

Rajarambapu Institute of Technology, Rajaramnagar

Department of Management Studies (MBA)

Academic Year 2023-2024

Innovative Practice League (IPL)

Suggest the Best

Investment Portfolio Advice Based on Investment
Personality

Dr. K. S. Patil

Department of Management Studies,

RIT

Purpose/Motivation of Technique

- To introduce the concept of investment portfolio construction.
- To know the personality of an investor.
- To understand the investment objectives of an investor.
- To analyze the risk-taking ability of an investor.

Suitability of Technique to Course

- Name of the Course: Investment Analysis and Portfolio Management
- Course Code: MIF2031
- SY MBA-IEV

Contents:

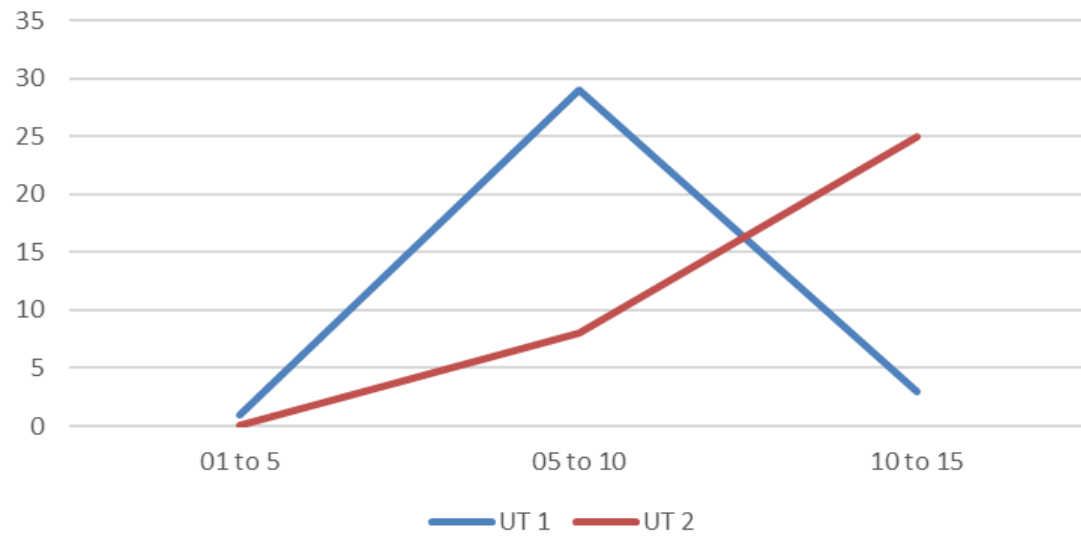
- Investment Avenues
- Investment Management Process
- Investment Analysis
- Psychological Aspects in investment decision-making
- Portfolio Selection
- Portfolio Management

Procedure of Technique

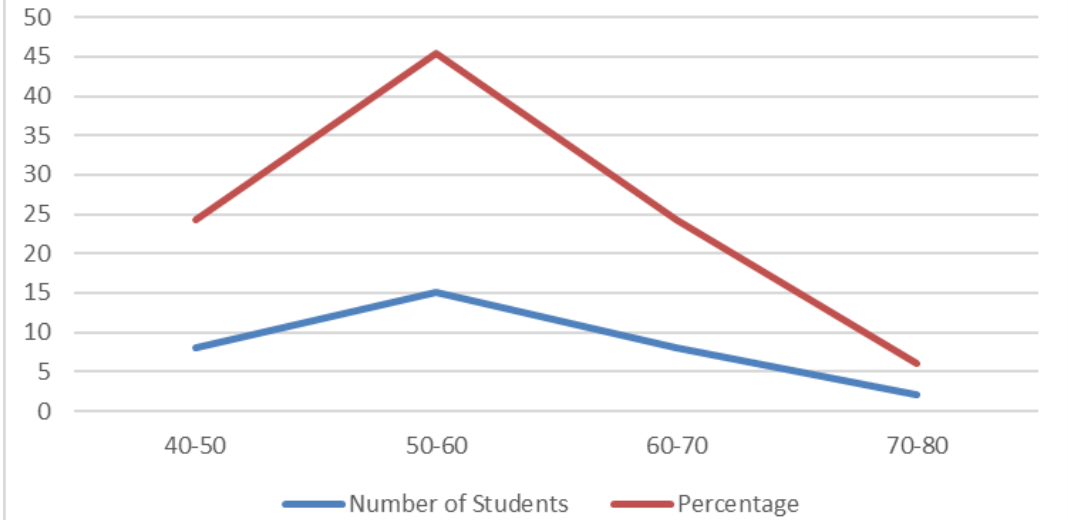
- [Communicate the purpose](#)
- [Provide an investment personality questionnaire](#)
- Data collection from investors
- [Guideline to calculate the investment personality score](#)
- Identify the investment personality of an investor
- [Suggest the best investment portfolio according to the type of investment personality.](#)

Outcomes of Technique

Performance in UT1 & UT 2



Performance in ESE



Photographs and Student Response

Add up the section points to get your final total.

