

"You have to grow from the inside out. None can teach you, none can make you spiritual. There is no other teacher but your own soul." --

Swami Vivekananda

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Darpan



Edited by

Dr. Mona Tawar

Dr. V.K. Jain

PIONEER



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MESSAGE FROM THE DESK OF THE CHAIRMAN

Pioneer Institute of professional Studies has been established in Indore to outfit to the needs of professional education. The Institute is indomitable to stimulate unquenchable fire of desire to discover, and to implant the persistent stamina for success with a sensible understanding so as to be successful in whatever fields of activities they are operating and whatever positions they hold on completion of their education. The Institute is committed to make its students fully secure, well-informed, societal alert.



The best ways to serve society will be to make the young generations more creative and responsible; this can be achieved only through quality education. We, the promoters, took an endeavor in this course and established Pioneer I am happy to see the steady augmentation and enlargement of this Institute since its initiation.

I look ahead to the unconditional support from all establishments, concerned academic institutions, industries, community, colleagues, faculty, friends and most prominently the students, who have joined hands in realizing my dreams into reality in serving to humanity and making this institute a great success.

I am sure, that the Institute will undoubtedly develop into a top-level management institute of the nation very short and craft a position for itself.

CA Dr. P.K. Jain
Chairman, Pioneer Institute of Professional Studies, Indore

Faculty Development Program

AICTE SPONSORED FACULTY DEVELOPMENT PROGRAMME

On

‘Research Methods for Managerial Decision Making’

July 12-23, 2010

On 12th July, 2010 Monday, the **Inaugural** of the FDP started at 10-11:30 am. This was also **Session I** of the FDP that was graced by **Dr. P. K. Mishra, Vice Chancellor, DAVV** as the **Chief Guest** and **Dr. P. K., Gupta Director, IMS** as

the **Guest of Honor**. The dignitaries appreciated Pioneer Institute by stating that this FDP will prove to be an excellent endeavor made by the institute. They highlighted on the Significance, Necessity, Rewards and Returns of Research for faculty and students. **Session II** was scheduled between



11:45-1:15 pm that concerted on **Need for Research, esp. for Academicians**. This Session was taken by **Dr. V. D. Nagar, Advisory IPS Academy**, who focused on the Hypothesis, Types of Hypothesis, Significance Level, identifying a Research problem, steps in the Research Process, Types of Research, Importance, Scope and implications of a Research study.



Session III was scheduled between **2:00- 3:30 pm**, and was based on **Research Scenario in India**. The Key Note Speaker was **Dr. V. K. Jain, Director, Pioneer Institute of professional Studies, Indore**, who demonstrated a lecture on Research Scenario in India, Research Methodology, Types of Research, Historical Research, Descriptive Research, Phases of Research Process and Techniques drawn to define a Research Problem.

Session IV was scheduled between **3:45-5:15 pm**, and was based on **Challenges and Opportunities/Areas of Research**. The expert was **Dr. V. K. Jain, Director, Pioneer Institute of Professional Studies, Indore**. He enlightened the scholars on **Challenges**



and Opportunities in Research, Motivations in Research, and Problems in Research, Few Initiatives for Research Promotion and Suggestions for qualitative improvements.

On 13th July, 2009, Tuesday, Sessions started at **10-11:30 am**. **Dr. B.L. Gupta (NITTTR)** was the Key Expert for the day. He took Four Sessions that included topics like **Types of Research, Research Process, Defining /Diagnosis of Research Problem, Exercise/Case Study or Defining Scope of Research/ Deciding on Information Needs**.

He focused on the Concept of Research, Characteristics of Research, and Purpose of Research (i.e. Historical: What was; Descriptive: What is; Experimental: What will be). He also guided the participants on Research Problem, Sources of Research Problem, Evaluating Research Problem, Qualities of Good Research



Problem, Utility of Industrial Training, Objectives of Study, Hypotheses, Null hypotheses, Participatory Governance and Management of Institutions, Objectives of the Research, and Informal Groups

He demonstrated the following Studies:

A Research Study on Competency Profile of Technical Education for Managers, Conflicts in Polytechnics, Commitment Level of Polytechnic Teachers and Formulating Strategies to Enhance it, Academic Audit, A Critical Review & Design of Academic Audit System for Engineering Colleges, Performance Appraisal, Develop A Model of Performance Appraisal for Higher Secondary School Teachers.

He also explained Experimental Research, Purpose of Experimental Research, Boyle's Law of Gases, Experimental and Control Groups, Independent variables, Dependable variables, Treatment variables, Attribute variables: Intervening variables, Extraneous variables, Pre Experimental Design, True Experimental Design, Quasi experimental design, Symbols, Types of Research: Historical Research, Descriptive Research, Assessment Studies, Trend Analysis, Trends, and Evaluation Study, Documents Analysis, and Ethnographic studies, Ex Post Facto or Casual Comparative Studies, Action Research etc.

On **14th July, 2010, Wednesday, Dr. S.S. Bhakar, Director Prestige Institute of Management, Gwalior (PIMG)** was invited as the expert authority for the day. He took four sessions from **10-11:30 am, 11:45-1:15 pm, 2:00- 3:30 pm and 3:45-5:15 pm**. In his lecture, he covered the following topics **Data Collection-Sources (Primary & Secondary Data), Exercise/Literature Review, Attitude Measurement & Scales**, and again probing deeper into **Attitude Measurement & Scales** respectively.

On **15th July, 2010, Thursday, Dr. S.S. Bhakar, Director Prestige Institute of Management, Gwalior (PIMG)** continued the next four Sessions for the day.

He captured four sessions from **10-11:30**



am, 11:45-1:15 pm, 2:00- 3:30 pm and 3:45-5:15 pm. In his discourse, he enclosed the topics as **Designing a Scale, Determining Validity & Reliability, Hypothesis Testing for Univariate Analysis, Hypothesis Testing for Univariate Analysis, and Case Study/Exercise**

He covered lessons like Attitude Measurement, Attitudes as Hypothetical Constructs, Three Components of an Attitude, Measuring Attitudes through Ranking, Rating, Sorting, Choice, The Attitude Measuring Process, Simple Attitude Scaling, Simplified Scaling, Category Scales etc.; Method of Summated Ratings that included The Likert Scale, Semantic Differential, Numerical Scales, Staple Scales, Behavioral Differential, Paired Comparisons, Graphic Rating Scales, Monadic Rating Scale, Comparative Rating Scale, Unbalanced Scale etc. He also covered Qualitative Research – Case Study Based that included Features of Case Study Research, Limitations of Case Based Research, Determine and Defining the Research Questions, Select the Cases and Determine Data Gathering and Analysis Techniques, Preparing to Collect the Data, Collecting Data in the Field, Evaluate and Analyzing the Data, Computer Tools for Data Analysis, Preparing a Report and Observation Methods, Scientific Observation Is Systematic, What Can Be Observed?, Categories of Observation, Observation of Human Behavior, Limitations, Scientifically Contrived Observation, Physiological Reactions, Eye Tracking Monitors, Psychogalvanometer, Problem Definition and the Research Proposal, The Process of Problem Definition, Research Proposal, Problem Definition & Statement, Report & Management Plan, Top Ten Structure Problems, APA Style.

He also covered the Advantages of Secondary Data, Disadvantages of Secondary Data, Objectives for Secondary Data Studies, Common Research Objectives

for Secondary Data Studies, Fact Finding, Data Mining, Univariate Statistics, Bivariate statistics, Multivariate Statistics, Hypothesis, Types of Hypothesis, Significance Level, A Sampling Distribution, Type I and Type II Errors, Choosing the Appropriate Statistical Technique, Univariate Hypothesis Test Utilizing the t-Distribution, Chi-Square Test, Analysis – Bivariate Techniques, Relationships Among Variables, Correlation Coefficient, Simple Correlation Coefficient, Correlation Patterns, Correlation Matrix, Walkup's, First Laws of Statistics Regression, Bivariate Linear Regression, Least-Squares, Regression Line The Least-Square Method, Multiple Regression, Selecting Data Collection Methods and Sources, Data Collection Strategies, Rules for Collecting Data, Structured

Approach, Semi-structured Approach, Qualitative Approach, Obtrusive vs. Unobtrusive Methods, Triangulation to Increase Accuracy of Data, How to Decide on Data Collection Approach, Mapping, Observation, Categories of Observation, Content Analysis, Mechanical Observation, Ways to Record Information from Observations, Reliability and Validity, Characteristics of a Good Measure, Types of Validity, Criterion Related Validity and Construct Related Validity.

On 16th July, 2010, Friday Dr. Raghuveer Singh, Director, (JK Padampat Singhania, Gurgaon engaged four Sessions from 10-11:30 am, 11:45-1:15 pm, 2:00- 3:30 pm and 3:45-5:15 pm. In his lecture, he covered the following topics:

Sample Design, Sample Design, Research Design, Research Design.

He stated that Research starts with thinking. A problem is a problem when we have multiple solutions or alternatives. It is important which course of action to choose and evaluate the alternatives. It starts with Problem, Identifying alternatives, evaluate alternatives and finally take decision.

Information is the most important thing for evaluating alternatives.

Information, whether Formal or Informal, is the key to Research. He stated that Research Design also plays an imperative role. Every technique that we choose should have a rationale. Knowledge has to be conveyed to people or students through Exposition and Argument. Argument again includes Induction and Deduction.

He focused on the Dependent Variable and Independent Variable, Action Research, Case Study, Statistical Study, Simulation, Field Work etc. He also explained the concept of Longitudinal and Cross Section.

In his Lecture, he focused on Research Design, its meaning, Importance and Types. He explained the meaning of Exploratory/Formulative Research, Descriptive Research, and Experimental/Casual Research. He explained various parameters like Population, Nature, Variable, Scaling, Sample, Hypothesis, Data Collection and Statistical Tools. He also focused on Experimental Design and taught about Control, Experiment, Treatment, Extraneous Variables, Factor, Blocking Factor, Active Factor etc.



He also elucidated about Control Group, Experimental Group, Principle of Randomization, Principle of Replication, Local Control, Random Sampling, Techniques of Sampling, Probability Sampling, Non-Probability Sampling, Simple Random Sampling, Stratified Sampling, Systematic Sampling, Convenience Sampling, Judgmental Sampling, Quota Sampling etc.

