

Rajarambapu Institute of Technology, Rajaramnagar

Department of Management Studies (MBA)

Academic Year 2018-2019

Course Name: Sales and Distribution Management (

IPL Activity Conducted: Sales Forecasting of Self Help Group in Walwa Taluka

Course Teacher: Prof.Aniket Pardeshi

Introduction:

Students' employment talents are mostly developed through live projects, which also provide industrial experience and insights. It's thought to be the most practical approach for MBA graduates to use their management skills in a real-world setting. In line with this Live Project of Forecasting the Sales for Small Self Help Groups in Walwa Taluka was given to the Students of MBA II for the Sales and Distribution Course. In this Activity, students were supposed to meet the women who handle that SHG and needed to collect the previous sales data to forecast the future sales and then they were asked to design the marketing plan to achieve that forecasted sales.

Objectives:

- To Develop the understanding of business functions specifically of Small businesses.
- To develop the practical exposure in terms of analysing the sales data, forecasting the sales for future.
- To develop analytical skills, decision making skills by making them prepare marketing plan for Small Self Help Group.
- To prepare the students to appear for sales and marketing interview.

Expected Outcome:

After participating and performing this live project activity, students will be able to be prepared in following aspects.

- Students will come to know the practical functioning of small self-help group right from product development till customer satisfaction.
- Student should implement the concept learned in classroom.
- Increase the number of Placements in Sales

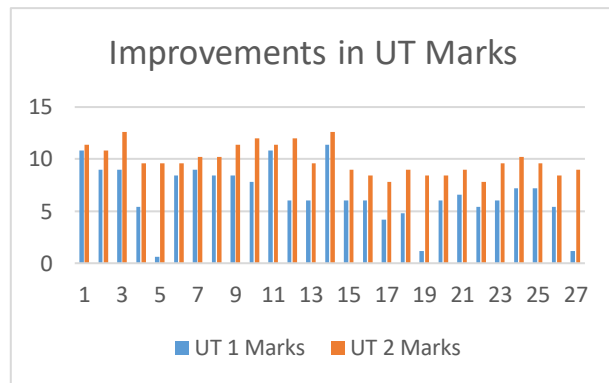
Process of Implementation

- Divide the students into group of five students, and assign the Small Self Help Group from Walwa Taluka to each students group.

- Instruct the group members about the Self Help Group, address and contact details.
- Ask each group to visit the SHG and collect the data of previous sales.
- Ask each students to analyse the previous sales record and forecast the sales for next year based on their previous data.
- Ask students to prepare marketing plan to achieve next year's sales.
- Each students group will submit the report to the course teacher.

Outcome Mapping

Students	UT 1 Marks	UT 2 Marks
1	10.8	11.4
2	9	10.8
3	9	12.6
4	5.4	9.6
5	0.6	9.6
6	8.4	9.6
7	9	10.2
8	8.4	10.2
9	8.4	11.4
10	7.8	12
11	10.8	11.4
12	6	12
13	6	9.6
14	11.4	12.6
15	6	9
16	6	8.4
17	4.2	7.8
18	4.8	9
19	1.2	8.4
20	6	8.4
21	6.6	9
22	5.4	7.8
23	6	9.6
24	7.2	10.2
25	7.2	9.6
26	5.4	8.4
27	1.2	9



Some Glimpse



REPORT ON
INNOVATIVE ACTIVE LEARNING TECHNIQUE

Prof. Jyoti Sanjay Yadav

Department of Management Studies, RIT

Year 2019-21

Subject - Enterprise Resource Planning

Purpose/Motivation of Technique

- The major purpose and target of every education activity is to enhance students' learning.
- Increases enthusiasm for learning in both students and instructor

Suitability of Technique to Course

- Gets students involved in higher order thinking, such as analysis, synthesis, creative thinking, adaptability, problem-solving, etc.

Procedure of Technique

TYPE - RIDDLE (Link - https://www.educaplay.com/learning-resources/7165299-the_project_team_structure.html)

Riddles encourage students to think critically and work as a team, Guess the answer or a picture through text and direct clues.

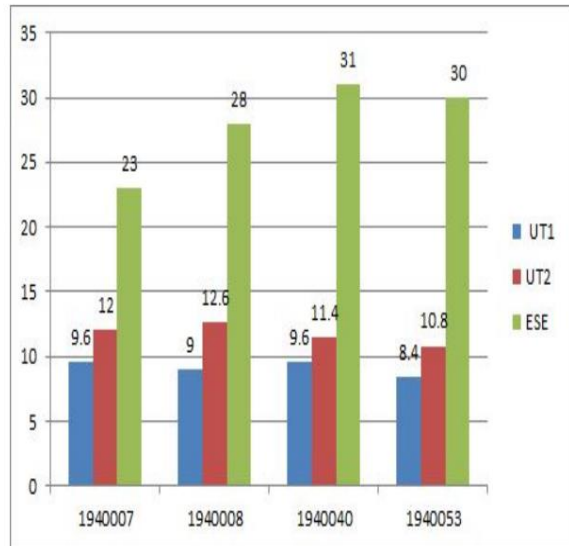
1. Select new activity
2. Give title & select class
3. Configure Riddle
4. Decide the number of attempts, time limit
5. Create activity answers & clues
6. Add minimum three labels
7. Check the preview 8. Publish the activity

Outcomes of Technique

- To increase conceptual understanding it is necessary to take the effectiveness from the result of Riddle activity compared with MCQ.
- Poll Everywhere can be used as a formative assessment strategy that enhances classroom discussion, participation, and understanding.

Students Progress Graph

Roll. No.	Name of the Student	UT1 Marks (out of 15 marks)	UT2 Marks (out of 15 marks)	ESE Marks (out of 50 marks)
1940007	PATIL SAURABH VISHNU	9.6	12	23
1940008	MANE PRIYANKA BABURAO	9	12.6	28
1940040	PATIL GAYATRI ANKUSH	9.6	11.4	31
1940053	GURAV AKSHATA BHARAT	8.4	10.8	30



The screenshot shows the Educaplay interface for a quiz titled "The Project Team Structure". The quiz is categorized as "Riddle" and has a 3-star rating. It is created by Jyoti Yadav from India. The quiz content includes a "Start" button and a "GET CHEAT SHEET" button. A leaderboard on the right side shows the following results:

Rank	Name	Time	Score
2	SNEHAL JADHAV	00:39	100
3	Priyanka Mane	00:30	0
4	Sukanya Patne	00:31	0
5	Tejashree Khambe	00:32	0
6	Rahin Sutar	02:22	0
7	Sayali Lad	03:38	0
8	Mayuri Kamble	04:46	0
9	Prashali Lad	05:00	0

Poll everywhere

Poll Everywhere is a classroom response system that engages students on devices they already have: their mobile phones. Faculty create and embed live, interactive questions into their lectures, and students respond in real-time from the privacy of their phones. The results are immediate.

