Faculty Initiatives on Teaching and Learning

Faculty initiatives in teaching and learning encompass a range of efforts initiated by individual faculty members with an objective to elevate the standard of education and enhance the outcomes of student learning. These initiatives manifest in diverse formssuch as use of ICT, instructional methods, assessments, evaluation and inclusive class rooms that lead to effective, efficient, and engaging instructions.

In this regard, all faculty members are required to mention the **INNOVATIVE TEACHING LEARNING initiatives taken in past/ in practice at present** to enhance the quality of teaching-learning process:

Faculty Name: Dr. Bindu Aggarwal **Employee ID: E14294**

S.No.	Pedagogical Tools	If Used (Please Tick)
1	Technology driven Pedagogical Initiatives	
2	Group Discussions	
3	Management Games	√
4	Case Study	√
5	Field Projects	
6	Simulation	
7	Role Plays	
8	Flipped Classrooms Activities	
9	Innovative Assessments approach	
10	Community Engagement	
11	Project based Learning	
11	Any Other, please mention	√

Detailed Description of the initiative undertaken along with supporting evidence (Photos/ Email/ Allocation Proof, etc.)

Description:

1. **Hands on Training was given on topics such as Ad Stock Model, ConJoint Analysis, Customer LTV.**
2. **Conducted Management Games in classes such as My USP, Fault Finder, Business Plan- Quickfire Challenge.**
3. **Case studies were conducted in classes, few to mention are:**
   a. **Serum: differential pricing of the Covid-19 vaccine**
   b. **Pricing & Content-NETFLIX Dilemma in India.**

Short name	Nbr. of categories	Category 1	Category 2	Category 3	Category 4	Category 5
FLAVOR	5	CHOCOLATI	RUITBERR	TRAWBERR	MANGO	VANILA
PACKAGINC	3	PINT	CONE	HOMEMAD		
LIGHT	2	IO LOW FA	LOW FAT			
ORGANIC	1	ORGANIC				

Designs for conjoint analysis Optimized:

Observations	FLAVOR	PACKAGING	LIGHT	ORGANIC	Individual 1	Individual 2	Individual 3	Individual 4	Individual 5	Individual 6	Individual 7	Individual 8	Individual 9	Individual 10
Profile 1	RUITBERR	CONE	LOW FAT	ORGANIC	1	6	10	5	1	2	3	2	10	2
Profile 2	TRAWBERR	HOMEMAD	IO LOW FA	ORGANIC	4	7	1	4	7	4	1	1	3	4
Profile 3	TRAWBERR	PINT	LOW FAT	ORGANIC	2	1	2	1	1	6	6	4	2	5
Profile 4	CHOCOLATI	HOMEMAD	LOW FAT	ORGANIC	3	5	6	2	5	7	2	5	1	7
Profile 5	MANGO	CONE	LOW FAT	ORGANIC	10	4	7	3	6	8	9	1	9	5
Profile 6	CHOCOLATI	CONE	IO LOW FA	ORGANIC	5	2	1	7	4	5	7	4	8	6
Profile 7	VANILA	HOMEMAD	LOW FAT	ORGANIC	6	3	2	9	2	4	4	2	7	7
Profile 8	VANILA	PINT	IO LOW FA	ORGANIC	4	5	4	8	4	2	5	1	6	5
Profile 9	MANGO	PINT	IO LOW FA	ORGANIC	7	4	3	1	3	1	1	5	4	9
Profile 10	RUITBERR	HOMEMAD	IO LOW FA	ORGANIC	8	7	2	4	8	4	2	6	4	4

Run the analysis

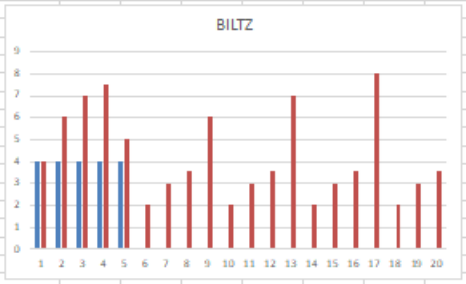
Once you filled in the conjoint design with individuals responses, you can click on the button above to automatically launch the interface and run a conjoint analysis.

