

<b>PCET's S.B. PATIL INSTITUTE OF MANAGEMENT</b>
<b>Criterion II Teaching-Learning and Evaluation</b>
<b>Key Indicator - 2.3.4 Innovation and Creativity in Teaching-Learning: Subject Cases.</b>

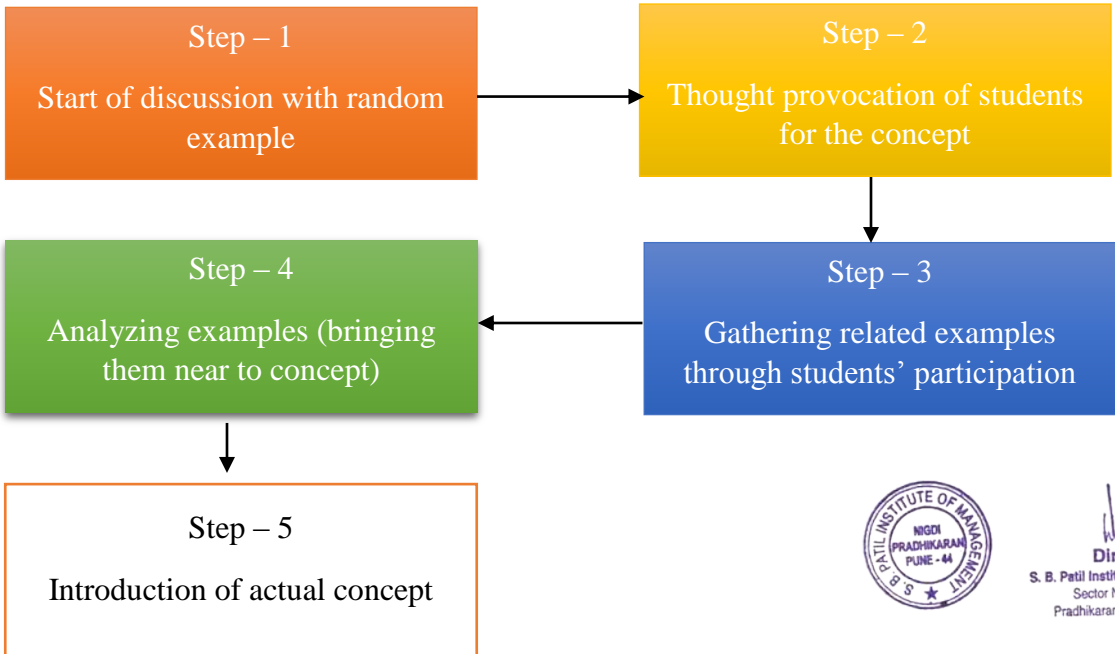
**CASE - 1**

**Use of Z to A Approach: 206 – Management Information Systems (MIS)**

This approach is based on reverse engineering concept where end application of particular concept is explained at beginning of the lecture and gradually the components of the theory are linked as per its fittest. This generation is very tech savvy so the best example to explain it is course **206 – Management Information Systems (MIS)**. The topic of **Data Mining in MIS** is the best example in present era. The major sectors of data mining are healthcare, sports, supermarket, retail and service providers. The available consumer’s data is used to form their strategies. The hospitals are moving from regular status to multispecialty status where patients are getting varied services at one door step (Example covered Aditya Birla, Lokmanya, Niramaya etc). The lecture also include the example of mobile service provider where through data mining how they map the profile of different consumers based on their usage and pattern of services they are selecting is explained. Retail sector spread and coverage in consumer base market is another unique example of segmentation of the consumer based on their shopping pattern, preference towards various brands and many more features are analyzed and used to promote their mall ( Example shared are Star Bazar, Big Bazar, Pune Central, D-Mart)

The SBPIM location gives the advantage to bring many such practical examples in its purview during its teaching pedagogy as we are surrounded by best multispecialty hospitals, malls and mobile service providers.

After explaining the examples from various sectors of life and how these sector do data mining the concept is introduced to the students. This makes teacher easy to see through that data mining process which either they experienced themselves or in their family. It also portray them the complete picture how these businesses used data mining processes accurately to get benefitted. It helps them to understand the importance of this concept in information driven society.