On 17th July, 2010, Saturday, Dr. Raghuveer Singh, Director, (JK Padampat Singhania, Gurgoan again engaged Three Sessions from **10-11:30 am, 11:45-1:15 pm, and 2:00- 3:30 pm.** In his address, he covered the topics like **Questionnaire Design, Questionnaire Design, and Exercise/Case Study.**

The Fourth Session was **Case Based Research** conducted by **Dr. P. K. Singh, Prof. IIM, Indore.** In his lecture, Dr. Singh highlighted on Qualitative Research Method is not 100% devoid of Quantitative Research. It is a method when we have subjective information. He said that Small Case Based Research can end up in writing Article and Big case based Research can end up in writing Ph.D.

A Case let can be of a quarter pages or half page. A Case based Research gives a complete picture of an organization that constitute Product Lines, Distribution Channels, Family based Company, Board of Directors etc.

One should find stuff in the case that gives complete picture of Organization.

Historical picture of organization, together with description of various incidences or any turning point also gives lot of ideas. Subjective statements should also be included with it. He emphasized on

developing an Eagle's Eye to find out various aspects. He gave examples of various Critical incidences. Qualitative as well as Quantitative Research has its own challenges.

He said that in Cases, the personal opinion of the writer should not be taken into consideration and no evaluative or opinioned statements should be



made. For this many Techniques can be applied. There has to be an objective of Research. It may have Hypothesis or may not have Hypothesis. Dr. P.K. Singh also enlightened on Content Analysis. He also spoke about various parameters like Product Portfolio, Environment, strategies, Leadership Quality, Flexibility, Finance, and Manufacturing Process, Providing Services that are required to develop Index Scale. He said that Leadership, Strategies and Flexibility are the Top three parameters that help organization in survival.

He discussed about Cross sectional Case Studies and Longitudinal Case Studies and also requested participants to end up ones career by one solid Longitudinal Case Study.

Seven-18th Sunday

Excursion-cum Learning Trip

On 19th July, 2010, Monday, Session I started at **10-11:30 am** which was based on **Univariate Analysis** and **Session II** that was between **11:45-1:15 pm** was continuation of **Univariate Analysis**. The Key note Speaker for this Session was **Dr. V. K. Jain, Director Pioneer Institute of Professional Studies, Indore.**

On 19th July, 2010, Session III, and Session IV was based on SPSS Training Session, conducted by **Dr. A.K. Singh (DAVV).**

In his lecture, he said that SPSS has become a leader in predictive analytics technologies through a combination of commitment to innovation and dedication to customers. We find SPSS customers in virtually every industry, including telecommunications, banking, finance, insurance, healthcare, manufacturing, retail, consumer packaged goods, higher education, government, and market research.



He highlighted on:

- Descriptive statistics: [Cross tabulation](#), [Frequencies](#), Descriptives, Explore, Descriptive Ratio Statistics
- Bivariate statistics: [Means](#), [t-test](#), [ANOVA](#), [Correlation](#) (bivariate, partial, distances), [Nonparametric](#) tests
- Prediction for numerical outcomes: [Linear regression](#)
- Prediction for identifying groups: [Factor analysis](#), [cluster analysis](#) (two-step, K-means, hierarchical), [Discriminant](#)

On 20th July, 2010, Tuesday **Session I** started at **10-11:30 am** which was based on Bivariate Analysis and **Session II** that was between **11:45-1:15 pm** was continuation of Bivariate Analysis. The Key note Speaker for this Session was **Dr. V. K. Jain, Director Pioneer Institute of Professional Studies, Indore.**

On 20th July, 2010, Session III, and Session IV was based on SPSS and Factor Analysis, conducted by **Dr. A.K. Singh (DAVV).**

The available modules he discussed were:

- SPSS Programmability Extension (added in version 14). Allows Python programming control of SPSS.
- SPSS Data Validation (added in version 14). Allows programming of logical checks and reporting of suspicious values.
- SPSS Regression Models - Logistic regression, ordinal regression, multinomial logistic regression, and [mixed models](#).
- SPSS Advanced Models - Multivariate [GLM](#) and repeated measures ANOVA (removed from base system in version 14).
- SPSS Classification Trees. Creates classification and decision trees for identifying groups and predicting behaviour.
- SPSS Tables. Allows user-defined control of output for reports.
- SPSS Exact Tests. Allows statistical testing on small samples.
- SPSS Categories
- SPSS Trends
- SPSS Conjoint
- SPSS Missing Value Analysis. Simple regression-based imputation.

- SPSS Map
- SPSS Complex Samples (added in Version 12). Adjusts for stratification and clustering and other sample selection biases.

On 21st July, 2010, Wednesday, Session I started at 10-11:30 am which was based on Multivariate Analysis and **Session II** that was between **11:45-1:15 pm** was continuation of Multivariate Analysis. The Key note Speaker for this Session was **Dr. V. K. Jain, Director Pioneer Institute of Professional Studies, Indore**

On 21st July, 2010, Session III, and Session IV was based on SPSS (ANOVA) and SPSS (Regression), conducted by **Dr. A.K. Singh (DAVV)**

On 22nd July, 2010, Thursday Dr. V. K. Jain Director Pioneer Institute of Professional Studies, Indore was the expert authority for the day. He took four sessions from **10-11:30 am, 11:45-1:15 pm, 2:00- 3:30 pm and 3:45-5:15 pm**. In his lecture, he covered the topics like **How to prepare a Research Proposal/ Synopsis for Ph. D, How to prepare a Research Proposal/ Synopsis for Ph. D, Writing a Research Paper and presenting it Refereed Journals-how to approach.**



He gave a detailed lecture **How to Write References, Why to include References, When to include Reference.** He also explained **Harvard Referencing System, its General Rules.** By an illustration of a Research Study on **Status of Higher Education in India**, Expansion of Higher education Type of Institutions and their Numbers, Assessment of Capacity to Achieve GER, Objectives of XI Plan, Capacity expansion during XI Plan, Types of Scale (Nominal, Ordinal, Interval, Ratio).

He also explained Scaling Method Classification, Specialized Scales, Semantic Differential, Some Paired Adjectives for the Evaluation Dimension Example of Semantic Differential, THURSTONE SCALES Procedure, Constant Sum, Likert Scale, Paired Comparison, Disguised Scaling

Technique, **Personality Testing**, Facts to Consider When Defining “Personality”, Value of Personality Questionnaires, Disadvantage of Personality Tests, Two Main Personality Theories.

He explained the The Big Five **OCEAN**

- u **O**penness to Experience
- u **C**onscientiousness
- u **E**xtraversion
- u **A**greeableness
- u **N**euroticism

He also taught California Psychological Inventory, 16 Personality Factor (16PF), 16PF, Psychometrics of 16PF, 16PF Applications, Type Theories of Personality

Myers-Briggs Type Indicator, MBTI Scales, MBTI Psychometrics, The Projective Techniques, The Rorschach Inkblot Test, Administering the Rorschach, Psychometric Properties of the Rorschach, Thematic Apperception Test (TAT), Thematic Apperception Tests, Examples of Projective, Sources of Inaccuracy in Personality Testing, Faking, Random Responding, Impression Management

On 23rd July, 2010, Friday, Session I started at **10-11:30** am with the presentations of Synopsis by Research Scholars. The Scholars prepared the Synopsis in a group of six members and the total groups were six. The Presentation was given by one representative from each group.

This Session was also followed by Doubt Clearing Session. The Session was lead by **Dr. V. K. Jain Director Pioneer Institute of Professional Studies, Indore.**

Session II started at **11:45-1:15 pm** that was based on Role of a Teacher in Research. The Key Note Speaker for this Session was **Dr. V. S. Karnik.**

Teacher in role is a method of teaching that utilizes techniques facilitate education. It is a holistic teaching method designed to integrate critical thought, examination of emotion and moral values and factual data to broaden the learning experience and make it more relevant to everyday life situations.

If the role of a teacher is to teach, the role of a student must be to learn. However, it has been agreed that learning is not only an exercise in reading and reciting facts, but in gaining a deeper insight of events and situations. This is where teaching becomes an invaluable tool. Through the use of teaching skills, a teacher does not only teach and learn the what but also the why and how.



We each adopt different 'roles' in everyday situations, these roles change with the situation, we all have numerous roles in life. These roles have "implied" behavior, which we all know. It is this implied social behaviour which we can use in drama and dramatic situations to create deeper understanding and meanings.

Session III started at **2:00-3:30 pm** that was **Farewell Lunch** to all the Delegates and Faculty members.

Valedictory Session was between **3:45-5:15 pm**. In the **Valediction Session**, **Maj. Gen. Dr. V. S. Karnik, Consultant**, was invited as the **Chief Guest**.

In the end Certificates to all the Delegates were distributed and Prizes were distributed to the Group that presented the Best Synopsis.

A group led by Dr. Karuna Jain, along with Prof. Nidhi Vyas, Prof. Sumit Zokarkar, Prof. Vidushi Sharma, Prof. Nihit Jaiswal were the Winners.



They presented Synopsis on the Topic “A Comparative Study of Occupational Stress amongst Faculty Members of B Schools in Indore City”.

On this occasion Dr. P.K. Jain, Chairman Pioneer Institute of Professional Studies, Indore, Dr. V. K. Jain Director MCA, Pioneer Institute of Professional Studies, Indore, Dr. Pawan Patni, Director MBA, Pioneer Institute of Professional Studies, Indore and CA Prashant Jain, Executive Director, Pioneer Institute of Professional Studies, Indore were also present.

The organizing Team comprised of Dr. V. K. Jain and Dr. Mona Tawar.