<input type="checkbox"/> Default		Actions	9 activities
<input type="checkbox"/> Sales And Distribution Module Of ERP	Activate	Actions	15 responses
<input type="checkbox"/> SD IN ERP (4)	Activate	Actions	127 responses
<input type="checkbox"/> Human Resource Forecasting Methods	Deactivate	Actions	20 responses
<input type="checkbox"/> Explain the PeopleSoft Modules	Activate	Actions	Full (60)
<input type="checkbox"/> HRP - The 8-box model by Paul Boselle	Activate	Actions	18 responses
<input type="checkbox"/> Emerging Trends in the ERP Market	Activate	Actions	Full (25)
<input type="checkbox"/> To create an ERP solution that will be successful for your business which modules are required?	Activate	Actions	Full (25)
<input type="checkbox"/> List Five Ways to Develop Employees Using Succession Planning	Activate	Actions	Full (25)
<input type="checkbox"/> Systems Analyst whenever you perform any of the activities in the systems development life cycle	Activate	Actions	5 responses

Activate Windows
Go to Settings to activate Windows.

Link of Activity - https://www.educaplay.com/learning-resources/7165299-the_project_team_structure.html

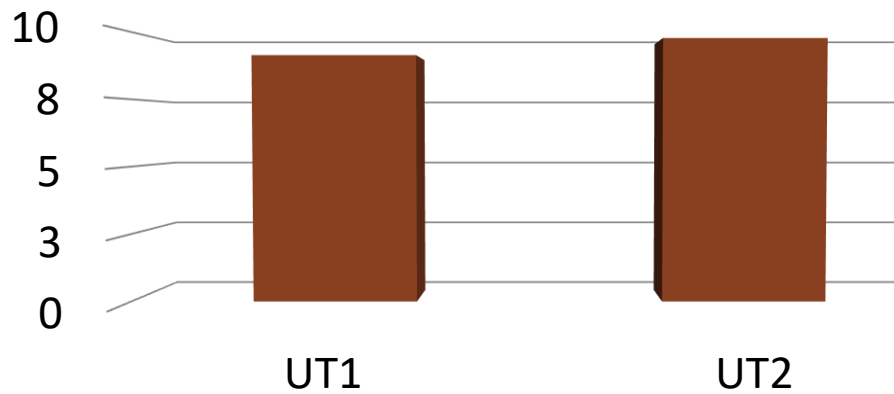
Problem Finding and Solving Technique

Course Name- Business Research Methods

Prof. Madhav Tilve,
Asst. Prof.,
Department of Management Studies,
RIT

- **Purpose/Motivation of Technique:** Instead of problem-solving, students look at the world by finding gaps to fill using problem-finding.
- Problem-finding is equivalent to problem discovery.
- Problem-finding can be used as part of a more significant problem process as a whole that can include problem-shaping and problem-solving all together.
- Problem-finding requires an intellectual and imaginative vision to seek out what might be missing or should be added to something important.
- With the help of this teaching technique, the students were provided with the opportunity to think deeply, ask critical questions and apply creative ways to solve problems.
- **Suitability of Technique to Course:** Business Research Methods is a course all about problems faced by Business organizations. The students were provided with Real life Business samples and were asked to find out the Problems thus leading to more critical thinking as well as problem discovery and better solutions finding.
- **Procedure of Technique:** Instead of asking the students to find out solutions to the problems, the students were asked to find problems with help of real life business cases. The students were required to switch roles so as to find the problems as well as find solutions. This lead to more critical thinking.
- **Outcomes of Technique:**
- Problem discovery.
- Problem-shaping.
- Problem-solving.
- Intellectual and imaginative vision.
- Deep thinking, asking critical questions and apply creative ways to solve problems.

● **Outcomes of Technique/ Table:**



● **Photographs and Student Response:**



RAJARAMBAPU INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

Business Research Method

Course Code: MGC 1081

Sem : II
ISE 2nd

● **"Research Problem for Bata Shoes Company"**

●

K.E. Society's
Rajarambapu Institute of Technology,
Department of Management Studies (MBA)

Report on Innovative Practice

(Academic Year 2019-20)

Course: Financial Accounting & Analysis (MGC1051)

Name of the Activity: Project Based Learning (Interview of an Entrepreneur)

Purpose/Motivation of Technique:

- Help to provide practical knowledge concern to the topic/course.
- It help to create interest among the student about the course.
- Help to improve confidence.
- Improve Oral and written communication
- Provide new experience of evaluation.

Suitability of Technique to Course:

- As this is a core course, it is necessary that every student should understand the significance of the financial accounting and role of FA in the business.
- Every business do an accounting, maintain books of accounts and prepare financial statements, It was easy for the student to collect information about the accounting by interviewing an entrepreneur.

Procedure of Technique:

- Faculty explained the activity in detail and also the expected outcomes.
- Then guided students on various important aspects concern with conduction of interview (Preparation of questionnaire etc.)
- Students were asked to conduct interview of an entrepreneur and collect all the necessary information concern with accounting.
- Prepare report of the same. (Individual activity)
- Share their experience in the classroom.
- Peer evaluation of the reports conducted in the classroom. (rubrics given to them)

Outcomes of Technique:

- Help to improve Written and oral communication skill of the students.
- Increase in understanding concern to the topic/ subject.
- Increase in attention and change in approach toward the course.
- Built a confidence among the students.

Photographs and Student Response:

Feedback of Activity: Interview of an Entrepreneur
61 responses

Is the mini project activity (interview of entrepreneur) beneficial?
60 responses

Response	Percentage
Strongly Agree	60.3%
Agree	31.7%
Neutral	0%
Disagree	0%
Strongly Disagree	0%

Peer review (evaluation method) helped to improve the quality of the project report?
60 responses

Response	Percentage
Strongly Agree	50%
Agree	41.7%
Neutral	0%
Disagree	0%
Strongly Disagree	0%

List the different skills you able to develop / apply while doing this activity:
60 responses

Presentation, communication
Communication skills...
Marketing
Communication skill, presentation skill, technical skill
Communication, information search,
It's very skill full for future managers and who wants become entrepreneur
Communication , work behaviour, interview questions etc
-Communication Skill
Interview skill
Communication skill
Technical skill

Communication skill, how to interact with person. How to convince him.
Analysis , thinking, Brain storming,what questions should be asked, by which means we can get our answers.
1. From this mini project, I learned how business works.
2. Developpe my communication with other.
3. I understand how the businesses are gets profits or losses.
4. Evaluation of techniques.
5. I understand how we start a new business.
Communication ,confidence, Practical knowledge , etc.
Communication, Entrepreneur skills, How to maintain the industrial accounts, How to create a report.
Observation, Communication, Confidence, etc.
Thinking capacity...

