

**Rajarambapu Institute of Technology, Rajaramnagar  
Department of Management Studies (MBA)**

**Academic Year 2021-2022**

**Innovative Practice League (IPL)**

**Course Teacher:** Dr. Mrs. Seema S Desai

**Course Name:** Marketing Management (MGC1092)

**Class:** FY MBA Div A & B

**Name of Innovative Active Learning Technique:** Think Aloud Pair Problem Solving (TAPPS).

**Purpose/Motivation of Technique**

- Achieving course learning objectives
- New perspectives on the subject matter (An understanding of other perspectives)
- New questions to explore & deeper understanding of the subject
- Students are struggling with certain concepts, teaching better with a fun experience
- To actively involve all students during lectures.

**Suitability of Technique to Course**

- This tech has helped students develop and modify new ideas.
- Students got the opportunities to see how other students view the same topic.
- Increase in student's interest and commitment observed.
- Students learnt actively, thought independently and enjoyed working in pairs (groups).
- Skills which are needed in the real world, such as problem finding, creative thinking, or communication skills are developed

**Procedure of Technique**

- Demonstration about method of solving the problem with application-based examples.
- Group Formation-Groups are formed informally, small groups (6/7 students)
- Pose a question, statement, issue or problem to the class. Observe for query and assistance.
- Provide an amount of time for individual thinking about a topic or answer to a question (timeline 10 min max)
- Pair with neighbor (Group) and share aloud the answer to the question
- "Quick-Response-Think-Aloud-Pair-Problem-Solving" and longer activities and more involved "Extended-Think-Aloud-Pair-Problem-Solving."
- Summarize ideas and Share with classmates. Students may clarify and elaborate.

**Outcomes of Technique**

- The personal interaction motivated students who were not generally interested in the subject.
- This tech engaged the entire class and allowed quiet students to answer questions without having to stand out from their classmates.
- Faculty could assess student understanding by listening to several groups during the activity, and by collecting responses at the end.
- Full class discussion was found to be more fruitful after a Think Aloud Pair Problem Solving tech and throughout the semester as the frequent use of such activities improved student comfort levels and willingness to participate throughout the lecture.

# Photographs and Student Response



# Industry Interaction:



One Day Workshop under RIT CTL on Theme –“Recent Trends in Category Management (Retail Sector)”  
 Resource Person: Mr.Akshay Sarwan Category Manager, Big Basket – Bangalore, Alumni of Indian Institute of Sambhalpur



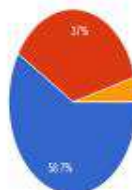
# Feedback



1. After successful completion of the course, I am able to identify core concepts of marketing and the role of marketing in business and society.  
 92 responses



5. After successful completion of the course, I am able to Analyze marketing problems and provide solutions based on a critical examination of marketing information.  
 92 responses



3. After successful completion of the course, I am able to Create an marketing communication plan which includes promotional strategy of effectiveness.  
 92 responses



2. After successful completion of the course, I am able to Develop marketing strategies based on product, price, place and promotion objectives.  
 92 responses



4. After successful completion of the course, I am able to Collect, process, and analyze consumer data to make informed marketing decisions.  
 92 responses



**Rajarambapu Institute of Technology, Rajaramnagar**  
**Department of Management Studies (MBA)**

**Academic Year 2022-2023**

**Innovative Practice League (IPL)**

**Course Teacher:** Dr. Mrs. Seema S Desai

**Course Name:** Marketing for Engineers (OE3243)

**Class:** TY BTech

**Name of Innovative Active Learning Technique:** Interactive Teaching through Short Reels (InstaStory)

**Purpose/Motivation of Technique**

- Achieving course learning objectives
- New perspectives on the subject matter (An understanding of other perspectives)
- Students are struggling with certain concepts, teaching better with a fun experience
- Holistic Engineering Preparation & to actively involve all students during lectures.
- Preparing Future Leaders

**Suitability of Technique to Course**

- This tech has helped students develop and modify new ideas. Highly suitable due to its visual and interactive nature, engaging engineering students in real-world scenarios and fostering critical thinking about management principles relevant to their profession.
- By showcasing practical applications of marketing for engineers, reels enable students to better understand and apply marketing concepts, enhancing their problem-solving skills and teamwork abilities.
- Short duration helps students to keep their focus on the content. It also increases students' motivation to rewatch the video. Background music added to the video increases enjoyment and reduced student's anxiety.
- Reels allow accessibility and availability of the teaching resources that extend learning beyond the classroom setting.

**Procedure of Technique**

- Introduction of Topic, Demonstration about method of solving the problem with application based examples.
- Pose a question, statement, issue or problem to the class. Observe for query and assistance.
- Provide an amount of time for Short videos making using Instagram Reels feature about a topic or answer to a question (timeline 2weeks min)
- Summarize ideas and Share with classmates. Students may clarify and elaborate.
- Faculty can randomly choose a number to share their responses with the class.
- Students are able to think, create and solve problems rather than passively listen to lecture.

**Outcomes of Technique**

- Students prepared very short reels with corrective actions & total 60 students submitted reels and PPT
- This technique found that student's engagement with Instagram Reels was increasing, this helped them for self-promotion and entertainment as well as active participation in Reels activity.
- This technique has proven to be effective in helping students to learn beyond classroom setting.
- It promotes learning autonomy where students could decide when, where, and what they want to learn.
- InstaStory allows informal language assessment, face-to-face interactions between students and builds connections between students and faculty which increases students' motivation.

# Reels:

## Marketing Mix of Coco-Cola



Presented By - Harish Vishal Londhe - 2005010, Electrical Engineering

### Product

High-tech learning video series, personalized learning adaptive practice sessions, AI/ML support, 24/7 instant access to 24 computer-based, and professional development.

- Edupage offers a range of courses and programs.
- Course available for primary school to competitive exams.
- Features through engaging video lesson and interactive guides.



### Price

Balance 20% free daily and value calls for the first six months and low-priced plans afterwards attracted millions of customers.

The company also offered cashback and discounts to retain customers.

Its pricing strategy focuses on providing value for money to customers. It offers cost-effective data plans, bundled services, and attractive promotional offers to attract and retain customers. Its pricing strategy has played a crucial role in its rapid customer acquisition and market penetration.



### Place

Appare Marketing mix ppt 2020



### PROMOTION

- Traditional advertising
- Events and sponsorships
- Conferences and trade shows
- Digital marketing tactics
- Promotional discounts and coupons



# Reels:

### IDENTIFICATION OF SMALL BUSINESS AND ITS COMPONENTS

Darsh Jadhav Patel (2022000016)



### COMPETITORS

CAFE BASH TAG



### PRODUCTS



Cafe really focuses on fast food as it has great demand.

### NANDINI MILK PARLOUR




### ANALYZING CAFE BHAUSAHEB

Yash Ashwin Patel (2003002)



### Sachin Computers Xerox Centre



### ANALYZING TARANGAN COLLECTION Clothing store

Pratik Nave (20000)



**Rajarambapu Institute of Technology, Rajaramnagar**  
**Department of Management Studies (MBA)**

**Academic Year 2021-2022**

**Innovative Practice League (IPL)**

**Course Teacher:** Prof. Shakil M. Mulla

**Course Name:** Core Python Programming (OE3243)

**Class:** SYMBA SEM III

**Name of Innovative Active Learning Technique:** Use of Google Form, Online Python Compiler and Tutorials

**Purpose/Motivation of Technique**

- Understand and build confidence in using Python for different applications.
- Develop problem-solving skills, which are crucial for becoming proficient programmers.
- Make the learning process more enjoyable and interactive, motivating students to stay interested.
- Retain the knowledge and skills, which lays a strong foundation for their future learning in Python.

**Suitability of Technique to Course**

- **Hands-on Practice:** Python is best learned by actually writing code and working on projects.
- **Immediate Feedback:** Immediate feedback helps students identify and correct mistakes, enhancing the learning process.
- **Engagement and Motivation:** Through interactive quizzes and coding assignments, students are more likely to stay interested in their learning process.
- **Continuous Practice and Reinforcement:** Regular coding exercises and quizzes ensure that knowledge is retained and built upon over time.
- **Accessible Learning Platforms:** Online tutorials allow students to learn Python at their own pace and convenience, even outside traditional classroom settings.
- **Improved Retention and Long-Term Learning:** The emphasis on active engagement and practical application contributes to better retention of Python concepts, leading to more robust long-term learning outcomes.