  
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## CASE - 2

### Thought Provocation Technique:

#### 206 – Management Information Systems (MIS)

In **206 – Management Information Systems** topic of **Information as a strategic resource** students are asked to collect and attend the class with several printed reports such as Electricity bills, restaurant bills, railway ticket, salary slip of parent, toll plaza receipts, ATM receipt, or any other printed receipts.

Then these receipts details are discussed with students as which are different headings, tags and details are printed. Further, discussion is diverted as why those different headings, tags and details are required. Which kind of different information needs are required and fulfilled for respective businesses. What are the different decision can be taken with various details.

In this faculty has taken best example of Toll Plaza Receipt of Mumbai-Pune Expressway. This road has track record of many accidents due to over speeding and in-spite of many warnings, legal action they were unable to control it as there is not self-tracking system. The strategic decision has taken to print issue time of receipt at first toll plaza and reaching time at second toll plaza, which will be compared with the standard reaching time with allowable vehicle speed @80 km/ph. This system helped the authority to reduce the over speeding to some extent. This information was the base for the big lifesaving decision of road safety policy.

**Handwritten Labels:**

- Hotel Bill (with arrow pointing to the top receipt)
- Toll Receipts (with arrow pointing to the middle receipt)
- Retail Shop Invoice (with arrow pointing to the bottom right receipt)
- Resturant Bill (with arrow pointing to the bottom left receipt)

**Receipts and Bills:**

- GOVINDA'S** (Shree Govind Dham, ISKCON Rajvet): Includes GSTIN NO. 27AAAT10017P1ZN, DATE 13-Apr-2018, BILL NO. 8, and a table of items like Wada Pav and Pizza South W.
- National Highways Authority of India** (Pune Salapur Expressways Pvt Ltd): Toll Plaza Receipt for Pune Salapur Expressway, including vehicle details and toll amount.
- HDFC BANK**: Receipt for a cash withdrawal of Rs. 100.00.
- Shell Kalssagar**: Retail Shop Invoice for Shell products, including item codes and prices.





## CASE - 4

### 201 – Marketing Management (MM)

The subject of 201 Marketing Management contains the marketing mix. One of the marketing mix is promotion, which is taught by displaying the different print ads published in the newspaper. These paper cuttings is shared with the students which makes the students easy to understand the various advertised published, promotional strategies used by the various companies. Some of the examples are as below –



The faculty explains the promotion mix with the help of such paper cuttings. In the example of Nivea deodorant, the faculty starts with the discussion of the attributes required for the product like deodorant. The answer given by the students include bottle shape, brand, price, color of the bottle and most important smell of the deodorant. Then the faculty asks whether the customer can check all these attributes seating at home? The obvious answer comes is no. Then the faculty asks some students to come forward to smell the advertisement. It is then the concept of advertisement is explained to the students.



  
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## CASE - 5

### 203: Human Resource Management (HRM)

**"Tell me, I'll forget. Show me, I'll remember. Involve me, I'll understand".**

- The pedagogy in which all the senses of students are active, like activity based teaching, involving them in finding case solutions, conducting exercise for various concepts, which help students not only to understand the concept clarity, it lasts longer and helps in application and execution of the theories, models and concepts at professional settings.
- HRM is the term used to describe formal systems devised for the management of people within an organization. Course content of HRM expects involvement based pedagogy for management students irrespective of their professional specialization.
- When an organization plan to hire a resource, things they look upon are the qualities, credential, eligibility, talent, skills, and knowledge and what work is expected from that resource is a crucial process. **Designing of Job Description (JD)** is one such activity which needs an analytical thinking and a vision about that resource. So for this topic we follow nova method in which different JD templates, which are published in newspapers, company portals and company document are displayed and explained to students. Then they are made to design a JD for a particular position in a prescribed format as a classroom assignment. The aim of this assignment is to trigger the thought process, develop the vision and to formulate duties and responsibilities, decision making and to gauge the talent and potential of the resource.
- Following are some snapshots of the **JD** assignment.