What you understood by this mini project activity
60 responses

Practical aspects of accounting
Practical aspects collection of financial accounting
Accounting concept in business...
Why accounting is essential in business
Importance of Accounting
It's helpful for know how account carries by any business man
How to maintain industrial account, How to behave to employees in organisations
-Importance of Accounting.
-Different Accounting aspects.
-How to record daily transaction in proper way.
How organization maintain their account

What you understood by this mini project activity
60 responses

I understood,
1. Financial aspects of business.
2. How we can conduct the little survey.
Financial working of Organisations
How to handle the people, communication, Interview Questions, Industrial Accounting system.
How the organisations are doing or maintaining their book keeping & accounting. What are their difficulties in the accounting process.
Think out of box
I understand that in any small or large businesses accounting is done. It is vary imporatan factor to identify the position of our business without accounting we can not calculate our income, expenses,profit or loss.accounting is helf for the taking decions or for macking future plans in business.

Outcome	UT -I	UT- II
Threshold Value	7.2	4.2
No. of students \geq threshold	25	72
Total No. of Students	118	118
CO-1 Attainment	21.19	61.02

- CO1 . Comprehend the basic concepts, practices and need of financial accounting.

Rajarambapu Institute of Technology, Rajaramnagar
Department of Management Studies (MBA)
Innovative Practices
Course: FIN 2091 Security Analysis & Portfolio Management
SY MBA Semester III (2020-21)

Activity is based on the following Cos:

CO_3: Evaluate risk and return in different investment avenues

CO_4: Apply fundamental and Technical Analysis in Portfolio Management

CO_5: Prepare and Evaluate performance of different investment portfolio

Purpose/Motivation of Innovative Techniques/Practices:

- Inculcate the Investment culture among the students
- Students are able to understand stock market / how to invest in stock market
- Students are able to select stocks for investment based on fundamental analysis
- Students are able to develop their own portfolio based on CAPM Model
- To bridge a gap between theoretical and practical knowledge

Suitability of Innovative Techniques to the Course:

- Instead of teaching this course theoretically, teaching based on activity based learning (by preparing dummy portfolio) for better learning/understanding
- Students are able to understand the concepts practically when they participate actively in such activity
- Students are able to relate such concept practically with the stock market directly
- Students are able to give advice regarding investment tactics to their parents/family members

Procedure of Innovative Techniques:

- First of all I have created interest among students with some practical examples
- First of all students need to register their names on www.moneycontrol.com through their mail id and then they need to create their new portfolio.

Innovative Practices:

1. Activity on Dummy Portfolio on www.moneycontrol.com
2. Calculate Expected Returns with the help of CAPM Model
3. Daily Information on Market Indicators
4. Activity on Socratic Tests – Quiz
5. Role Play – Trader / Speculator

Students Activity on Dummy Portfolio:

The screenshot shows a PowerPoint slide titled "Procedure of Technique" which displays a screenshot of the Moneycontrol website's "PORTFOLIO INVESTMENT DASHBOARD". The dashboard includes the following data:

Category	Value	Change	Percentage
Latest Value	₹10,27,847		
Investment Cost	₹8,11,100		
Unrealized Gain	₹2,16,747	▲	26.72%
Realized Gain	₹0		
Today's Gain	₹2,206	▲	0.22%
Capital Gain	₹0		
Other Gain	₹0		

Market Action: Nifty: 15,568 ▲ 0.50%

Market Summary: ADVANCED 1,234 DECLINED 395

Calculate Expected Returns with the help of CAPM Model (Average Returns, Variance, SD & Beta) activity conducted on 11.11.2020

Calculation of - Average Returns, Variance, Standard Deviation and Beta Estimation of Returns with the help of CAPM

SBI				Nifty			
Date	Adj. Close	Returns	Date	Adj. Close	Returns		
30-03-2015	264		30-03-2015	8586		Avg Returns SBI	6.27E-05
06-04-2015	276	0.04498072	06-04-2015	8780	0.222605865	Avg Returns Nifty	0.000225912
13-04-2015	282	0.02099746	13-04-2015	8606	-0.019856796	Variance - SBI	0.002446903
20-04-2015	266	-0.0555271	20-04-2015	8305	-0.034946549	Variance - Nifty	0.000434584
27-04-2015	291	-0.0119488	27-04-2015	8182	-0.0148900514	Standard Deviation - SBI	0.049371328
04-05-2015	253	-0.0289156	04-05-2015	8192	0.00122227	Standard Deviation - Nifty	0.020806707
11-05-2015	275	0.0734673	11-05-2015	8262	0.008649162	Beta - SBI	1.541724345
18-05-2015	274	-0.0173943	18-05-2015	8459	0.023794355	CAPM	$R_e = R_f + \beta (R_m - R_f)$
25-05-2015	269	-0.0152242	25-05-2015	8434	-0.002990892	Risk Free Rate (Rf)	4% = 4% + 1.52 (15% - 4%)
01-06-2015	252	-0.0614614	01-06-2015	8115	-0.03761876	Market Returns	15%
08-06-2015	248	-0.014934	08-06-2015	7983	-0.016242164	Expected Returns	0.2094
15-06-2015	254	0.02441425	15-06-2015	8225	0.030321098	Expected Returns (%)	20.94
22-06-2015	259	0.01941192	22-06-2015	8381	0.018948466	Expected Stock Price	Rs. 218
29-06-2015	264	0.01883699	29-06-2015	8485	0.012385103	Expected Increase in Stock Price	Rs. 218-197 = Rs. 21
06-07-2015	265	0.00428871	06-07-2015	8561	-0.014455518		
13-07-2015	265	0.00203298	13-07-2015	8610	0.02981859		
20-07-2015	258	-0.0289562	20-07-2015	8522	-0.010255673		
27-07-2015	264	0.02381102	27-07-2015	8533	0.001326627		
03-08-2015	275	0.04165887	03-08-2015	8565	0.003720914		
10-08-2015	263	-0.048503	10-08-2015	8519	-0.005376761		
17-08-2015	262	-0.0037244	17-08-2015	8306	-0.02661996		
24-08-2015	244	-0.0693458	24-08-2015	8002	-0.03590383		
31-08-2015	220	-0.0956016	31-08-2015	7655	-0.043351981		
07-09-2015	225	0.02198543	07-09-2015	7789	0.017373443		
14-09-2015	237	0.05171659	14-09-2015	7982	0.02472624		
21-09-2015	234	-0.01219	21-09-2015	7869	-0.014207132		
28-09-2015	230	-0.0163147	28-09-2015	7951	0.010472123		
05-10-2015	227	-0.013222	05-10-2015	8100	0.015000353		

Students Activity on Information on Market Indicators:

Date:- 04/10/2019

MARKET INDICATORS

A. Domestic Indicators		C. Precious Metals	
NSE (Nifty)	: 11366.75 (0.47%)	Gold (10gm)	: 37980.00 (0.00%)
BSE (Sensex)	: 38334.16 (0.60%)	Silver (1kg)	: 45370.00 (-0.53%)
B. Global Indicators		D. Other Indicators	
I. Asia		IIP	:
Straits Times	: 3078.82 (0.30%)	WPI	:
Nikkei 225	: 21410.20 (0.32%)	CPI	: 4.93%
Hang Seng	: 25920.80 (-0.73%)	CRR	: 4%
II. America		SLR	: 19.50%
Nasdaq	: 7872.27 (1.12%)	FD Rates (1 year)	: 0.25 - 0.75%
S & P 500	: 2910.63 (0.80%)	E. Currency Rates	
Dow Jones	: 26201.04 (0.97%)	US Dollar (USD)\$: 70.90 (0.04%)
III. Europe		British Pound (GBP) £	: 87.43
CAC	: 5438.77 (0.30%)	Euro (EUR)€ 1	: 77.72
DAX	: 11925.25 (-2.76%)	Japanese Yen (JPY) ¥	: 0.67
FTSE 100	: 7077.64 (-0.63%)	F. Commodity Market	
		Crude Oil (1 Barrel)	: 52.74 (0.82%)

Role Play – Trader/Speculator:

Inbox (764) - sudarshan.jadhav@... Role Play - Speculator - Google... (2) IPL Competition 2020-20... WhatsApp

docs.google.com/spreadsheets/d/1BrWeM2oZCmhwS2dwZfjv6SVqkFajq2Y3i2jC5NtbXmc/edit?gid=0

Role Play - Speculator

File Edit View Insert Format Data Tools Add-ons Help Last edit was made on October 4, 2020 by Laxmi Sapakal

Subject: Security Analysis and Portfolio Management

Activity: Role Play - Speculator

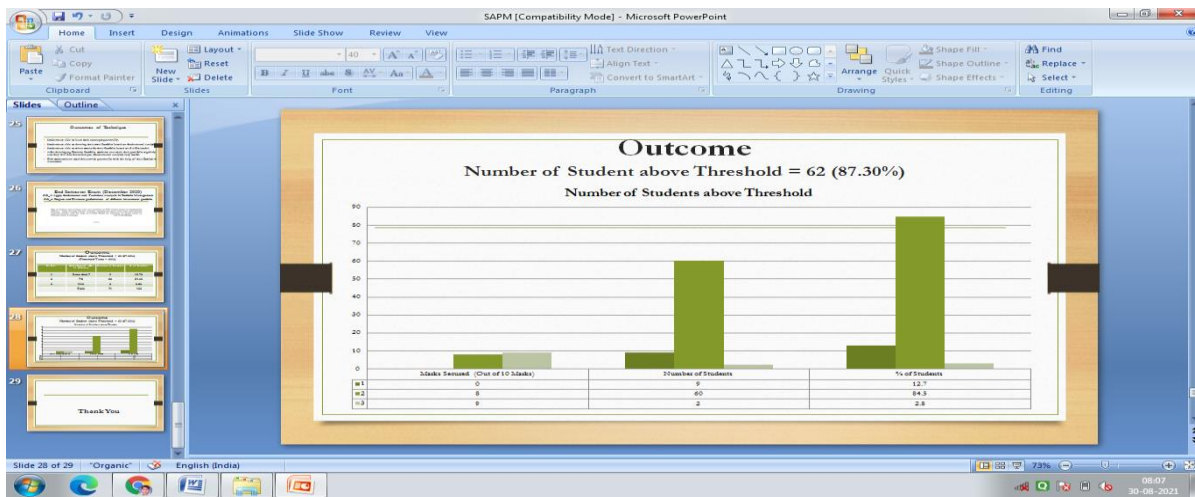
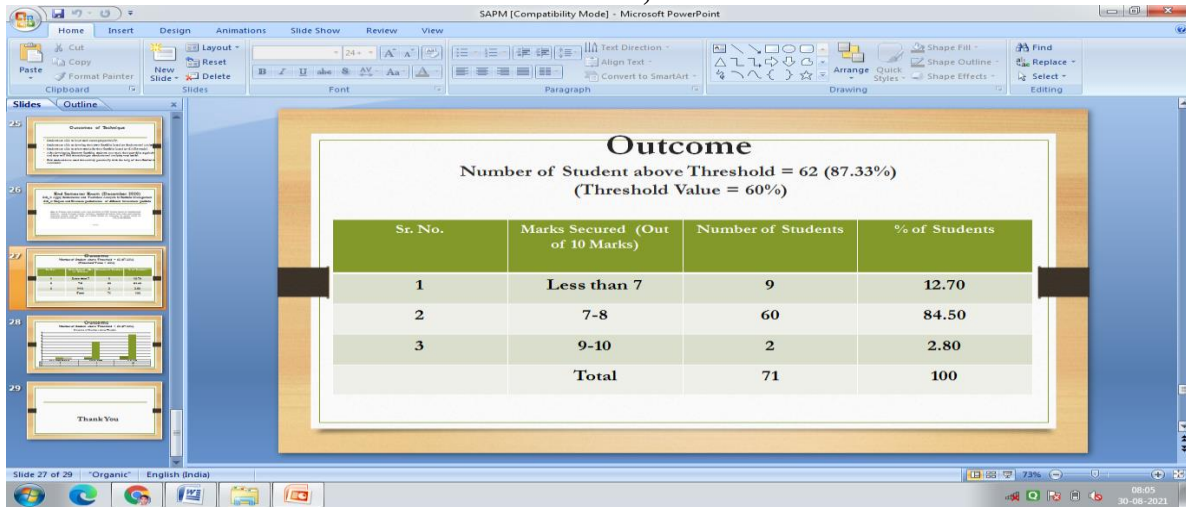
Roll No.	Name of Student	Exchange NSE/BSE	Stock (Company Name)	Speculator				Net Profit (+) / Net Loss (-) (Rs.)
				Time	Quantity	Rate	Total Amount (Total Value of Shares in Rs.)	
1840019	Kamble Smita Manik							
1840016	Sonavale Vijay Avinash							
1840101	Mohite Rutuja Prakash							
1940004	Neta Ashok Kadam	NSE	Maruti Suzuki India Ltd	10:05	1000	6624.85	6624850	53150
1940005	Advant Sumil Pant							
1940009	Pooja Ashok Bhosale	NSE	Reliance power	5:41	1000	2659	6405993	
1940014	Sheetal Shiraji Sawant	NSE	Axis Bank	9:20	1000	435.3	435300	307
1940015	Pratimesh Bhamare	BSE	zee entertain	11:00 AM	1000	161.2	161200	
1940022	Nikam Renuka Tanaji	NSE	SB	10:05	1000	194	194000	305
1940023	Mavuri Rajendra Pavar	NSE	Axis bank	9:20	1000	435.3	435300	307
1940024	Shindar Sudam Dhavale	NSE	HDFC	10:22	1000	1834	1834000	1104
1940025	Sheetal Anurao Inamdar	NSE	HDFC Bank	9:15	1000	1048.5	1048500	203
1940027	Pranjali Mahadev Kumbhar	NSE	Reliance Industries Ltd	1:24	1000	2144.8	2144800	1000

Outcomes of Innovative Practices/Techniques:

- Students are able to learn such concepts practically.
- Students are able to develop their own Portfolio based on fundamental analysis.

