

Innovative Teaching Methods

Faculty Name: Dr. Reshmi Menon	
Subject Name	Rural and Agricultural Marketing (RAM)
Semester	4
Name of Innovative Teaching Method	Video Case Based Learning, Project based learning
Description	<p>Video Case Based Learning: In rural marketing, understanding the rural context in which the varied concepts, strategies etc. are being discussed becomes very important. Video based cases demonstrating the use of varied strategies by various companies in the rural setup and the associated outcomes makes it relatively easier for the students (usually with an urban background) to comprehend the context holistically. Thereby, video case-based learning is relevant to understanding rural marketing.</p> <p>Project-based learning: The rural context would be better understood by visiting a village and probing on the rural strategies or concepts studied in the real life rural context as a project in teams. Thereby, project based learning is being used as a teaching method for rural and agricultural marketing.</p>
Objectives	<p>Video Case Based Learning: In rural marketing, understanding the rural context in which the varied concepts, strategies etc. are being discussed becomes very important. Video based cases demonstrating the use of varied strategies by various companies in the rural setup and the associated outcomes makes it relatively easier for the students (usually with an urban background) to comprehend the context holistically. Thereby, video case-based learning is relevant to understanding rural marketing.</p> <p>Project-based learning: The rural context would be better understood by visiting a village and probing on the rural strategies or concepts studied in the real life rural context as a project in teams. Thereby, project based learning is being used as a teaching method for rural and agricultural marketing.</p>
Topics Taught Through Innovative Methods	Covers the major topics in Rural and Agricultural Marketing

CO	CO1, CO2, CO3 and CO4
Material Used	Village Visit, Video Cases
Prepared by	Dr. Reshmi Menon
Approved by	

Faculty Name: Dr Twinkle Trivedi	
Subject Name	Organisational Behaviour
Semester	1
Name of Innovative Teaching Method	Experiential Exercises
Description	Experiential learning comprises of learning activities which may be inside and outside the classroom designed to actively engage students to learn by doing, and then reflecting on the process and experience and actively creating their own understanding. The exercises include Live projects, Community engagement and services, Debate-focused flipped classroom, Brainstorming.
Objectives	Enhance Critical Thinking.
	Active Participation
	Collaborative Learning
Topics Taught Through Innovative Methods	Personality Traits and its implications within the business organization

	Individual Values, Perception and Work Attitude
	Application of Motivational Practices
	Stress Management
	Conflict and Negotiation
	Organizational Culture
CO	CO1, CO2, CO3, CO4
Prepared by	Dr Twinkle Trivedi
Approved by	Dr Twinkle Trivedi

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