	Total points for section one
	+ Total points for section two
	+ Total points for section three
	+ Total points for section four
	+ Total points for section five
0	= Final total

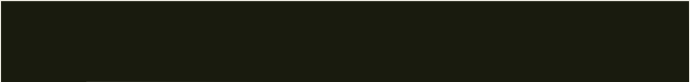
Match your final total to an investment personality below.

If your final total is between...	Your investment personality is...
105 or less	Conservative
106 to 135	Moderate
136 to 164	Balanced
165 to 199	Advanced
200 or more	Aggressive

Your investment personality is:

Name

Date



COMPETENCY-BASED LEARNING

Prof. Sanyogita Patil

Department of Management studies,

RIT

Subject-Managing for Sustainability-MGC1103



Purpose/Motivation of Technique

Purpose:

- Learners are encouraged to apply what they learn to solve problems related to environmental issues.
- Students need to master in order to achieve their goal.
- Partner in learning activities with communities of mentors and peers.
- Measure students learning rather than time.
- focuses on developing specific competencies and skills that are essential for effectively managing sustainability initiatives.

Suitability of Technique to Course

- **Corporate exposure:** Students can gain Practical skills such as environmental assessment, sustainable corporate practices, stakeholder engagement, and ethical decision-making .
- **Aware about Real-World Challenges:** This method encourages students to apply their learning directly to face the real world challenges.
- **Alignment with Industry Needs:** The competencies can be directly aligned with industry needs in sustainability management. This ensures that graduates are well-prepared to me
- Helps in **Personalized Learning**.

Procedure of Technique

- Pre discussion of the task with the students.
- Form a group of 5-6 members.
- Ask students to select the company they were to visit and date of visit.
- Ask students to get approval letter from the company for visit.
- Ask students to Visit the company and prepare a report.
- After completion of the report students were supposed to present the report in classroom.
- Assessment and Submission of report.

Outcomes of Technique

- To ensure proficiency in learning by students.
- Helps in dealing with real life situations at the age and grade appropriate level.
- By engaging in hands-on activities and projects that reflect real-world sustainability challenges, students are more motivated and engaged in their learning.
- students with practical skills and experiences that directly prepares for careers in sustainability management

Photographs and Student Response



Creativity Encouragement through Advertisement

Prof. Akshaykumar D. Desai
Department of Management Studies,
RIT

Purpose/Motivation of Technique

- To enhance MBA students' understanding of marketing and advertising through hands-on experience.
- Students will apply theoretical concepts in a practical manner.
- Help to refine their presentation and marketing skills
- Learn to create messages that really connect with targeted audience.

Suitability of Technique to Course

- Develop and showcase their creativity.
- Gain experience in video content writing & preparation and thinking about marketing strategies.
- Practice and improve their presentation skills in a real-world context.
- Engage in critical thinking & innovative strategy, also fostering communication skills.

Procedure of Technique

- Product Selection:

- Students need to choose a product or service they are passionate about or interested in marketing.

- Research and Planning:

- Students need to research their chosen product, target audience, and market trends. according to that develop outline of marketing & advertising strategy apply in their video.

- Video Creation:

- Encourage creativity while ensuring the video clearly conveys a marketing message and engages the audience.

- Submission and Presentation:

- Students submit their videos by the deadline on moodle.

- Arrange a session where students present their videos to the class or a panel, explaining their marketing strategy and creative videos.

Outcomes of Technique

- Enhanced Skills: Students will develop technical skills in video making, thinking about marketing strategy, and present the presentation.
- Increased Knowledge: They will gain deeper insights into how marketing messages are crafted and delivered through visual media.
- Improved Creativity: Students will enhance their marketing knowledge for video content writing also ability has strategically thinking of marketing.
- Practical Experience: They will gain valuable experience that can be applied to future marketing projects and professional roles.

Photographs and Student Response

Call us : +91 - 2342 - 220329 , 9970700700, For MBA : 226488, , 9970700810 E-mail : akshay.homkar@ritindia.edu Akshaykumar Desai										
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THANK YOU

Food Festival Activity

(Sub: Pricing Management MBA IEV)

IPL 2023-24

Dr.Swati Mahadev Patil

Department of Management Studies





FY MBA IEV 2024

ORGANIZES

FOOD FESTIVAL

INVITES YOU ALL!!!!

