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:

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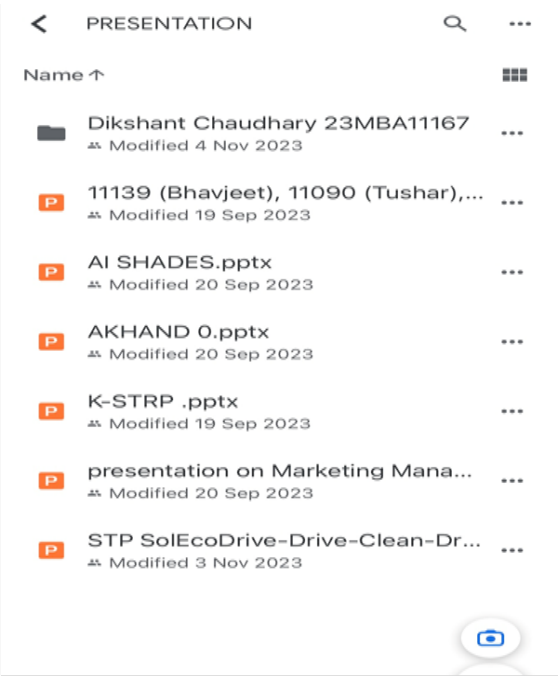
S.No.	Pedagogical Tools	If Used (Please Tick)
1	Technology driven Pedagogical Initiatives	**Yes**
2	Group Discussions	**Yes**
3	Management Games	**Yes**
4	Case Study	**Yes**
5	Field Projects	
6	Simulation	
7	Role Plays	**Yes**
8	Flipped Classrooms Activities	**Yes**
9	Innovative Assessments approach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

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

Description: I conducted a scenario-based exercise, providing students with a situation to contemplate for 15 minutes. Subsequently, they were required to express their thoughts in writing and present them in the class.



Description (Role play exercise) : I initiated a role-play exercise wherein students assume the role of entrepreneurs, tasked with launching a new product. They are required to articulate their product's segmentation, positioning, and targeting (STP) strategy, along with the marketing strategy. In groups of five, students presented their ideas for the product they wish to launch, with the remaining students participating by posing questions at the end of each presentation. These questions typically focused on justifying the selection of their product or service over other alternatives in the market.



Description: The third undertaken activity involved a case study titled "Pricing or Content: Netflix Dilemma in India." Students engaged in a critical thinking exercise, analyzing Netflix's pricing strategy in India and deliberating whether the platform should reduce prices to align with competitors. This exercise sparked the generation of diverse ideas and opinions from the students.

