India" Survey 2019.

Recruitment of staff equipped with emerging skills :

Mr Sashidhar, expert in Analytics and Machine Learning has been appointed keeping in view of commencement of PGDM- Business Analytics. This academic year few more will be recruited in due course of time after assessing the need.

Research : All the faculty members will be given specified task for Teaching, Research and Consultancy areas and it will be mandatory.

AIU Certification: It is proposed to apply for AIU equivalence certification and the work is in progress.

Internationalization/Globalization

SSIM has entered an MOU with the following foreign universities for Faculty and Student exchange to promote global exposure.

- SSIM has signed an MOU with **Synergy University, Mascow, Russia**
- SSIM has entered an **ARTICULATION AGREEMENT** with **Alliant International University, Inc.**

2. Organizational Structure

Keeping in view of accreditation requirement like NBA, it has been proposed to restructure the organization. Proposed to transform from functional department system to Programme specific departmentalization. With this we will have the following three departments.

PGDM headed by Dr.NCRajyalakshmi

PGDM – BIFS headed by Dr.Jayalakshmi

PGDM- Business Analytics headed by Dr.KS Harish.

3. CRT – Campus Recruitment Training is provided to all eligible students. Industry certifications are provided to students on emerging areas and technological developments.
4. CRT is conducted by an outsourcing agency in order to bring authenticity and expertise. Whenever students attend special workshops certificates are provided to them. Industry course certifications are available on Big Data / AI etc.,
5. The institute has developed various manuals like Employee Handbook and Student Handbook. These manuals provide guidance, code of conduct and ethics for all stake holders.

3. Approval of the Secretary's Report

The details brought out in the Secretary's reports for the year has been considered and approved by the members present, without any changes.

4. Strategic plan for SSIM

Dr. V.G. Chari, Member, explained the strategic plan of the institute in respect of recruitment of staff equipped with emerging skills, laying focus on research that will contribute to increase in quality of teaching-learning process, introduction of technology based certification programs in Business Analytics, AI and Machine Learning, Campus Recruitment Training, Various manuals developed by the institute like Employee Handbook and Student Handbook.

5. Suggestions by the BOG Members

Dr. A. Sudhakar opined that the institute should prepare a 'Perspective Plan' – like for 20 years planning which should be a part of Strategic Plan.

NEXT MEETING

The next BOG meeting will be held on 21/01/2021.

Since there was no other item for discussion in the online BOG meeting concluded with Vote of

Thanks by Dr. M. Kamalakkar, Member.

DR. S.V. RAMANA RAO
DIRECTOR