Detailed Schedule of FDP

Days	Session I: 10-11:30 am	Session II: 11:45-1:15 pm	Session III : 2:00- 3:30 pm	Session IV: 3:45-5:15 pm	Key Note Speakers
One -12th July 2010 Monday	Inauguration Dr. P. K. Mishra (VC, DAVV) Dr. P. K. Gupta	Need for Research, esp. for Academicians. (Dr. V. D. Nagar)	Research Scenario in India (Dr. V. K. Jain)	Challenges and opportunities/areas of Research (Dr. V. K. Jain)	Dr. P. K. Mishra (VC, DAVV) Dr. P. K. Gupta Dr. V. D. Nagar Dr. V. K. Jain
Two- 13th July Tuesday	Types of Research (Dr. B.L. Gupta)	Research Process (Dr. B.L. Gupta)	Defining /Diagnosis of Research Problem (Dr. B.L. Gupta)	Exercise/Case Study or Defining Scope of Research/ deciding on Information Needs (Dr. B.L. Gupta)	Dr. B.L. Gupta (NITTTR)
Three-14th July, Wednesday	Data Collection- Sources (Primary & Secondary Data) (Dr. S.S. Bhakar)	Exercise/Literature Review (Dr. S.S. Bhakar)	Attitude Measurement & Scales (Dr. S.S. Bhakar)	Attitude Measurement & Scales (Dr. S.S. Bhakar)	Dr. S.S. Bhakar (PIMG)
Four -15th , Thursday	Designing a Scale, Determining Validity & Reliability (Dr. S.S. Bhakar)	Hypothesis Testing for univariate analysis (Dr. S.S. Bhakar)	Hypothesis Testing for univariate analysis (Dr. S.S. Bhakar)	Case Study/Exercise (Dr. S.S. Bhakar)	Dr. S. S. Bhakar(PIMG)
Five-16th , Friday	Sample Design (Dr. Raghuveer Singh)	Sample Design (Dr. Raghuveer Singh)	Research Design (Dr. Raghuveer Singh)	Research Design (Dr. Raghuveer Singh)	Dr. Raghuveer Singh (JK Padampat Singhania, Gurgoan)
Six-17th , Saturday	Questionnaire Design (Dr. Raghuveer Singh)	Questionnaire Design (Dr. Raghuveer Singh)	Exercise/Case Study (Dr. Raghuveer Singh)	Case Based Research (Dr. P. K. Singh)	Dr. Raghuveer Singh (JK Padampat Singhania, Gurgoan) Dr. P. K. Singh
Seven-18th Sunday	Excursion-cum Learning Trip				
Eight -19th July- Monday	Univariate Analysis (Dr. V. K. Jain)	Univariate Analysis (Dr. V. K. Jain)	SPSS Training Session (Dr. A.K. Singh)	SPSS Training Session (Dr. A.K. Singh)	Dr. V. K. Jain Dr. A.K. Singh (DAVV)
Nine- 20th July, Tuesday	Bivariate Analysis (Dr. V. K. Jain)	Bivariate Analysis (Dr. V. K. Jain)	SPSS (Dr. A. K. Singh)	SPSS (Factor Analysis) (Dr. A. K. Singh)	Dr. V. K. Jain/Dr. A.K. Singh
Ten-21st July, Wednesday	Multivariate Analysis (Dr. V. K. Jain)	Multivariate Analysis (Dr. A. K. Singh)	SPSS (ANOVA) (Dr. A. K. Singh)	SPSS (Regression) (Dr. A. K. Singh)	Dr. A.K. Singh (DAVV)
Eleven-22nd July, Thursday	How to prepare a Research Proposal/ Synopsis for Ph. D (Dr. R.P. Mohanty)	How to prepare a Research Proposal/ Synopsis for Ph. D (Dr. R.P. Mohanty)	Writing a Research Paper and presenting it (Dr. R.P. Mohanty)	Refereed Journals- how to approach. (Dr. R.P. Mohanty)	Dr. R.P. Mohanty (ITM, Mumbai)
Twelve- 23rd July, Friday	Doubt Clearing Session (Dr. V. K. Jain)	Role of a Teacher in Research (Dr. V. S. Karnik)	Farewell Lunch	Valedictory Session Dr. P. K. Jain CA Prashant Jain Dr. V. S. Karnik	Dr. P. K. Jain (Academician) Dr. V. S. Karnik (Consultant) Prashant Jain (CA)

List of Participants in the FDP

S. No.	Name	Institute
1.	Kumkum Joshi	Amrapali Institute Management and Computer Applications, Haldwani
2.	Prabjot Kaur	Amrapali Institute Hotel Management, Haldwani
3.	Himanshu Bhiwapurkar	Mahakal Institute of Technology, Ujjain
4.	Sonu Pandey	Mahakal Institute of Technology, Ujjain
5.	Amit Kulkarni	Medicaps Institute of Technology & Management, Indore
6.	Piyush Kendurkar	IMS, DAVV, Indore
7.	Dr. Karuna Jain	Central India Institute of Technology, Indore
8.	Akhilesh K Sharma	IES - IPS Academy, Indore
9.	Prashant Kumar Siddhey	Shri RGP Gujarati Professional Institute, Indore
10.	Nidhi Vyas	IBMR, IPS Academy, Indore
11.	Amita Dandekar	Shri RGP Gujarati Professional Institute, Indore
12.	Dr. V. K. Jain	Pioneer Institute of Professional Studies, Indore
13.	Dr. Mona Tawar	Pioneer Institute of Professional Studies, Indore
14.	Anish Patel	Pioneer Institute of Professional Studies, Indore
15.	Prashant Jain	Pioneer Institute of Professional Studies, Indore
16.	Sadique Khan	Pioneer Institute of Professional Studies, Indore
17.	Nilesh Jain	Pioneer Institute of Professional Studies, Indore
18.	Preeti Jain	Pioneer Institute of Professional Studies, Indore
19.	Sumit Zokarkar	Pioneer Institute of Professional Studies, Indore
20.	Shweta Mogre	Pioneer Institute of Professional Studies, Indore
21.	Shruti Tiwari	Pioneer Institute of Professional Studies, Indore
22.	Rashmi Farkiya	Pioneer Institute of Professional Studies, Indore
23.	Mamta Kataria	Pioneer Institute of Professional Studies, Indore
24.	Nanda Page	Pioneer Institute of Professional Studies, Indore
25.	Manoj Gupta	Pioneer Institute of Professional Studies, Indore
26.	Nihit Jaiswal	Pioneer Institute of Professional Studies, Indore
27.	Gargi Choubey	Pioneer Institute of Professional Studies, Indore
28.	Sudhir Raghuwanshi	Pioneer Institute of Professional Studies, Indore
29.	CA Ankita Jain	Pioneer Institute of Professional Studies, Indore
30.	Priyanka Nagori	Pioneer Institute of Professional Studies, Indore
31.	Rini Agrawal	Pioneer Institute of Professional Studies, Indore
32.	Ankita Jain	Pioneer Institute of Professional Studies, Indore

33.	Neha Nankani	Pioneer Institute of Professional Studies, Indore
34.	Vidushi Sharma	Pioneer Institute of Professional Studies, Indore
35.	Divya Uikey	Pioneer Institute of Professional Studies, Indore
36.	Santosh Kumar Choube	IMS, DAVV, Indore
37.	Sapna Solanki	Sanghvi Institute of Management & Sciences, Indore
38.	Vasudhara Laad	Pioneer Institute of Professional Studies, Indore
39.	Dr. P. K. Jain	Pioneer Institute of Professional Studies, Indore
40.	Dr. Pawan Patni	Pioneer Institute of Professional Studies, Indore

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Mahalaxmi Nagar, Indore - 452 010

AICTE Sponsored Faculty Development Program On "Research Methods for Managerial Decision Making"

(12 - 23 July 2010)

AICTE



GROUP PHOTOGRAPH OF PARTICIPANTS



Sitting Left to Right : Akhilesh Sharma, Anish Patel, CA Prashant Jain, Shri P.C. Jain, Dr. P.K. Gupta, Dr. V.D. Nagar, CA Dr. P.K. Jain, Dr. Pawan Patni, Dr. V.K. Jain, Dr. Mona Tawar.

Standing Left to Right (1st Row) : CA Vasundhara Laad, Shruti Tiwari, Shweta Mogre, Preeti Jain, Kumkum Joshi, Prabjot Kaur, Amita Dandekar, Kumkum Sinha, Neha Nankani, CA Ankita Jain, Vidushi Sharma, Sapna Solanki, Dr. Karuna Jain, Nanda Page, Sonu Pandey, Gargi Choubey.

Standing Left to Right (2nd Row) : Himanshu Bhiwapurkar, Sudhir Raghuwanshi, Amit Kulkarni, Nihit Jaiswal, Manoj Gupta, Sadique Khan, Nilesh Jain, Prashant Siddhey, Rini Agrawal, Divya Uikey, Nidhi Vyas, Priyanka Nagori, Ankita Jain, Mamta Kataria.

On **September 09-10, 2010**, Pioneer Institute of Professional Studies organized **National Seminar on Quality Management in Higher Education** it was sponsored by National Assessment and Accreditation Council, Bangalore. The aim of the seminar was to discuss about the problems faced on various fronts whether it is by the management, by the faculty members and by the students in maintaining the quality of higher education and how to overcome those problems.

The **First Session, Inaugural Session** was graced by the auspicious presence of the **Chief Guest Dr. Pradeep Mathur, Director IIT Indore ;Special Guest Dr. M.Kumar, Professor and Dean of computer Science at SIRT Bhopal** and **Key Note Speaker** was **Dr. Shashi Rai, Ex UGC Member, New Delhi**. In her key note speech, she discussed about Quality Issues in higher education system. She highlighted on the dynamic concepts that concept of higher education. The aim of higher education should be the development of society and country. She said that now the scenario has changed and knowledge has been converted into Information. She explained the development of Universities and Institutes in country and emphasized the requirement of more Universities and Institutes for the Excellence of the Higher Education. She emphasized on flexibility of syllabus according to the local needs.

The **Special Guest** of the Seminar **Dr. M. Kumar** has explained the concept of Knowledge Management in Higher Education System. He focused on the use of Knowledge



Management for improving the Quality of Higher Education. The **Chief Guest Dr. Pradeep Mathur** explained that higher education should be value based and the impact of it can be identifiable in our daily life.

The seminar has received a tremendous response and several delegates have registered themselves for paper presentations. This seminar has focused on various issues related to **Quality Management in Higher Education**. **Dr. V.K. Jain**, Director MCA and seminar coordinator provided an overview of the seminar. The Institute received around 57 abstracts and 44 full papers from various delegates and Institutes across India.

The **Second Session plenary Session I** was addressed by **Dr. V.P. Singh**, professor & Dean MBA at SIRT Bhopal. **Dr. Raj Kamal**, Head IET, DAVV, Ex. Vice Chancellor,



DAVV, Indore, and Dr. D. S. Saxena, Founder Director Mahakal Institute of Technology, Ujjain. **Dr. V. P. Singh** focused on Faculty and there proper training according to the requirement. He said that a teacher should be trained as per local requirements. **Dr. Raj Kamal** has explicated the role of values in taking any kind of strategic decisions.

