

# The South Indian Association's The S.I.A. College of Higher Education Affiliated to University of Mumbai Accredited B+ by NAAC P-88, MIDC Residential Area Dombivli Gymkhana Road, Near Balaji Mandir, Dombivli (East), 421203.

## **Interactive Teaching Methodology**

### **BMS**

#### 1. Subject: Ethics and Governance

**Activity**: Video Case analysis- Harshad Mehta scan, Bhopal Gas Tragedy, Telgi Scam, coomonwealth games scam, Tata CSR activities

Presentation of Frauds and scams by Students

**Topic**: Frauds, Scams, CSR

**Objectives**: To help students understand the importance of governance and ethics in business

**Outcomes**: The students discussed on the problems of unethical business practices on society and community

Telgi Scam - https://youtu.be/tDQ5G2HvRTg

Harshad Mehta Scam - <a href="https://youtu.be/efBZDDItl0U">https://youtu.be/efBZDDItl0U</a>

Common wealth games Scam - <a href="https://youtu.be/gK70Q4PRg7k">https://youtu.be/gK70Q4PRg7k</a>

Sharda Chit Scam - <a href="https://youtu.be/T5GL6Yb5Cxw">https://youtu.be/T5GL6Yb5Cxw</a>

Manjunath Shanmugam - https://youtu.be/BMCpAtk3fR4

Satyendra Dubey - <a href="https://youtu.be/2VopVU">https://youtu.be/2VopVU</a> UpSs

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#### 2. Subject: Principles of Marketing

Activity: Google form

Topic: Research Survey for consumer behaviour

Objectives: To enable students to prepare survey questionnaire using Google forms

To help students develop aptitude towards research, survey, analysis and presentation

**Outcomes**: Students prepared google form and undertook survey on various topics and the same was presented.

Links for the forms

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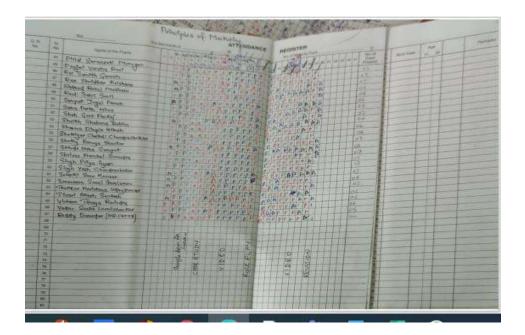


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#### 3. Subject: Business planning and entrepreneurship Management

**Activity**: Video Case analysis- ID flour, Kiran Mazumdhar Shaw, PurnaBrahma, Nalli, TI Cycles, Grameen Bank, HCL, Arvind Eye Care, Lijjat Papad, SHGs Tata and Dhirubai Ambani, Shehnaz Hussain, Big basket

**Topic**: Self Help Groups, Women entrepreneurship, Corporate entrepreneur, microfinance, Entrepreneurial Culture, setting up business

Objectives: To build awareness about entrepreneurship as a career

To introduce the concept of financing for business venture

To enable students learn the process of setting up of business

To understand the problems faced by entrepreneurs

**Outcomes**: The students discussed on the cases and could understand the challenges faced by entrepreneurs, process of setting up business ventures

#### Links to videos

Purnabrahma – Mrs Jayanthi Kantrole- https://youtu.be/IsGGvW6oQ5s

Kiran Mazumdhar Shaw - <a href="https://youtu.be/DtL7ZHzob7M">https://youtu.be/DtL7ZHzob7M</a>

Corporate Entrepreneur – Mr Ratan Tata - <a href="https://youtu.be/7FvrgW7w0Y8">https://youtu.be/7FvrgW7w0Y8</a>

Mr Dhirubhai Ambani - <a href="https://youtu.be/DO4hOfQkKm8">https://youtu.be/DO4hOfQkKm8</a>

Lijjat Papad - <a href="https://youtu.be/PCDqFafx904">https://youtu.be/PCDqFafx904</a>

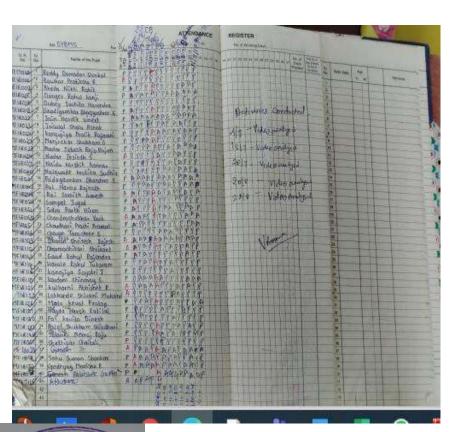
Microfinance and SHG linkages - Grameen Bank - https://youtu.be/EKiSUPplOHA

Self Help Groups- https://youtu.be/1XNKPf7ZDi0

SHG MP- https://youtu.be/4K9uRDd5234



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Subject: Foundation Course II

