

Faculty Initiatives in Teaching and Learning

Sl. No	Course Code	Course Name	Initiative	Purpose
AY 2024-25				
1	21MBA229	Strategic Human Resource Management	Interview	To analyze and document real-world SHRM systems by interviewing company managers.
2	21MBA201	International Business	Article Review	Examine the key components of the Foreign Trade Policy, including export promotion schemes, trade facilitation measures, and tariff structures.
3	21MBA211	Integrated Marketing Communications	Article Review	The article provides a foundational understanding of IMC and its role in creating cohesive brand messaging.
4	21MBA203	Strategic Management	Article Review	THelped students understand a portfolio management framework for assessing business units or products based on market growth and market share.
5	21MBA257	Advanced Project Management	Situation Analysis	Identify internal and external factors that may pose risks to a project's success.
6	21MBA307-1	Marketing Analytics	Movie Review	Introduced students to power of data-driven decision-making in optimizing performance and strategy.
7	21MBA323	Data Visualization in Business	Dash Board Creation	Transform complex data into interactive, easy-to-understand visual representations for better decision-making.
8	24MBA105	Organizational Behaviour	Reflections	Analyze their experiences, thoughts, and observations related to workplace dynamics.
9	24MBA103	Quantitative Techniques	Situation Analysis	Identify patterns, trends, and key performance indicators.
10	21MBA285	Security Analysis and Portfolio Management	Portfolio Creation	Evaluate risk-return trade-offs and construct optimal investment portfolios.

Sl. No	Course Code	Course Name	Initiative	Purpose
AY 2023-24				
1	21MBA103	Organizational Behaviour	Quiz	Test understanding of key motivational theories and their workplace applications.
2	21MBA115	Legal System for Business	Application Based Assignments	To use application-based assignments for analyzing real-world legal cases and business compliance scenarios.
3	21MBA101	Introduction to Business	Management Games	To demonstrate different leadership approaches through interactive management simulations and role-playing scenarios.
4	21MBA113	Ethics, Governance and Corporate Responsibility	Application Based Assignment	To analyze real-world ethical dilemmas in business through case-based assignments, fostering critical thinking about moral decision-making.
5	21MBA111	Accounting for Managers	Application Based Assignment	To apply budgeting concepts to real-world business scenarios, enabling students to create and analyze financial plans for organizational decision-making.
6	21MBA107	Business Economics	Quiz	To test and reinforce understanding of fundamental demand-supply principles and their application in business decision-making.
7	21MBA102	Marketing Management	Application based Assignment	To apply the 4Ps framework (Product, Price, Place, Promotion) to develop a strategic marketing plan for real business scenarios.
8	21MBA114	Business Analytics	Class Collaborative Note	To collectively explore and document the functionalities of data visualization tools.
9	21MBA203	Strategic Management	Case Study	To analyze real-world business cases and identify how organizations create and sustain competitive advantages in their industries.



Sl. No	Course Code	Course Name	Initiative	Purpose
10	21MBA112	Research for Managerial Decision	Application Based Assignment	To develop practical skills in designing effective surveys for collecting reliable business data to support decision-making.
11	21MBA108	Operations Management	Quiz	To assess understanding of supply chain principles, including logistics, inventory management, and supplier relationships.
12	21MBA104	Financial Management	Quiz	To evaluate understanding of investment appraisal techniques (NPV, IRR, Payback) and their application in long-term financial decision-making.
AY 2022-23				
1	21MBA219	Consumer Behaviour	Quiz	Analyze consumer decision-making processes and behavioural patterns.
2	21MBA279	Brand Management	Application Based Assignments	Examine brand development strategies and market positioning techniques.
3	21MBA261	Financial Markets and Instruments	Financial Instruments Case Study	Explore the functioning of financial markets and investment instruments.
4	21MBA271	Financial Statement Analysis	Financial Statement Interpretation Exercise	Enhance financial analysis skills for better decision-making.
5	21MBA273	Forensic Accounting & Fraud Detection	Fraud Detection Case Study	Identify fraudulent financial activities and develop preventive measures.
6	21MBA217	Managing Banks and Financial Institutions	Banking Risk Management Case Study	Analyze banking operations, risks, and financial institution management.
7	21MBA209	Sales & Distribution Management	Sales Channel Optimization Case Study	Optimize sales channels and distribution networks for business growth.
8	21MBA263	Services Marketing	Service Quality Enhancement Assignment	Enhance service quality and customer experience through strategic marketing.

