

# Two Best Practices 2019-20

## 1) Faculty Driven Summer Internship

As Summer Internship plays a major role in shaping the students' professional attitude, considering the ongoing medical emergency, Jaipuria Institute of Management framed a summer internship completely governed by faculty. Faculty driven SIP is an eight-week program

Faculties framed a six-phase SIP program for various domains. In total twenty-seven projects were created that includes six in finance, seven in human resource management, two in IT operations, and twelve in marketing

Projects were assigned to the students based on their career preferences. Eleven Students did SIP project in business analytics, Seventy Seven in Finance, thirty-four in Human resources, hundred and thirteen in Marketing, nineteen in operation and IT, and twelve in Retail

Some List of topics covered:

### *Marketing*

- 1- Project Title: Is marketing communication over digital/online media more effective than conventional means of communication for spreading customer awareness of a company's products.
- 2- Online reviews, purchase intentions, and brand image
- 3- To study the various factors affecting satisfaction and loyalty intent of customers from Organized Retail Outlets.

### *Finance*

- 1- Performance Evaluation of Mutual Fund Scheme
- 2- Hedging Strategies Using Options
- 3- Family-owned firms and Performance during Crisis: Impact of COVID-19

### *Human Resource*

- 1- Impact of Employee Engagement Practices on Employee Outcomes during Covid 19
- 2- Employer branding for talent acquisition and retention
- 3- Impact of Teleworking on WFH Burnout

### *Operations*

- 1- Impact Analysis of two close competing organization's (Manufacturing/ Service) for Sustainable Operations in the Context of Sustainable Development Goals (SDGs)
- 2- Role of Information Technology in creating a secure E-Commerce platform/network/space

Each SIP course outline very clearly defines the topics the students have to work on phase-wise. It also classifies the expectations from students at all levels. This detailed structure helped the students to learn systematically. Faculty were continuously connected with the students over the phone and on the zoom platform

The faculty helped the student to understand the project in detail. Regular evaluations were conducted and the feedback was shared with the students. This activity made the student more confident and focused

Students were also guided on how to collect data from various online sources. This detailed SIP structure has given an edge to the students to learn about the various function of an organization

## 2) Preparation for Covid-19:

Considering the increase of Covid-19 cases across India and chances that class-room impartation of education might get affected so it has been decided to have a long term comprehensive planning so that all the academic and academic-administration activities may run in an effective and efficient manner. Accordingly, detailed discussion was there on the following points:

- Since physical class-room teaching might get affected because of the possibility of some preventive measures imposed by the government/administration and simultaneously as per the consideration of impact on health conditions of students, it was discussed to have some online platform like zoom, Microsoft team or Google Meet etc. After a through discussion, zoom found preference as the platform for online communication on different domains.
- Simultaneously, if situation doesn't go that bad so mix of online and offline class might be planned and for that purpose comprehensive planning is required as per the physical infrastructure etc.
- Since both the stakeholders (faculty-members and students) haven't yet encountered such a mode of knowledge sharing so lots of training activities in terms of 'teaching learning innovations' are required so committee suggested to look for relevant training avenues and resource person so that comprehensive training package may be finalized.
- It has been proposed that all faculty-members should be facilitated with supporting tools and instruments to have effective online teaching.
- All the stakeholders should have remote access of all data bases, library facilities and application software.
- Since there is lots of uncertainty related to Covid-19 situation and holding in-campus examination may be affected so alternative arrangements for holding online examinations have also been discussed