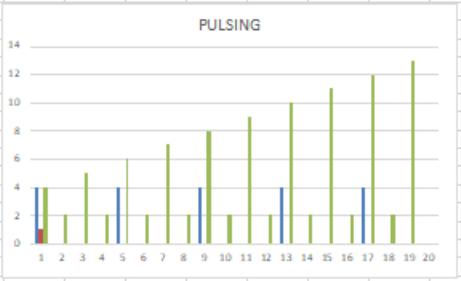
Optimization summary:

Iteration	Determinant	D-Efficiency
5	0.186	0.403
5	0.186	0.403
5	0.186	0.403
5	**0.186**	**0.403**
5	0.186	0.403
5	0.186	0.403
5	0.186	0.403

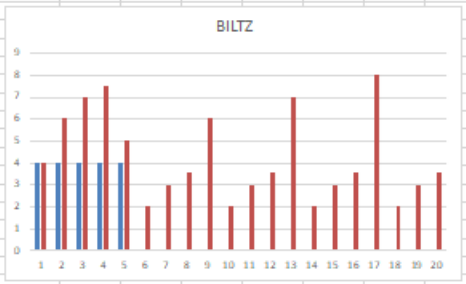
	REVENUE	FC	VC						Trial	Profits
EXPECTED	194500	60000	100000						1	67519.79
ST. DEV.	15000	4000	40000						2	32338.35
FIRST SILU	175361.8	60079.3	47762.69		Profits	67519.79			3	1193.194
									4	-8503.35
mean	19045.43								5	57647.29
sd	36910								6	39639.51
Min	-100385								7	50030.51
Max	160208.1								8	-35280.2
									9	-5828.81
risk of loss	0.192								10	-33891.4
OR									11	107036.2
									12	35182.75
									13	85246.54

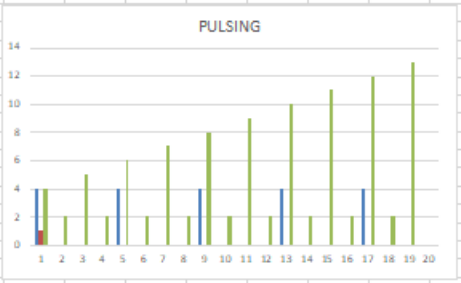
LAMBDA	0.5					
			AD SPENDING		AD STOCK	
WEEK	BILTZ	PULSING	EVEN	BILTZ	PULSING	EVEN
1	4	4	1	4	4	1
2	4	0	1	6	2	1.5
3	4	0	1	7	5	2
4	4	0	1	7.5	2	1.5
5	4	4	1	5	6	3
6	0	0	1	2	2	1.5
7	0	0	1	3	7	4
8	0	0	1	3.5	2	1.5
9	0	4	1	6	8	5
10	0	0	1	2	2	1.5
11	0	0	1	3	9	6
12	0	0	1	3.5	2	1.5
13	0	4	1	7	10	7
14	0	0	1	2	2	1.5
15	0	0	1	3	11	8
16	0	0	1	3.5	2	1.5
17	0	4	1	8	12	9
18	0	0	1	2	2	8.5
19	0	0	1	3	13	8
20	0	0	1	3.5	2	4
TOTAL	20	20	20			





LAMBDA	0.5					
			AD SPENDING		AD STOCK	
WEEK	BILTZ	PULSING	EVEN	BILTZ	PULSING	EVEN
1	4	4	1	4	4	1
2	4	0	1	6	2	1.5
3	4	0	1	7	5	2
4	4	0	1	7.5	2	1.5
5	4	4	1	5	6	3
6	0	0	1	2	2	1.5
7	0	0	1	3	7	4
8	0	0	1	3.5	2	1.5
9	0	4	1	6	8	5
10	0	0	1	2	2	1.5
11	0	0	1	3	9	6
12	0	0	1	3.5	2	1.5
13	0	4	1	7	10	7
14	0	0	1	2	2	1.5
15	0	0	1	3	11	8
16	0	0	1	3.5	2	1.5
17	0	4	1	8	12	9
18	0	0	1	2	2	8.5
19	0	0	1	3	13	8
20	0	0	1	3.5	2	4
TOTAL	20	20	20			







GAME 1: MY USP

Expected Outcome: This game will give freshmen an opportunity to find out where he/she is the best and where they need to improve upon as per the industry requirements.