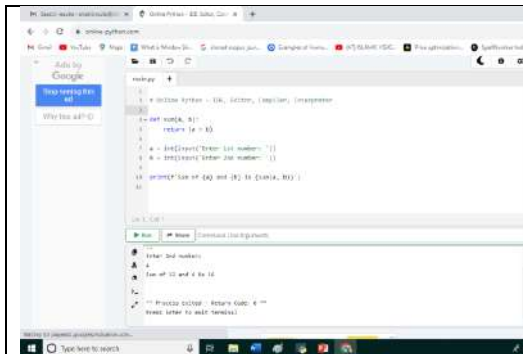
**Procedure of Technique**

- Before starting the Python course, Google Form is used to gather information about students' prior programming experience, their preferred learning style, and their specific learning goals.
- Hands-on Coding Exercises
- Live Coding Sessions
- [Online Python Compiler](#)
- Doubt Sessions
- Online Python Tutorials
  - [python.org](https://python.org)
  - [Wikipedia - Python](#)
  - [w3schools.com](https://w3schools.com)
  - [programiz.com](https://programiz.com)

**Outcomes of Technique**

- Develop a deeper understanding of core python programming.
- Identify and understand some of the most recent tools, techniques, and skill sets required for data analysis.

## Photographs and Student Response



### Core Python Programming - 2022-23

shakil.mulla@nitindia.edu [Switch account](#)

\* Indicates required question

Email \*

Your email

Roll No. : \*

Your answer

1. What is the output of the following code 2 points

```

salary = 8000

def printSalary():
    salary = 12000
    print("Salary:", salary)

printSalary()
print("Salary:", salary)

```

Salary: 12000 Salary: 8000  
 Salary: 8000 Salary: 12000  
 The program failed with errors

2. What is the output of the following code? \*

```

p, q, r = 10, 20, 30
print(p, q, r)

```

10 20  
 10 20 30  
 Error: invalid syntax

3. What is the output of the following code? \*

```

def calculate (num1, num2=4):
    res = num1 * num2
    print(res)

calculate(5, 6)

```

20  
 The program executed with errors  
 30

4. A string is immutable in Python?

Every time when we modify the string, Python Always create a new Str and assign a new string to that variable.

True  
 False

**Academic Year 2021-2022**

**Innovative Practice League (IPL)**

**Course Teacher:** Prof. Sudarshan D. Jadhav

**Course Name:** Business Research Methods (MGC1082)

**Class:** FYMBA SEM II

**Name of Innovative Active Learning Technique:** Research Driven Teaching Pedagogy for Generation Z

**Course Learning Outcomes:**

CO1: Apply the major types of research designs

CO2: Formulate clearly defined research questions

CO3: Analyze and summarise key issues and themes from existing literature

CO4: Evaluate and conduct research

CO5: Understand the ethical issues associated with the conduct of research

**Purpose/Motivation of Technique:**

- To initiate the research culture among the students simultaneously as they pursue their syllabi-based academics.
- To contribute for the generation of knowledge through publication of their research paper/ research work.
- To provide to the students a platform for exchange of research work with other academicians, institutions and Universities through seminars, conferences and workshops.
- To make students work collaboratively.

**Suitability of Technique to Course:**

- As a part of regular academic activities, such activity will help students for inculcating research culture among them.
- Expose students to international platforms for sharing knowledge i.e. research work.
- It will help to improve their confidence to present their research work at various platform i.e. at National/ International Conference, Seminars etc.
- Such activity will also help for preparing their research papers for Capstone Projects as well.

**Procedure of Technique**

- Introduction of the activity
- Explaining research process
- Demonstration of Activity
- Formation of Students Group
- Identifying Interest areas of students for research work
- Intensive review of literature
- Identifying Research Gap
- Finalization of research topics
- Preparing Research Proposal
- Finally, students prepare their research paper

**Outcomes of Technique:**

- Preparing the research paper.

- Plagiarism Check
- Students has presented their research paper in International Conference on UPI the 3rd International Conference on Education 2022 organized by Universitas of Pendidikan, Indonesia on 08.08.2022.
- 54 Groups were participated from India, Indonesia, Malaysia & Philippines in the conference and presented their Research Papers.
- 5 Students from RIT Won 3rd Price i.e. Bronz Medals for Best Research Papers presented in the conference.

## Photographs and Student Response





**Rajarambapu Institute of Technology, Rajaramnagar  
Department of Management Studies (MBA)**

**Academic Year 2021-2022**

**Innovative Practice League (IPL)**

**Course Teacher:** Prof. Shrikant S. Karanjkar

**Course Name:** Supply Chain Management Course (MGE216)      **Class:** SYMBA SEM III

**Name of Innovative Active Learning Technique:** Presentation based on Case Studies

**Purpose/Motivation of Technique**

The technique presentation on case studies (Real Life Examples)

technique activity for Supply Chain Management Course (MGE216) of S. Y. MBA (Sem. III) year students.

**Purpose/Motivation of Techniques**

- 1) students are able to understand different concepts related to Supply Chain Management.
- 2) Identify the application of Supply Chain Management with real life examples.
- 3) Analyze the current issues and problems in the Supply Chain Management with real life examples.
- 4) Develop the presentations skills among the students.

**Suitability of Technique to Course**

- This technique is suitable for management students.
- This technique helps the students to identify and analyze the current issues Supply Chain Management with real life examples.
- This technique helps to clear the fundamentals of Supply Chain Management course.


**Procedure of Technique – Learning through poster exhibition activity**

1. Introduction, Discussion and guidelines regarding activity.
2. Group Formation – use lottery method for group formation, 4 members in a one group.
3. Discussion on guidelines and instructions regarding the activity.
4. Allocation of the topics to each group.
5. Preparation period – 1 week
6. Each group has to collect the information, study it, analyze it and prepare the study report and PPT presentation.
7. Conduct the group presentations.
8. Evaluate the performance.

# Glimpses of the Activity

A  
PROJECT REPORT  
A STUDY ON SUPPLY CHAIN MANAGEMENT OF FLIPKART.

Submitted to



DEPARTMENT OF MANAGEMENT STUDIES  
RAJRARAMBAPU INSTITUTE OF TECHNOLOGY, AN  
AUTONOMOUS INSTITUTE.

In partial fulfillment of the requirements for the Master Degree  
In Semester Evaluation of Supply Chain Management


ISE-1  
Under the guidance of  
Prof. Mr. Shrikant Karanjkar Sir.

Group No. 2

Sr.no	Name	Roll no.
1	Shivani Kadam	2040076
2	Anjali Kamble	2040077
3	Sneha Tandale	2040100

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## Flip kart & its Supply Chain Management –



**The company structure of Flip kart has 3 broad categories.**

- i. Product and Technology which deals with Website Management ERP System,
- ii. Business Development which deals with sales and
- iii. Operations which deals with the supply chain management of the company which includes Procurement, Warehouse, Logistics and Customer Support.

**A) Procurement**

With a marketplace model, Flip kart has a market place model wherein the prospective buyers can deal with sellers directly and the delivery of the product or good will be done by Flip kart. They have added more than 50 sellers to its list. At present, the entire inventory of Flip kart is being managed by WS Retail which is flip karts pet project. The sourcing of Flip kart is conducted at 2 levels i.e. at Regional and Central levels. Procurement Teams manage each of these 2 levels. Each regional procurement team has a network of local suppliers for made-to-stock as well as on Just in-time procurement.


**B) Warehouse Management System**

Flip kart has 7 major warehouses spread across the country in the states of Pune, Mumbai, Chennai, Kolkata, Bangalore, Noida and Delhi. Also smaller regional distribution centers at over 500 locations spread across Tier I and Tier II cities. Warehouse Management System (WMS) consists of 3 major segments viz.

1. **Inward Processing** - Physical in-warding: This is the area where physical delivery of goods from suppliers to the warehouse is taken.

7

A  
ISE: I REPORT  
ON  
"A STUDY ON SUPPLY CHAIN MANAGEMENT OF BALAJI  
PRODUCT"  
UNDER THE SUBJECT OF  
"SUPPLY CHAIN MANAGEMENT"  
SUBMITTED TO  
DEPARTMENT OF MANGEMENT STUDIES  
FOR THE MASTER DEGREE OF  
MASTERS OF BUSINESS ADMINISTRATION  
SUBMITTED BY  
MISS. RENU SHEJALE, MISS. SANJIVANI WAGHMARE,  
MISS. SHIWETA GADE, MR. SHUBHAM PATIL.  
UNDER THE GUIDANCE OF  
PROF. SHRIKANT KARANJKAR  
THROUGH



RAJRARAMBAPU INSTITUTE OF TECHNOLOGY, DEPARTMENT OF  
MANAGEMENT STUDIES,  
RAJRAMNAGAR, TAL-WALWA DIST-SANGLI  
2020-2021.



