

**Industry Academia Partnership**  
**AICTE Approved PGDM (eBusiness) 2015-17 (2nd Year-Marketing)**

Sr. No.	Month	Name Of The Corporate Faculty	Designation	Name Of The Company	Course Conducted	Joint Project For Students	Remarks
1	July-Nov.	Prof. Deepak Sonpar	Category Leader For Fabric, Homecare & Oral Care	MediaCom	Brand Management & CIBB	Case Studies On Various Indian & International Brands With Respect To Their Success & Learning. 1) Brands As Patterns 2) How To Use Brand Archetypes To Build Brands 3) How To Brand Sand 4) Y & R- Brand Asset Valuator 5) Playboy Case Study 6) Holt Case Study 7) Apple Case Study 8) Harley Davidson Case Study	The Entire Subject Along With Case Studies Helped In Understanding A Blend Of Brand Management & Consumer Behaviour For Developing Effective Marketing Strategies.
2	July-Nov.	Prof. Amit Sharma	Assistant Vice President	Future Group	Retail Management	Planning & Strategizing Of Setting Up A New Retail Outlet For Various Product Categories In Different Cities Of India. Product Categories Are As Follows: 1) Modular Kitchens In Ahmedabad 2) Indoor Sports Arcade In Goa 3) Saloon In Kolkata 4) Pet Spa In Delhi 5) Spare Parts In Chandigarh 6) FMCG In Hyderabad 7) Food Truck Concept In Mumbai 8) Health Café In Delhi 9) Tea Longue In Jaipur 10) Toy Library In Mangalore	It Was More Of A Live Project For Students As It Helped In Understanding The Demographics Of Various Cities And Doing A Proper Catchment Analysis While Choosing The Store Location Depending On The Product Category.
3	July-Nov.	Prof. Bipin Vengsarkar	Exec. Director, President & Country Head in the past - now working on new projects and consulting assignments.	J L Morison, Nobel Hygiene Ltd., Dr. Oetker Fun Foods Pvt. Ltd.	B2B/CRM	Blend Of B2B & CRM. Students Were Asked To Take Up Companies Which Are Into The B2B Business Model And Demonstrate The CRM Practices Adopted By Them. Companies Where From Different Sectors Like Oil & Gas, Paints, Minerals, Steel, Logistics, Ecommerce Businesses. 1) Huntsman Corporation 2) Asian Paints 3) FedEx 4) Tata Steel 5) Flipkart	The Subject Helped In Understanding The Importance Of CRM Practices For Various B2B Companies.

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4	July-Nov.	Prof. Nilesh Talreja	Founder	Unconventional Craft & Ideas	IMC	Group Projects For Developing Integrated Marketing Communications & Campaigns By Analysing The Current Campaigns Of The Brands And What New Things Can Be Done. The Focus Was On FMCG Brands And The Brands For Which The Project Were Undertaken Are As Follows: 1) Patanjali 2) Sri Sri Ayurveda 3) Dabur 4) Asian Paints 5) ITC 6) Reliance Jio	The Faculty Knowledge About The Subject And His Experience Helped Us In Understanding The Importance Of Communication Strategies That Would Be Effective For A Brand Success Story.
5	July-Nov.	Prof. Shailesh Kale	Director	Kale Knowledge Management Services	Sales & Distribution	Group Presentation Topics Include: 1) Brand Comparison Between P&G & HUL 2) Strategies For Increasing Sales Of Jet Airways By 8% 3) Penetration Strategies For Pitambari Powder In Rural Areas 4) Distribution Channel For Selling Patanjali Products. 5) Focus Strategy For Improvising Sales For Brands Like Sanitol, Sanifresh 6) Ways To Increase Footfalls In Wellness Industry 7) Brand Rutuja Diwekar 8) Impact Of Brand Personalities On Sales Of Products 9) Setting Up Of A Restaurant In Mumbai	More Of Creative Aspect Of Students Were Tested And Analysed To Develop And Design Strategies For Increasing Sales.
6	July-Nov.	Prof. Jitendra Kanojia	Head Marketing Analytics & Customer Loyalty	Future Group	Marketing Analytics	Analysis Of Data Pertaining To Topics: 1) RFM Analysis 2) Marker Basket Analysis 3) Calculating Customer Lifetime Value 4) Price Bundling 5) Price Skimming 6) Simple Linear Regression Problems 7) Using Solver, Pivot Tables & Estimating Demand Curve	Helped In Understanding The Importance Of Data And Its Analysis For Developing Short, Medium And Future Strategies For The Growth And Success Of Business.

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7	July-Nov.	Mr. Ajay Raghav	Senior Consultant	Dellite	Digital Marketing	Students Were Expected To Create Digital Solutions/ Applications For Various Business Which Are As Follows: 1) Business Plan For Car Parking Application 2) Business Plan For Sports Fund App 3) Digital Solution For Health Care Sector 4) Digital Application For NGO/ Charity 5) Business Plan For Restaurant And Dining 6) Digital Solutions For The Retail Sector	Creative & Innovative Ideas Were Generated And Tested And The Importance Of Digital Solutions For A Digital Emerging World Was Emphasised.
8	July-Nov.	Prof. Ajay Kulkarni	GM-International Marketing	Times Network	Event Management	Topics For Presentations Include: 1) Event Planning For PGDM Annual Awards 2) Planning & Designing Of A Musical Concert Event In Mumbai 3) Planning An Exhibition For Handicrafts	The Subject Helped In Understanding The Planning, Conceptualizing And Marketing Of Events And The Importance Of Management For Its Success.
9	July-Nov.	Prof. Suraj Bhadsawle	HRD & CHF	HDFC Ltd.	Real Estate	Topics Covered For Presentations Are: 1) Role Of HFIs In Real Estate 2) Marketing Mix Of Banks/ HFIs 3) Sources Of Funds Available For Real Estate Developers 4) Career Options In Real Estate 5) Sectorial Analysis Of Real Estate Sector 6) How Do Builders/ Developers Promote Their Projects To Customers & Role Of Real Estate Brokers.	Helped In Understanding The Importance Of Real Estate As A Sector And The Growth Opportunities For People As India Is A Growing Market For Real Estate.
10	July-Nov.	Prof. Ravindra Jadhav	Marketing Manager	Highbar Technologies Ltd.	Quantitative Methods In Marketing	Every Group Was Expected To Carry On A Comprehensive Research To Collect First Hand Data For Various Product Categories Depending Upon The Model Applicable. Topics Covered For Presentations Are: 1) Perceived Value Pricing 2) Markovs Chain Analysis 3) Euclidian Model 4) Benchmarking 5) Repeat Purchase Model	Various Models Adopted For Developing Strategies For The Growth Of The Organisation Was Understood And Used In Projects For Better Understanding.

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11	July- Nov.	Prof. Subroto Chatterjee	Retired Professor	NMIMS	International Economics	Topics Are As Follows: 1) Impact Of ASEAN On India 2) Outward Direct Investment By India Sectorwise & Countrywise 3) Impact Of Brexit On Airline Sector 4) Role Of WTO & BRICS On Developing Nations 5) NAFTA And Its Analysis 6) Impact Of China Slowdown On Indian Economy 7) Devaluation Of YUAN 8) Understanding The Impact Of Other Currencies Due To Devaluation Of Yen	The Subject Helped In Understanding The Important Aspects Related To The Economic Front With Respect To India And The Rest Of The World.