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

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

Department of Management Studies
Initiatives on Teaching and Learning

Sl. No.	Semester - Course	Innovations in Teaching and Learning	Outcome
Faculty: Dr. Harsha C Mathad			
1	Investment Management	**Risk Analysis** Performed risk analysis on 200 stocks, creating and presenting detailed calculations of total risk (standard deviation) and unsystematic risk (beta) using Microsoft Excel. Performed comprehensive mutual fund analysis, evaluating returns, risk metrics, and portfolio composition. https://tinyurl.com/ujjz3htj	• Students learn that stock prices fluctuate due to market forces. • Students can compare the performance of speculative vs. stable investments • Students start evaluating why a stock went up or down • Simulated gains/losses allow students to feel the psychological effects of market changes
2	Security Analysis & Portfolio Management	**Real-time Market Analysis** An activity titled "Wealth Warriors" was designed to immerse students in real-time market experiences. Through this initiative, students engaged in live market analysis, making informed decisions to buy, sell, or hold stocks. Their insights and outcomes from the activity were later compiled and published in a dedicated newsletter, *Market Eye*. https://tinyurl.com/2hjs26ru	• Students developed a deeper understanding of stock markets, investment strategies, and economic trends through hands-on experience. • By analyzing real-time data, students learned to make evidence-based decisions regarding stock purchases, sales, and holds.
3	Security Analysis & Portfolio Management	Workshop on "Bull and Bear Battle" A workshop on "Bull and Bear Battle" was organized to provide students with a hands-on	• Through interactive activities and real-time market simulations, students gained insights into market trends, risk management,

		understanding of stock market dynamics. The workshop focused on the concepts of bull and bear markets, teaching participants how market conditions impact investment strategies. https://tinyurl.com/42cemyem	and strategic decision-making.
Faculty: Dr. Santhosha			
4	Marketing Management	**Practical Exposure trough Assignment** Marketing Assignment Deigned to give Practical Exposure Regarding Consumer Buying Roles, Market Segmentation, Product Mix, Pricing Strategies, Marketing Environment Analysis https://tinyurl.com/32yku53r	• Students applied theoretical knowledge to real business scenarios, bridging the gap between classroom learning and market practice. • Students conducted primary and secondary research, gaining hands-on experience in understanding target audiences and market trends.
5	Marketing Management	**Presentation of Realtime Advertising Campaign** As part of the curriculum, students participated in a presentation and discussion on a real-time advertising campaign developed for the Coconut Development Board by Magnum Intergraphics, Mangalore. https://tinyurl.com/mz3a9hvu	• The session provided insights into the strategic planning, creative execution, and media deployment involved in executing a government-sector ad campaign, bridging classroom concepts with industry practices.
6	Marketing Management Logistics and Supply Chain Management and Economics for Decision Making	**Online Quiz Using Kahoot App** An online quiz was conducted for each Module using the Kahoot app to enhance classroom engagement and reinforce learning. https://tinyurl.com/wpr6x68k	• The interactive format encouraged active participation, immediate feedback, and a fun, competitive learning environment that helped students review key concepts effectively.
7	Business Communication	**Resume Building Using Canva** A resume-building session was conducted using Canva in the classroom, enabling students to	• The activity combined design skills with career readiness, allowing students to explore modern resume formats, highlight their

		create professional and visually appealing resumes. https://tinyurl.com/2ddcwjm4	strengths, and prepare for job or internship opportunities.
Dr. Santhosh & Dr. G P Nagesh			
8	Research Methodology and IPR	**hands-on training session on Microsoft Excel** A hands-on training session on Microsoft Excel was conducted as part of the Research Methodology class, equipping students with practical skills in data entry, analysis, and visualization. https://tinyurl.com/bdfruxed	• The session focused on essential functions such as data cleaning, use of formulas, pivot tables, and chart creation to support research and academic projects.
9	Research Methodology and IPR	**Practical Assignment on Literature Review** A practical assignment on the literature review was assigned to students, allowing them to explore and critically analyze existing research on a 20 chosen research Articles https://tinyurl.com/4jmfnvyf	• This exercise enhanced their skills in identifying credible sources, synthesizing information, and developing a comprehensive review, which is essential for academic writing and research.
Dr. G P Nagesh			
10	Indirect taxation	**Workshop on Practicalities of GST in India** A workshop on the Practicalities of GST in India was conducted for students, led by experienced Chartered Accountants. The session provided an in-depth understanding of Goods and Services Tax (GST) in India, covering key concepts, practical applications, and compliance procedures. https://tinyurl.com/337h7h4d	• Students gained valuable insights into GST's impact on businesses, tax planning, and accounting practices, with real-world examples shared by industry professionals.
Dr. Sharma K R S			