Sl. No	Course Code	Course Name	Initiative	Purpose
9	21MBA257	Strategic Cost Management	Cost Optimization Strategies Case Study	Implement cost-control measures and improve financial efficiency.
10	21MBA237	Supply Chain Management	Supply Chain Efficiency Assignments	Improve supply chain efficiency and cost reduction methods.
11	21MBA227	Compensation Management	Case Study	Develop effective compensation structures for workforce motivation.
12	21MBA225	Organizational Change and Development	Article Review	Understand the impact of organizational change and leadership transformation.
13	21MBA307	Dynamics of Training and Executive Development	Case Study	Enhance leadership and managerial skills through structured training programs.

- 1 Course Code : 21MBA229
Course Name : Strategic Human Resource Management
Initiative : Interview
Topic : SHRM System
Purpose : To analyze and document real-world SHRM systems by interviewing company managers.
Goal : To help MBA students connect theoretical SHRM concepts with practical organizational strategies.
Significance : Provides hands-on exposure to strategic HR challenges, decision-making processes, and best practices in businesses.

- 2 Course Code : 21MBA201
Course Name : International Business
Initiative : Article Review
Topic : Foreign Trade Policy
Purpose : Examine the key components of the Foreign Trade Policy, including export promotion schemes, trade facilitation measures, and tariff structures.
Goal : Evaluating the effectiveness of different trade policies in promoting exports and reducing trade barriers.
Significance : Understanding FTP helps students grasp how international trade laws and agreements affect business strategies.

- 3 Course Code : 21MBA211
Course Name : Integrated Marketing Communications

Initiative : Article Review

Topic : Dimensions of IMC

Purpose : The article provides a foundational understanding of IMC and its role in creating cohesive brand messaging.

Goal : It aims to analyze the key components, strategic importance, and practical applications of IMC in modern marketing campaigns.

Significance : Studying this article helps students grasp how IMC enhances brand consistency, consumer engagement, and overall marketing effectiveness in a competitive landscape.

4 Course Code : 21MBA203

Course Name : Strategic Management

Initiative : Article Review

Topic : BCG Matrix

Purpose : The article helped students to understand a portfolio management framework for assessing business units or products based on market growth and market share.

Goal : Aims to equip students with analytical skills to classify business units into Stars, Cash Cows, Question Marks, and Dogs, aiding in strategic decision-making.

Significance : Enable students to apply the BCG Matrix to real-world business scenarios, Helping firms allocate resources effectively and enhance long-term competitiveness.

5 Course Code : 21MBA257

Course Name : Advanced Project Management

Initiative : Situation Analysis

Topic : Risk Measurement

Purpose : Identify internal and external factors that may pose risks to a project's success.

- Goal : Provide project managers with a systematic method to evaluate potential risks, foresee challenges, and implement effective mitigation strategies.
- Significance : Enable students to apply the BCG Matrix to real-world business scenarios, improve decision-making by providing a comprehensive risk assessment framework, ensuring project stability and resilience against potential disruptions.
- 6 Course Code : 21MBA307-1
- Course Name : Marketing Analytics
- Initiative : Movie Review
- Topic : Introduction to Marketing Analytics
- Purpose : Introduced students to the power of data-driven decision-making in optimizing performance and strategy
- Goal : How analytical models and statistical insights can replace intuition-based decisions, drawing parallels between sports analytics and marketing analytics.
- Significance : Understand the practical application of data analytics in identifying patterns, making informed business decisions, and gaining a competitive advantage in marketing.
- 7 Course Code : 21MBA323
- Course Name : Data Visualization in Business
- Initiative : Dash Board Creation
- Topic : Introduction to Visualization in Business
- Purpose : Transform complex data into interactive, easy-to-understand visual representations for better decision-making.
- Goal : Design dynamic dashboards that effectively communicate key insights and trends using data visualization tools.
- Significance : Analyze real-time data, improve business intelligence, and support data-driven decision-making across industries