<b>EXERCISE 1</b>	
<p><b>SPECIMEN OF JOB DESCRIPTION TO BE USED FOR NIPM WORKSHOP</b></p> <p><b>POSITION :</b> Senior Managerial Position in Quality Control</p> <p><b>Reporting to :</b></p> <p>This position has dual reporting namely Sr.Vice President : Quality for functional areas and to the Operational Director.</p> <p><b>Location :</b> Delhi</p> <p><b>Job Profile :</b></p> <ul style="list-style-type: none"><li>• Overall responsibility of Quality Control and Quality Assurance function</li><li>• Maintaining a robust quality system in manufacturing covering APQP, sample development, PPAP and production ramp up with all quality targets met.</li><li>• Building up a strong product and process audit system.</li><li>• Focus on "Do it right first time"</li><li>• Drive functions like engineering, die shop to achieve the common objective PPM reduction, First time quality improvement and cost of quality reduction.</li><li>• Interact with all the customers – dynamically respond to all quality issues and work on the objective of achieving double digit PPM for all customers using step – down approach.</li><li>• Drive root cause analysis as applicable to all process abnormalities / non-conformance</li><li>• Drive quality culture change in the shop floor.</li><li>• Would have responsibility for end to end quality namely incoming materials, in process materials as well as finished products.</li><li>• Continuous quality improvements and continuous cost reduction.</li></ul> <p><b>Main Job Accountabilities:</b></p> <p>Decreasing the rejection percentage, the re-work percentages and implementation of "First time right" would be the major key result area.</p> <p><b>Education Requirements:</b> BE (Mechanical) / Post Graduate from reputed Management Institute will be preferred.</p>	<p style="text-align: center;">-2-</p> <p><b>Knowledge / Experience Requirements:</b></p> <p>Candidate should have approximately 25 years of experience in QA &amp; QC functions in leading professional engineering organizations/ multinational engineering organizations known for quality excellence.</p> <p><b>Preference would be given to those who have :</b></p> <ul style="list-style-type: none"><li>• Knowledge and experience of QC techniques and tools, SPC / SQC, TPM, Six Sigma and familiarity with ISO / TS 16949 is necessary.</li></ul> <p><b>Scope / Dimensions:</b></p> <p>Reporting to this position are 3 Deputy General Managers and a team of Officers.</p> <p><b>Behavioural Competencies Required:</b></p> <ul style="list-style-type: none"><li>• Action orientated</li><li>• Self-starter</li><li>• Customer focused</li><li>• Integrity</li><li>• Trust</li><li>• Planning</li><li>• Relationships</li><li>• Conflict management</li><li>• Strategic awareness and implementation</li><li>• Clear communicator</li></ul> <p><b>Cost to Company (CTC)</b></p> <p>Rs. 50 Lacs (This would be inclusive direct and indirect salary and benefits)</p> <p><b>Companies to be Targeted :</b></p> <ol style="list-style-type: none"><li>1. Tata Motors Ltd.</li><li>2. L &amp; T Ltd.</li><li>3. Godrej &amp; Boyce Ltd.</li></ol>



# TOP PAN INDIA PHARMA OPPORTUNITY

Pharma R&D is our core strength. Is sales your passion?

We create brilliant products. Can you deliver sales?

If your answer to the above questions is yes, come join hands... We are expanding...



We are an Indian healthcare company of international repute and globally accredited facilities. We are India's largest manufacturer of formulations engineered in Soft Gel.

**R&D:** We are the pioneers of the technology of oral dosage forms in soft gel products. We have invested in and achieved expertise in the R&D associated with this technology. The pharmaceutical parameters (bioavailability) of our encapsulated soft gel products have proven to be superior to the other conventional solid oral dosage forms. Our proven R&D capabilities even for other dosage forms like tablet, capsule, liquid, ointment and injectable are inspiring innovations. R&D has emerged as the core strength of our company.

**Manufacturing & global presence:** Our parent state-of-the-art manufacturing facility at Daman is accredited and approved by major international regulatory bodies like USFDA, EMA, TGA (Australia), WHO (GMP: Ukraine Mph, ISO 14001:2015, ISO 9001:2015 and many others). This has strengthened our foray into major international markets. We operate in more than 30 countries and possess capacity to deliver 2 billion soft gel doses per year consistently. With 200 registered products & over 150 products under registration worldwide and currently holding more than 25 Intellectual Property Assessment Agreements (IPAs) in our command, we are poised to play a major part in the global healthcare space.