Date:23/02/2020 Activity: Group Activity

Topic: Environmental Degradation

Objective: To create awareness about causes, effects and solutions of environmental degradation

Outcome: Students got sensitized about the issues of environmental degradation

Subject: Foundation Course II

Date: 3/12/2019 Activity: Discussion

Topic: Reasons for Farmer suicide

Objective: To create awareness importance of farmers in our life Outcome: Students got sensitized about the issues faced by farmers

Subject: Foundation Course II

Date:3/1/2020 Activity: Video

**Topic: Evolution of Human Rights** 

Objective: To explain the historical value how we got human rights

Outcome: Students got understood the significance of human rights in our lives

Subject: Foundation Course II

Date:29/2/2020 Activity: Video

**Topic: Values Ethics and Morals** 

Objective: To explain the need for values morals and ethics in our lives

Outcome: Students got understood values, morals and ethics are becoming need of the hour

Subject: Foundation Course II

Date: 5/3/2020 Activity: Discussion Topic: Causes of stress

Objective: To analyse the various cause and effects of stress Outcome: Students got stress and its causes and effects

Subject: Foundation Course II

Date:14/01/2020 Activity: video

Topic: environmental pollution

Objective: To analyse the various cause and effects of stress Outcome: Students got stress and its causes and effects



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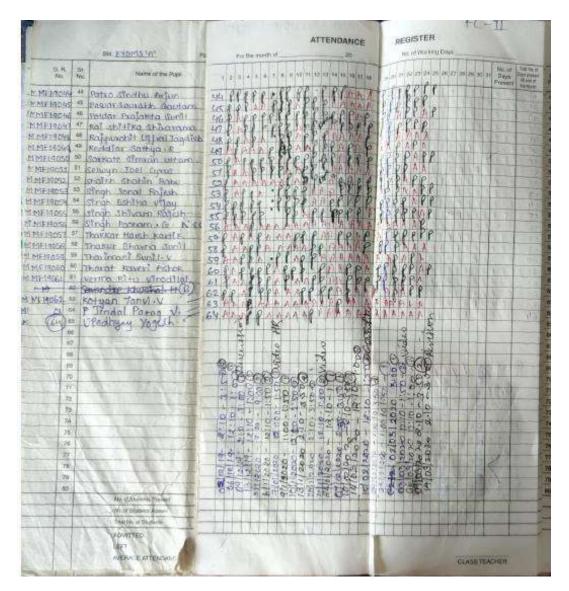


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Subject: Integrated Marketing Communication

Date: 02/12/2019

Activity: Group Activity:

Topic: Advertising Campaign

Objectives: To explain the various steps involved in the process of advertising campaign

Outcome: Students were able to understand the various steps involved in the process of advertising

campaign.

Date: 21/12/2019



Activity: Discussion

Topic: Comparison of Different tools of IMC

Objectives: To compare the different tools of IMC

Outcome: Students were able to compare the tools of IMC, analyse its advantages and disadvantages of

each tool.

Date: 6/1/2020

Activity: Case study

Topic: Types of Media used for advertising.

Objectives: To differentiate the types of media used for advertising

Outcome: Students were able to differentiate the types of media used for advertising.

Date: 11/1/2020

Activity: Discussion

Topic: Strategies of sales promotion.

Objectives: To understand process of creating strategies of sales promotion

Outcome: Students were able to understand process of creating strategies of sales promotion

Date: 22/1/2020

Activity: Case

Topic: Tools of Direct Marketing

Objectives: To learn about different tools of direct marketing

Outcome: Students were able to learn about different tools of direct marketing

Date: 15/2/2020

**Activity: Group Activity** 

Topic: IMC Campaign

Objectives: To understand the objectives of IMC campaign

Outcome: Students were able to learn about the objectives of IMC campaign



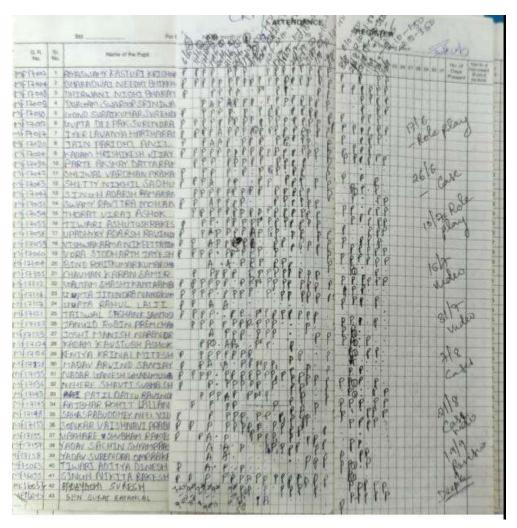
Date: 07/3/2020

Activity: Revision

Topic: All units

Objectives: To discuss different concepts and solve their doubts

Outcome: Students were to solve their doubts





Activity: Discuss customer service experience (positive and negative)