Type of Game: Individual participation

Time Limit: 10 Minutes

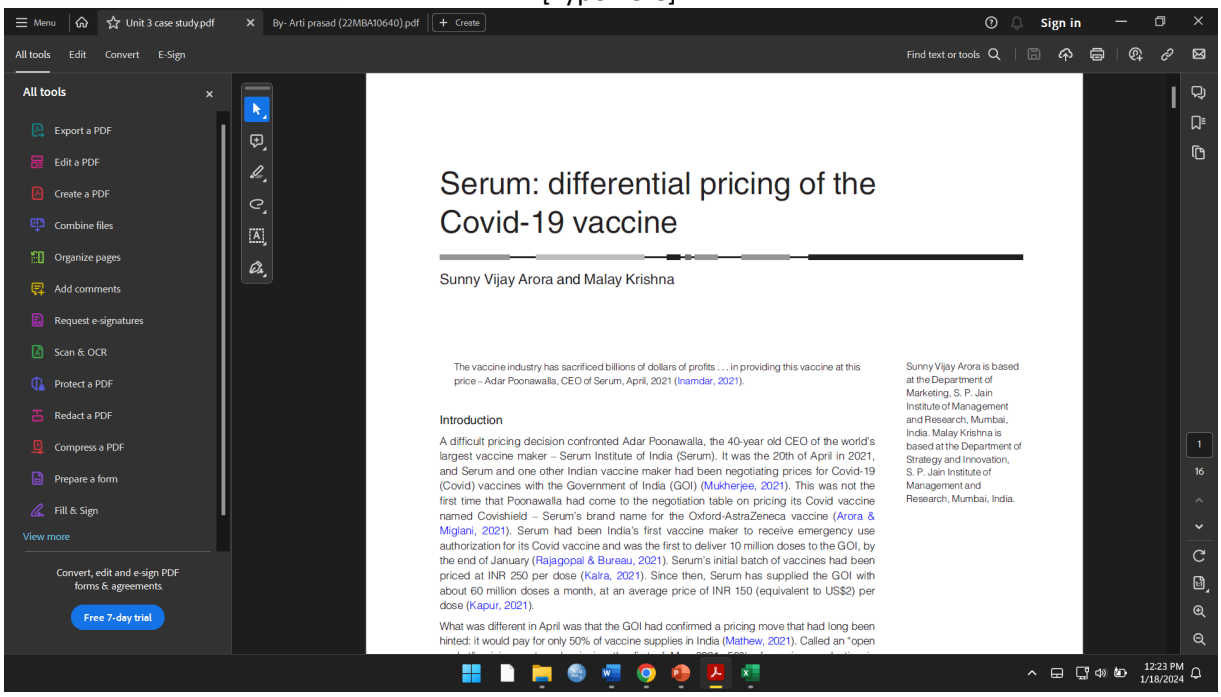


GAME 5: Business Plan Quickfire Challenge

Expected Outcome: This game will awaken entrepreneurial zeal among the students and give them an opportunity to showcase their business ideas.

Time Limit: 30 Minutes (15 minutes for preparation and 15 minutes for presentation)