Dr. D. S. Saxena focused on improving the attitude of the students'. He advised that there are no substitutions or shortcuts for hard work and success.

The **Third Session, Plenary Session II** was addressed by **Dr. Anupam Jain**, HOD, Holkar Science College, Indore, **Dr. Shailendra Parashar**, Director, Ambedkar Peeth, Ujjain.

Dr. Anupam Jain focused on the problems of Autonomy in Government Institutes. He said that there are so many constraints in front of autonomous Government Colleges which creates hurdles for quality improvement.

Dr. Parashar focused on syllabus innovation and value based education. He said that to maintain the Quality in Higher Education, values and ethics should be include in curriculum.

The **Fourth Session** of first day was **Panel Discussion** on **Strategies for Quality Improvement** .The eminent panelists were **Prof. Amiya Pahare** **Dept. Director SVCGS, Department of Higher Education, Govt.of MP** as moderator, **Prof. Shailendra Parashar, Director, Ambedkar Peeth, Ujjain, Dr. Ram Shrivastva, Director, Priyatam Institute of Technology & Science, Indore, Dr. C.K. Jain, Director, SAIMS, Indore Dr. P. N .Mishra, Professor, IMS, DAVV, Indore, Dr. P.K. Jain, Chairman, Pioneer Institute of Professional Studies, Indore, Dr. Aditya Luanvat, Professor, K.C. Garge Institute, Dewas and Prof. S.G. Shah, Regional Vice-President-Region – 3 of CSI. India.** Panel discussion concluded with the following strategies:

- Personality Development and Self Confidence is the key to Students- **Prof. Amiya Pahare**
- Value Based Education: Today's Requirement - **Prof. Shailendra Parashar**
- Shortcut for Success Keys (Shivani, Brilliant) are used by regular Students – **Dr. Ram Shrivastava**
- Missing Patriotism: IIT IIM students serving to other countries- **Dr. Ram Shrivastava**
- Problems of Autonomy- **Dr. Anupam Jain**
- Quality Input and School Selection- **Dr. C. K.Jain**
- Students should learn other languages but should not forget about mother tongue (Hindi) for achieving Excellence: **Dr. P.N. Mishra**
- Guidance should be given in right direction- **Dr. P. K. Jain**
- Utility of Virtual Classroom & Resource Sharing- **Dr. P.K. Jain**
- Industry- Institute Gap: Jobs available, Candidates not available- **Dr.Aditya Lunawat**
- Education Should be based on local requirement: Culture specific Education- **Prof. S. G. Shah**
- Highly Regulatory Higher Education- **Prof. S. G. Shah**
- Students as Job Creators not as Job Seekers- **Prof. S. G. Shah**

On the **Second Day** of the seminar, **the Fifth Session, Plenary Session III** was addressed by **Dr. R. P. Mohanty Advisor-ITM Group of Institutions,**

Mumbai and Dr. V. K. Jain Director MCA, Pioneer Institute of Professional Studies, Indore.

Dr. Mohanty has started his speech with defining Education and the role of TQM in Education. He said that Education is formed from the complex of social humanitarian subjects, oriented to psychological spiritual training of the person and his acculturation. He elucidated that quality of education does guarantee employment in the area of the student's expertise.

Dr. V. K. Jain focused on involving the top management in improving the Quality of education. He described the challenges faced by a Director for running a B- school. A Director, being the key authority of the Institute, has to respond to the every possible issue related to Institute. The role of Director becomes more challenging as he has to meet out the demands from all the corners and has to fulfill the demands from various stakeholders.

The Sixth Session was **Scientific Session I**. It was chaired by **Dr. Major Gen. V.S. Karnik** and the session comprises of 22 papers and seven papers were presented. **Dr. Major Gen. V.S. Karnik** has also given his valuable comments on the presentations. He said that there is no doubt that expanding access to higher education in India is an imperative, and Government and others should be commended for understanding its importance.

Prof S. G. Shah enlightened that higher education is essential for national, social and economic development. Good education is seen as a stepping stone to a high flying career. And for good education higher education institutions clearly need well designed academic programs and a clear mission. Most important for their success however, are high quality faculty and committed students.

The next **Scientific Session II** was for students, where the session chairs were Prof. **Amiya Pahare, Dept. Director SVCGS, Department of Higher Education, Govt.of MP. Prof. S.G. Shah, Regional Vice-President-Region – 3 of CSI,India and Shri Anurag Tagde** . In this session students had given there views and the best paper was judged by the session chairs.

In the **Valedictory Session**, **Dr. N. K. Dhakad, Additional Director, Higher Education, M.P. Govt.** was the **Chief Guest**. **Dr. Dhakad** said that every student needs to be enlightened about post secondary education. That is where the departments involved in these two educations need to collaborate to build college aspirations among our students. It means that as soon as they are out of secondary education, they are prepared to take the

first step towards their career. On the positive side, the government hopes to have 15 per cent enrollment in the 11th plan period (2007-12).

Dr. P.K. Jain, Chairman, Pioneer Institute congratulated the team for there positive efforts and excellent team work. In this Session Certificates and seminar group photograph was distributed to the delegates. Winners and runners up of the student's Paper presentation Contests was awarded by cash prizes and certificates.



The Organizing Committee comprised of Dr. V. K. Jain, Prof. Preeti Jain and Prof. Shweta Mogre.

Quality Improvement Program 2010 (A Part of FDP)

On 26th July, 2010, CA Prashant Jain presented a topic on Financial Instruments, where he covered topics like Foreign Exchange Market, Fixed Income / Money Market, Derivative Market, Where are these products traded, the meaning of treasury, Hedgers, Speculators, Arbitragers, Foreign exchange market, Basic Terms Associated with Forex Market, Market Quotes – Direct / Indirect Quotes, Appreciation / Depreciation of Currency, Examples of Few Currencies across World, Foreign Exchange Rates, Forward Contract, Right – Obligation in Forward Contracts, Specifications of Forward contract, Futures Product, Specifications – Futures Product, Margins – Special Aspect of Futures Forwards v/s Futures, Types of Options, Features of swaps, Interest-Rate Swap Contract, Cross-Currency Floating-to- Floating Swaps and Currency Swap



On 27th July 2010, CA Prof. Ankita Jain presented a topic on the Tools of Financial Management.

She said Financial Management can be defined as, the management of the finances of a business / organization in order to



achieve financial objectives

Taking a commercial business as the most common organizational structure, the key objectives of financial management would be to, Create wealth for the business, Generate cash, and, provide an adequate return on investment bearing in mind the risks that the business is taking and the resources invested. There are three key elements to the process of financial management:

- (1) Financial Planning
- (2) Financial Control
- (3) Financial Decision-making

On **28th July, 2010**, **Prof. Vidushi Sharma** gave a presentation on **Consumer Decision Making**. She

included Types of Decision Making, routinized response behavior/ habitual buying behavior, low cost, frequent purchasing, clear preference for brand, limited problem solving/ dissonance reducing buying behavior, new brand in known product class, moderate information search and time in choosing. She explained

Firms Marketing Efforts (Product, Price, Place, Promotion), Socio-Cultural Environment (Family, Social classes, Culture and Sub-culture, Informal sources). She focused on Need Recognition- Two types of problem recognition , Actual state type of problem Motivational Arousal, Desired state type of problem, Satisfaction optimization: leisure and entertainment, Satisfaction maintenance: maintain status quo), Prevention of possible future problem, Problem avoidance, Conflict resolution, Information Search, Evaluation Criteria, Appropriate alternatives, Alternative characteristics, External Search, Perceived value v/s perceived cost, individual factors, Cognitive Dissonance, Strategies to reduce dissonance.



On **29th July 2010**, **Prof. Rashmi Farkiya** gave a presentation on **Job Description**. She covered Job information of HR manager, Job title: HR Manager, Job Code, Duties and Responsibilities of a Manager, Recruitment and Selection, Maintain up-to-date recruitment progress report, talent database and all related staffing communication, Training and Development, Interface with Group HR and external vendors and suppliers for the implementation of corporate training or training programs to meet the business needs where appropriate. She also explained the concepts related to identifying key skills, specialty skills and propose training needs accordingly; managing, communicating and delivering important projects that impact other parts of the organization. She covered Compensation and Benefits, Employee Relations, Rules and Regulations, Budget, financial management, Human resource information system, Job Specification, Knowledge.

On **30th July 2010**, **Prof. Manoj Gupta** gave a presentation on **Green Marketing**. He covered emergence of concept of Green Marketing, Meaning and Need of Green Marketing. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and



contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are Environmental Marketing and Ecological Marketing. He covered the topics of its opportunity in India, Adaptation of Green Marketing, Green Marketing as catalyst of success, Marketing Mix Strategy, Product, Price, Place, Promotion, Strategies, Challenges Ahead, Consumer mind sets, essential for green marketing, with some examples of Green marketing.

On **31st July, 2010**, **Prof. Mohammed Sadique Khan** gave a presentation on **Basics of Networking & Internet Services**.

He covered topics like Classification of Network, Local Area Networks, Wide Area Networks, Networking Services, Networking Hard ware, Network Interface Cards, Repeaters and Hubs, Switches, Routers, Internet, Model of Internet Setup, Brief History of the Internet Basic



Terminology used in Internet Technology, World Wide Web, Web Page, Uniform Resource Locator, Client/Server, Browser, List of Web Browser, ISP (Internet Service Provider), Domain Name System (DNS), Protocols, Internet Protocol Address, IP Address, How to know IP address of a Machine etc.

On **2nd August 2010**, **Prof. Sumit Zokarkar** gave a presentation on **Excel Tools & Its Application**. In his presentation, he said that Microsoft Excel is a commercial spreadsheet application written and distributed by Microsoft for Microsoft Windows and Mac OS X.

It features calculation, graphing tools, pivot tables and a macro programming language called Visual Basic for Applications. It has been a very widely applied spreadsheet for these platforms, especially since version 5 in 1993.



Microsoft Excel contains a number of tools and features that, while they may not be used all that often, can really simplify working with spreadsheets. Covered in this section are features such freeze panes, protecting worksheets, as well as Add-Ins and templates that can help to make using Excel as straightforward and as painless as possible.