- Students are able to select stocks for their Portfolio based on CAPM model.
- After developing Dummy Portfolio, students can track their portfolio regularly and they will find this technique (fundamental analysis) very useful.
- Few students have used this activity practically with the help of their DEMAT Account

- **Outcome of Innovative Practices in ISE, UT & ESE:**



Rajarambapu Institute of Technology, Rajaramnagar
Department of Management Studies (MBA)
Innovative Practices
Course: MGC1181 Soft Core: General Aptitude Skills
FY MBA Semester II (2019-20)

Purpose/Motivation of Innovative Techniques/Practices:

- Students need to have more practice after learning this course
- Students need to develop their analytical skill
- Students are able to evaluate the real life problems
- Students need to develop innovative thinking skill

Suitability of Innovative Techniques to the Course:

- After studying various concepts of this course, students need more practice (mock tests).
- With the help of Socrative app, it is observed that we save time and money
- Check students attentiveness during the online lecture

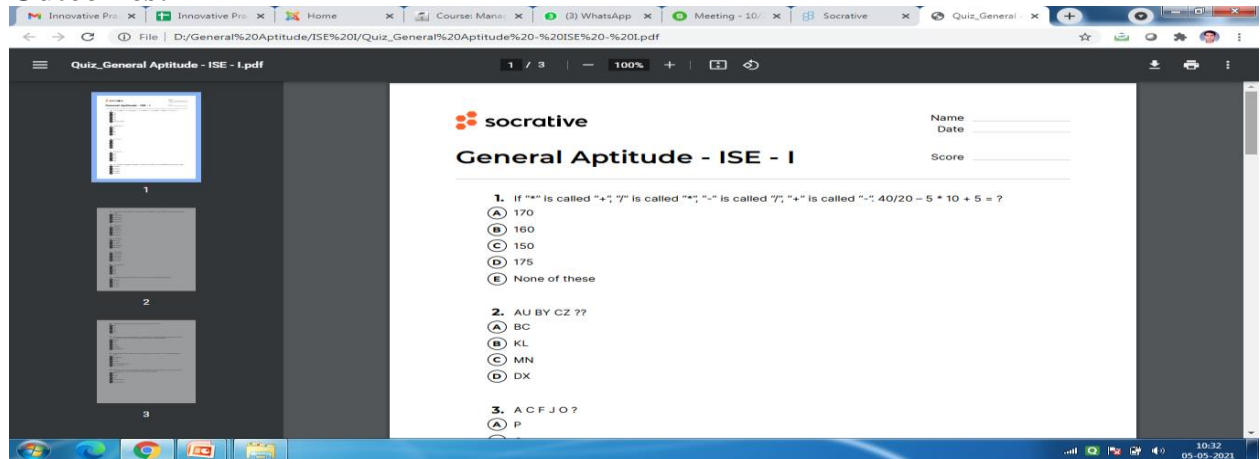
Procedure of Innovative Techniques:

- First of all students need to download Socrative Student App and with the help of Room Name they can appear for the Tests.

Innovative Practices:

1. Conducted Mock Tests, Quiz's through Socrative App, Sli.do etc. as active learning tools for better understanding the concepts.

Outcomes:



Sample Result:

NAME	SCORE %	1	2	3	4	5	6	7	8	9
1	7%	X A	X C	X D	X C	X D	X D	X A	X A	X D
1940089 Sudhakar mohite	33%	X B	✓ D	✓ C	✓ D	X A	X C	X D	X D	X A
1940089 Sudhakar mohite	✓ 93%	✓ E	✓ D	✓ C	✓ D	✓ B	✓ A	✓ C	✓ C	✓ C
1940102-prajakta dongare	✓ 93%	✓ E	✓ D	✓ C	✓ D	✓ B	✓ A	✓ C	✓ C	✓ C
A	20%		X C		X C			X B	X A	X A
A	60%		✓ D	✓ C	✓ D		✓ A	✓ C		
Arjun Vandkar	✓ 87%	✓ E	✓ D	✓ C	✓ D	✓ B	X B	✓ C	✓ C	✓ C
Arjun Vandkar 1940071	0%									
Geetanjali	✓ 73%	✓ E	✓ D	✓ C	✓ D	✓ B	✓ A	X A	✓ C	X A
Gharge Rajendra vasant	✓ 80%	✓ E	✓ D	✓ C	✓ D	✓ B	✓ A	✓ C	✓ C	X B

Outcomes of Innovative Practices/Techniques: Number of Students above Threshold:

- Students are able to learn such concepts practically.
- Students are able to develop their own analytical thinking skills through such activities.

**K.E. Society's Rajarambapu Institute of Technology,
Rajaramnagar
Department of Management Studies
(An Autonomous Institute Affiliated to Shivaji University, Kolhapur)
Innovative Active Learning Technique
Academic Year 2019 - 2020**

Curriculum: Masters in Business Administration 2019-2021	
Term: 1 – Semester	Course Incharge: Dr. Mrs. Seema S Desai
Course: MGC1091 - Marketing Management	

Name of Innovative Active Learning Technique

Project Based Learning (PBL)
(Individual Investigation, Case Study)

Purpose / Motivation of Technique

- Achieving Course Learning Objectives.
- New perspectives on the subject matter & real world situations (An understanding of other perspectives)
- New questions to explore (HOTS/blooms taxonomy).
- Deeper understanding of the subject.
- Students are struggling with certain concepts, teaching better with a fun experience.
- It is particularly useful for actively involving all students during the lectures.

Suitability of Technique to Course

- This tech has helped students develop & modify new ideas.
- Students got the opportunities to see how other students view the same topic.
- Increase in students interest & commitment observed.
- Students learnt actively, thought independently & enjoyed working with the class.
- Skills which are needed in the real world, such as problem finding, problem solving, or communication skills are developed.

- This activity worked well with the large classroom because it involved individual reflection & simply sharing inputs with other persons.

Procedure of Shared Brainstorming Technique

- Pose a question, statement, issue or problem to the class.
- Provide an amount of time for individual thinking about a topic or answer to a question.
- Students may clarify & elaborate.
- Faculty can randomly choose a PRN number of student to share their responses with the class.
- Students are able to think, create & solve problems rather than passively listen to lecture.
- Share the answer to the question
- "Quick-Response-Brainstorm-Share" & longer activities & more involved "Extended-Think-Brainstorm-Share"
- Summarize ideas & Share with class.

Background Activity

- Please select & observe any small business in your area. Based on your observation, prepare a report that will address the following:
 1. Identify the business name, location, & hours & days of operation.
 2. Does the business run in the strategic location?
 3. Describe its products &/or services.
 4. Identify its customer.
 5. Why do you think that customers buy their product &/or service from this company?
 6. Identify 2 competitors & describe how this business differentiates itself from them.