FLAVOURS Wah Wah



SUPPLY CHAIN OF HUL

ISE I  
REPORT  
ON  
"SCM OF HUL Household product"  
Subject Name: Supply Chain Management  
Class: SY MBA  
Submitted By:

SR. NO.	NAME	ROLL NO.
1	SMITA JADHAV	2040006
2	SUNALI BANDE	2040053
3	PRAJYOTI SING	2040064
4	SHIWETA PAWAR	2040093

Under the Guidance of  
Prof. S.S.Karanjkar  
Department Of Management Studies,  
K.E Society's  
Rajarambapu Institute Of Technology Rajaramnagar  
Tal: Walwa Dist: Sangli  
Academic Year  
2021-2022



1

SUPPLY CHAIN OF HUL



**Business Strategy OF HUL:**

The first pillar in the Make Vs Buy decision is the business strategy adopted by a nation. Business strategy strategically engages the importance of the company whose product or service is being considered for outsourcing, in addition to the process, technologies or skills needed to design the product or deliver that particular service.

These factors should be carefully considered, not just on the basis of current competitive environment but also by anticipating the changing competitive environment in future.

So, as a rule, it's advisable to select the in-house skills and abilities when a product or a function plays a very important role in improving the company's performance or is considered a core operation. Perhaps, if we consider a time-sensitive product or a product, which is prone to consequent design changes, third-party producing would likely be a mistake. In simple words, companies must opt for outsourcing in the following scenarios:

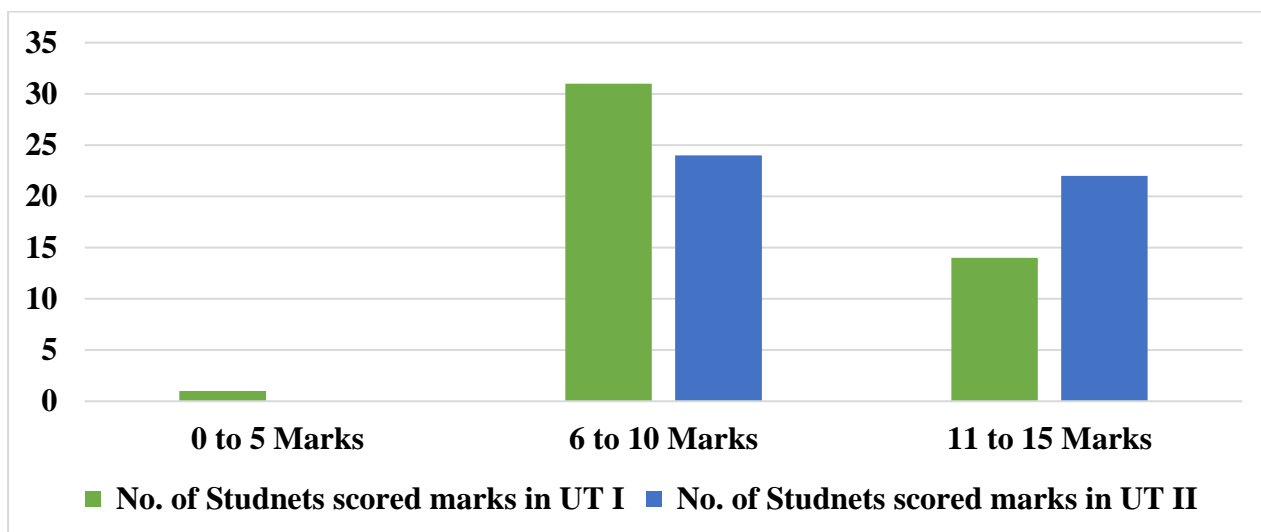
3

## Outcomes of Technique

UT I & UT II Marks

Supply Chain Management (MGE216)

Marks of Unit Test (Out of 15)	No. of Students scored marks in UT I	No. of Students scored marks in UT II
0 to 5 Marks	1	0
6 to 10 Marks	31	24
11 to 15 Marks	14	22
<b>Total no. of Students</b>	<b>46</b>	<b>46</b>



### Student Response

1) Students have actively involve in these activities.  
They have very much satisfied about this activities

**Rajarambapu Institute of Technology, Rajaramnagar**  
**Department of Management Studies (MBA)**

**Academic Year 2021-2022**

**Innovative Practice League (IPL)**

**Course Teacher:** Prof. Krishnaji S. Patil

**Course Name:** New Venture Establishment and Management (MIV106)

**Class:** SYMBA SEM III

**Name of Innovative Active Learning Technique:** Interview With An Entrepreneur

**Purpose/Motivation of Technique**

- Understand the factors that motivate individuals to choose entrepreneurship as a career.
- Real world learning experience.
- Interaction with successful business personality.
- Know the factors behind establishment of new ventures.
- Exposure of managerial aspects of successful ventures.
- Creation of E-Contents.
- Continuous source of motivation for students.

**Suitability of Technique to Course**

- Application of concepts
- Critical analysis
- Entrepreneurial Mind set
- Empowerment and Motivation
- Peer Learning
- Feedback and Assessment
- Integration of Theory and Practice

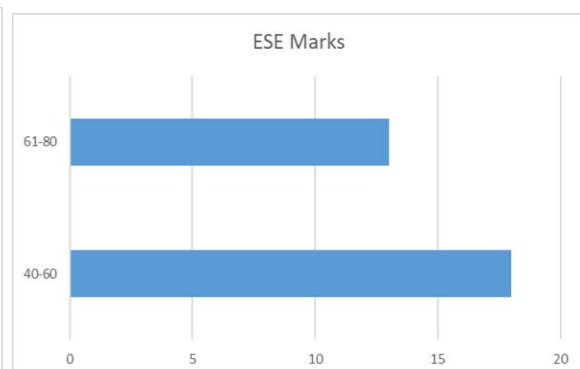
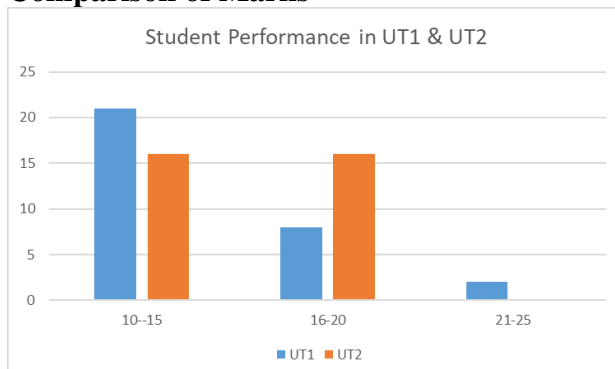
**Procedure of Technique**

- Introduction of technique
- Convey the purpose
- Set the rubrics for evaluation
- Screening of recorded videos of interview as per rubrics
- Feedback and Assessment
- Uploading the selected videos on YouTube Channel
- Share and suggest the videos to other students for learning

**Outcomes of Technique**

- Perceive course contents
- Network building
- Business Development Strategies
- Communication Skills
- Managerial Skills
- Peer Learning
- Exposure through digital platform

**Comparison of Marks**



## CO Attainment

Course – NVEM		Code – MIV 106	
Course Outcome	Final Direct Attainment	Indirect attainment	Total Attainment
MIV106.1	3	3	3
MIV106.2	3	3	3
MIV106.3	3	3	3
MIV106.4	3	3	3

## Screenshots



Browser tabs: Rajarambapu, Course: New, Inbox (43.58), Financial Sen, ril, Best Engine, Entrepreneur, meaning of, (108) Busine

Address bar: youtube.com/watch?v=BouYysGoPMI

Search: goga kore

Video Title: FRIENDS CAFE

Business model of cafe | Cafe management | cafe vlog | cafe recipes | ft Goga kore ,Samrudhi Awalkar

GoGa Kore 1.12K subscribers

33 likes, Share, Download

Recommended videos:

- 1 मिनट में Profit Live Demo | Option Trading में पहला ट्रेड कैसे लें | Sagar Sinha | 929K views
- Best Mtv & Coke Studio unplugged songs #1 | Ujjwal Singh | 281 views
- Sharad Tandale | Sharad Tandale talk Show | GoGa Kore | 154 views
- FARZI | RAJ & DK | Film making workshop | Stree | Shahid... | GoGa Kore | 162 views
- How to get Tirupati Balaji Darshan online Pass/Ticket | GoGa Kore | 99 views

