

7.3 Institutional Distinctiveness

Fresh outlook, innovative approach, deployment of newer and better techniques available in the field and zealous support by faculty members, make the academic endeavour at SIOM unique hence distinctive. SIOM thus envisages achieving credibility on global canvass by attaining excellence through learning. In this endeavour, SIOM constantly adopts and adapts various novel approaches to 'teaching and learning' and 'research and development' in particular.

The significant initiatives under the same are '**Bloomberg and Academic Interface**' and '**IPR Cell**'.

I. Bloomberg and Academic Interface (2015-16)

Bloomberg terminal provides a wide spectrum of processed information which not only covers financial parameters but also varied domains like marketing and supply chain management. Accessing right information at right time and ability to further process it, provides a cutting edge to prospective management practitioners.

In order to equip its students in this regard, SIOM has roped in Bloomberg in its academic deliverables.

The initiatives taken under this interface are:

1. Students' Training on Bloomberg Terminal

SIOM students are imparted training by Bloomberg champions and subject faculties with respect to how to tap related information using Bloomberg terminal.

2. Subject Mapped Bloomberg Based Assignment

The committee of domain experts have mapped curriculum of Savitribai Phule Pune University with information provided by Bloomberg intelligence. Bloomberg based assignments are formulated for the subjects mapped, which is one of the parameters for concurrent evaluation.

3. Bloomberg Championship Programme.

Students of SIOM undergo rigorous selection process to qualify for 'Bloomberg Championship Programme' and gain further expertise through training, assignments and evaluations by Bloomberg experts. It is imperative to mention here that the champions of the year 2015-16 ***Mr Aishwarya Bhutada and Ms Madhura Mehendale secured first and second rank respectively in the first Asian Edition of the Bloomberg Championship programme***, amongst the sixty eight top performers from the institutes spread across the Asian continent.

4. Faculty Training

SIOM faculties undergo training modules conducted by champions as well as by experts from Bloomberg from time to time.

II. IPR Cell (2013-14)

'IPR Cell' is the extension of well established research cell of SIOM. The initiative intends to educate faculty members as well as student community about various aspects of patents and trademarks like how to file a patent or a trademark in particular. The cell is established on July 11th, 2013. The cell **is a unique blend of expert** faculty members and industry experts. It assists the faculty members and students in mastering writing methodology and ultimately in publishing patents and trademarks.

SIOM has its Institution's Innovation Council (IIC) under IPR Cell which is associated with SPPU IIC and 'MHRD's Innovation Cell to systematically foster the culture of Innovation amongst all Higher Education Institutions to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes.

IIC Initiatives

- 1) IIC Seminar at Army Institute of technology
- 2) IIC council - Certificate of establishment and council
- 3) Brand Ambassador Training Programme schedule by MHRD's Innovation Council (MIC) in Feb, Mar & April-2020