**Expansion in Pharmareview:** As the quest for innovation continues, the opportunity for expansion presents itself. We are looking for authentic sales professionals who have a passion to excel in the sales profession. If you think you can make the world a better place for you, us and society at large, then would be a great place to work at Pharmanova. Come join us on our journey to success.

**Speciality Areas:** Gynecology, Orthopedics, General Surgery, Physician, Gastroenterology, Pediatrics and Diabetology.

**Business Managers (Medical representatives):**  
All major cities/towns pan India  
**Profile:** Sales & business development activities. Meeting doctors, pharmacists & stockists. Generating prescriptions to achieve set sales target. Increase market penetration.

**Regional Business Managers (Frontline managers):** All major cities/town pan India  
**Profile:** Experience of 2-5 years as frontline manager in pharma sales, must have handled team. Knowledge of area, doctors and distribution network.

**Divisional Business Managers (State Heads):** All major states pan India  
**Profile:** Experience of 3-5 years as a state head / 2<sup>nd</sup> line manager in pharma sales, must have handled frontline managers and teams. Knowledge of state, doctors and distribution network.

**Strategic Business Heads:** Looking after 2 states.  
**Profile:** Experience of 3-5 years as 1<sup>st</sup> line manager in pharma sales handling one or two states, must have handled large town. Knowledge of states, doctors and distribution network.

**Product Management Team (PMT/OPM/MM):**  
Based at HQ, Mumbai  
**Profile:** Devise brand strategy to manage brand portfolio, profitability. Accurate management of budgets for brand. Optimize returns. Launch new products. Identify opportunities. Analysis of internal and external brand performance and competitor mapping.  
**Education Criteria for PMT:** Preferably MBBS/MSc/B. Pharm/MSA from reputed institute (not done). Only experienced PMT candidates should apply.

**National Business Head:**  
Looking after 6 to 9 states  
**Profile:** Candidates should have at least 14-20 years of experience in pharmaceutical sales with proven leadership in regional organization of which last 3-5 years should have been handling minimum 6-8 states team and handling a high business volume. Expertise in specific therapy areas will be preferred. Ensure adherence to deliver business goals and achieve target/profitability.

Email your resume with a colored photograph (photograph of passport size preferably to be inserted in the CV file) within 7 days mentioning in the subject of a mail your HL, name, state and the position applied for to either of these 2 e-mail ids: [hr-recruitment@pharmanovaspecialties.com](mailto:hr-recruitment@pharmanovaspecialties.com) and [career@pharmanovaspecialties.com](mailto:career@pharmanovaspecialties.com).

Regd. Office: 18, Rishi Siddhi, Corporate Park, Near Savark Chambers, San Trimbay Road, Chembur, Mumbai - 400075.  
[www.pharmanovaspecialties.com](http://www.pharmanovaspecialties.com)

## JOB DESCRIPTION TO BE USED FOR NIPM WORKSHOP AT PUNE

General Manager - People Capability Development

POSITION : (Service Segment)

Reporting to :

Location :

Job Profile :

Main Job Accountabilities:

Education Requirements:

### Knowledge / Experience Requirements:

- 
- 
- 
- 

### Preference would be given to those who have :

- 
- 
- 

### Scope / Dimensions:

- 
- 
- 

### Behavioural Competencies Required:

- 
- 
- 
- 
- 
- 
- 

### Cost to Company (CTC)

- 

### Companies To be Targeted :

- 
- 
- 
- 
- 
- 
- 

Design Job 4-J's  
Name - Sunny S. Karkle  
Roll No. 154

Design Job description for General Manager - People capability development, of service segment

- 1) Position
- 2) Reporting to
- 3) Location
- 4) Job Profile
- 5) Main Job Accountabilities
- 6) Knowledge or experience req.
- 7) Preference to those who have
- 8) Scope
- 9) Behavioral competencies req.
- 10) Cost to Company (CTC)
- 11) Companies to be targeted