Chief Guest
Dr. Hemlata Gaikwad. (HOD-MBA)

Faculty Coordinator
Dr. Swati Patil.

Student Coordinator
Ashish Nikam.

Venue
PARKING AREA NEAR
TO LIBRARY
1st MARCH 2024
11 AM TO 4PM

Purpose of Food festival activity

- Pricing is not a choice an organization can make, as we know pricing is the only element of the marketing mix that generates revenues.
- pricing strategies and tactics are essential determinants of the competitive position, success and ultimately profitability of an organization.
- organization and marketing professionals today face many challenges in pricing strategies.
- Students should be able to analyze various aspects involved in pricing of any products

1. Leadership Skills: To provide opportunities for students to demonstrate and enhance their leadership abilities.
2. Innovation and Creativity: To encourage innovative thinking and creative problem-solving.
3. Strategic Planning: To develop and implement strategies for achieving business goals.
4. Resource Management: To understand the importance of managing limited resources efficiently.
5. Team work: Analyze importance and effects of team work.

- The "Food festival" is an **entrepreneurial and educational activity** designed to teach various concepts to students like planning, strategy, Leadership, resource management, team work and problem-solving concepts.
- This **experiential learning exercise** stimulates real-world business challenges and encourages innovative thinking.

Suitability of Activity to Course

- Food Festival FY MBA IEV: Date: 01/03/2024
- A Food Festival at a Management Institute can be a vibrant and engaging marketing activity, offering a unique blend of culinary delights and business acumen. This food festival is organized to foster the marketing skills of management students. In Food Festival, where flavors meet finance and taste buds mingle with management! This festival provided platform where our students blend their culinary creativity with business acumen.

Procedure of Activity

- Step 1 : Theme Identification through discussion with students
- Step 2 : Finalization of Activity
- Step 3: securing Permission for location from higher authorities
- Step 4: Identifying activity goals and objectives
- Step 5: Forming teams and their products

- 
- Step 6: Developing budget
 - Step 7: Awareness of Food Festival activity in campus through Effective marketing Strategies
 - Step 8: arranging the stalls
 - Steps 9: feedback

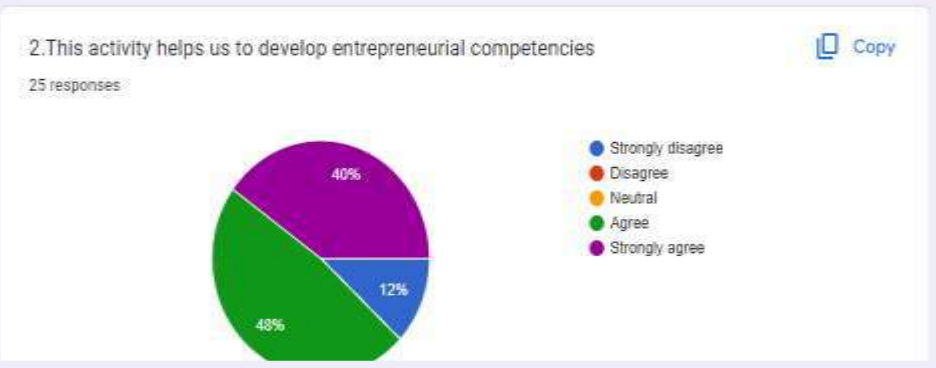
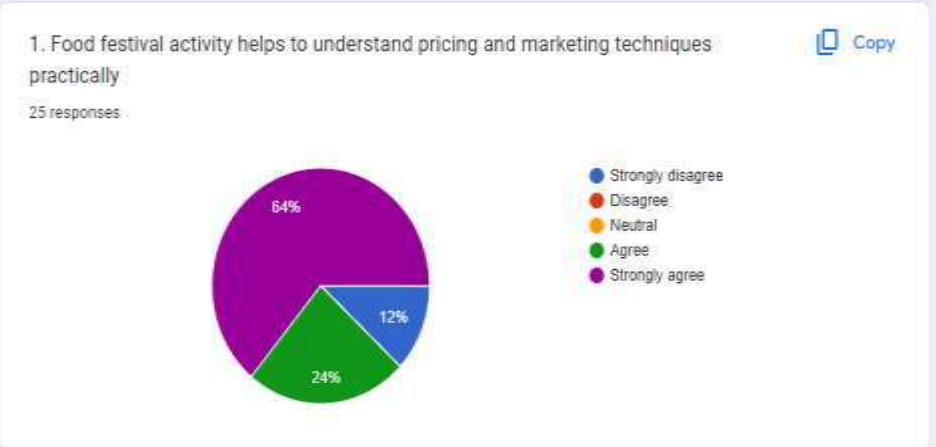
Outcomes of Activity