11	Strategic Cost Management	**Designing of Cost Sheet** Students are trained in the preparation of a cost sheet through a detailed analysis of financial statements, including the Profit & Loss (P&L) account, Trading account, and Balance Sheet of a selected company. https://tinyurl.com/2jfsy5f6	• This process helps them understand cost structures, allocate expenses, and determine product costs accurately.
12	Mergers Acquisitions & Corporate Restructuring	**Workshop on Due Diligence on Mergers and Acquisitions** A workshop on Due Diligence in Mergers and Acquisitions (M&A) was conducted for students, providing them with a comprehensive understanding of the M&A process. The workshop covered key aspects of due diligence, including financial analysis, risk assessment, legal considerations, and integration strategies. https://tinyurl.com/ycxcj5zx	• Students gained practical insights into evaluating companies, identifying potential challenges, and making informed decisions during mergers and acquisitions.
Faculty: Mrs. Anuradha C. K.			
13	Human Resource Management	**Imparting training to the students to design Job Description and Specification** Students were trained to create comprehensive Job Descriptions and Job Specifications, equipping them with the skills to outline roles, responsibilities, required qualifications, and competencies for various positions. https://tinyurl.com/3z55zf6u	• Students gained a understanding of essential HR processes, particularly the importance of clear and accurate job descriptions and specifications in recruitment and talent management.

Faculty: Dr. Vikrama D. K.

14	Marketing Research and Analytics & Exploratory data Analytics	Students are trained to conduct marketing analytics using Advanced MS Excel techniques. This training equips them with the skills to analyze marketing data, interpret key performance indicators (KPIs), and generate actionable insights for strategic decision-making. https://tinyurl.com/3tnw5uxj	• Students developed the ability to analyze complex marketing data sets, using advanced Excel functions like pivot tables, VLOOKUP, and data visualization tools to extract meaningful insights.
Faculty: Dr. Srinivasa Murthy B. V.			
15	I-Managerial Economics/ Economics for Decision making	Live Central/State Budget Watch and Discussion https://tinyurl.com/ctp48wz5	• In this program, students watch the budget presentations by the respective Finance Ministers and actively follow the live panel discussions broadcasted on television, providing them with a real-time understanding of national economic policies and fiscal planning.
16	II-Entrepreneurship Development	Students are trained to develop a business plan through a parametric study, enabling them to assess various factors and parameters that influence business decisions and strategies, ensuring a well-informed and data-driven approach to business planning. https://tinyurl.com/yna8z5ve	• Students gained hands-on experience in applying theoretical knowledge to real-world business scenarios, enhancing their understanding of business planning, market analysis, and financial forecasting.
Faculty: Dr. Vikram V.			
17	Logistics and Supply Chain Management Corporate Strategy	**Online Quiz Using Jeopardy labs & Waygaurd** An online quiz using Jeopardy labs and & Waygaurd was conducted to enhance student engagement and facilitate interactive learning. The quiz, modeled after the classic game show Jeopardy provided a fun, competitive environment for students to review and reinforce key concepts, test their knowledge, and receive immediate feedback.	• The competitive format motivated students to actively participate, fostering a healthy sense of competition while encouraging teamwork and collaboration.

		https://tinyurl.com/3yvabtkn	
18	Integrated Marketing Communication	Students are trained to design advertisement copies for both print and electronic media, while gaining a comprehensive understanding of Media Management and Media Scheduling. This training equips them with the skills to create effective advertisements and strategically plan media campaigns. https://tinyurl.com/5yh4rm27	• Creating innovative advertisement copies across various media platforms, allowing students to develop creative and impactful messaging tailored to different channels.
Dr. Subhadra P. S.			
19	Business Communication	**Workshop on Business Etiquettes** A workshop on Business Etiquettes was conducted for students, focusing on professional behavior, communication, and interpersonal skills essential for the workplace. The session covered key aspects such as proper greetings, effective communication, dining etiquette, and professional appearance, helping students enhance their confidence and prepare for professional environments. https://tinyurl.com/mtdneehn	• The workshop prepared students for real-world business environments by instilling knowledge of appropriate conduct, professional attire, and office behavior.
Dr. Praveen Kumar B H			
20	Accounting for Managers	Students are trained to analyze financial statements using ratio analysis, comparative analysis, and common-size statements, enabling them to assess a company's financial performance and make informed decisions based on key financial data. https://tinyurl.com/53h6j29p	• Students will be able to analyze real-world financial statements of companies and interpret the financial results, enabling them to assess a company's performance and make informed business decisions.
21	Advanced Financial Management	Students are trained to analyze the financial statements of a listed company to assess its financial	• Students analyse and compute working capital, capital structure

