

Faculty Initiatives on Teaching and Learning

- Organizing Seminars and Group Discussions

Bridge Course: The required qualification for admission into MBA programme is under graduation/degree, so the students from different streams viz. Engineering, Science, Commerce and Arts at under graduate level take admission in the programme. In this regard to set a common platform bridge course is offered for two weeks at the beginning of the first year first semester. The subjects covered under this bridge course are:

- English Language
- Basics of Accountancy
- Fundamentals of Statistics

Corporate –Etiquette:

In order to create professional atmosphere among management students, special emphasis is laid on inculcating the practice of corporate etiquette- more particularly attire/ dress, grooming, conversation, conducting and attending meetings etc.





Poster Presentations: Poster presentations about management thinkers and their contribution to the subject knowledge is a platform where the students are able to apply their creativeness in preparation of posters and got the opportunity to excel in presentations.



RICHARD BRANSON

QUOTE
"RISE AND
RISE AGAIN UNTIL
LAMBES BECOMES
KINGS"



By: *Paul Cross*

1950
BRANSON RECEIVED THE
MOST HONORABLE DEGREE
PERSON AND INTERNATIONAL
STATUS AWARDS INCLUDING
ANAS, NATIONAL ACADEMY
OF RECORDING ARTS AND
SCIENCE FELLOWSHIP
HONORARY MEMBER

"SIR RICHARD CHARLES NICHOLAS BRANSON" (BORN 1950) IS A
BRITISH BUSINESS MAGNET, INVESTOR, AUTHOR, AND PHILANTHROPIST. HE FOUNDED
THE VIRGIN GROUP IN THE 1960s. TODAY, HE CONTROLS MORE THAN 1000 COMPANIES
IN VARIOUS SECTORS. BRANSON EXPRESSED HIS DESIRE TO BECOME AN ENTREPRENEUR
AT A YOUNG AGE...

- 1972-1980: FOUNDER OF VIRGIN RECORDS
- 1987-1993: PACKAGE HOLIDAY INDUSTRIES AND VIRGIN ATLANTIC AIRWAYS
- 1988-2000: TELECOMMS VENTURE 1000 WORLDWIDE IMPACT
- 2000-2007: ENTRY INTO SPACE TRAVEL AND VIRGIN ORBIT
- 2008-PRESENT: BUSINESS, HEALTHCARE AND CHARITABLE INFLUENCE

WORDS OF BRANSON: SERENITY, WE DO IT, SERENITY BUSINESS
AS USUAL, LIKE A VIRGIN: SECRETS THEY WON'T...



Business News Paper Subscription: Student subscribe for the Business Line news paper for better understanding and application of theoretical concepts with real world and to know recent trends in the business practices.





Soft Skills and Communication Skills: Students are given training in soft skills and communication skills by faculty from English department and Placement & Training Dept., who are well qualified and conduct classes to make them confident corporate ready managers.



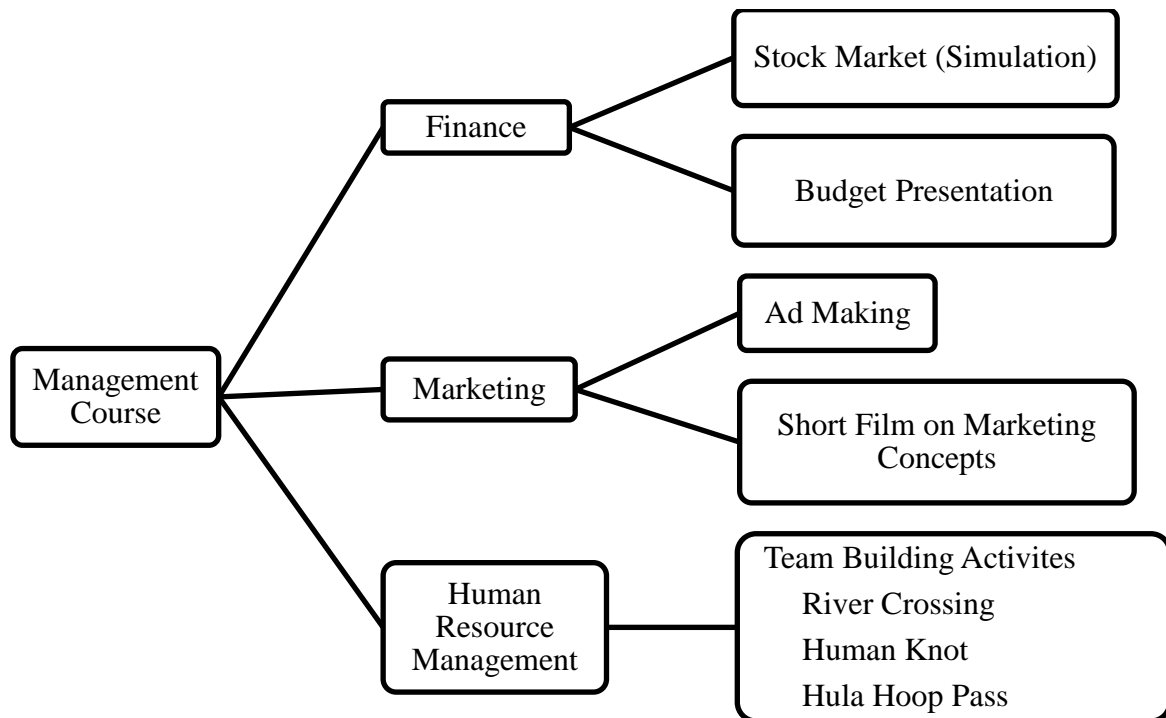
Student Seminar Series: A series of presentations are conducted which is considered as co-curricular to curriculum among management students to enrich presentation skills, communication skills, and preparedness to specific topic.



Entrepreneurship Development Cell: The Entrepreneurship Development Cell is dedicated to encourage the management students as future entrepreneurs. Under this a series of activities viz. interactions and presentations by entrepreneurs, resource persons from Micro, Small, and Medium Enterprises (MSME) and District Industries Center (DIC), Chartered Accountants and also bankers etc are being organised to promote the business ideas, preparation of business plan, familiarise the schemes by state and central government for start-ups.

Initiatives on Teaching and Learning

Faculty initiatives on teaching and learning for elective management courses are presented below:



Stock Market Simulations: Online Simulation packages for stock market are executed for involving the students virtually for hands on experience.

Ad Making and Short Videos/Film Making: In the specialization/domain of marketing to promote creative thinking and application of conceptual understanding the learners are encouraged to create advertisements and short film on marketing concepts.

The Url Link: <https://youtu.be/gmCBkOb1bj4> for advisement created by 2017-2019 batch students.

Short Film on Consumer Motivation

The Url Link: <https://youtu.be/nKYhPnsnCVo> for short film on Consumer Behaviour created by 2016-2018 batch students.

HR Team Building Activities





River Crossing: This is an activity to help teams bond, or to set the stage for discussing teamwork, critical thinking and problem solving.

Human Knot: This game is for team building relies heavily on good communication and teamwork. It also results in a lot of great stories for the water cooler chat in the workplace.

Hula Hoop Pass: It helps the team in setting goals, strategize, communicate and support each other in order to complete a task.

Case Studies:

In order to promote critical thinking and problem solving by analysing the business situations students are encouraged to take part in case study discussions. As a part of evaluation case study is compulsory both in internal and external examination. The faculty members uses cases that are available in the

- Books
- Journals and Magazines
- Internet Sources