On **3rd August 2010, Prof. Sudhir Raghuvanshi** gave a presentation on **Factors Affecting Personality**. He included Personality type that refers to the psychological classification of different types of people. Personality types are distinguished from personality traits, which come in different levels or degrees. For example, according to type theories, there are two types of people, introverts and extroverts. According to trait theories, introversion and extraversion are part of a continuous dimension, with many people in the middle. He said that the study of personality is not a purely empirical discipline, as it brings in elements of art, science, and philosophy to draw general conclusions

On **4th August 2010, Prof. Nilesh Jain** gave a presentation on **Microsoft Word Basic Tools**.

Microsoft Office Suite comprises five or more individual soft wares. All of these programs are aimed at simplifying office and in some cases home tasks to make creating, organizing and processing information easier. He explained the concepts of Microsoft



Word, Microsoft Excel, Microsoft Power Point, Microsoft outlook, Microsoft Front page. He said that it is Word processing software. It is application software that helps to create text based documents – Letters, Reports, E-mail messages. He explained Word's Mail Merge can be used to create form letters and other documents. It combines information from two documents or sources to create a new document containing the merged information. The process includes a main document that will receive information extracted from a data source to produce a final document. The Mail Merge process consists of three main components:

- The main document contains placeholders, called merge fields, that denote what information from the data source is plugged into that location
- The data source contains information, such as names and addresses, that replace the merge fields in the main document
- The final document is called the merged document

On 5th August, 2010, Prof. Priyanka Nagori in her QIP session gave a presentation on **Workers Participation in Management.** She

discussed upon the concept of Workers Participation in Management, its Levels, Objectives, Importance and various forms used in India and how it is working in India. From her discussion it was revealed that this practice is a failure in India because of lack of awareness among workers there

incompetence and biasness of trade unions. This can only be overcome by the support of trade unions and by providing proper training to the workers to make them competent and aware a progressive outlook should be adopted by the top management.



On 6th August 2010, Prof. Neha Nankani, gave a presentation on **Monetary Policy and Recent Provision of Monetary Policy.** She

covered the meaning of monetary policy, why it is issued, when it is issued, when it is reviewed, role of monetary policy to control the money supply in economy, how the economic cycle works, Inflation, how Inflation eats our money

silently and what are the instruments to control the money supply and First Quarter Review of Monetary Policy 2010-2011 and its expected out comes.



On **6th August, 2010**, Pioneer organized **Round the Table Discussion** on **“Managing Quality in Technical Education”**. It was discussed that with the increasing role of private institutions in technical education, quality assurance becomes more and more critical. There had been a significant increase in the number of graduates coming out of the technical institutions in India over the past five years.

The quality of education and training being imparted in the technical education institutions varies from excellent to poor, with some institutions comparing favorably with the best in the world and many others suffer from different degrees of handicap such as faculty shortages, infrastructure deficiencies, curricula



obsolescence, lack of autonomy in academic, financial, administrative, and managerial matters; poor involvement in knowledge creation and dissemination, and poor interaction with community and economy.

Definitions of quality must be open to change and evolution based on information, changing contexts, and new understandings of the nature of education's challenges. New research — ranging from multinational research to action research at the classroom level contributes to this redefinition.

The objective of the discussion was to bring together policy makers and international experts on education policy to discuss and debate outcomes of interventions that have been implemented to achieve quality education for all. The thrust of the discussion was on presenting sound empirical evidence on what works to improve quality and increase access to those hard to reach.

On **7th August 2010**, **Dr. Pawan Patni** gave a presentation on **Octapace Culture**. He enlightened by saying that Organizational Culture can be defined as cumulative, crystallized and quasistable shared life shared style of people

as reflected in the presence of some states of life over others, in the response predispositions towards several significant issues and phenomena (attitudes), in the organized ways of filling time in relation to certain affairs (rituals), and in the ways of



promoting desired and preventing undesirable behavior (sanctions). The most important aspect of organizational culture are the values it practices. Eight values may be examined to develop the profile of an organizational culture that is called octapace.

It is Openness, Confrontation, Trust, Authenticity, Proactively, Autonomy, Collaboration, and Experimenting.

On **9th August 2010 Prof. Ankita Jain** gave a presentation on **Capital Budgeting**. Capital budgeting (or investment appraisal) is the planning process used to determine whether a firm's long term investments such as new machinery, replacement machinery, new plants, new products, and research development projects are worth pursuing. It is budget for major capital, or investment, expenditures.

Many formal methods are used in capital budgeting, including the techniques such as Accounting rate of return, Net present value, Profitability index, Internal rate of return, Modified internal rate of return, Equivalent annuity.

These methods use the incremental cash flows from each potential investment, or Project Techniques based on accounting earnings and accounting rules are sometimes used - though economists consider this to be improper - such as the accounting rate of return, and "return on investment." Simplified

and hybrid methods are used as well, such as payback period and discounted payback period.



On **10th August 2010 Prof. Nanda Page** gave a presentation on **Operating Systems - Soul of Computer**. Without the operating system, a computer is only devices connected together.

Operating system brings life to computer and gets amazing tasks done!

What is an OS,
Components of an OS,
Functions of an OS,
Types of OS, Common
Operating Systems, The
Operating System (OS) is
software that controls the
interaction between
hardware and user
software when the
computer is switched on,
OS will first load into the
main memory. She



She focused on Operating System Objectives, Booting a Computer, User-interface, Running Programs, Managing Files Memory Management, Scheduling Jobs, Managing Devices, Establishing Internet Connection, Controlling Network, Task Management, Elements of an OS, Computer's Boot Sequence, Running Program, File System, Memory Storage and

Management, Configuring Devices, Task Management, Uni programming, Batch Processing etc.

On **11th August 2010, Prof. Mamta Kataria** gave a presentation on **Balance of Payments**. She covered the following contents like Meaning, Objectives, Characteristics, Structure, Components, Major items of India's Balance of Payments, Balance of Payments 'Surplus' and 'Deficit', Ways of Measuring of Deficit and Surplus, Meaning of disequilibrium in Balance of Payments, Causes of zero Balance of Payments.



On **12th August 2010**, **Prof. Shruti Tiwari** gave a presentation on **Sub-Prime Crisis**. The topics covered were meaning of sub-prime crisis, how the sub prime crisis started & reasons for sub-prime crisis. The presentation also covered factors responsible & its impact on Indian Economy & US Economy & various actions taken by Central Bank.



On **13th August 2010**, **Prof. Shweta Mogre** gave a presentation on **Introduction to Testing of Hypothesis**.

In her presentation she discussed about Hypothesis Testing. She threw a light on what is hypothesis testing? What is Population & Sample? She also discussed about Characteristics of Hypothesis, Types of Hypothesis, How to write Hypothesis in different situations.



She also explained Critical Region, Error & Types of Error with suitable example. She gave details about Level of Significance and the Rejection Region, Statistical Tests & Procedure for Testing of Significance.

On **14th August 2010**, **Dr. Mona Tawar** gave a presentation on **Listening Skills**. She highlighted on the Steps to Listening, Benefits of Listening, Types of Communication, Downward Communication, its limitations, Essentials of Effective downward Communication,



Upward Communication, its Importance, Methods of Upward Communication, Limitations of Upward Communication, Importance of Grapevine, Demerits of Grapevine, How to use Grapevine Effectively, and Consensus.

On **16th August 2010 Prof. Rini Agrawal** gave a presentation on **Line and Staff Relationship, Line – Staff Conflicts**. Organizational Structure involves, in addition to task organizational boundary considerations, the designation of jobs within an organization and the relationships among those jobs. There are numerous ways to structure jobs within an organization, but two of the most basic forms include simple line structures and line-and-staff structures.

In a line organization, top management has complete control, and the chain of command is clear and simple. Examples of line organizations are small businesses in which the top manager, often the owner, is positioned at the top of the organizational



structure and has clear "lines" of distinction between him and his subordinates. The line-and-staff organization combines the line organization with staff departments that support and advise line departments. Most medium and large-sized firms exhibit line-and-staff organizational structures. The distinguishing characteristic between simple line organizations and line-and-staff organizations is the multiple layers of management within line-and-staff organizations. The following sections refer primarily to line-and-staff structures, although the advantages and disadvantages discussed apply to both types of organizational structures.

Several advantages and disadvantages are present within a line-and-staff organization. An advantage of a line-and-staff organization is the availability of technical specialists. Staff experts in specific areas are incorporated into the formal chain of command. A disadvantage of a line-and-staff organization is conflict between line and staff personnel.

On **17th August 2010**, **Prof. Divya Uikey** gave a presentation on **Recruitment and Selection**. She threw a light on, what is recruitment, factors affecting recruitment, sources of recruitment, techniques of recruitment, evaluation of sources of recruitment, recruitment policies and procedures, Indian experience in recruitment.

Regarding Selection, she covered introduction of Selection, Selection Process, and Selection Testing in India, Selection Interview, and Types of Interview, limitations of Interview, Guidelines for Effective Interviewing, Medical Examination, Reference Check and lastly final selection.



On **18th August 2010** **Prof. Nihit Jaiswal** gave a presentation on **Marketing Strategies (All Phases)**. He gave examples by saying Tata Sky started running Ghajini “specials” complete with behind-the-scenes stories of the upcoming film. Samsung launched special Ghajini edition mobile phones of L700 and M200 models. These handsets have preloaded with Ghajini ringtones, pictures and songs. Tata Indicom started with a outbound dialer service with Khan's pre-recorded voice.

Van Heusen launched Ghajini's apparels in their stores all across India and is backing it with in-store campaigns and giant posters of Khan dressed in formal attire. Van Heusen also organized a fashion show wherein models along with Aamir sported the Ghajini look. Add a little bit of jig and a bit



of Guzarish and he had all the TV channels beaming again. He reminded the chain SMS which threatened to reveal what could possibly be the climax of the film? For those who were not on the mailing list, here it goes...“Someone killed Aamir’s girlfriend and he lost his memory. Then he tries to find out the killer. Suspense... Aamir himself is the killer. Now enjoy Ghajini!”

A Marketing Strategy is an integrated set of choices about how we will create and capture value, over long periods of time. A marketing strategy should be centered on the key concept that customer satisfaction is the main goal. It combines product development, promotion, distribution, pricing, relationship management and other elements; identifies the firm's marketing goals, and explains how they will be achieved, ideally within a stated timeframe. He covered Marketing Mix Elements, Core Offering(s), Product/Service Quality, Pricing, Communication Media, Personal Selling Methods, Distribution Methods, Location, Post-sales service, Segment Size and Growth.

