

## TWO Best Practices 2018-19

- A) Participation of Industry professionals in curriculum development, projects, assignments as examiners, in summer projects
- a. Each functional Area in the institute viz., Strategy General Management, Economics, Marketing, Finance, Operations Decision Sciences, Human Resource Management Business Communication has Area Advisory Councils, in which eminent people from industry are members. In all the meetings of area advisory council, industry members participate in deliberations pertaining to the structure and content of the courses offered by the area. The Area Advisory Council also plays critical role in identifying the areas where upgradations can be made to the courses as well as new courses that can be added over and above the current offerings.
  - b. Eminent people from industry are invited to the campus for conducting guest lectures and participating in Area Conclaves.
  - c. Participation of Industry Professionals in projects and assignments: For example, the course of Marketing Management has been designed such that the student teams are assigned a product/brand/store and they have to study the strategies of the product and prepare a marketing plan. The students are required to take appointments from sales heads/marketing heads and meet them to understand the strategies therein. The team keeps taking inputs from the industry professionals for preparing the marketing plan. The final plan is presented by students before the industry panelists who evaluate and give their suggestions.
  - d. Students also participate in several live projects. Recently three months' live project has been done by students in association with ETL Labs on the "Digital marketing of Kumbh 2019". Apart from this our students have been participating in live projects of ITC Ltd., BIG BAZAR, Pantaloons, Uber Eats, MEPS packaging, Fast Steuer Advisory LLP etc.
  - e. Industry experts are part of the assessment panel constituted for evaluation of SIP (Summer Internship Project) IDP (Individual Development Plan)
- B) The Course Feedback Mechanism - The Course feedback will be centrally administered by the office of Dean (Academics). The Students will be required to participate in the feedback process twice (Mid Term and End Term). The feedback will be filled online. The feedback collected will be analyzed by the office of Dean (Academics) to review average, below and above average performers. Cases of significantly below average performance will be required to appear for a one to one meeting with Program Chairs, Dean (Academics) as well as Director to identify the scope for course correction and necessary counseling and mentoring. The course feedback is a part of faculty annual appraisal process. Faculty members are strongly advised to continually monitor their teaching and learning process in a course in close coordination with the students/ class

representatives. As an outcome of the IQAC processes the following specific outcomes have been achieved

- a. Curriculum review and design: The process of academic audit and multipronged stakeholder feedback in combination with the systems for monitoring and review of courses delivery during a term have contributed towards designing of the course curriculum which is both robust and relevant .
- b. Student support and progression: All aspects of a student's development and progression are mapped on various student activity, placement training, aptitude training and counselling interventions.
- c. Creating a conducive support system framework for academic program delivery: all support services are regularly monitored through stakeholder feedback, frequent review and audits to ensure a seamless support system for all the students and faculty members.