1) Position :- General Manager  
People Capability Development  
of service segment

2) Reporting to :-  
once in week to Managing Director

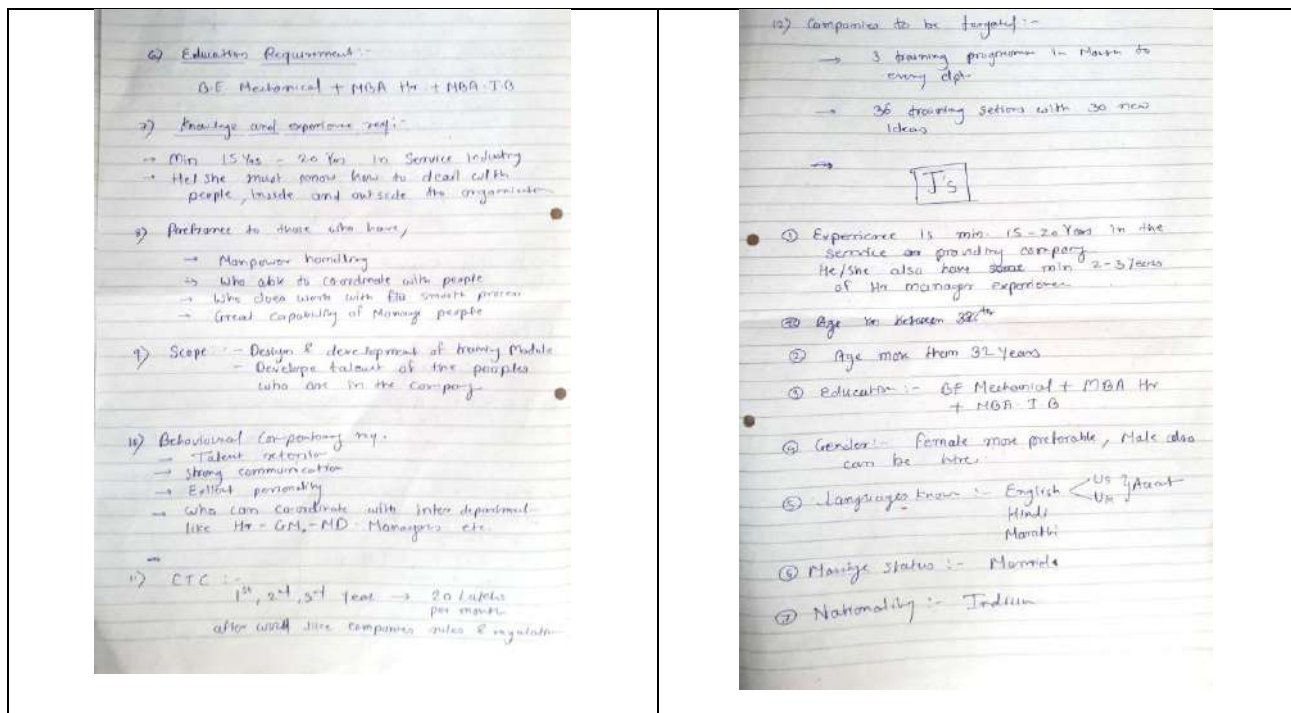
3) Location :-  
Building B, Kumar Corner, office No. - 107,  
Goregaon, Pune.

4) Job Profile :- People capability development in the organisation  
→ Technology training  
→ Appraisal  
→ Development trainer  
→ service developer

5) Main Job Accountabilities :-  
- Results that he/she should or given to organisation  
- How many stars he/she got in the G.M position  
- P