On **19th August 2010, Dr. V. K. Jain** gave a presentation on **Challenges of a Director in Running a B- School.** He

started his presentation by focusing on Higher Education. He explained on the Role of Director in Institutes by highlighting on 10 roles of a manager that are Leader, Liaison, Monitor, Spokes Person,

Entrepreneur, Disturbance Handler, Disseminator, Resource Allocator, Negotiator, and Figure Head. In any institute a director is key person. The performance and growth of the institute depends upon the capabilities and qualities of the Director.

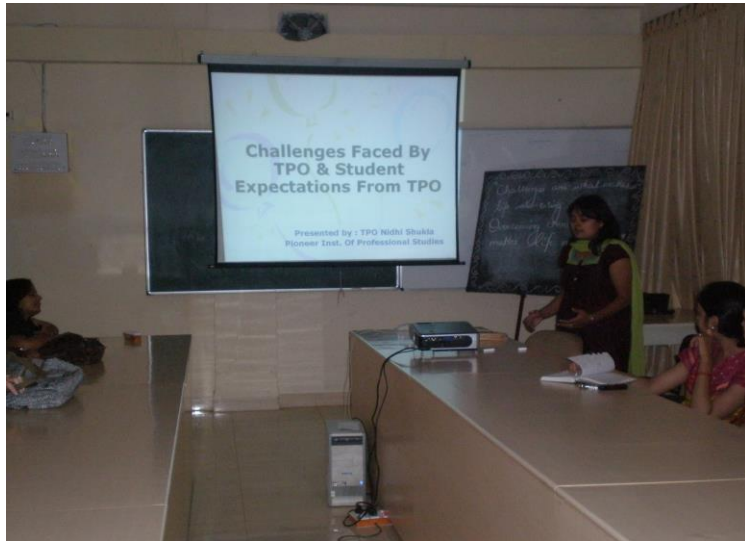
He has to fulfill the demands from various stakeholders as Management, Faculty Members, Admin Staff, Industry, Regulators, Media, Students, Society Family. He related Directors roles with the rules and regulation of government/non-government bodies, Institutional Development, Academic Development & Monitoring, Branding of Institute, Research, and Discipline Expectation of Faculty Members from Director Expectation of Director from Faculty Members.



On **21st August 2010**, **TPO Nidhi Shukla** gave a presentation on **Challenges Faced By TPO & Student Expectations.**

She focused on what is Training & Placement Cell, Roles & Responsibilities of Training & Placement Officer, Importance of TPO in Institutes,

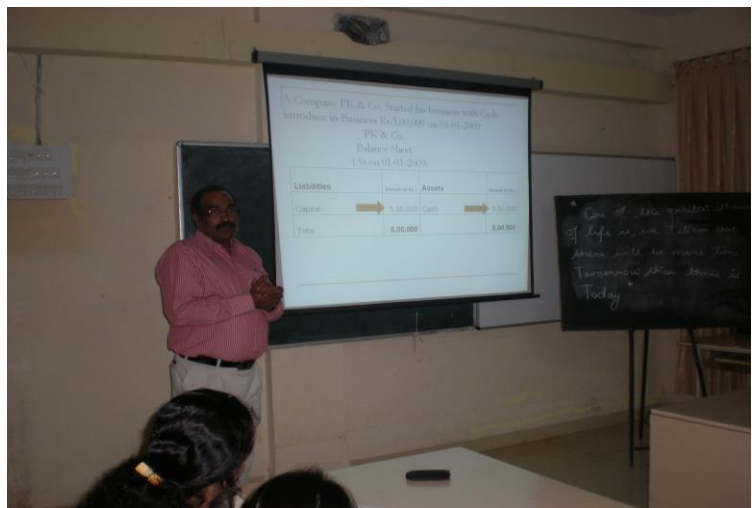
Challenges faced by TPO, students' expectations, Strategies adopted to overcome the challenges, Importance of TPO, Importance of Communication Skills, Group discussions, Personality Development, Confidence Building and Self Esteem, Self Motivation, Positive Attitude, Manners and Etiquettes, Body language, Interview Appearance, Planning Career, Brand Building, Student Expectations, Strategies adopted to overcome the Challenges, and finally the Reasons for Failure in India.



On **24th August** **CA Dr. P. K. Jain** gave a presentation on **Accounting Concepts for Non Accounting Persons.**

He said that Accounting is the language of business. Finance is its fuel. Familiarity with the principles and practice of accounting and finance is indispensable for professionals who need to function within multidisciplinary working teams. The objectives of this session was to equip non-accounting professionals with the knowledge and skills

needed for understanding the accounting and financial processes within the organization, appreciating fundamental accounting concepts, understanding and analyzing financial statements, using costing and managerial accounting



tools, undertaking basic financial calculations and evaluate investment proposals. After attending this session, the participants appreciated the functions of business finance in evaluating investment proposals, became familiar with financial mathematics, managerial aspects of management, accounting and costing, understood the budgeting, planning and performance management processes within organizations etc. Through a Balance Sheet, he explained the concepts of Accounting.

On 25th August 2010, Prof Kumkum Sinha gave a presentation on **SWOT Analysis & Significance**. In this introduction of SWOT, Rules for successful SWOT Analysis, Individual SWOT, and Mistakes while doing a SWOT Analysis, Self Assessment, Personality, Self Development, and Goal Setting, Personal SWOT Analysis were discussed. She said that Personal SWOT Analysis is a look at you and your life. It will help you identify where you need to improve, and more importantly allows you to identify your internal strengths that you can capitalize on to seize your opportunities and face any external threats. Finally, the conclusion that was drawn was that, the SWOT is a valuable tool that; in the right hands and with the appropriate level of effort can provide a valuable insight into current and future strategy.



On 26th August 2010, CA, Vasundhara Laad gave a presentation on **Cost of Capital: An Important Aspect in Financial Decision Making**. She started by saying that the Cost of Capital is a term used in the field of financial investment to refer to the cost of a company's funds (both debt and equity), or, from an investor's point of view "the shareholder's required return on a portfolio of all the company's existing securities". It is used to evaluate new projects of a company as it is the minimum return that investors expect for providing capital to the company, thus setting a benchmark that a new project has to meet.

For an investment to be worthwhile, the expected return on capital must be greater than the cost of capital. The cost of capital is the rate of return that capital could be expected to earn in an alternative investment of equivalent risk. If a project is of similar risk to a company's average business activities it is reasonable to use the company's average cost of capital as a basis for the evaluation. A company's securities typically include both debt and equity, one must therefore calculate both the cost of debt and the cost of equity to determine a company's cost of capital.



On 27th August 2010, Prof. Preeti Jain gave a presentation on **Mobile Computing**, its meaning, definition etc. She said Mobile Voice Communication is widely established throughout the world and has had a very rapid increase in the number of subscribers to the various cellular networks over the last few years. An extension of this technology is the ability to send and receive data across these cellular networks.

In this presentation the fundamentals of mobile computing were discussed that included Principles of Mobile Computing, Mobile Computing Devices, Mobile Computing Software and various Security Algorithms used during mobile computing, WAP (Wireless Access Protocol) etc. The four



basic principles Decentralization, Diversification, Connectivity, Simplicity, various mobile computing devices in various categories that included Information Access devices, Intelligent Appliances, Smart Controls and Entertainment Systems were highlighted. Various addition of Java is available J2SE, J2ME, and J2EE. Operating software used in mobile devices are Windows CE, Palm OS (latest version 4.0) Symbian OS (Latest version 7) and Java Card.

On 28th August 2010, Prof. Satnam Kaur Ubeja gave a presentation on **Set Theory**. She explained that a Set is a collection of distinct objects, considered as an object in its own right. Sets are one of the most fundamental

concepts in Mathematics.

Developed at the end of the 19th century, Set Theory is now a ubiquitous part of Mathematics, and can be used as a foundation from which nearly all of Mathematics can be derived. She

explained different types of Sets including Null,

Subset, Equal, Equality, Power, Family, Finite, and Infinite Sets. The Operations of Sets Included Union, Intersection, Disjoint Difference and Compliment.



On 30th September, 2010, Prof. Shweta Jain gave a presentation on **Advertising & Sales Promotion, peeping inside.**

She said, generally when ever we watch any advertisement or see any discount offer in the market, we don't know the story behind it, who are the people behind it, why they have created this, why the company have come up with this, what is the expectation of the company with this advertisement or promotional offer etc. An outsider can not understand these terms. But as we all are management teachers, it is necessary for us to know little bit of

these terms even though it is not their subject. And that is the reason of choosing this topic. The Contents of Presentation included Promotion Mix Tools, What is Advertising & Sales Promotion, Development of Advertising, Objective, Functions & Benefits of Advertising & Sales Promotion, Key Players of Advertising & Sales Promotion, Media & Categories of Media, Tools & Techniques of Sales Promotion, Budget & Evaluation, How the companies are making money ? etc.

She explained the terms advertising & sales promotion. What is the need of advertising and sales promotion, why companies are adopting these two tools more than other promotional tools, why every second company is going for either advertising or sales promotion or both?

How companies are making interesting and effective advertisements?

What media mix companies are deciding to promote their products, the

different sales promotional schemes companies are offering now a day, like discounts, contests, sweepstakes, coupons etc. How companies can motivate their own sales team, distribution channels and customers with the help of sales promotion.



On **1st October, 2010**, **Prof Veena Dadwani** gave a presentation on **Succession Planning**. She said that Succession planning is a process whereby an organization ensures that employees are recruited and developed to fill each key role within the company. Through your succession planning process, you recruit superior employees, develop their knowledge, skills, and abilities, and prepare them for advancement or promotion into ever more challenging roles.