Type of Game: Team Participation



Serum: differential pricing of the Covid-19 vaccine

Sunny Vijay Arora and Malay Krishna

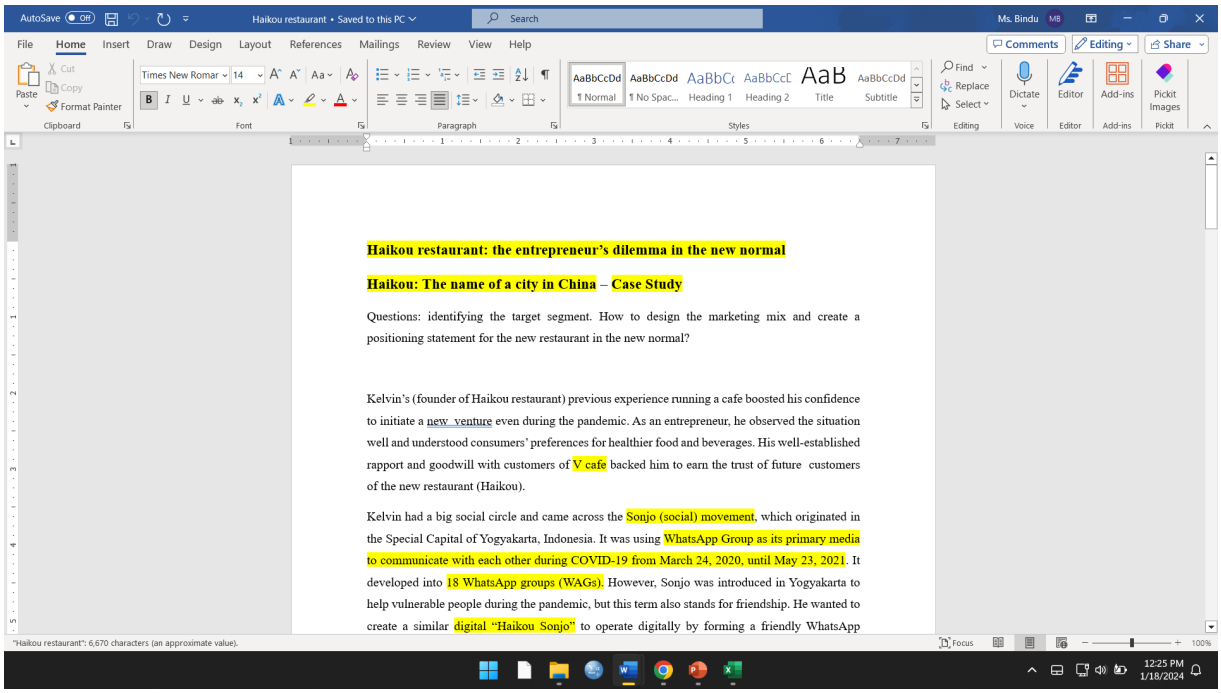
The vaccine industry has sacrificed billions of dollars of profits . . . in providing this vaccine at this price – Adar Poonawalla, CEO of Serum, April, 2021 (Inamdar, 2021).

Introduction

A difficult pricing decision confronted Adar Poonawalla, the 40-year old CEO of the world's largest vaccine maker – Serum Institute of India (Serum). It was the 20th of April in 2021, and Serum and one other Indian vaccine maker had been negotiating prices for Covid-19 (Covid) vaccines with the Government of India (GOI) (Mukherjee, 2021). This was not the first time that Poonawalla had come to the negotiation table on pricing its Covid vaccine named Covishield – Serum's brand name for the Oxford-AstraZeneca vaccine (Arora & Miglani, 2021). Serum had been India's first vaccine maker to receive emergency use authorization for its Covid vaccine and was the first to deliver 10 million doses to the GOI, by the end of January (Rajagopal & Bureau, 2021). Serum's initial batch of vaccines had been priced at INR 250 per dose (Kaira, 2021). Since then, Serum has supplied the GOI with about 60 million doses a month, at an average price of INR 150 (equivalent to US$2) per dose (Kapur, 2021).

What was different in April was that the GOI had confirmed a pricing move that had long been hinted: it would pay for only 50% of vaccine supplies in India (Mathew, 2021). Called an "open

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Haikou restaurant: the entrepreneur's dilemma in the new normal

Haikou: The name of a city in China – Case Study

Questions: identifying the target segment. How to design the marketing mix and create a positioning statement for the new restaurant in the new normal?

Kelvin's (founder of Haikou restaurant) previous experience running a cafe boosted his confidence to initiate a new venture even during the pandemic. As an entrepreneur, he observed the situation well and understood consumers' preferences for healthier food and beverages. His well-established rapport and goodwill with customers of V cafe backed him to earn the trust of future customers of the new restaurant (Haikou).

Kelvin had a big social circle and came across the Sonjo (social) movement, which originated in the Special Capital of Yogyakarta, Indonesia. It was using WhatsApp Group as its primary media to communicate with each other during COVID-19 from March 24, 2020, until May 23, 2021. It developed into 18 WhatsApp groups (WAGs). However, Sonjo was introduced in Yogyakarta to help vulnerable people during the pandemic, but this term also stands for friendship. He wanted to create a similar digital "Haikou Sonjo" to operate digitally by forming a friendly WhatsApp