8 Course Code : 24MBA105
Course Name : Organizational Behaviour
Initiative : Reflections
Topic : Session Reflections.
Purpose : Analyze their experiences, thoughts, and observations related to workplace dynamics.
Goal : Encourage self-awareness and deeper understanding of key OB concepts through personal insights.
Significance : Apply OB theories to real-world situations, fostering personal growth and effective organizational practices.

9 Course Code : 24MBA103
Course Name : Quantitative Techniques
Initiative : Situation Analysis
Topic : Sales and customer analysis.
Purpose : Identify patterns, trends, and key performance indicators.
Goal : Assess sales performance, customer behavior, and market trends for strategic decision-making.
Significance : Apply quantitative methods to real-world business scenarios, improving forecasting accuracy and optimizing retail operations.

9 Course Code : 24MBA103
Course Name : Quantitative Techniques
Initiative : Situation Analysis

Topic : Sales and customer analysis.

Purpose : Identify patterns, trends, and key performance indicators.

Goal : Assess sales performance, customer behavior, and market trends for strategic decision-making.

Significance : Apply quantitative methods to real-world business scenarios, improving forecasting accuracy and optimizing retail operations.

10 Course Code : 21MBA285

Course Name : Security Analysis and Portfolio Management

Initiative : Portfolio Creation

Topic : Portfolio Optimization

Purpose : Evaluate risk-return trade-offs and construct optimal investment portfolios.

Goal : Maximize returns while minimizing risk through strategic asset allocation.

Significance : Enhances investment decision-making using quantitative models and market data.

AY 2023-24

1 Course Code : 21MBA103

Course Name : Organizational Behaviour

Initiative : Quiz

Topic : Motivational Theories

Purpose : Test understanding of key motivational theories and their workplace applications.

Goal : Assess ability to apply theories to improve employee performance and satisfaction.

Significance : Essential for designing effective motivation strategies and leadership practices.

2 Course Code : 21MBA115

Course Name : Legal System for Business

Initiative : Application Based Assignments

Topic : Company Law

Purpose : To use application-based assignments for analyzing real-world legal cases and business compliance scenarios.

Goal : Through practical assignments, enable students to interpret company law provisions and draft solutions for corporate legal issues.

Significance : Builds hands-on competence in applying legal knowledge to business decisions, ensuring compliance and risk management in corporate settings.

3 Course Code : 21MBA101

Course Name : Introduction to Business

Initiative : Management Games

Topic : Leadership Styles

Purpose : To demonstrate different leadership approaches through interactive management simulations and role-playing scenarios.

Goal : Develop students' ability to adapt leadership styles to various business situations through experiential learning.

Significance : Provides hands-on understanding of how leadership choices impact team dynamics and organizational outcomes.

- 4 Course Code : 21MBA113
- Course Name : Ethics, Governance and Corporate Responsibility
- Initiative : Application Based Assignment
- Topic : Ethical Dilemma
- Purpose : To analyze real-world ethical dilemmas in business through case-based assignments, fostering critical thinking about moral decision-making.
- Goal : Equip students with frameworks to evaluate ethical conflicts, weigh stakeholders' interests, and propose responsible solutions aligned with corporate governance principles.
- Significance : Prepares future leaders to navigate complex ethical challenges while maintaining organizational integrity and social responsibility.
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- 5 Course Code : 21MBA111
- Course Name : Accounting for Managers
- Initiative : Application Based Assignment
- Topic : Budgeting
- Purpose : To apply budgeting concepts to real-world business scenarios, enabling students to create and analyze financial plans for organizational decision-making.
- Goal : Develop practical skills in budget preparation, variance analysis, and cost control to optimize resource allocation and financial performance.
- Significance : Equips future managers with essential financial planning tools to drive efficiency, profitability, and strategic growth in business operations.
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- 6 Course Code : 21MBA107
- Course Name : Business Economics
- Initiative : Quiz
- Topic : Demand and Supply