Windows taskbar: Earnings upcoming, 16:01, 26-07-2023

Browser tabs: Rajarambapu, Course: New, Inbox (43.58), Financial Sen, ril, Best Engine, Entrepreneur, meaning of, (108) Salgar

Address bar: youtube.com/watch?v=1Hz\_ZwJh5tg

Search: goga kore

Video Title: Salgar Amrutatulya Chaha | Entrepreneur | Tea Franchise | ft Dadu Salgar | Sayati Padmale | Goga kore

GoGa Kore 1.12K subscribers

150 likes, Share, Download

Recommended videos:

- Get 3x Salary Ad - go.skillnation.in
- प्राथमिक कठिने बनकर पयाचा रस्ता | Powerful Story | Dadu Salgar... | जीषा Talks पराडी | 169K views
- Trading Psychology - Dr David Paul | FinPort | 2.3M views
- Less Investment high Profit margin business | Best... | ಕನ್ನಡ ಕನ್ನಡ Kannada kuvara | 60K views
- Salgar Amrutulya Chaha Franchise (Cost and Profit)... | Franchise Information | 2.1K views

Windows taskbar: 24°C Cloudy, 16:08, 26-07-2023

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

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**Report on Innovative Practice**

(Academic Year 2021-22)

Course: Corporate Finance (MGC1022)

**Name of the Activity: Mind Map - Poster Presentation**

**Purpose/Motivation of Technique:**

- ▶ The main learning point from this activity is to make the participants identify important concepts studied in the course.
- ▶ With the help of mind map activity one can clearly understand various concepts with its significance.

**Suitability of Technique to Course:**

- ▶ The course Corporate Finance is concerned with various financial decisions taken by the finance manager; many important concepts are there which they need to understand.
- ▶ This course is for First year students of Management, it become important to make them learn by using various techniques.

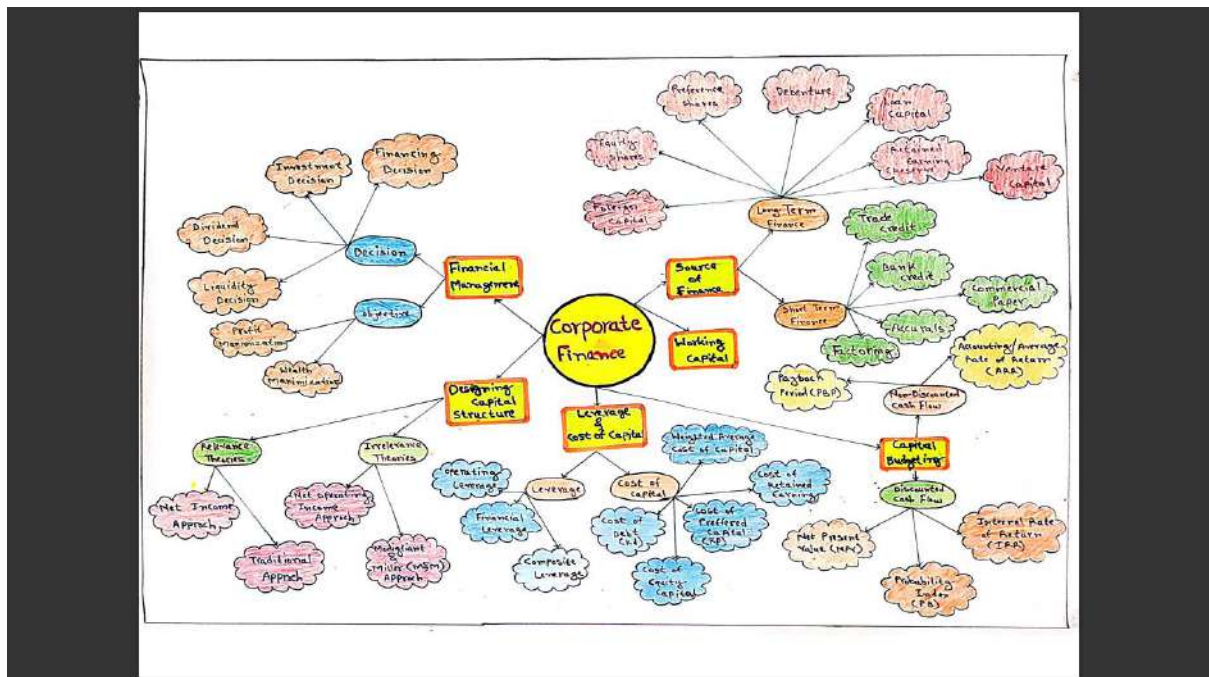
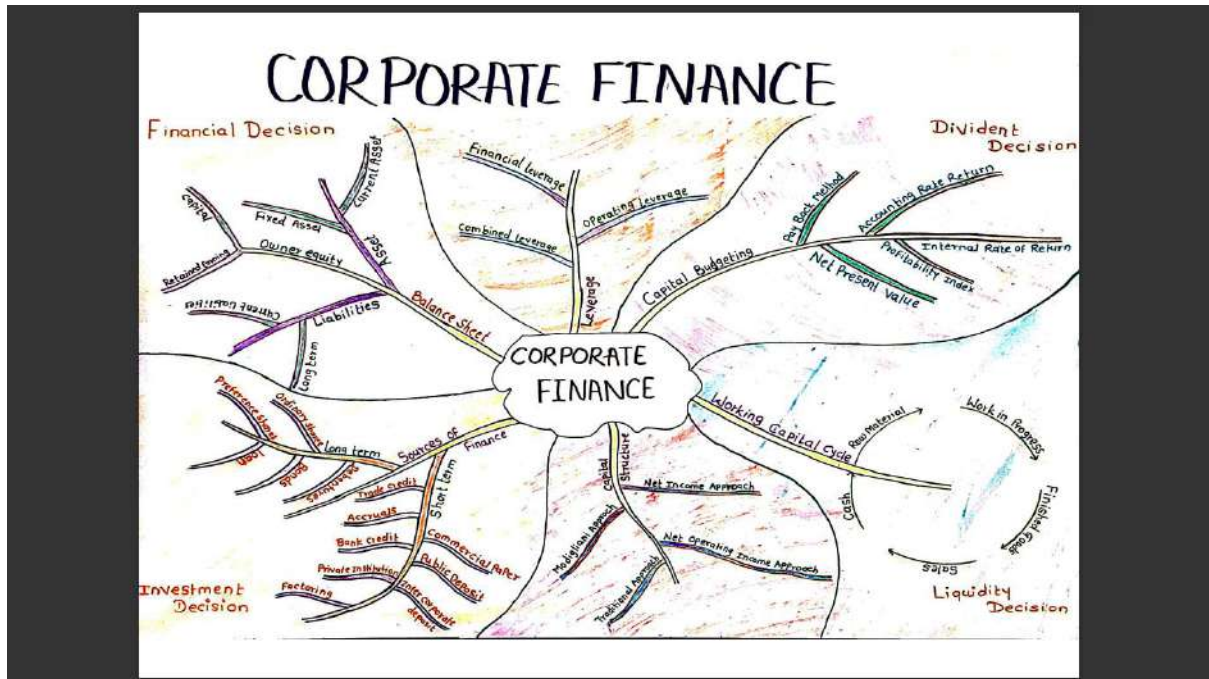
**Procedure of Technique:**

- ▶ Group Activity.
- ▶ Formed group of 4-5 students.
- ▶ Instructions given about the contents of needed to incorporate in Mind Map poster.
- ▶ At the time of submission, each student of the group explained the contents mentioned in the poster.
- ▶ Question and Answer

**Outcomes of Technique:**

- ▶ Teamwork
- ▶ Various concepts related to course
- ▶ Design Mind map poster
- ▶ Poster Presentation

Photographs:





# **Innovative Teaching Practices League (IPL) (Year 2021-2022)**

Think -Pair Share Technique

Dr. Vidya S. Kadam

Department of Management Studies, RIT

Course Name: Compensation Management (MGH 2013) Class - S.Y.M.B.A.

## **Purpose/Motivation of Technique**

- To improve thinking ability of students.
- To builds oral communication skills.
- To decrease spoon feeding.
- To increase confidence of student.
- Think-Pair-Share technique can be an effective tool for fostering discussions in the classroom
- Think-Pair-Share activity gives the opportunity to feel more comfortable sharing their thoughts.