Outcomes of Technique

- The personal interaction motivated students who were not generally interested in the subject.
- Faculty was able to ask different kinds & levels of questions.

- This tech engaged the entire class & allowed quiet students to answer questions. (without having to stand out from their classmates).
- Faculty could assess student understanding by listening to several individuals during the activity, & by collecting responses at the end.
- This technique was found very effective & popular to use for large classes. (May be done by group formation also)
- Full class discussion was found to be more fruitful after a Shared Brainstorming Technique & throughout the semester as the frequent use of such activities improved student comfort levels & willingness to participate throughout a class period.

Student Response

- Students had the opportunity to apply their theoretical marketing knowledge which enabled them to see the connections & interaction among the marketing concepts they learned before.
- They learned about the process of preparing a complete marketing plan, which is a useful competence for them in the marketplace.
- The fact that they had to brain storm, answer quickly & competed against each other added to the experience by increasing their motivation & commitment.
- Some students also said that the live case experience was an eye-opening one & steered them towards marketing as a long-term career choice.
- This whole experience was very rewarding for the faculty member as well, where we observed how the students' thinking process & approach to the marketing problem presented evolved throughout the semester.

**K.E. Society's Rajarambapu Institute of Technology,
Rajaramnagar
Department of Management Studies
(An Autonomous Institute Affiliated to Shivaji University, Kolhapur)
Innovative Active Learning Technique
Academic Year 2019 - 2020**

Curriculum: Masters in Business Administration 2019-2021	
Term: 3 – Semester	Course Incharge: Dr. Mrs. Seema S Desai
Course: MKT2071 - Consumer Behaviour	

Name of Innovative Active Learning Technique

Shared Brainstorming Technique
(Individual Investigation, Case Study, PBL)

Purpose / Motivation of Technique

- Achieving Course Learning Objectives.
- New perspectives on the subject matter & real world situations (An understanding of other perspectives)
- New questions to explore (HOTS/blooms taxonomy).
- Deeper understanding of the subject.
- Students are struggling with certain concepts, teaching better with a fun experience.
- It is particularly useful for actively involving all students during the lectures.

Suitability of Technique to Course

- This tech has helped students develop & modify new ideas.
- Students got the opportunities to see how other students view the same topic.
- Increase in students interest & commitment observed.
- Students learnt actively, thought independently & enjoyed working with the class.
- Skills which are needed in the real world, such as problem finding, problem solving, or communication skills are developed.

- This activity worked well with the large classroom because it involved individual reflection & simply sharing inputs with other persons.

Procedure of Shared Brainstorming Technique

- Pose a question, statement, issue or problem to the class.
- Provide an amount of time for individual thinking about a topic or answer to a question.
- Students may clarify & elaborate.
- Faculty can randomly choose a PRN number of student to share their responses with the class.
- Students are able to think, create & solve problems rather than passively listen to lecture.
- Share the answer to the question
- "Quick-Response-Brainstorm-Share" & longer activities & more involved "Extended-Think-Brainstorm-Share"
- Summarize ideas & Share with class.

Background Activity

- Please select & observe any small business in your area. Based on your observation, prepare a report that will address the following:
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Quizizz: Consumer Behaviour

Quiz started on: Thu 05, Nov 11:28 AM Total Attendance: 48 Average Score: 4607

Questions	# Correct	# Incorrect	Unattempted	Prajakta S	Rutuja	Rutuja bhosale	Pranita Chavan	Sadhana Kodare*	Akash Yadav	Mavuri Velhal
Any individual who purchases goods and services from the market for his/her end-use is called a.....	7	26	15	Consumer	Customer	All these	All these	Customer	Consumer	Consumer
..... is nothing but willingness of consumers to purchase products and services as per their taste, need	9	24	15	Consumer behavior	Consumer perception	Consumer interest	Consumer perception	Consumer perception	Consumer perception	Consumer interest
..... is a branch which deals with the various stages a consumer goes through before purchasing products or	16	17	15	Consumer perception	Consumer perception	Consumer behavior	Consumer behavior	Consumer attitude	Consumer behavior	Consumer perception
..... refers to how an individual perceives a particular message	12	21	15	Consumer interpretation	Consumer interpretati	Consumer attitude	Consumer interest	Consumer interest	Consumer interpretation	Consumer behavior
For which of the following products would the reference group influence be the strongest?	13	20	15	A best-seller novel	A best-seller novel	A best-seller novel	A best-seller novel	A loaf of bread	A pair of jeans	A pickup truck
Primary reference groups include	5	27	16	Office colleagues	Family and close friends	Family and close friends	Family and close friends	Family and close friends	Family and close friends	Family and close friends
Secondary reference groups include	9	25	14	Family and close friends	Family and close friends	Ethnic and religious groups	Ethnic and religious groups	Family and close friends	Family and close friends	Family and close friends
The reason that higher prices may not affect consumer buying is	10	24	14	Most consumers prefer brand	Most consumers	70% of the total population looks	Consumers believe that higher prices	Most consumers prefer brand names	70% of the total population looks	70% of the total population looks for
..... are factors that have been shown to affect consumer behavior.	12	21	15	Brand name, quality,	Brand name,	Advertising, marketing, product,	Advertising, marketing, product,	Brand name, quality, newness,	Outlets, strategies, concept, and brand	Advertising, marketing, product, and price
For the marketing manager, social class offers some insights into consumer behavior and is potentially useful	11	21	16	Market research information	Market research	Market research information	Market segmentation	Market segmentation	Market segmentation	Market research information

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Quizizz: Consumer Behaviour

Quiz started on: Thu 05, Nov 11:28 AM Total Attendance: 48 Average Score: 4607

Players	Score	Accuracy	Started At	Info
Prajakta S	13660	75%	Thu 05, Nov 06:20 AM	Mobile Safari on iPhone
Rutuja	12240	65%	Thu 05, Nov 06:26 AM	Chrome Mobile on Lenovo A6600d40
Rutuja bhosale	8210	45%	Thu 05, Nov 06:10 AM	Chrome on Generic Smartphone
Pranita Chavan	7810	55%	Thu 05, Nov 06:10 AM	Chrome Mobile on Generic
Sadhana Kodare*	6510	40%	Thu 05, Nov 06:13 AM	Chrome Mobile on Generic
Akash Yadav	6430	40%	Thu 05, Nov 06:10 AM	Chrome Mobile on Generic
Mayuri Velhal	4000	25%	Thu 05, Nov 06:10 AM	Chrome Mobile on Generic
Sayali Lad	3760	25%	Thu 05, Nov 06:10 AM	Samsung Internet on Samsung SM-
Bhargavi	2980	20%	Thu 05, Nov 06:10 AM	Chrome Mobile WebView on vivo \$2
Akshata	7480	45%	Thu 05, Nov 06:10 AM	Chrome Mobile on Generic
Sukanya Patne*	6040	40%	Thu 05, Nov 06:10 AM	Chrome Mobile on Generic
Tushar Mane	5820	40%	Thu 05, Nov 06:10 AM	Chrome Mobile on Generic
Akshata*	5720	30%	Thu 05, Nov 06:30 AM	Chrome Mobile on Generic
Nikita	5650	35%	Thu 05, Nov 06:24 AM	Chrome on Other
Rutuja mohite	7080	40%	Thu 05, Nov 06:16 AM	Chrome Mobile on XiaoMi Redmi
Sujata Waghmare	4730	30%	Thu 05, Nov 06:10 AM	Chrome Mobile on Generic
Sushant Sawant	4310	30%	Thu 05, Nov 06:10 AM	Chrome Mobile on Generic
Rasika Khandake	4230	30%	Thu 05, Nov 06:10 AM	Chrome Mobile on Generic
SHUBHAM BENKAR	0	0%	Thu 05, Nov 06:10 AM	Chrome on Other

