

Mandeep Singh Hayer

Assistant Professor in Business Administration

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### **Professional and Academic Profile**

Mr Mandeep Singh Hayer did his B Tech and MBA from PAU Ludhiana. He pursued his MBA with a major in Marketing and minor in Economics from College of Basic Sciences & Humanities (COBS&H), PAU Ludhiana .

After MBA he joined the corporate sector as a Senior Sales Officer with TATA Special Steels Ltd. He served in this B2B business in various markets of the country in North India and Western India.

After acquiring experience in the Corporate Sector for around 4.5 years he joined the academic field as Senior lecturer at PCTE Ludhiana and taught there for three academic years. PCTE Ludhiana is a reputed B School in the region and has bagged various awards and rankings from various rating agencies and leading business magazines etc

His next academic experience was with the **ACBSP** accredited **School of Business** at Lovely Professional University (**LPU**) where he taught for seven academic years.

#### **Teaching Interests:**

In his academic career he has experienced teaching a width of subjects owing to a B.Tech and MBA background and has taught across various functional areas of Management apart from Marketing. The Major areas and subjects taught are grouped as follows

#### **Marketing Domain**

Marketing Management, International Marketing, Digital Marketing, Analysis of Marketing Planning, Advertising and Marketing Communication

#### **Production and Operations Domain**

Production and Operations Management, Operations Research, Total Quality Management, Supply Chain Management, Warehouse Management, Project Management

#### **General Management and Specialisation & other Subjects**

Strategic Management, Technology Strategy, Entrepreneurship, Technology Entrepreneurship, Economics (Micro, Macro & Managerial).

#### **Teaching Methodology and Pedagogical Features**

**I Adaptive:** His teaching methodology is adaptive & varies according to the level of the class (UG, PG or PG Honours class) as well as the receptivity of the students.

**II Case Based Methodology:** In PG classes he generally follows the case based method and uses case studies mapped by Harvard Business School to the prevailing popular international textbooks of major courses. In the Honours MBA classes he delivered the entire course using the case based method with the pre requisite that the students were to come prepared after reading the concerned text and readings mapped with it.

**III Extensive use of News Clippings , Video Clips , Movies , Documentaries & Industry examples based on experience** Apart from it a qualitative analysis of his student feedback over the years reveals that he gives a lot of practical examples from the industry along with extensive references from Newspapers, Business Magazines & live websites in the class room. These aids enhance the classroom learning and participation experience greatly and create wow moments in the classroom.

### **Research Interest Areas**

Digital Marketing and E Business and its application to the farm sector, Supply Chains in Agriculture, Renewable Energy Management.

### **Teaching Philosophy**

He firmly believes that the ultimate goal of teaching is not merely to cover the syllabus or enable the students to get degrees. A bigger goal than that is to impart them skills which make them employable. Various surveys conducted by various Consulting firms including McKinsey have repeatedly indicated that the employability of Indian Graduates across various streams is around 20% only which is a burning issue that needs to be addressed by the teaching fraternity. And even higher goal is to produce citizens who contribute constructively to the society.

Secondly teaching and research are two different skill sets and the priority given to them depends greatly on the working environment present in an academic institution. Research merely for the sake of research which does not have any application to any sphere of the society is an effort gone waste.

### **Paper Presentations**

Oral Presentation Titled 'Harnessing Solar Power Potential for Domestic Use', presented at 19th Punjab Science Congress held at SUS Group of Institutions, Tangori, from February 7<sup>th</sup> to 9<sup>th</sup> 2016.

### **Trainings Attended**

1. Completed Six Sigma Green Belt training (January 2013) conducted by TUV India. Applied the concepts learnt in the teaching of Quality Management
2. Completed 28 days Orientation course held by UGC HRDC at Panjab University Chandigarh from 28.04.2016 to 25.05.2016

### **Non Teaching administrative and other roles and contributions during his career in academics**

Introduced Broadband in the PCTE Campus in Dec 2005: Increased the bandwidth available to around 60 PC's in the lab from 128 Kbps to 2 Mbps at half the cost.

Wi Fi enabled PCTE Campus in March 2006 : This enabled PCTE to be one of the earliest campuses in the region to have a wireless Network

Introduced BYOD culture (Bring your own device) way back in 2005: Initiated the culture of carrying one's own laptop to the college and using extensively maximizing quantity and quality of delivery in class. BYOD concept is being practiced by many corporate now

**Improved Organizational Productivity:** Applied principles of Operations Management and Lean Management Worked on improving overall productivity in the organizations served. Observing SOP's for various routine tasks and improving them, Automation and Computerization of routine and low skill level tasks . Implementing Document Management System and Information flow. Time and work Study about various work processes in the academic organization . Identifying areas of duplicity and even multiplicity in the Organization. Hence eliminating wasteful processes.

### **Key Responsibilities handled at LPU**

Course Coordinator of Operations Management courses. Curriculum design of all courses of Operations Management and related Domain courses

Member of Curriculum Development Committee in all Academic Sessions: Designed annually revised Curriculum including Pedagogical Inputs for specialized courses like Technology Strategy , Supply Chain Management , Digital Marketing , Technology Entrepreneurship , Knowledge Management etc

Coordinator of Academic Resources Committee (Procurement of Journals and e Journals as well as other digital content related to the various functional areas)

**Live Project:** Design of software PERT CPM network for the campus TRAM project using Project Management Software PRIMAVERA . (Live application of Project Management Concepts)

IT Contributions: Gave valuable user Feedback on Wi Fi Network performance and gave valuable inputs in improving the functionality of University Management Software. (Application of concepts taught in MIS course )

### **Message to the Students**

The Internet is the biggest resource for learning anything in this world now. In today's Digital world physical infrastructure has become irrelevant and the future is of online education. So it does not matter whether you are studying in a big metro city or a small town or a village. If you are connected to the Internet you can even study from foreign universities online sitting in your village.