



**National Education Society (R.)
Jawaharlal Nehru New College of Engineering,
Shivamogga**



*(Approved by AICTE, New Delhi, Certified by UGC 2f & 12B, Accredited by NAAC –'B',
Recognized by Govt. of Karnataka and Affiliated to VTU, Belagavi)*

Department of Management Studies

Innovations by the Faculty in the Teaching & Learning

The conventional class room instructional methods are being improved and made more effective and student centric and the quality of teaching and learning is sought to be improved adopting various methods and initiatives such as:

- Holding **virtual reality** session on retailing
- Using **digital communications platform for dissemination of information and enabling effective** two-way communication.
- **Case study** analysis
- Provision of study materials and other resources to the students through **Google Class Rooms**
- Solving numerical problems through **MS-Excel** in the class room
- Conducting **seminars** on different business and management topics
- Holding **business quizzes**
- **Collaborative learning** activities such as group assignments and mini-projects, Group discussion, mini surveys using Google forms and other activities
- Video recording of interviews with entrepreneurs and business executives and display and discussions in the class room
- **Daily news review & analysis** and related to the course content

These initiatives help the students to improve communication skills, presentation ability, decision- making, self-learning ability, peer-learning ability, working in teams, taking responsibility and enhancing the leadership skills.

Initiatives on Teaching and Learning

Sl. No.	Semester - Course	Innovations in Teaching and Learning	Outcome
Faculty: Dr. M. G. Krishnamurthy			
1	III- Banking & Financial Services/ Investment Banking & Financial Services	<p>Daily News Analysis:</p> <p>Students are grouped into teams and assigned the responsibility of identifying banking/Financial Services - related news items from across different newspapers. Those news items are discussed in the class.</p> <p>https://tinyurl.com/soghekn</p>	<ul style="list-style-type: none"> • Identifying banking/Financial Services related news items from the print media. • Developing the ability to connect the news items to curriculum. • Analysing and interpreting the developments as real-time case studies. • Taking update of recent trends in the banking/Financial Services sector.
2	IV-Corporate Valuation	<p>Discussion, analysis and assignment on Unaudited Financial Statements of listed companies published in the newspapers; computation of ratios relevant to valuation for the purpose of investment.</p> <p>https://tinyurl.com/vny4x8b</p>	<ul style="list-style-type: none"> • Students learn how to make enterprise valuation of a company.
3	IV-Mergers, Acquisitions & Corporate Restructuring	<p>Case Study Analysis- Walmart and Flipkart Deal: Impact on Indian Economy</p> <p>https://tinyurl.com/sl2tsr7</p> <ul style="list-style-type: none"> • Daily News Analysis: Students are grouped in to teams and assigned the responsibility of identifying MACR- related news items from 	<ul style="list-style-type: none"> • Students learn to apply concepts and analyse real-time business issues • Identifying MACR- related news items from the print media. • Developing the ability to connect the news items to curriculum. • Analysing the developments as real-time case studies

		<p>across different newspapers. News items relevant to the subject are discussed in the class.</p> <p>https://tinyurl.com/soghekn</p>	
Faculty: Dr. C. Srikant			
	III-Recruitment & Selection	<p>Activity Based Learning – Resume Building Workshop/Aptitude Test/ Group Discussion and mock Interviews</p> <p>https://tinyurl.com/rxk2mw7</p>	<ul style="list-style-type: none"> • Obtaining hands on experience in various processes involved in recruitment activity • Understanding practical relevance of the concepts learnt in the theory classes.
Faculty: Dr. Lakshmeesha Kanti K. S.			
	III-Cost Management	<p>Preparation of Cost-sheet: Students are trained in preparation of the cost sheet after careful examination of financial statements related to P&L, Trading account and balance sheet of a selected company.</p>	<ul style="list-style-type: none"> • Students get exposed to identifying financial factors concerning expenses related to operation and maintenance in addition to being able to prepare cost sheet.
	II-Investment Management	<p>Stock Market Visit:</p> <ul style="list-style-type: none"> • Students are taken to local stock-market intermediary firms to observe live trading sessions and interact with business executives. <p>https://tinyurl.com/sygyp34</p>	<ul style="list-style-type: none"> • Students would come to comprehend the functioning of stock markets, trading & settlement process.

Faculty: Mrs. Anuradha C. K.

	II-Human Resource Management III-Recruitment & Selection, III-Compensation and Benefits	Imparting training to the students to design Job Description and Specification by conducting a detailed study of websites related to corporate sectors in order to judge the corporate requirement vis-a-vis., individual attributes https://tinyurl.com/tmp88rn	<ul style="list-style-type: none">• Students learn to arrive at ideas as to how they can approach the corporate for employment matching with the abilities possessed.
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Faculty: Dr. Subhadra P. S.