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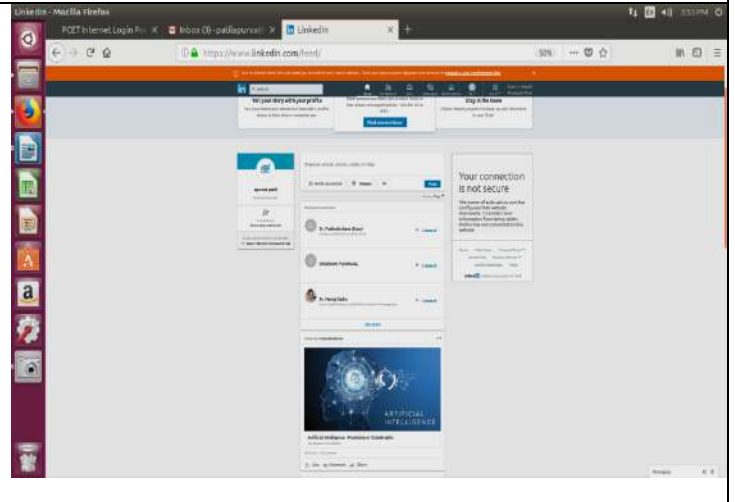
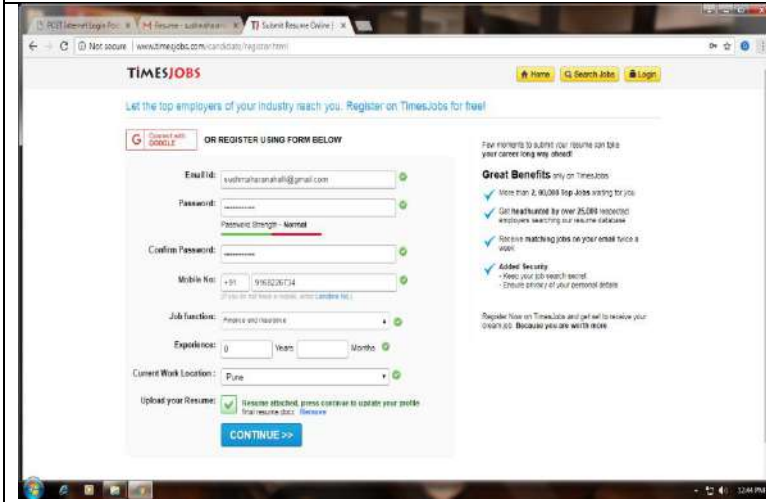
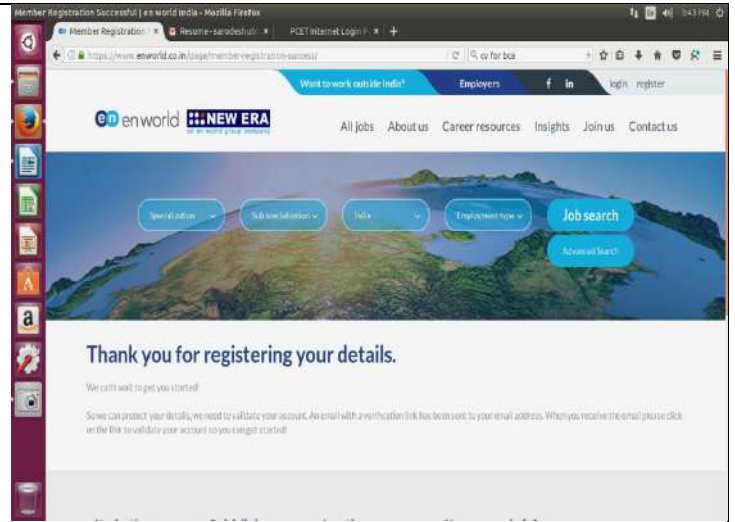


- Technology has a significant impact on human resources practices. Human resources is transitioning to a more technology-based profession because utilizing technology makes information more accessible to the whole organization, eliminates time doing administrative tasks, allows businesses to function globally and cuts costs. Information technology has improved HR practices in the following areas: **E-Recruiting, HRIS, etc.**
- To have Simulation experience about **E-Recruitment**, a practical way is followed by conducting Lab activity, where students are made to design self-profiles and to upload the same on various E-portals, as Company portals, Job portals, Social Medias and consultancies.
- By this activity, students get to know various portals, how to search jobs by using keywords, skill sets, experience, place, qualification, and so. They also understand how to create profile, what the contents to be included and how to present them, they are able to do self SWOT analysis, they also decide short term and long term goals, they are able to identify how CV's/ resumes are shortlisted, what are the areas they need to add on and develop. This activity really alerts students to prepare them to face corporate world.



  
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- Following are some screenshots of the Lab activity for reference:



  
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