Actively pursuing succession planning ensures that employees are constantly developed to fill each needed role. As our organization expands, loses key employees, provides promotional opportunities, and increases sales, your succession planning guarantees that you have employees on hand ready and waiting to fill new roles. Effective, Proactive succession planning leaves your organization well prepared for expansion, the loss of a key employee, filling a new, needed job, employee promotions, and organizational redesign for opportunities. Successful succession



STUDENTS' ACTIVITIES

PLACEMENTS

DATE	COMPANIES	PROFILE	ACTIVITY	TOTAL SELECTION	SELECTED CANDIDATES
27/09/2010	RELIANCE I HR SERVICES	CORPORATE SALES	CAMPUS	55 SHORTLISTED	*****
28/09/2010	DISH TV	CUSTOMER REPRESENTATIVE EXECUTIVE	CAMPUS	3	1.Aparna Raghuwanshi (PIPS)
					2.Poonam (SVIM)
					3.Devendra (PATEL)
29/09/2010	INDIRA SECURITIES	MANAGEMENT TRAINEES	CAMPUS	1	1. KAMLESH SACCHAR

ENTERTAINMENT & CO CURRICULAR ACTIVITIES

BIG FM 92.7 was back with its latest offering India's first ever Green Humor Mimicry Show called Asli No. 1. Asli No. 1 is poised to be one of the biggest and first ever humor mimic hunts, creating awareness in the 'green space'. This nationwide private FM radio station in India, visited Pioneer Campus for "**Campus**



Masti” on 10August, 2010. 10 students from Pioneer Institute participated in this contest.

It was a hunt for India’s next BIG mimicker, providing entertainment, while drawing listeners’ attention to real issues caused by the lack of consciousness towards the environment. Leveraging the ‘local’ power of radio, the activity was able to effectively reach people and it reflected ‘green issues’ that impact their lives. Truly this was a great example of entertainment with a purpose.

The reality show, Meethi Churi No. 1 started on NDTV Imagine, where 25 small screen actresses including well known names took part as contestants to entertain the audiences with their real self. Inspired from the same concept, **NDTV Imagine** organized **Mithi Churi No. 1 Contest on 27th August, 2010.**

The students of Pioneer were put together in a chat room kind of setting to do what they love doing – talk! At the show, NDTV introduced a topic of day With New Reality Show ‘Meethi Churi No 1’, NDTV Imagine has yet again managed to tailor make reality show for youths and students.



PATRIOTISM

On **12th August, 2010**, CA **Dr. P.K. Jain** gave a presentation on **National Flag**.

The National Flag of India, also called the 'Tiranga', was adopted during an ad hoc meeting of the Constituent Assembly of the country. National Flag of India has been designed in such a way that it forms a horizontal tricolor, with the colors - saffron, white and green, in equal proportions. The deep saffron (kesari) color is at the top; white is in the middle, while dark green forms the bottom. The ratio of the width of the flag to its length is 2:3. In the centre of the white band of the flag is a navy blue wheel, comprising of 24 spokes, which represents the Ashoka Chakra, seen on the abacus of the Sarnath Lion Capital of Ashoka. The diameter of the chakra approximates to three-fourth of the width of the white band of the flag.



The preamble of the flag code of India describes the significance of the colors and the chakra in the 'Tiranga'. It was amply described by Dr. S. Radhakrishnan in the Constituent Assembly that unanimously adopted the National Flag. Dr. S. Radhakrishnan explained:

“Bhagwa or the saffron colour denotes renunciation of disinterestedness. Our leaders must be indifferent to material gains and dedicate themselves to their work. The white in the centre is light, the path of truth to guide our conduct. The green shows our relation to soil, our relation to the plant life here on which all other life depends. The Ashoka Wheel in the center of the white is the wheel of the law of dharma. Truth or Satya, dharma or virtue ought to be the controlling principles of those who work under this flag. Again, the wheel denotes motion. There is death in stagnation. There is life in movement. India should no more resist change, it must move and go

forward. The wheel represents the dynamism of a peaceful change.”

After 52 years, the citizens of India are free to fly the Indian National Flag over their homes, offices and factories on any day. On 26th January 2002, the flag code was changed, giving Indians the freedom to proudly display the national flag any where and any time. However, there are still some rules and regulations upon how to fly the flag, based on the 26th January 2002 legislation, which should be followed by the citizens. These rules and regulation includes certain dos and don'ts, which have been explained below.

Do's

- The National Flag may be hoisted in educational institutions (schools, colleges, sports camps, scout camps, etc.) to inspire respect for the Flag. An oath of allegiance has been included in the flag hoisting in schools.
- A member of public, a private organization or an educational institution may hoist/display the National Flag on all days and occasions, ceremonial or otherwise, consistent with the dignity and honor of the National Flag.
- Section 2 of the new code accepts the right of all private citizens to fly the flag on their premises.

Don'ts

- The flag cannot be used for communal gains, drapery, or clothes. As far as possible, it should be flown from sunrise to sunset, irrespective of the weather.
- The flag cannot be intentionally allowed to touch the ground or the floor or trail in water. It cannot be draped over the hood, top, and sides or back of vehicles, trains, boats or aircraft.
- No other flag or bunting can be placed higher than the flag. Also, no object, including flowers or garlands or emblems, can be placed on or above the flag. The tricolor cannot be used as a festoon, rosette or bunting.

SPIRITUAL LINK

On **13th August, 2010**, **Brahma Kumari Manju Didi**, gave a **Seminar on Time Management and How to Overcome Examination Fear.**

She acknowledged the intrinsic goodness of all people, and taught a practical method of meditation that helped students and faculty understand their inner strengths and values.



Acknowledging the challenges of rapid global change, she said that it is vital to nurture the well-being of the entire human family by promoting spiritual understanding, leadership with integrity and elevated actions towards a better world.

On **31 August, 2010**, a **Seminar** was conducted by **Mr. Shiv Kumar Rathore, Yoga Director** on **Transcendental Meditation (TM)**. In his lecture he said that Transcendental Meditation (TM) refers to a specific form of mantra meditation, and to the Transcendental Meditation movement, a spiritual movement. The TM technique and TM movement were introduced in India in the mid-1950s by Maharishi Mahesh Yogi (1914–2008) and achieved global reach in the 1960s.

TM is one of the most widely practiced, and among the most widely researched meditation techniques. As many as six million people have been trained in the TM technique. The experience of Transcendental Consciousness develops the individual's latent creative potential while dissolving accumulated stress and fatigue through the deep rest gained during the practice. This experience enlivens the individual's creativity, dynamism, orderliness, and organizing power, which result in increasing effectiveness and success in daily life. The technique is scientific, requiring neither specific beliefs nor adoption of a particular lifestyle. The practice does not involve any effort or concentration. It is easy to learn and does not

require any special ability. People of all ages, educational backgrounds, cultures, and religions in countries throughout the world practice the technique and enjoy its wide range of benefits.

Students' Induction Program

From **3rd – 5th September, 2010**, the Institute organized an Induction program for the students. The program started with the **Inaugural** by Lamp Lightning & Prayer. Shri P.C. Jain, Patron, Pioneer Institute, Dr. P.K. Jain, Chairman, Dr. V.K. Jain, Director, MCA and CA Prashant Jain, along with all faculty, staff and students were in attendance. It included a brief description about Academics, Co-Curricular Activities, Importance of Accreditation & Significance of Autonomous, Campus Visit, About Dept. of Training and Placement, address on Anti ragging, Senior Junior Interaction, Exhibition etc. One of the major attractions was the **Key Note address** by **Mr. Sandeep Atre**.

The Induction Program was marked by various competitions like Best out of Waste, One Minute Game Show, Balloon,

Tying Shoe Lace, Name of faculty members you can recall, Frog Race, Tongue twisters, Ad Mad Show, Musical Chair, Painting, Sketching, Face Painting, Mehndi Competition, Rangoli Competition, Mimickery, G.K. Quiz Contest etc. It also included **Key Note address** by **Major Gen Dr. V. S. Karnik**.



On **6th Sept, 2010**, **Dr. V.S. Karnik** gave a presentation on **Time Management**. Time management refers to a range of skills, tools, and techniques used to manage time when accomplishing specific tasks, projects and goals. This set encompasses a wide scope of activities, and these include

planning, allocating, setting goals, delegation, analysis of time spent, monitoring, organizing, scheduling, and prioritizing.

Initially, time management referred to just business or work activities, but eventually the term broadened to include personal activities as well. A time management

system is a designed combination of processes, tools, techniques, and methods.



He said that one of the hardest lessons a student will ever need to learn is time management. Millions of dollars are spent on books, software programs, and equipment designed to help students manage their time. However, most times the students start to become overwhelmed with projects, assignments, and the administrative of their time management system. Time management styles are as complex and individual as the person. What works for one person will not necessarily work for another.

Many times students are seen as having poor time management because they simply have no idea where to start with their assignments and day. A to-do list can help students manage their workload on a day-by-day basis. Instead of being confronted with an entire text book to read and feeling overwhelmed by the assignment, the to-do list can break the project down into manageable sections that need to be completed each day. Large projects can be overwhelming for many people but once you start to break down the project and plan what you need to work on each day, your students will soon begin to progress through their assignments and complete everything on time.

BIG FM 92.7, a nationwide private FM radio station in India, visited Pioneer Campus for **“Campus Masti”** on **13 September, 2010**. It brought

all the students in the campus together over the grand occasion with exciting on air and on ground shows/events.

Integrating the spirit of fun across shows, the radio station celebrated the fervor and fun with a mix of special contests, coupled with loads of goodies and some fantastic music.

It also gave its listeners a golden opportunity to win prizes. All the listeners had to participate in a contest to win the 'big ticket. BIG RJs visited the campus and some of faculty ere aired.



On **28th Sept, 2010**, **Mrs. Bhawna Jadon, Trainer, Flysky Airhostess Training Academy** gave a presentation on **Table Manners**. She said that manners are important in society. They help us to be civil to one another. Because a person who minds their manners knows how to act in every circumstance he tends to feel comfortable in unfamiliar surroundings. Nowhere are manners more important than at the table.

Table manners prevent diners from being sloppy, offensive and boorish. They help to communicate respect to hosts and guests alike. Table manners are not hard and fast rules; rather they are helpful guidelines in our social relationships. She also explained the Basic Table Manners



Good basic table manners are important because they ensure that both guests and hosts are comfortable at the table. Table manners are mostly common sense. Following these will carry us through most common situations from Formal Dinners to a night of poker with the guys.

On **29th Sept, 2010, Mr. S. Nand** gave a lecture on **Motivation**. In his presentation, he said that Motivation is the driving force which causes us to achieve goals. Motivation is said to be intrinsic or extrinsic. The term is generally used for humans but, theoretically, it can also be used to describe the causes for animal behavior as well.

This article refers to human motivation. According to various theories, motivation may be rooted in the basic need to minimize physical pain and maximize pleasure, or it may include specific needs such as eating and resting, or a desired object, goal, state of being, ideal, or it may be attributed to less-apparent reasons such as altruism, selfishness, morality, or avoiding mortality. Conceptually, motivation should not be confused with either volition or optimism. Motivation is related to, but distinct from, emotion.