## **Suitability of Technique to Course**

- In course of Compensation Management there are different type of incentives and fringe benefits which are applied in the organization to analyze the management problems and decision making.
- If person do not have good thinking ability and knowledge of these concepts, then he fails to apply various strategies in real situation.
- To improve the thinking ability of student, this method helps

## **Procedure of Technique**

- Ask an open ended question.
- Give students a few minutes to discuss the question and work out an answer.
- Then every student pairs up with a partner and they discuss the question for two to five minutes.
- Students may clarify and elaborate.
- Finally, the whole class engages in a discussion where students raise their hands and share all the thoughts and ideas they've gathered

## **Outcomes of Technique**

- To think individually about a topic or answer to a question.
- To share ideas with classmates and builds oral communication skills.
- To Improve student's thinking ability.
- To learn new ways of thinking about problems and solutions by collaborative sharing
- To Improve the stage daring of students and confidence

# Outcomes of Technique

Rajarambapu Institute of Technology, Rajaramnagar										
Department of Electrical Engineering										
Attainment of COs										
Program: MBA		Semester III				Semester III		Academic Year: 2022-23		
Sl. No.	CO Statement	Subject Attainment				Subject Attainment (Course End Survey)	Overall Attainment on Scale of 3	Overall Percentage Attainment	Overall CO Attainment	
		SAE	UT I	UT II	ESE				Final Level Weighted Average	Overall Attainment
	Weightage	6.2	6.1A	6.1B	0.5					
CO1	Apply the knowledge to solve organizational problems in organization	3	2	0	3	2.02	3	2.88	96.29	
CO2	Design rational and contemporary computerized systems in modern organization	3	1	3	3	2.29	3	2.18	96.67	
CO3	Design and maintain a project system within the organization	3	0	0	3	1.57	3	1.58	81.92	
CO4	Analyze and develop business programs	3	2	1	3	2.25	3	2.26	99.67	
CO5	Explain the legally required employee benefits	3	0	0	3	3.08	3	3.08	100.00	

## Examples

- As a manager how you will control attrition rate of the company?
- As a head how you will reduce labour absenteeism?
- How you will increase employee engagement?

**Rajarambapu Institute of Technology, Rajaramnagar**  
**Department of Management Studies (MBA)**

**Academic Year 2022-2023**

**Innovative Practice League (IPL)**

**Course Teacher:** Dr. Mrs. Seema S Desai

**Course Name:** Marketing for Engineers (OE3243)

**Class:** TY BTech

**Name of Innovative Active Learning Technique:** Interactive Teaching through Short Reels (InstaStory)

**Purpose/Motivation of Technique**

- Achieving course learning objectives
- New perspectives on the subject matter (An understanding of other perspectives)
- Students are struggling with certain concepts, teaching better with a fun experience
- Holistic Engineering Preparation & to actively involve all students during lectures.
- Preparing Future Leaders

**Suitability of Technique to Course**

- This tech has helped students develop and modify new ideas. Highly suitable due to its visual and interactive nature, engaging engineering students in real-world scenarios and fostering critical thinking about management principles relevant to their profession.
- By showcasing practical applications of marketing for engineers, reels enable students to better understand and apply marketing concepts, enhancing their problem-solving skills and teamwork abilities.
- Short duration helps students to keep their focus on the content. It also increases students' motivation to rewatch the video. Background music added to the video increases enjoyment and reduced student's anxiety.
- Reels allow accessibility and availability of the teaching resources that extend learning beyond the classroom setting.

**Procedure of Technique**

- Introduction of Topic, Demonstration about method of solving the problem with application based examples.
- Pose a question, statement, issue or problem to the class. Observe for query and assistance.
- Provide an amount of time for Short videos making using Instagram Reels feature about a topic or answer to a question (timeline 2weeks min)
- Summarize ideas and Share with classmates. Students may clarify and elaborate.
- Faculty can randomly choose a number to share their responses with the class.
- Students are able to think, create and solve problems rather than passively listen to lecture.

**Outcomes of Technique**

- Students prepared very short reels with corrective actions & total 60 students submitted reels and PPT
- This technique found that student's engagement with Instagram Reels was increasing, this helped them for self-promotion and entertainment as well as active participation in Reels activity.
- This technique has proven to be effective in helping students to learn beyond classroom setting.
- It promotes learning autonomy where students could decide when, where, and what they want to learn.
- InstaStory allows informal language assessment, face-to-face interactions between students and builds connections between students and faculty which increases students' motivation.

# Reels:

## Marketing Mix of Coco-Cola



### Product

Right when it comes to job-related, professional learning, digital content creation, and 24/7 support, it comes with 24, 7, 365 days a year, and professional development.

- Right to offer a range of courses and programs.
- Offered through engaging video lessons and interactive guides.

Presented By: Harish Vishal Jonath - 20062016, Electrical Engineering

### Price

Balance its free stake and value calls for the first six months and low-priced plans afterwards, attached millions of customers.

The company also offered **cashback and discounts** to retain customers.

Its pricing strategy focuses on providing value for money to customers, it offers cost-effective data plans, bundled services, and attractive promotional offers to attract and retain customers. Its pricing strategy has played a crucial role in its rapid customer acquisition and market penetration.

### Place

Apple's Marketing Mix (7Ps) Details

Product	iPhone, iPad, Mac, Apple Watch, AirPods, HomePod, Apple TV, Apple Music, Apple News+, Apple Arcade, Apple Books, Apple TV+, Apple One
Price	Premium pricing strategy, offering high-quality products at a higher price point.
Promotion	Apple Events, Apple Store, Apple TV+, Apple Music, Apple News+, Apple Arcade, Apple Books, Apple TV+, Apple One
Place	Apple Store, Apple Retail, Apple Online Store, Apple TV+, Apple Music, Apple News+, Apple Arcade, Apple Books, Apple TV+, Apple One
People	Apple Store Associates, Apple Retail, Apple Online Store, Apple TV+, Apple Music, Apple News+, Apple Arcade, Apple Books, Apple TV+, Apple One
Process	Apple Store, Apple Retail, Apple Online Store, Apple TV+, Apple Music, Apple News+, Apple Arcade, Apple Books, Apple TV+, Apple One
Physical Evidence	Apple Store, Apple Retail, Apple Online Store, Apple TV+, Apple Music, Apple News+, Apple Arcade, Apple Books, Apple TV+, Apple One

### PROMOTION

- Traditional advertising
- Events and sponsorships
- Conferences and trade shows
- Digital marketing tactics
- Promotional discounts and coupons

# Reels:



### IDENTIFICATION OF SMALL BUSINESS AND ITS COMPONENTS

Devraj Adhikari Patel (200620076)

### COMPETITORS

CAFE BASH TAG

### PRODUCTS

Cafe mainly focuses on fast food as it has great demand.

### NANDINI MILK PARLOUR

In Small Business Project PPA Sub-Module 2

### ANALYZING CAFE BHAUSAMEB

Yash Adhikari Patel (200620076)

### Sachin Computers Xerox Centre

### ANALYZING TARANGAN COLLECTION Clothing store

Yash Adhikari Patel (200620076)

**Rajarambapu Institute of Technology, Rajaramnagar  
Department of Management Studies (MBA)**

**Academic Year 2022-2023**

**Innovative Practice League (IPL)**

**Course Teacher:** Prof. Shakil M. Mulla

**Course Name:** Core Python Programming (OE3243)

**Class:** SYMBA SEM III

**Name of Innovative Active Learning Technique:** Use of Google Form, Online Python Compiler and Tutorials

**Purpose/Motivation of Technique**

- Understand and build confidence in using Python for different applications.
- Develop problem-solving skills, which are crucial for becoming proficient programmers.
- Make the learning process more enjoyable and interactive, motivating students to stay interested.
- Retain the knowledge and skills, which lays a strong foundation for their future learning in Python.

**Suitability of Technique to Course**

- **Hands-on Practice:** Python is best learned by actually writing code and working on projects.
- **Immediate Feedback:** Immediate feedback helps students identify and correct mistakes, enhancing the learning process.
- **Engagement and Motivation:** Through interactive quizzes and coding assignments, students are more likely to stay interested in their learning process.
- **Continuous Practice and Reinforcement:** Regular coding exercises and quizzes ensure that knowledge is retained and built upon over time.
- **Accessible Learning Platforms:** Online tutorials allow students to learn Python at their own pace and convenience, even outside traditional classroom settings.
- **Improved Retention and Long-Term Learning:** The emphasis on active engagement and practical application contributes to better retention of Python concepts, leading to more robust long-term learning outcomes.