		position by applying key concepts such as working capital management, EBIT-EPS analysis, and ROI-ROE analysis, enabling them to evaluate financial health and make informed business decisions. https://tinyurl.com/ycypra89	and dividend policy decisions of the company.
Divya S P			
22	Strategic Management	**Strategic Lessons from Movies** This activity uses popular films to illustrate key business strategies and concepts. Students analyze characters, plotlines, and decision-making processes to extract valuable lessons on leadership, innovation, risk management, and strategic planning, helping them connect theoretical knowledge with real-world applications. https://tinyurl.com/yc3kx9uj	• Students analyzed characters, and decisions in films, fostering critical thinking and discussions on real-world applications of business, leadership, and strategy.
23	Strategic Management	**Learning Through Gamification Boards** Use of game elements, such as points, leaderboards, and challenges, to enhance student engagement, Participation and motivation. https://tinyurl.com/47vc4bux	• Through gamified activities, students develop problem-solving, collaboration, and critical thinking skills while mastering subject content.
Dr. C Srikanth			
24	Innovation & Design Thinking	**Workshop on "Empowering Future Leaders: IPR Awareness for Management Professionals"** The session focused on the importance of IPR in the business world, covering key concepts such as patents, trademarks, copyrights, and trade secrets. https://tinyurl.com/yx28pers	• Through real-world examples and case studies, students gained insights into how IPR impacts innovation, brand protection, and business strategy, empowering them to become informed leaders in a knowledge-driven economy.
25	Innovation & Design Thinking	**Activity Based Learning**	• Students developed their ability to think creatively and approach

		Idea Generation, Realtime Innovation Discussion This activity fosters creative thinking and innovation by encouraging students to engage in idea generation and real-time discussions. Students work collaboratively to brainstorm innovative solutions to real-world problems, applying design thinking principles. https://tinyurl.com/ywdpd2xh	challenges from different perspectives, generating innovative ideas to solve real-world problems.
Dr. Sharath Ambrose			
26	International Business	**Micro-Case Analysis and Classroom Presentation – International Business** The activity was conducted to enhance students' understanding of international trade regulations, environmental compliance and their implications for global business operations. It aimed to develop analytical thinking, strategic decision-making, collaborative learning and presentation skills through the application of International Business concepts to a contemporary business challenge. https://tinyurl.com/jp76n8f3	The micro-case activity provided an opportunity for students to connect classroom learning with contemporary challenges in international trade. By analysing the implications of EU carbon regulations on Indian steel exports, students engaged in critical thinking, collaborative problem-solving and strategic evaluation. The activity demonstrated the application of an innovative, learner-centric teaching methodology in the International Business course.
Mr. Mahesh V Shet			
27	Emerging Exponential Technologies & Consumer Behaviour	Visual Learning Approach for Emerging Exponential Technologies Digital and Interactive Learning Approach for Consumer Behaviour https://tinyurl.com/2ew7wxr8	• Students gaining an understanding of emerging technologies and their business applications through visual learning. The activity improved their awareness of technological trends and innovation opportunities. • Students gaining a better understanding of consumer behaviour through digital and

			interactive learning activities. The activity enhanced their ability to analyse consumer preferences, attitudes and buying decisions.
Faculty: Dr. Vikram V.			
28	Strategic Management	**Strategic Lessons from Movies** This activity uses popular films to illustrate key business strategies and concepts. Students analyze characters, plotlines, and decision-making processes to extract valuable lessons on leadership, innovation, risk management, and strategic planning, helping them connect theoretical knowledge with real-world applications. https://tinyurl.com/3tfycdsm	• Students analyzed characters, and decisions in films, fostering critical thinking and discussions on real-world applications of business, leadership, and strategy.