

6.5 FACULTY INITIATIVES ON TEACHING AND LEARNING

Faculty at XIME Kochi are encouraged to practice different types of teaching-learning methods. They are as follows:

6.5.1 Analysis of articles from Management Magazines and News Papers:

Contemporariness of the course is ensured through the exposure to handpicked and curated articles which are debated and discussed in the course. Debate and discourse is a part of the culture @XIME Kochi, which we believe is the best way to inculcate the habit of contemporary elements in the grooming of management students.

Course Linked to: Contemporary Business Environment

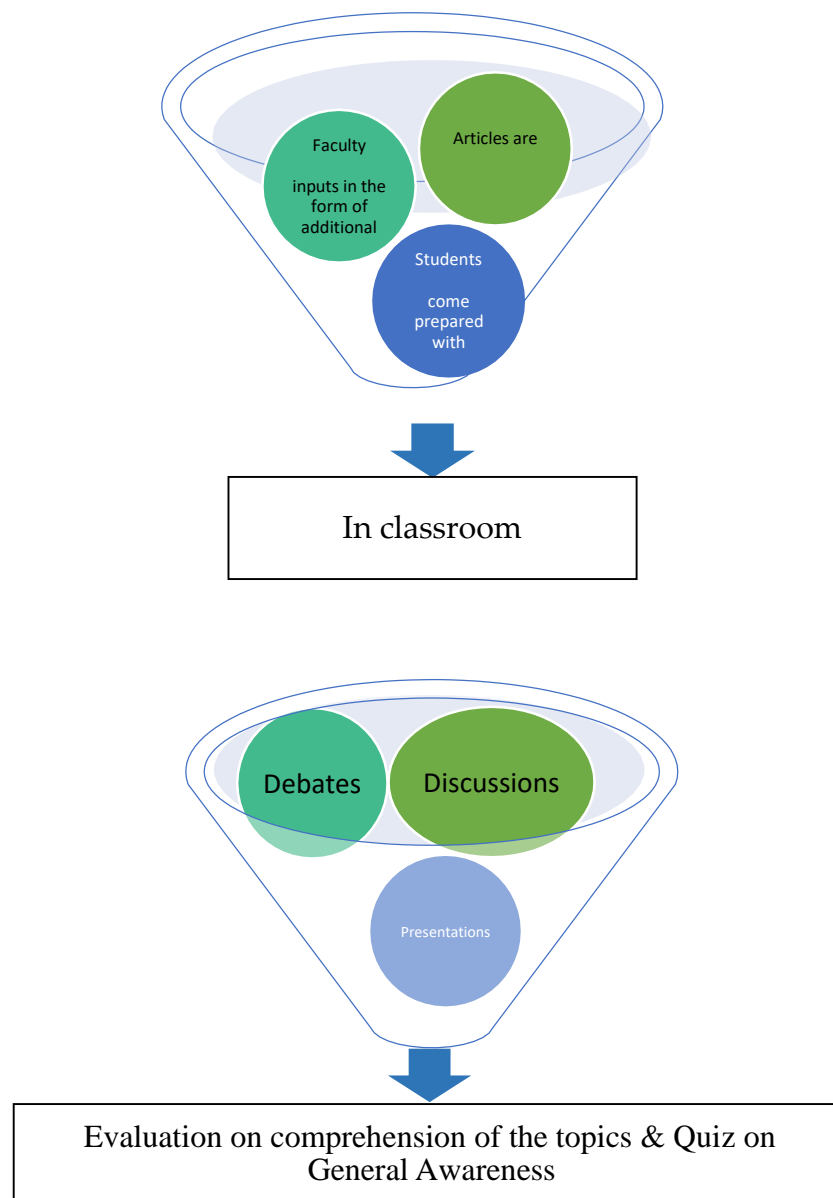


Fig 6.1: Teaching Learning Method

6.5.2 Quiz and Discussions Based on Business News

Students have dedicated library hour every week. They are grouped and regular quizzes are conducted based on financial news from business newspapers. Students are also encouraged to get involved in discussions and presentations.

Linked to Library Hour

6.5.3 Book review

As part of curriculum, they have to review management books and present it in class. The books that form a part of the reading list for this course are the classics in management literature, ensuring that management history is an integral element in the discourse and discussion of the 2 year program.

Course Linked to: Learning Circle

6.5.4 Live Projects

In order to increase the exposure of XIME Kochi students with respect to entrepreneurship and industry practices, an agreement was signed with Kerala Start-up Mission (KSUM) to facilitate live projects. Start-ups receive management inputs in Marketing, HR, Operations and Finance from students and they in turn give students a chance to come up with business models and learn industry practices.

6.5.5 Field based learning

- a. As a part of Service Marketing course offered as a Marketing Elective course, students were expected to meet the service provider and understand the challenges faced by them and from there identify the service gaps using SERVQUAL model.