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Ready 12:12 AM 5/7/2021

Innovative Teaching Practices League (IPL) (Year 2021)

Prepare & Presentation of Study Report based on application of particular system / technique in the company

(Such as Just In Time, Benchmarking, Flexible Manufacturing Systems, Green Manufacturing, TQM etc.)

Mr. Shrikant S. Karanjkar

Department of Management Studies, RIT

- Course Name: **Manufacturing Systems Management (OPM208)**
- Class: **S.Y.M.B.A. Sem. IV**

Purpose/Motivation of Technique

- **Prepare & Presentation of Study Report (Based on application of particular system / technique in the company)** technique is used for MBA – II year students.
- This technique is used as a ISE activity of Manufacturing Systems Management (OPM208) (SY MBA Sem. IV).
- Basically Manufacturing Systems Management course focus on recent issues in the area of operations management. This course focuses on the global level operations management.
- This course includes Just in Time Manufacturing, Benchmarking as quality improvement tool, Flexible Manufacturing Systems, Theory of Constraints, Business Process Reengineering, Green Manufacturing etc.

Suitability of Technique to Course

This activity helps the students to understand clearly concept and philosophy of particular technique. This technique helps for attainment of course outcomes. This technique is related to all course out outcomes of the course.

The main purpose of using this technique is students are able to understand –

- How particular technique is applied in the organization?
- What is the methodology used for applying the technique?
- What is the result / benefits achieved by the to the organization by applying particular technique?

- Also students are able correlate this learning with the concepts of the syllabus.

Procedure of Technique

- 1) It is an Individual Activity.
- 2) Conduct the preliminary session to explain the activity.
- 3) Take one sample technique & its application in particular company. E.g. Application of Just-in-Time production in Toyota Company.
- 4) Explain how to prepare study report by correlating concepts in the syllabus.
- 5) Selection of technique & company by the student in consultation with course teacher.
- 6) Giving instruction regarding preparation & presentation the study report.
- 7) Suggesting sources of information (Personal Guidance, Library Books, Journals, News Paper Articles, Actual Visit to the projects etc.)
- 8) Giving time for the preparation to the students – Giving one week time for the preparation.
- 9) Prepare schedule of the presentation.
- 10) Conduct the presentation based on the evaluation criteria.

Outcomes of Technique

List of the Sample Study Reports

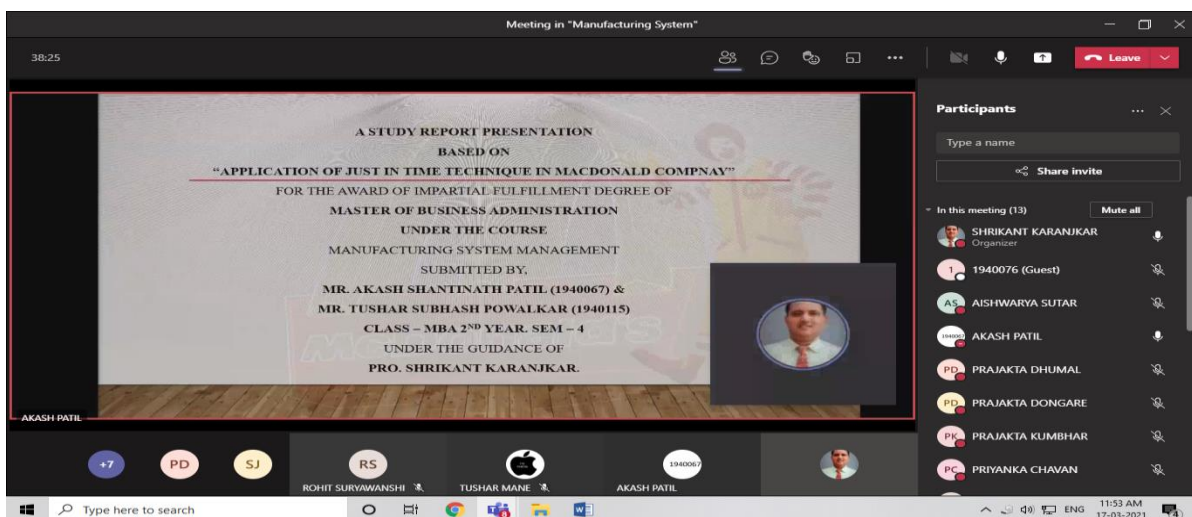
Sr. No.	Roll No.	Name of the Student	Title of the Study Report
1	1940004	Neha Ashok Kadam	A study report based on application of Just – in – Time technique in Dell Company
2	1940027	Prajakta Mahadev Kumbhar	Application of Flexible Manufacturing System in Prince Industry
3	1940028	Manasi Manohar Desai	Flexible Manufacturing System Technique In Rockwell Automation
4	1940033	Prajakta Ramesh Dhumal	A study report based on Application of Green manufacturing techniques in Nike company

5	1940056	Pratiksha Pradip Kore	A Study Report Based On Application of TQM (Total Quality Management) Technique In TVS Motor Company
6	1940060	Aishwarya Nilesh Sutar	A study report based on application of six sigma technique in Ford Motor Company
7	1940075	Ankit Anil Jadhav	Application of Green Manufacturing Systems in Lanco Power Ltd.

Outcomes of Technique

- 1) Understand clearly the concept & philosophy of particular technique with real life example.
- 2) This study report helps to understand the methodology used by the company for introducing new technique in the company.
- 3) This study report helps to understand challenges & risk associated while introducing new technique in the company.
- 4) Improve the presentation skills, communication skills, confidence etc. among the students.

Photographs and Student Response



Meeting in "Manufacturing System" 42:01

The diagram illustrates the McDonald's supply chain process, centered around the McDonald's logo. The process is divided into several stages:

- Food Production:** Represented by a chicken icon.
- Distribution & Aggregation:** Represented by a truck icon.
- Food Processing:** Represented by a factory icon.
- Marketing:** Represented by a shopping cart icon.
- Markets & Purchasing:** Represented by a shopping cart icon.
- Preparation & Consumption:** Represented by a burger icon.
- Resource & Waste Recovery:** Represented by a recycling symbol icon.

