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:

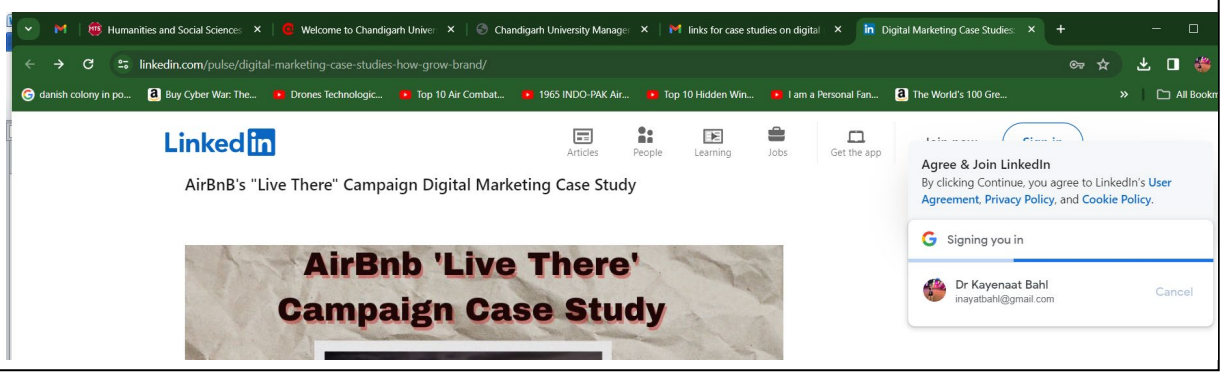
Faculty Name: **Employee ID:**

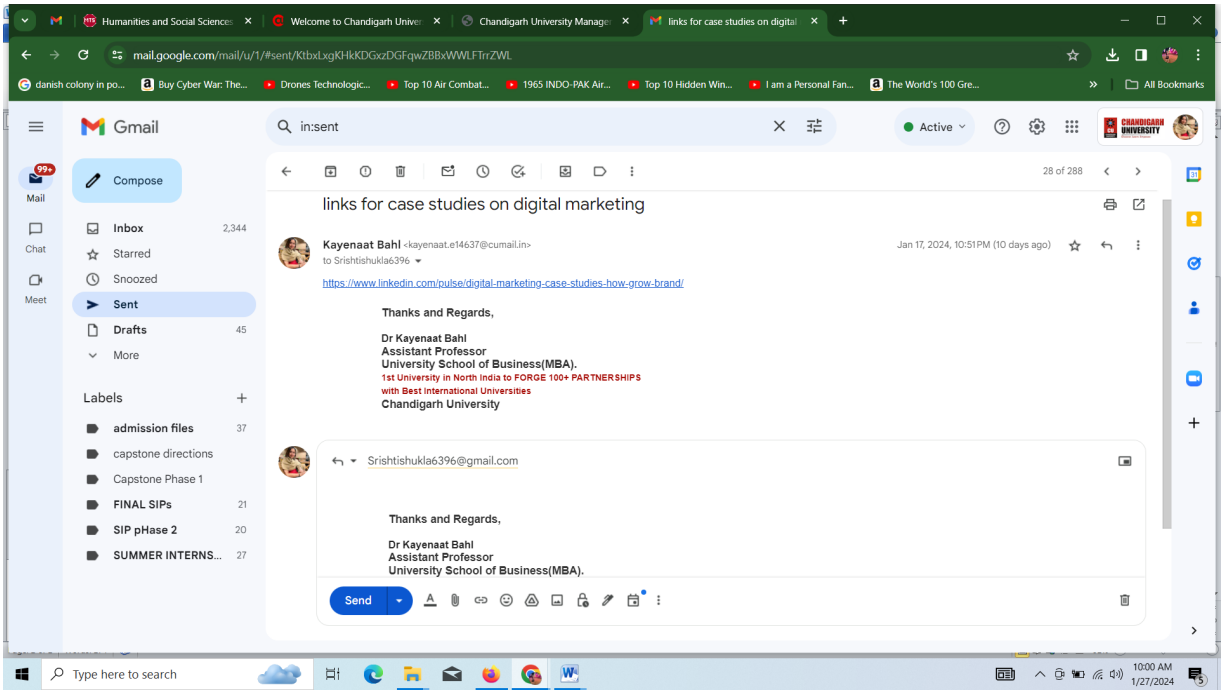
S.No.	Pedagogical Tools	If Used (Please Tick)
1	Technology driven Pedagogical Initiatives	
2	Group Discussions	
3	Management Games	
4	Case Study	
5	Field Projects	
6	Simulation	
7	Role Plays	
8	Flipped Classrooms Activities	
9	Innovative Assessments approach	
10	Community Engagement	
11	Project based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

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

Description: Use of Practical examples from the Case studies for Advertising and Brand Management with the Conceptual Learning. I have also taken up real life practical assignments with respect to drafting a formal document for Project Management with specific inclusions, Also, for ABM I had taken up an assignment for them to build a hypothetical brand for which the students would want to market or generate leads and then studied the functionality and strategies to be adopted to market the brand. As a proof I have the assignments by the students.

Proof: Attaching some real life case studies as digital marketing case studies and campaigns to expand the business and generate further leads.




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Thanks and Regards,
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