- Develop an Energy Plan
- Setup Little Reminders on Your Goals & the Whys
- Listen to Success Motivation Cassettes, MP3s or other Materials
- Connecting with Your Mastermind Group Regularly
- Visualize Living Your Dream Everyday

The basic Motivational Tips for Students are Inspiration, Teacher, Competition, Reward, Punishment, Deadline, Visual, Momentum, and Success.

INSTITUTE INDUSTRY INTERFACE

Industrial Visits

To minimize the gap of professional education and corporate culture Pioneer Institute organizes industry visit for their management professionals. The details are here under:

Date	Company Name	Company Coordinator	Place	No. Of Students	Semester/ Stream	College Coordinator
4/9/2010	PEB Steel Lloyd Ltd.	Col. Gill – HR Head	Pithampur	30	MBA III SEM	Mr.Gautam Pandey Ms. Kumkum Sinha
11/9/2010	Larsen & Turbo		Pithampur	30	MBA III SEM	Prof. Nihit Jaiswal
17/09/2010	Bombay Hospital	Dr. Gupta – Registrar	Indore	20	MBA III SEM	Prof. Nihit Jaiswal Ms. Kumkum Sinha
18/09/2010	IPCA Laboratories	Mr. Manish	Indore	30	MBA III SEM	Mr.Gautam Pandey Ms. Kumkum Sinha
25/9/2010	Infantry School	Col. Sharma	Mhow	45	MBA III SEM	Mr.Gautam Pandey Prof. Mukesh Gupta

Following are the details for the industrial visit organized from Sep-2010 to Oct-2010.

1) NAME OF INDUSTRY: - PEB Steel Lloyd Ltd.

INDUSTRY TYPE: - Steel

SUMMARY:-In this industrial visit students were able to visit the various departments, understand the working procedure of PEB Steel Lloyd Ltd.

through power point presentation. Then they visited the raw material section, cutting section, molding & folding section, quality check department & at last dispatch of the final product.

2) NAME OF INDUSTRY: Larsen & Turbo

INDUSTRY TYPE: Automobiles

SUMMARY:- In this industrial visit students visited all the departments and Sections and understood the working procedure of Larsen & Turbo.

3) NAME OF INDUSTRY: Bombay Hospital

INDUSTRY TYPE: Service Industry

SUMMARY:-Students were able to learn how to set priorities of patient. They also saw the various types of medical equipments which are used to manage different kind of diseases, how to manage time shift of junior/ senior doctors, OPD, OT.

4) NAME OF INDUSTRY:- IPCA Laboratories

INDUSTRY TYPE: Pharma Industry

SUMMARY:-In this industrial visit students were able to visit the various departments, understand the working procedure of IPCA Laboratories .Then they visited the raw material section, processing section, packaging, quality check department & at last research and development.

5) NAME OF INDUSTRY: Infantry School

INDUSTRY TYPE: Army Training Center

SUMMARY:-In this industrial visit students saw various modes of defense which included self defense and demonstration of various artilleries used during wars. Here they learnt the importance of time management along with need of discipline. They visited museum, shooting area, training area for soldiers.

6) NAME OF INDUSTRY: Hotel Sayaji

INDUSTRY TYPE: Service Industry

SUMMARY:-In this visit students visited different departments of hotel like front office, Kitchen, Lobby, Housekeeping, Health centre, Swimming pool , different kind of rooms , Entertainment zone. During the briefing Hr manager Mr. Urfi told that importance of Quality Service to the customer, Team management, Dead lines, Coordination and how to get in to hospitality sector.

7) NAME OF INDUSTRY: MCTE

INDUSTRY TYPE: Tele- Communication

SUMMARY:-In this visit student learned about the tele communication centre, seen different kind of labs, routers, different kind of telecom equipments used during war.

8) NAME OF INDUSTRY:- Kriti Industries

INDUSTRY TYPE:- Agriculture Pipes

SUMMARY:-Students saw the ppt presentation of Kriti Industries, various kind of pipes manufacture for irrigation, agriculture, and gardening. Raw material, planning section, R&D Department, Quality check Department. The HR head briefed students that how Kriti group able to manage their quality and production and distribution for their customers. Their Motto was “Quality is a silent customer”.

9) NAME OF INDUSTRY: Pratibha Syntex

INDUSTRY TYPE: Textile Industry

SUMMARY:-In this visit students saw the export plant of Pratibha syntax. Different departments like HR, Sewing, R& D, and Sewing Department etc.

10) NAME OF INDUSTRY: Tata International

INDUSTRY TYPE: Leather

SUMMARY:-In this visit MR. V. S. Paul showed our students the key departments of Tata International.
How to differentiate different kind of Leathers

Publications

1. Dr. Pawan Patni & Dr. P. K. Jain (2011), "Excellence Beyond", published by Excel Books, New Delhi, pp 285.
2. Dr. Pramod Jain & Dr. Pawan Patni (2011), "Management of Emotions – For Managerial Effectiveness", published in Excellence Beyond by Excel Books, New Delhi pp 3-12.
3. Rashmi Farqiya, (2011), "Rewards & Recognition of Employees: A Case Study at Grasim Industries Limited, Nagda", published in Excellence Beyond by Excel Books, New Delhi pp 23-30.
4. Nihit Jaiswal & Himanshu Gupta (2011), "Life Insurance Advertising in India –Analysis of Recent Trends", published in Excellence Beyond by Excel Books, New Delhi pp 146-158.
5. Himanshu Gupta & Nihit Jaiswal (2011), "Globalization and its impact on Indian Economy", published in Excellence Beyond by Excel Books, New Delhi pp168-178.
6. Shweta Mogre, (2011), "A Comprehensive Study of Statistical Decision Theory", published in Excellence Beyond by Excel Books, New Delhi pp 231-237.
7. Sadique Khan & Nilesh Jain, (2011), "Deconstructing XML", published in Excellence Beyond, by Excel Books, New Delhi pp 250-254.
8. Dr. V. K. Jain (2010), Strategies for Reducing Institute-Industry GAP, published in Proceedings of National Seminar on "Quality Management in Higher Education" pp 1-7.

9. Nihit Jaiswal (2010), *Demands for Skilled Human Resource*, published in *Proceedings of National Seminar on "Quality Management in Higher Education"* pp 53-57.
10. Nihit Jaiswal (2010), *Challenges in MBA*, *Proceedings of National Seminar on "Quality Management in Higher Education"* pp 58-61.
11. Dr. P. K. Jain, Dr. Pawan Patni, CA Prashant Jain (2010), *Quality Management in Higher Education*, published in *Proceedings of National Seminar on "Quality Management in Higher Education"* pp 98-105.
12. Dr. V. K. Jain (2010), *Problem & Challenges of Controller of Examination in the University*, published in *Proceedings of National Seminar on "Quality Management in Higher Education"* pp 110-112.
13. Dr. V. K. Jain, Sumit Zokarkar (2010), published in *Proceedings of National Seminar on "Quality Management in Higher Education"* pp 183-189.
14. Dr. Mona Tawar, Dr. V. K. Jain (2010), *An insight into Ethical Issues in Higher Education with reference to India*, published in *Proceedings of National Seminar on "Quality Management in Higher Education"* pp 159-162.
15. Dr. Mona Tawar, Dr. V. K. Jain (2010), *Darpan: e-News Letter*, Pioneer Institute of Professional Studies, Vol. 3, No. 2.

New Initiatives

- *Classroom culture is made remarkably interactive linking additional case studies, mock-up, presentations, role-plays and live projects.*
- *Speeches and tutorials from well-known spokesperson from academia and industry are integrated in the curriculum to keep students streamlined on promising style in the industry and economy.*
- *The training and coaching style is designed to enlarge improvement and creativeness in judgment making and structuring managerial expertise.*
- *Strong importance is laid on building analytical competence among the students through sharing and management of cases assortment from brief business situation analysis to functional cases in each subject.*
- *Students with various environment, learning and understanding are encouraged and enthused to give their most excellent in an academically meticulous yet open-minded environment.*
- *Team work and peer learning is one of the key focus areas. Tasks/assignments are designed in such a fashion that absorbs a lot of group work and communication among students. All this facilitate students learn interpersonal skills and group dynamics; an exceedingly essential requirement for later part of their lives.*

Forthcoming Events

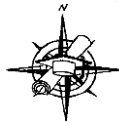
1	02.12.10	Seminar	on "Institute Industry Gap" by Rakesh Singh (Alumni), Tito Corporation.
2	30.11.10	Techknowlege 10	Two Days IT Festival in which software Design and Paper presentstion contest held.
3	29.11.10	Techknowlege 10	
4	26.11.10	Guest Lecture	on "Expectation of Industry from MBA Students" by Colonnell I.S. Gill.
5	22.11.10	Seminar	on "Career Growth in Financial Market" By Ashish Andani, (Edd Finn Services)
6	27.10.10	Workshop	Handling of Examination Fear and Stress Management by Mr. K. Chaitanaya
	27.10.10	R.K. Investment	Back Office Operation/Human Resource
7	26.10.10	Workshop	By HCL CDC, Indore
8	25.10.10	Workshop	Professional Letter Writing and Communication Skill by Veena Dadwani
9	23.10.10	Industry Visit	Kriti Industry
10	20.10.10	Industry Visit	Gabrial
	16.10.10	Campus	Wave Crest Technology (Profile-Business Development Executive)
11	16.10.10	Industry Visit	MCTE, Mhow
	15.10.10	Campus	Indore Beats (Profile-Corporate Sales)
12	12.10.10	Workshop	On Team Building by Maj. Gen. V.S. Karnik.
13	09.10.10	Industry Visit	Infantory,MHOW
14	8.10.10	Industry Visit	Sayaji Hotel, Indore
15	7.10.10	Industry Visit	Sayaji Hotel, Indore
16	07.10.10	Seminar	On "Time Management by Dr. V. S. Karnik.
17	03.10.10	Guest Lecture	On "Social Responsibility towards Senior Citizen in India" by Dr. Manohar N. Kulkarni, Professor Emeritus, PGDMMS & RC, SIT, Tumkur.

"Take up one idea. Make that one idea your life - think of it, dream of it, and live on that idea. Let the brain, muscles, nerves, every part of your body, be full of that idea, and just leave every other idea alone. This is the way to success that is way great spiritual giants are produced."

--Swami Vivekananda



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