**Procedure of Technique**

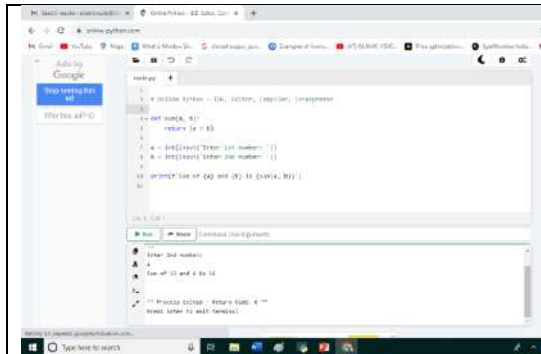
- Before starting the Python course, Google Form is used to gather information about students' prior programming experience, their preferred learning style, and their specific learning goals.
- Hands-on Coding Exercises
- Live Coding Sessions
- [Online Python Compiler](#)
- Doubt Sessions
- Online Python Tutorials
  - [python.org](https://python.org)
  - [Wikipedia - Python](https://Wikipedia - Python)
  - [w3schools.com](https://w3schools.com)
  - [programiz.com](https://programiz.com)

**Outcomes of Technique**

- Develop a deeper understanding of core python programming.

- Identify and understand some of the most recent tools, techniques, and skill sets required for data analysis.

## Photographs and Student Response



### Insights

Average	Median	Range
23.49 / 32 points	24 / 32 points	16 - 26 points



## Core Python Programming - 2022-23

shakil.mulla@nitiedia.edu [Switch account](#)

\* Indicates required question

Email \*

Your email

Roll No. : \*

2 points

Your answer

1. What is the output of the following code

2 points

```
salary = 8000

def printSalary():
    salary = 12000
    print("Salary:", salary)

printSalary()
print("Salary:", salary)
```

- Salary: 12000 Salary: 8000
- Salary: 8000 Salary: 12000
- The program failed with errors

2. What is the output of the following code? \*

```
p, q, r = 10, 20, 30
print(p, q, r)
```

- 10 20
- 10 20 30
- Error: invalid syntax

3. What is the output of the following code? \*

```
def calculate (num1, num2=4):
    res = num1 * num2
    print(res)
```

calculate(5, 6)

- 20
- The program executed with errors
- 30

4. A string is immutable in Python?

Every time when we modify the string, Python Always create a new String and assign a new string to that variable.

- True
- False

**Rajarambapu Institute of Technology, Rajaramnagar  
Department of Management Studies (MBA)**

**Academic Year 2021-2022**

**Innovative Practice League (IPL)**

**Course Teacher:** Prof. Sudarshan D. Jadhav

**Course Name:** Business Research Methods (MGC1082)

**Class:** FYMBA SEM II

**Name of Innovative Active Learning Technique:** Research Driven Teaching Pedagogy for Generation Z

**Course Learning Outcomes:**

CO1: Apply the major types of research designs

CO2: Formulate clearly defined research questions

CO3: Analyze and summarise key issues and themes from existing literature

CO4: Evaluate and conduct research

CO5: Understand the ethical issues associated with the conduct of research

**Purpose/Motivation of Technique:**

- To initiate the research culture among the students simultaneously as they pursue their syllabi-based academics.
- To contribute for the generation of knowledge through publication of their research paper/ research work.
- To provide to the students a platform for exchange of research work with other academicians, institutions and Universities through seminars, conferences and workshops.
- To make students work collaboratively.

**Suitability of Technique to Course:**

- As a part of regular academic activities, such activity will help students for inculcating research culture among them.
- Expose students to international platforms for sharing knowledge i.e. research work.
- It will help to improve their confidence to present their research work at various platform i.e. at National/ International Conference, Seminars etc.
- Such activity will also help for preparing their research papers for Capstone Projects as well.

**Procedure of Technique**

- Introduction of the activity
- Explaining research process
- Demonstration of Activity
- Formation of Students Group
- Identifying Interest areas of students for research work
- Intensive review of literature
- Identifying Research Gap
- Finalization of research topics
- Preparing Research Proposal
- Finally, students prepare their research paper

**Outcomes of Technique**

- All 136 students have prepared their research papers and done Plagiarism Check.

- Out of 136 students, 96 students presented their research papers (28 research papers) at International Conference on Recent Advances in Business Management Vision – 2025 organized on 8th & 9th June 2023 by Smt. Hiraben Nanawati Institute of Management Studies & Research for Women, Pune.
- Such papers will be Published in UGC Care Listed Journal. (Waiting for Final Publication)

### Photographs and Student Response





**Rajarambapu Institute of Technology, Rajaramnagar  
Department of Management Studies (MBA)**

**Academic Year 2022-2023**

**Innovative Practice League (IPL)**

**Course Teacher:** Dr. Krishnaji Sarjerao Patil

**Course Name:** Financial Analytics (MGB2092)

**Class:** SYMBA SEM III

**Name of Innovative Active Learning Technique:** Suggest the Best: Investment Portfolio Analysis

**Purpose/Motivation of Technique**

- Study the analytical techniques in personal finance.
- Understand the factors of personal finance management.
- Analysis of live cases of an individuals.
- Enhance the analytical skills of the students.

**Suitability of Technique to Course** Practical Insights

- Application of concepts
- Critical analysis
- Peer Learning
- Feedback and Assessment
- Integration of Theory and Practice

**Procedure of Technique**

- Introduction of technique
- Convey the purpose
- [Task allocation](#)
- Set the rubrics for evaluation
- Screening of submitted assignments
- Feedback and Assessment
- Discussion on the cases in the classroom
- Suggestions of students
- Exchanging cases for study and analysis

**Task Completed by Students**

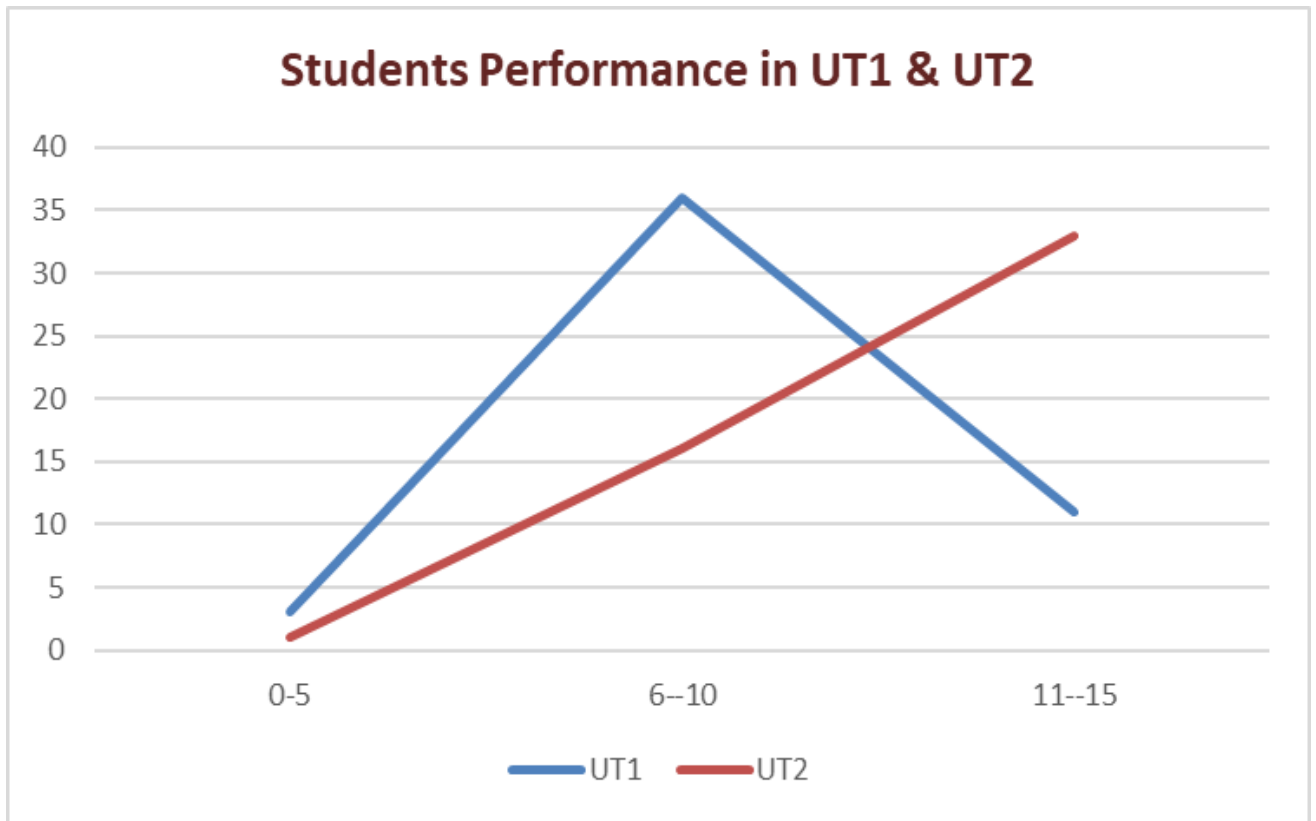
- [Investment Portfolio Analysis](#)

**Outcomes of Technique**

- Perceive course contents
- Personal finance management
- Development the skills of creating investment portfolios
- Portfolio analysis

- Portfolio management
- Advisory skills
- Peer Learning
- Study material

### Comparison of Student Performance



### Comparison of CO Attainment

CO4: Analyse real life proposals for financial investment in a meaningful manner.