 A Ronald McDonald character is visible on the right side of the slide. A small video thumbnail of a man is also present in the bottom right corner of the slide area.

Participants:

- Type a name
- Share invite
- In this meeting (13) Mute all
- SHRIKANT KARANIKAR Organizer
- 1940076 (Guest)
- AISHWARYA SUTAR
- AKASH PATIL
- PRAJAKTA DHUMAL
- PRAJAKTA DONGARE
- PRAJAKTA KUMBHAR
- PRIYANKA CHAVAN

AKASH PATIL

+7 SJ RS TUSHAR MANE AKASH PATIL TUSHAR POWALKAR TP

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Meeting in "Manufacturing System" 57:14

FMS In Larsen and Tourbo

- Construction – This covers Buildings & Factories, Heavy Transportation Infrastructure, Power Transmission & Distribution, Treatment, Metallurgical & Material Handling and Smart Development;
- EPC Projects – this includes Hydrocarbon Engineering, Project Development;
- Manufacturing – this includes Defense Equipment & Systems, Heavy Engineering, Constructions.
- Services – this includes Realty, Information Technology, Technology Services and Financial Services.

Participants:

- Type a name
- Share invite
- In this meeting (12) Mute all
- SHRIKANT KARANIKAR Organizer
- 1940076 (Guest)
- AISHWARYA SUTAR
- AKASH PATIL
- PRAJAKTA DHUMAL
- PRAJAKTA KUMBHAR
- PRIYANKA CHAVAN
- ROHIT SURYAWANSHI

PRAJAKTA DHUMAL

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WL 1 Manufacturing Systems Management (MSM) (SY MBA)

26:45

You're recording You are recording this meeting. Be sure to let everyone know that they are being recorded. [Privacy policy](#) Dismiss

A Study Report Presentation Based On Application Of Flexible Manufacturing System In Rockwell International Co.

Under the Course
Manufacturing System Management
Submitted By,
Miss. Neha Ashok Kadam (1940004)
Miss. Manasi Manohar Desai (1940028)
Class:- MBA 2nd Sem:- 4th
Under the Guidance of
Prof. Shrikant Karanjkar Sir

NEHA KADAM

Participants

Type a name

Share invite

In this meeting (15) Mute all

- SHRIKANT KARANJIKAR Organizer
- AKASH PATIL
- ANKIT JADHAV
- MANASI DESAI
- NEHA KADAM
- PRAJAKTA DHUMAL
- PRAJAKTA DONGARE
- PRAJAKTA KUMBHAR

+9 RS PD ANKIT JADHAV SUDHAKAR MOHITE NEHA KADAM

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Innovative Teaching Practices League (IPL) (Year 2019)
Case study Discussion
Dr. Mrs. V. S. Kadam
Department of Management Studies

- Course Name: Compensation Management (HRM 2011)

Purpose/Motivation of Technique

- Students learn better from examples than from starting with basic principles.
- Students explore what they have learned & apply to real world situations.
- Case studies facilitate development of the higher levels of Bloom's taxonomy of cognitive learning; moving beyond recall of knowledge to analysis, evaluation, and application.
- case studies help interdisciplinary learning and can be used to highlight connections between specific academic topics and real-world societal issues and applications.

Suitability of Technique to Course

- In a case discussion, students "do" the work of the actual topic, rather than watch or read.
- students apply the concepts, techniques and methods of the related case and improve their ability to apply them.
- Case discussions bring energy and excitement in the classroom.
- Providing an opportunity to work with a range of evidence, and improving their ability to apply the vocabulary, theory and methods that they have learned in the course.

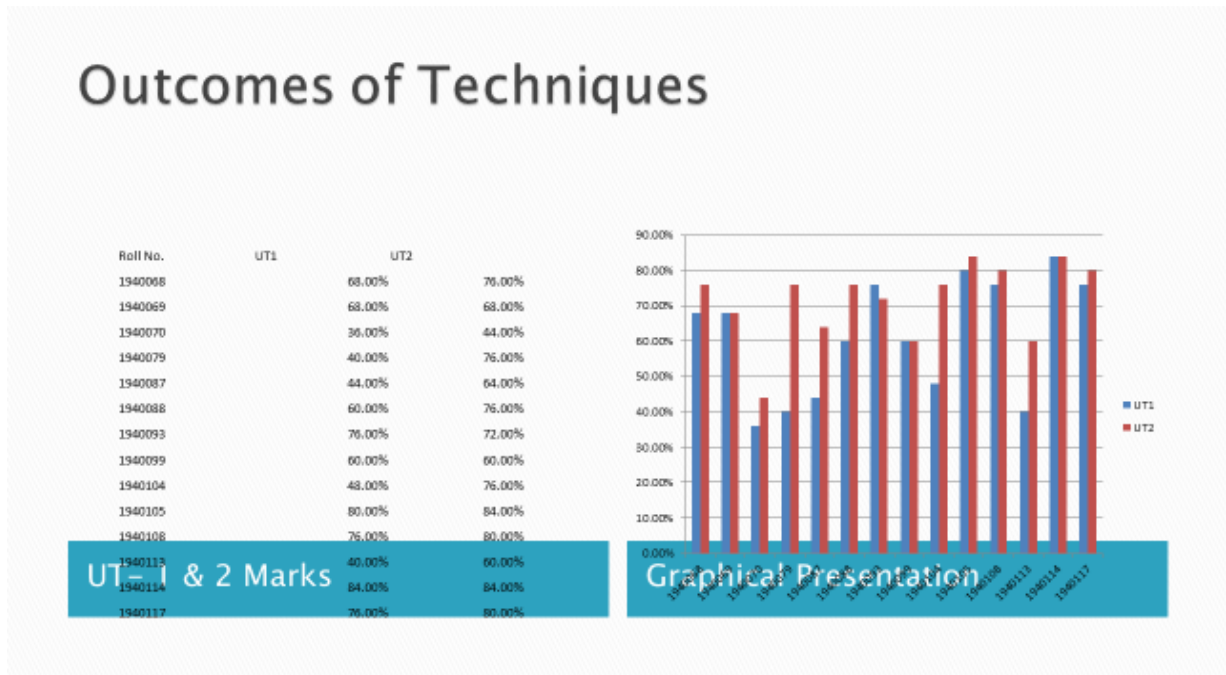
Procedure of Technique

- Realistic Problems/issues discussed in the class.
- Analysis of situation in the Group (Each Group Consist 6 members)
- Discussion on Problem Identification (What is the context of the problem?)
- Identification of Key facts (What key facts should be considered?)
- Evaluation of Alternatives (What alternatives are available to the decision-maker?)
- Recommendation. (What would you recommend — and why?)
- Preparation of Plan B
- Presentation

Outcomes of Technique

- Students are able to develop Problem solving skills
- Increase analytical skills
- Develop decision making in complex situations
- Coping with ambiguities

- ☒ Able to explore the topic and use critical thinking
- ☒ Increase class participation



Students Participation