	I-Management and Organization Behaviour	<ul style="list-style-type: none">• Industrial visits both rural and urban areas are conducted to enable students to understand the various processes involved to understand the importance of material and men management for furthering the individual skills in providing leadership while employed in a company https://tinyurl.com/vzzamte	<ul style="list-style-type: none">• Students are opportuned to understand the importance of communication, interpersonal and managerial skills required in practice
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Faculty: Dr. Vikrama D. K.

	I-Quantitative Methods/ Business Stat. & Analytics	To train the students to understand the computational tools required to analyse the data available in order to arrive at mathematical models to describe the observed findings.	<ul style="list-style-type: none">• Students will be able to confidently analyse the data by different mathematical tools.
	III-Marketing Research and Analytics	Students are trained to carry out marketing Analytics - using Advanced MS-Excel	<ul style="list-style-type: none">• Students can carry out independently the marketing analysis involving different parameters by computational tools.
	III - Emerging Exponential Techonolgy	Students are trained Hands on experience in VR & AR in Classroom https://tinyurl.com/3y2534ax	<ul style="list-style-type: none">• Students are able get practical exposure on the area of AR & VR

Faculty: Dr. Srinivasa Murthy B. V.

	I-Managerial Economics/ Economics for Managers	Central/State Budget: Live Telecast & discussion	<ul style="list-style-type: none"> • In this programme students watch the presentation of Budgets by the respective Finance Ministers and follow the panel discussions telecast live on the television
	II-Entrepreneurship Development	Students are trained to arrive at Business plan based on parametric study	<ul style="list-style-type: none"> • Ensures team-building and helps to connect theoretical concept with practical situation.

Faculty: Dr. Vikram V.

	Integrated Marketing Communication	Students are trained to design an advertisement copy in print and electronic media. Students are trained to understand the concepts of Media Management and Media Scheduling.	<ul style="list-style-type: none"> • Creating innovative advertisement copy in various Media.
	III Sem Technology Operations Strategy	Case Study https://tinyurl.com/3y2534ax	<ul style="list-style-type: none"> • Harnessing the solar energy in Rice industry – Case study of Jayadeva Rice Mill, Shivamogga.

Faculty: Dr. Ravisha N. S.

	II-Accounting for Managers	Students are trained to analyse the financial statements using ratio analysis, comparative analysis & common-size statements.	<ul style="list-style-type: none"> • Students will be able to analyse the actual financial statements of companies and interpret the financial results.
		Development and uploading of videos (YouTube) –in addition to course content. https://youtu.be/yyEA_cNEKw4	<ul style="list-style-type: none"> • Students can understand the concepts by watching Videos (repeated reference)

	III-Advanced Financial Management	Students are trained analyse the financial statement of a listed company in order to assess the financial position by applying the concepts of working capital management, EBIT-EPS Analysis, ROI-ROE Analysis	<ul style="list-style-type: none"> • Students analyse and compute working capital, capital structure and dividend policy decisions of the company.
Faculty: Dr. Santhosha			
	I-Marketing Management	<p>Video Production:</p> <p>Students are trained to prepare a 3-minute video on Consumer buying behaviour / decision process in three contexts/situations –family, Retailer and Medical Rep</p>	<ul style="list-style-type: none"> • Students learn collaborative working. • Students develop Interviewing and Analytical skills • Develops Technological skills
	II-Research Methodology	Students are trained on hands-on experience of MS Excel	<ul style="list-style-type: none"> • Students are exposed usage of MS Excel in Data Analysis
			<ul style="list-style-type: none"> •
Faculty: Mrs. Aishwarya V. Hittanagi			
	I-Managerial Communication	<p>Mock Board Meetings:</p> <p>Team of students take different roles of a BoD and make presentations and deliberations on different issues like, production planning, product launch, marketing plan, funds situation, etc. of the company, and draw minutes of the meeting and hold a press conference</p> <p>https://tinyurl.com/4ifvaz8x</p>	<ul style="list-style-type: none"> • Enhancement of Presentation skills
		<p>Video Production:</p> <p>Students are trained to produce a 3-minute video on a business leader, celebrity.</p>	<ul style="list-style-type: none"> • Students learn collaborative working. • Using creative skills to narrate a story and act.

	II-Business Law / Business, Government & Society/ Business Law & Policy	Moot-Court: Students participate in a Moot-court and trained to carry out discussion on specific legal issues of business https://tinyurl.com/3zu88mhu	<ul style="list-style-type: none"> • Understand the legal nuances of business conflicts & applicable laws
Dr. Harsha C Mathad			
	III – Investment Management	Preparation of an equity portfolio by assessing the risk and return of the stocks. 1700+ stocks were divided and assigned to all the finance students. Students assessed the risk and return of the stock, and based on that, they selected 104 stocks and created a portfolio in Google Finance to assess the return of the portfolio. https://www.google.com/finance/	Students learned to create a portfolio of equity. Students understood how to use the risk and return formula for real market conditions.