Topic: Introduction to CRM syllabus

Objectives: to analyse the customer relationship on the basis of their experience

Outcome: Students understood customer relationship on the basis of their experience

Activity: Role Play

Topic: Call Centre

Objectives: to discuss the components of call centre

Outcome: Students understood the components of call centre

Activity: Video

**Topic: Call Scripting** 

Objectives: to discuss how call scripting reduces customer service agents training

Outcome: Students understood the importance of callscripting

Activity: Live activity

Topic: Cross selling and up selling

Objectives: to learn different strategies of cross selling and up selling

Outcome: Students understood the different strategies of cross selling and up selling

Activity: Relationship Development Strategies

**Topic: Managing Customer emotions** 

Objectives: to examine the different levels of emotions

Outcome: Students understood the levels of emotions

Activity: Case Study

**Topic: CRM Implementation** 



Objectives: to learn about difficulties in implementation of CRM

Outcome: Students understood the difficulties in implementation of CRM

No of Students:

Activity: Case Study

Topic: Implementation of CRM

Objectives: to learn about difficulties in implementation of CRM

Outcome: Students understood the difficulties in implementation of CRM

Activity: Live activity

Topic: different stages from visiting an ecommerce website to completing the transaction by paying and

receiving the product ordered

Objectives: to learn about difficulties in implementation of CRM

Outcome: Students understood the difficulties in implementation of CRM

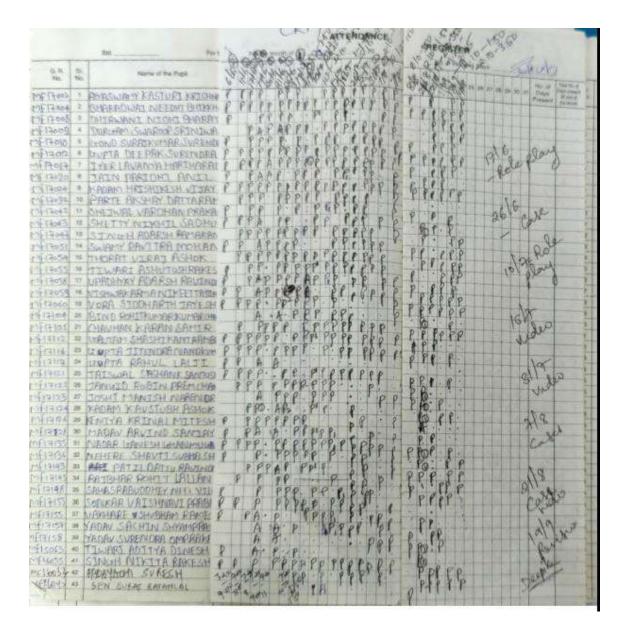
Activity: Case study

Topic: different stages from visiting an ecommerce website to completing the transaction by paying and receiving the product ordered

Objectives: to learn about difficulties in implementation of CRM

Outcome: Students understood the difficulties in implementation of CRM





#### Media Planning and Management

Activity: creating media plan, visiting websites which sells media slots (for pricing), comparison of different media advantages and disadvantages

Topic: media planning process, creating media strategy, types of media in advertising

Objectives: to learn about media planning process, media strategy and types of media in advertising

Outcome: Students learn about media planning process, creating media strategy and different media in advertising.



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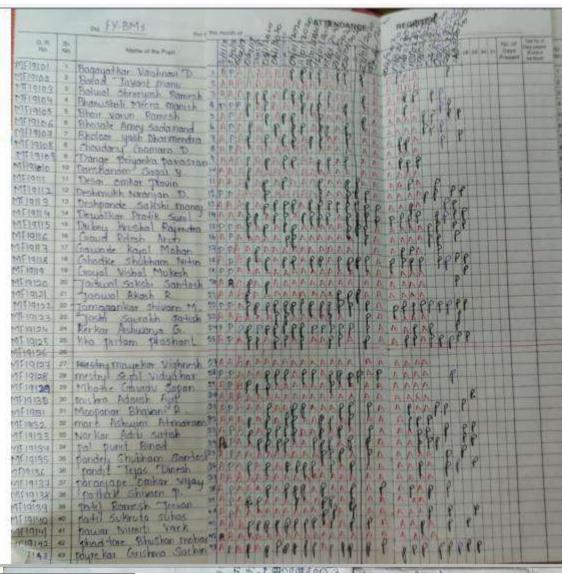
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#### Foundation Course I

Activity: Group Activity (to show diversity in the classroom), Discussion, FC project question preparation, Discussion, video, PPT, Revision

Topic: Religions in India, Discussion on urban vs rural india, FC project question were designed and reframed, Discussion on different casteism, regionalism, linguism, and communalism,; videon on Indian Constitution, Discussion on women and politics,





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