Year	2022-2023	2021-2022
Students Enrolled	50	16
CO4 Attainment	1.80	1.80

**Academic Year 2022-2023**

**Innovative Practice League (IPL)**

**Course Teacher:** Prof. Shrikant S. Karanjkar

**Course Name:** Entrepreneurial Economics ((MIV 103))    **Class:** FYMBA IEV SEM I

**Name of Innovative Active Learning Technique:** Learning through Poster Exhibition

▪ **Purpose/Motivation of Techniques**

- 1) students are able to understand different concepts related to entrepreneurial economics.
- 2) Identify the current issues and problems in the economic situation of the country.
- 3) Analyze the current issues and problems in the economic situation of the country.
- 4) Develop the poster presentations skills.

**Suitability of Technique to Course**

- This technique is suitable for management students.
- This technique helps the students to identify and analyze the current issues and problems in the economic situation of the country.
- This technique helps to clear the fundamentals of Entrepreneurial Economic course.

**Procedure of Technique – Learning through poster exhibition activity**

**(Entrepreneurial Economics MIV 103) F. Y. MBA IEV (Sem. I)**

- 1) Introduction, Discussion and guidelines regarding activity.
- 2) Group Formation – use lottery method for group formation, 3 members in a one group.
- 3) Discussion on guidelines and instructions regarding the activity.
- 4) Allocation of the topics to each groups.
- 5) Preparation period – 1 week
- 6) Each group has to collect the information, study it, analyze it and prepare the attractive and innovative poster.
- 7) Plan the exhibition at Department level. Invite the judges. Evaluation through judges.
- 8) Declare the results and felicities the winners.

**Glimpses of the Activity**



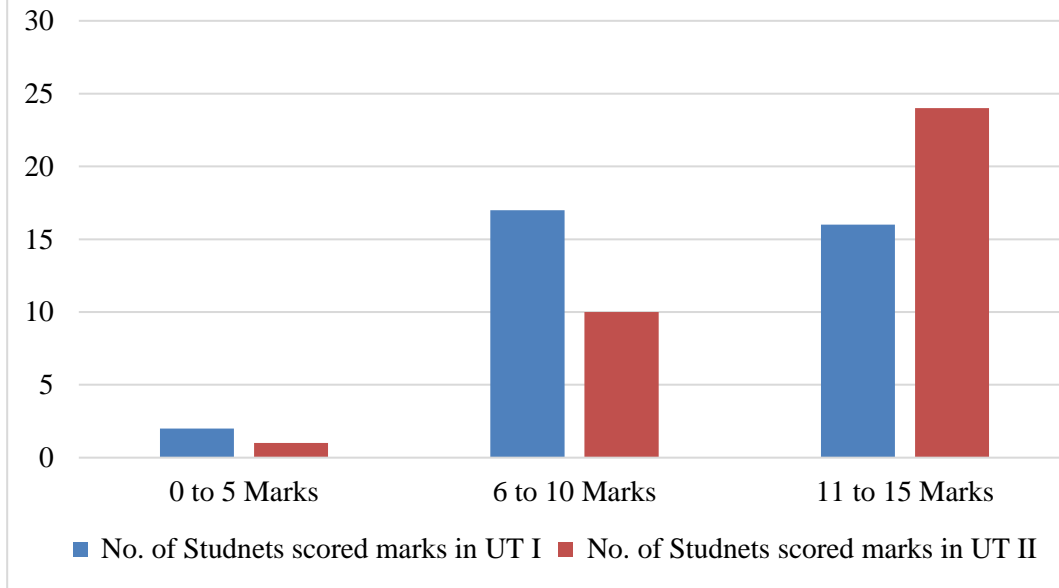


### Outcomes of Technique

- ❖ Result of the Poster Exhibition
- ❖ UT I & UT II Marks
- ❖ Entrepreneurial Economics MIV1031

Student Group	No. of Studnets scored marks in UT I	No. of Studnets scored marks in UT II
0 to 5 Marks	2	1
6 to 10 Marks	17	10
11 to 15 Marks	16	24
<b>Total no. of Students</b>	<b>35</b>	<b>35</b>

**UT I & UT II Marks**  
**Entrepreneurial Economics MIV1031**



**Student Response**

- 1) Students have actively involve in these activities.
- 2) They have very much satisfied about this activities.

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

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**Report on Innovative Practice**

(Academic Year 2022-23)

Course: Financial Accounting & Analysis (MGC1053)

**Name of the Activity: Analyzing Research Paper**

**Purpose/Motivation of Technique:**

- ▶ CO 2: Discuss the significance of preparation of various financial statements.
- ▶ CO 4: Analyse the financial information by associating the tools and techniques for solving Managerial problems.
- ▶ The main learning point from this activity is to make the participants search for suitable Research Paper/article.
- ▶ With the help of research article one can clearly understand the significance of preparation of financial statement, and how to analyze (use different techniques) the financial statements of the company.

**Suitability of Technique to Course:**

- ▶ The course Financial Accounting & Analysis is concerned with preparation of various financial statements and its analysis for decision-making.
- ▶ As the course is for First year students of Management, it become important to make them learn through supporting documents along with books.

**Procedure of Technique:**

- ▶ Individual task.
- ▶ Instructions given about the type of research article student should search.
- ▶ Analyze the method used to study the Financial Performance of the firm.
- ▶ Write short summary about the article and methods used.

**Outcomes of Technique:**

- ▶ This activity helped me to make students aware about the importance of preparation of financial statements and its analysis.
- ▶ Through this activity every student searched for an article suitable for the given activity, analyzed it properly for writing summary.

# **Innovative Teaching Practices League (IPL) (Year 2022-2023)**

Case Study Discussion

Dr. Vidya S. Kadam

Department of Management Studies, RIT

Course Name: Organizational Behaviour (MGC 1113) Class: F.Y.M.B.A.

## **Purpose/Motivation of Technique**

- Students learn better from examples than from starting with basic principles.
- Students explore what they have learned & applies 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.
- Students learn better from examples than from starting with basic principles.
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- 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.

## **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/issue 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

## **Discussion of Following topics**

- What is the problem or decision?
- Who is the key decision-maker?
- Who are the other people involved?
- What caused the problem?
- What are some underlying assumptions or objectives?
- What decision needs to be made?
- Are there alternative responses?