Objective: Discover the practical application of one of the most widely accepted models in services marketing as a field learning exercise as opposed to the widely accepted case study approach – for Batch 9 (2021-2022) and Batch 10 (2022 – 2023).

Course Linked to: Services Marketing

- b. Students were to visit a small or medium-sized firm to understand the financial aspects of a firm. The batch divided into 24 groups consist of five members in each team. They visited various firms and collected data on capital, assets, debts, incomes and expenses, etc. They were asked to record all this information by applying accounting principles and prepare journal, ledger and trial balance.

Objective: The students must know about the accounting practices following in small and medium sized firms through which they should relate the concepts discussed in the class. The objective of this practice is to enable them to record the business transactions in the books of accounts.

Course Linked to: *Financial Analysis & Reporting*

- c. Museum Visit: The students visited museums across Kochi to understand the maritime trade relations with other nations. Further, they were asked to identify the cultural differences among these nations and India based on Hofstede's cultural dimensions and the implications in terms of communication complexities.

Objective: Sensitize students towards differences in communication types among people of different nations.

Course Linked to: *Effective Written Communication*

- d. As part of the Learning & Development Course, the the class was divided into groups and each group was asked to perform the gap analysis of the junior batch students allotted to them through interviews, survey, focus group discussions etc and based on the training

- e. need analysis, recommendations of various trainings, training plans, budget etc was made and then were executed as part of the course.

Objective: This enabled the students to understand the various cycles in L&D in an organization and was hence a practical experience which reinforced their theoretical learning.

Course Linked to: *Learning and Development*

6.5.6 Application of Knowing Being Doing

We believe in the acquisition of a skill by doing. Some of our courses include simulation of the real life scenario for developing and honing the skills for

- a. **Creating advertisement campaigns**

As a part of the elective course of Marketing, students created advertising campaigns using the integrated marketing communication approach.

Course Linked to: Advertising and Sales Promotion

b. Live Share Trading

Objective: To give hands on training on share trading and make them understand the working of Capital Markets.

Course Linked to: Investment Analysis and Portfolio Management

c. Portfolio management

IAPM students were asked to create two portfolios for themselves and their clients. Each student has assigned a client who has their own investment preferences and investment objectives. The students need to know their client's preferences and formulate an adequate portfolio for them. They were asked to use a virtual platform for this purpose.

Objective: There are various steps involved in analysing various investment avenues and managing different portfolios. The objective of this practice is to enable the students to manage their portfolio as well as their clients.

Course Linked to: Investment Analysis and Portfolio Management – Batch 10 (2023-2024)

d. Environmental Sensitization

Objective: To create environmental awareness

Students were asked to record live videos related to Environmental issues and present the same in class as part of the course.

Course linked to: Environmental Issues, CSR & Sustainability

6.5.7 Subject Matter Expert in Class Room

Objective: To enhance theoretical learning with practical knowledge

When Subject Matter Experts explain their real-life challenges, it augments the academic inputs obtained from published sources and classroom discussions facilitated by the faculty member. A few of our faculty invites such experts to their classroom sessions to engage the students.

Courses Linked to: Fundamentals of Service Marketing, Digital Marketing, Retail Management, Leadership in Action.

6.5.8 Industry visit

Learning from the subject experts in the real life scenarios, is an experience only the industry visits can provide. This is an adopted practise for subjects that cannot benefit from an interaction session alone.

Visits were arranged to Aptiv, Nitta Gelatin, TCS, SIB Documentation & L&D Centre, VGuard and Agappe Diagnostics Ltd.

Courses Linked to: Talent Management, Compensations and Benefits Management and Learning and Development.

6.5.9 Student Research

Objective: To enhance theoretical learning with practical application

As a part of research methodology course, students are divided into different clusters and encouraged to undertake a Research Project. This will enable the students to understand and practise business research in a real world setting.

Course Linked to: Research Methodology

6.5.10 Outbound training-based course

Experiential Learning & Design Thinking (ELDT) course is a capstone level course for post-graduate students in management, designed as an outbound program. The 72-hour program is set in the Western-Ghats mountainous terrain wherein participating students are grouped into teams after preliminary screening for medical fitness, physical and mental endurance.

Objective: The objective of the course is for students to apply fundamental and functional level concepts they learned in the previous semester. These include operational concepts such as bottleneck management, sourcing and procurement with budget constraints, scheduling, supply chain management etc. as well as organizational science concepts such as motivation, team building, coping, performance etc. The immersion is also designed for early phase of a design thinking activity, where the students empathize, and define a problem posed in the setting, and having to brainstorm and come up with a solution for the challenge posed.

Course Linked to: Experiential Learning & Design Thinking