- Purpose : To test and reinforce understanding of fundamental demand-supply principles and their application in business decision-making.
- Goal : Evaluate students' ability to analyze market equilibrium, price mechanisms, and elasticity concepts in real-world economic scenarios.
- Significance : Builds critical foundation for pricing strategies, market analysis, and competitive decision-making in business environments.
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- 7 Course Code : 21MBA102
- Course Name : Marketing Management
- Initiative : Application based Assignment
- Topic : Marketing Mix
- Purpose : To apply the 4Ps framework (Product, Price, Place, Promotion) to develop a strategic marketing plan for real business scenarios.
- Goal : Enable students to create and evaluate integrated marketing strategies that address customer needs and competitive market conditions.
- Significance : Develops practical skills essential for designing effective marketing campaigns and making data-driven business decisions.
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- 8 Course Code : 21MBA114
- Course Name : Business Analytics
- Initiative : Class Collaborative Note
- Topic : Data Visualization Tool
- Purpose : To collectively explore and document the functionalities of data visualization tools.
- Goal : Foster peer learning and create a comprehensive reference guide for selecting and applying visualization tools to business datasets.

Significance : Enhances teamwork and builds a shared knowledge base for effective data communication and decision-making in organizations.

9 Course Code : 21MBA203

Course Name : Strategic Management

Initiative : Case Study

Topic : Competitive Advantage

Purpose : To analyze real-world business cases and identify how organizations create and sustain competitive advantages in their industries.

Goal : Develop students' ability to evaluate strategic choices, assess competitive positioning, and recommend actions for long-term business success.

Significance : Prepares future leaders to make informed strategic decisions that drive organizational growth and market leadership.

10 Course Code : 21MBA112

Course Name : Research for Managerial Decision

Initiative : Application Based Assignment

Topic : Survey Design

Purpose : To develop practical skills in designing effective surveys for collecting reliable business data to support decision-making.

Goal : Enable students to create, administer, and analyze surveys that address specific research questions and business challenges.

Significance : Equips future managers with essential research tools to gather customer insights, measure employee satisfaction, and make data-driven decisions.

11 Course Code : 21MBA108

Course Name : Operations Management

Initiative	: Quiz
Topic	: Supply Chain Management
Purpose	: To assess understanding of supply chain principles, including logistics, inventory management, and supplier relationships.
Goal	: Evaluate students' ability to apply SCM concepts to optimize operational efficiency and reduce costs in business scenarios.
Significance	: Builds foundational knowledge for managing end-to-end operations and creating competitive advantages through efficient supply chains.
12 Course Code	: 21MBA104
Course Name	: Financial Management
Initiative	: Quiz
Topic	: Capital Budgeting
Purpose	: To evaluate understanding of investment appraisal techniques (NPV, IRR, Payback) and their application in long-term financial decision-making.
Goal	: Assess students' ability to analyze project viability, compare investment alternatives, and make sound capital allocation decisions.
Significance	: Develops critical skills for financial planning and strategic investment analysis in corporate settings.

AY 2022-23

1 Course Code	: 21MBA219
Course Name	: Consumer Behaviour
Initiative	: Quiz
Topic	: Capital Budgeting
Purpose	: Analyze consumer decision-making processes and behavioural patterns.

- Goal : To evaluate students' understanding of psychological, social, and cultural factors influencing consumer choices.
- Significance : Assess ability to apply behavioural theories to real-world marketing scenarios.
Significance : Equips students with skills to design targeted marketing strategies based on consumer insights.
- 2 Course Code : 21MBA279
- Course Name : Brand Management
- Initiative : Application Based Assignments
- Topic : Market Positioning Techniques.
- Purpose : To analyze real-world brand-building cases and competitive differentiation approaches.
- Goal : Develop actionable brand strategies for diverse market segments.
- Significance : Prepares students to create and manage brands that resonate with target audiences.
- 3 Course Code : 21MBA261
- Course Name : Financial Markets and Instruments
- Initiative : Case Study
- Topic : Functions of Financial Markets and Investment Instruments.
- Purpose : To investigate real-world applications of equities, bonds, and derivatives in portfolio management
- Goal : Analyze risk-return trade-offs and market dynamics through case studies..
- Significance : Enhances decision-making skills for investment banking and asset management roles.