- Provide value-added comments, suggestions

### Outcomes of Techniques

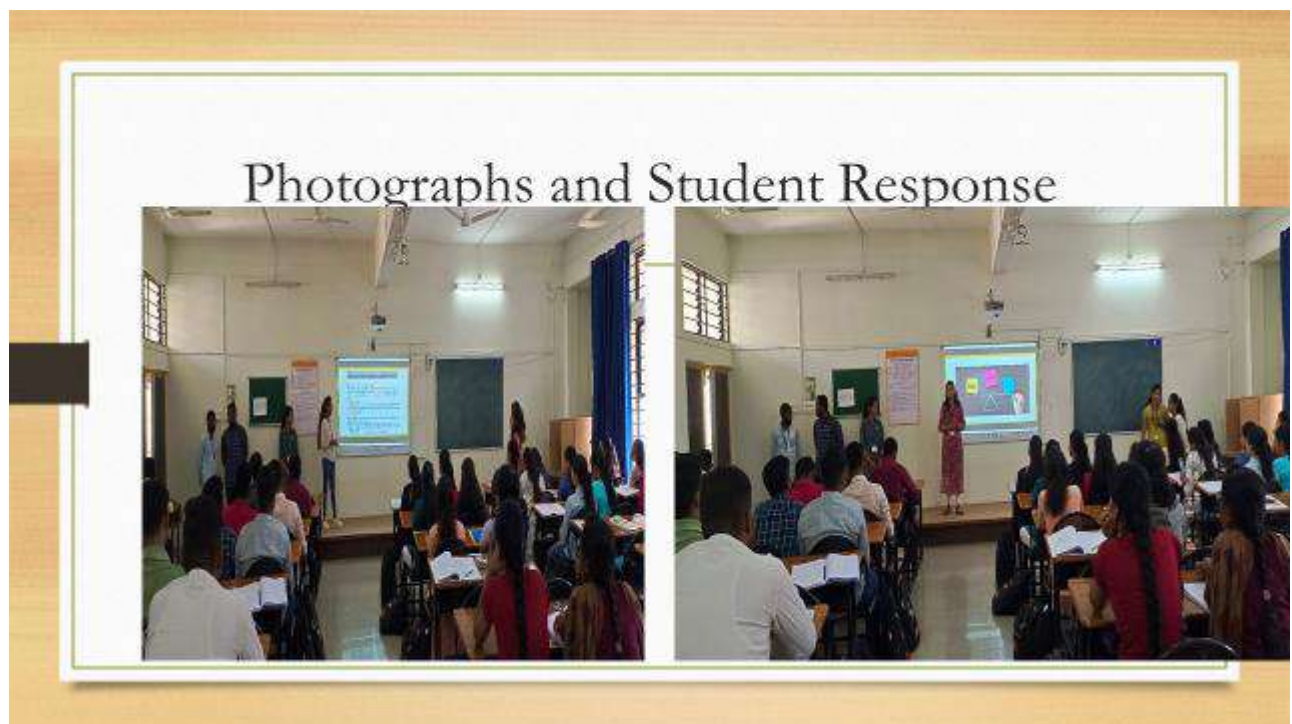
- Students are able to develop Problem solving skills
- Increase analytical skills

Develop decision making in complex situations

- Coping with ambiguities
- Able to explore the topic and use critical thinking
- Increase class participation

## Outcomes of the Technique

Program: MBA		Semester: I		Academic Year: 2022-23				
No./No.	CO Statement	Direct Assessment				Indirect Assessment	Overall Attainment on Scale of 5	Overall Percentage Attainment
		ISE	UT I	UT II	ESE			
	Weightage							
13	E06 Analyze Conceptual analyses of Organizational Behavior	0.2	0.10	0.05	0.2	2.02	2.38	47.24
14	E07 Identify personal dimensions of personality, job attitudes, motivation and leadership	0.1	0.1	0.1	0.1	2.20	2.18	38.67
15	E08 Demonstrate the group dynamics and its applicability	0.1	0.1	0.1	0.1	1.87	1.88	41.90
16	E09 Explain organizational change and culture efforts on working relationship in an organization	0.1	0.1	0.1	0.1	2.26	2.18	38.27
17	E10 Apply various stress and conflict management strategies and its application	0.1	0.1	0.1	0.1	1.80	2.02	40.00
Overall Attainment of the Program/COs								



- Case Study Example An woman in a remote community approached her manager to talk about the difficulty she is having working, caring for her family and 4 children and the need to attend frequent ceremonies. The options available were discussed and it was agreed that she work 7 hours each day

instead of the usual 5 hours. This way she was able to build up her flex time which gave her opportunity to attend cultural activities when required - this is working really well and both parties are happy with the outcome.

- Flexible work practices were approved for an A06 employee wanting to convert her annual recreation leave into half pay. This person works in a small work unit within the city and likes to travel overseas every couple of years to visit family.
- The employee had a discussion with her colleagues as to who could take over specific areas of her position – ‘can you do it?, are you available? and are you willing to take on the extra duties?’. With this information she then approached her manager with her request and how her workload could be shared within the unit, she provided her manager with both ‘the problem and the solution’ for him to then make his decision. With this a positive outcome was reached for both parties.

# Rajarambapu Institute of Technology IPL

Department of Management Studies (MBA)

Academic Year 2022-23

**Course Name: Idea Generation & Validation (F.Y. MBA IEV)Faculty**

**Name:** Digvijay Satish Patil.

**IPL Activity Conducted:** Prototype Model Evaluation

## ➤ Purpose/Motivation of Technique

1. Idea Evaluation, Screening and Development
2. Design thinking for finding solutions, Prototyping, idea evaluation
3. Entrepreneurial Outlook, Value proposition design, customer insight
4. Idea screening methods, Idea development

## ➤ Suitability of Technique to Course

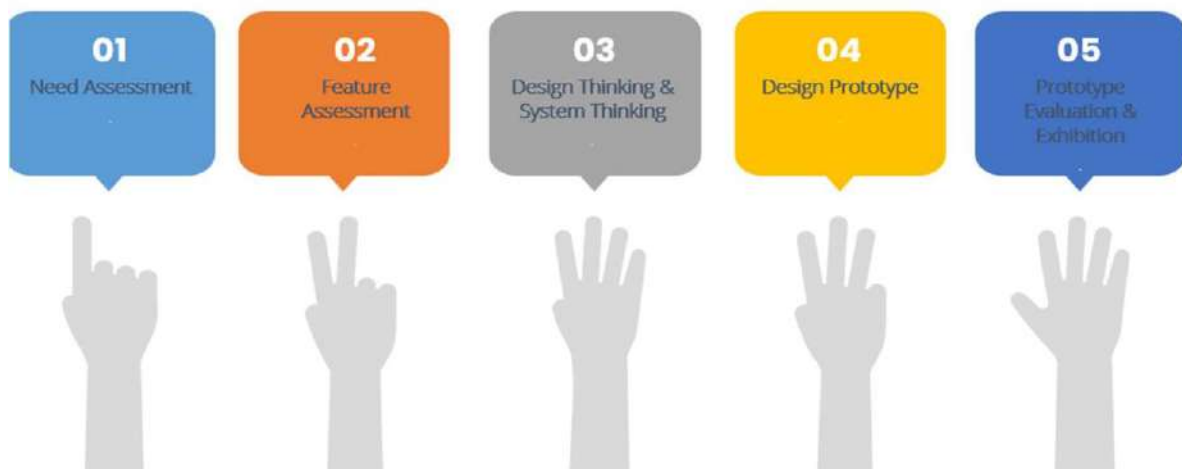
IGV MIV 107 & Capstone Project I- Idea Generation and Proof of concept  
After successful completion of the course, students will be able to

1. Identify problems and apply innovative solutions through the mode of ideation.
2. Create ways and identify convergence tools to boost creative process.
3. Apply various brainstorming techniques to break down ideas and visualize it create and assess business ideas
4. Apply core and basic concept of idea generation and creativity

## ➤ Capstone related Outcomes

1. Create a business plan
2. Develop a business model
3. Develop a feasibility analysis in to business plan
4. Analyze various business entry strategies

## ➤ Procedure of Technique



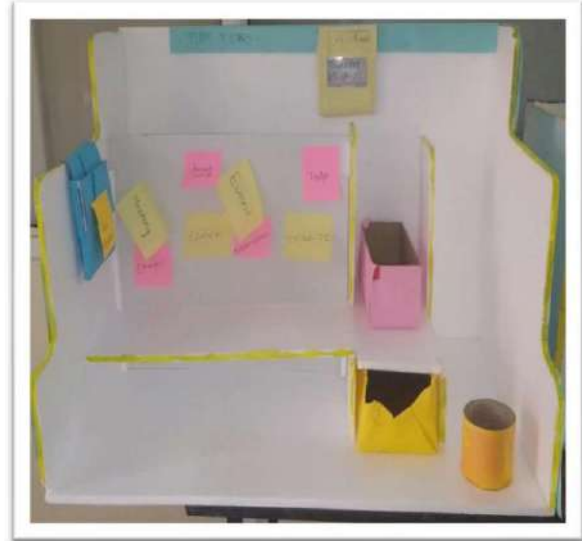
## ➤ Outcomes of Technique

1. Student learnt about how to apply various brainstorming techniques to break down ideas and visualize it create and assess business ideas

2. Student learnt about Identify problems and apply innovative solutions through the mode of ideation.
3. Student learnt about how to apply various brainstorming techniques to break down ideas and visualize it create ,access and design ideas
4. Students Learnt about different aspects of design thinking and system thinking



Model No 1



Model No 2



Model No 3



Model No 4

**Evaluation Form:**

[https://docs.google.com/forms/d/1Hq8TYyQn5s5wYw7UaRtQNhEJQKvcTu0revK\\_tNdMGkk/edit#responses](https://docs.google.com/forms/d/1Hq8TYyQn5s5wYw7UaRtQNhEJQKvcTu0revK_tNdMGkk/edit#responses)