- 4 Course Code : 21MBA271
- Course Name : Financial Statement Analysis
- Initiative : Financial Statement Interpretation Exercise
- Topic : Financial Statement Analysis and Interpretation.
- Purpose : To interpret balance sheets, income statements, and cash flow statements of real companies.
- Goal : Identify financial health indicators and red flags through ratio analysis.
- Significance : Critical for roles in corporate finance, auditing, and investment analysis.
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- 5 Course Code : 21MBA273
- Course Name : Forensic Accounting & Fraud Detection
- Initiative : Fraud Detection Case Study
- Topic : Fraudulent Financial activities and Preventive Measures.
- Purpose : To examine real-world accounting frauds and forensic investigation techniques.
- Goal : Apply data analytics tools to detect anomalies and propose anti-fraud controls.
- Significance : Prepares students for compliance roles and risk management in corporate finance.
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- 6 Course Code : 21MBA217
- Course Name : Managing Banks and Financial Institutions
- Initiative : Banking Risk Management Case Study
- Topic : Financial Institution Management.

- Purpose : To evaluate credit, market, and operational risks in banking scenarios.
- Goal : Develop risk mitigation strategies aligned with Basel norms.
- Significance : Essential for careers in retail banking, fintech, and regulatory compliance.

- 7 Course Code : 21MBA209
- Course Name : Sales & Distribution Management
- Initiative : Case Study
- Topic : Sales Channel Optimization.
- Purpose : To analyze channel conflicts, logistics efficiency, and omnichannel strategies.
- Goal : Design cost-effective distribution models for diverse markets.
- Significance : Critical for roles in FMCG, e-commerce, and retail management.

- 8 Course Code : 21MBA263
- Course Name : Services Marketing
- Initiative : Application Based Assignment
- Topic : Service Quality Enhancement
- Purpose : To apply SERVQUAL models to real service industry challenges.
- Goal : Develop customer retention strategies for hospitality, healthcare, or IT services..
- Significance : Prepares students for customer-centric roles in the growing service sector.

- 9 Course Code : 21MBA257
Course Name : Strategic Cost Management
Initiative : Case Study
Topic : Cost Optimization Strategies
Purpose : To analyze activity-based costing and lean management in manufacturing/service firms.
Goal : Recommend cost-reduction strategies without compromising quality.
Significance : Vital for consulting, operations, and financial planning roles.
- 10 Course Code : 21MBA237
Course Name : Supply Chain Management
Initiative : Application Based Assignments
Topic : Cost Optimization Strategies
Purpose : To evaluate inventory models, logistics networks, and supplier relationships.
Goal : Design agile supply chains responsive to market disruptions.
Significance : Key for careers in logistics, procurement, and operations management.
- 11 Course Code : 21MBA227
Course Name : Compensation Management
Initiative : Case Study
Topic : Effective Compensation Structures for Workforce Motivation.
Purpose : To analyze pay equity, incentive systems, and benefits in diverse industries.
Goal : Align compensation strategies with organizational goals and employee satisfaction.
Significance : Critical for HR professionals designing competitive remuneration packages.

- 12 Course Code : 21MBA225
Course Name : Organizational Change and Development
Initiative : Article Review
Topic : Organizational Change and Leadership Transformation.
Purpose : To critique change management models like Kotter's 8-Step Process.
Goal : Evaluate resistance factors and strategies for smooth transitions.
Significance : Prepares leaders to drive cultural shifts during mergers, digitalization, or crises.
- 13 Course Code : 21MBA307
Course Name : Dynamics of Training and Executive Development
Initiative : Case Study
Topic : Corporate Training Frameworks.
Purpose : To analyze corporate training frameworks like 70-20-10 and Kirkpatrick's model.
Goal : Design executive development plans for talent retention and succession.
Significance : Key for HR leaders fostering continuous learning cultures.