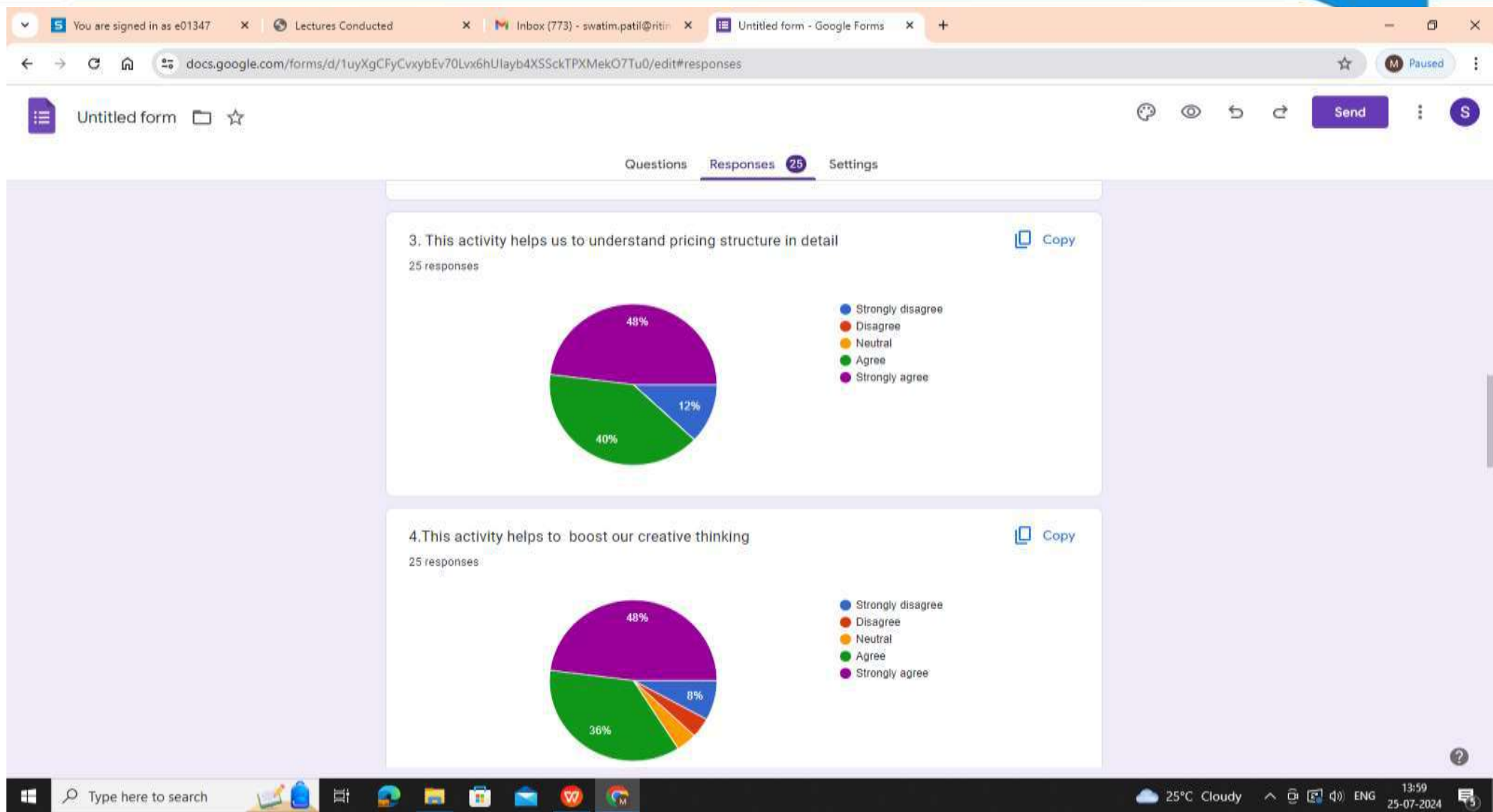
- **Practical Application of Theoretical Knowledge:** Students apply concepts learned in the classroom to a practical, real-world scenario.
- **Better Understanding of Business Concepts:** Through hands-on experience, students gain insights into core business principles such as cost management, strategic planning, and competitive positioning.

- 
- Develop entrepreneurial competencies
 - Helps to understand pricing structure of products
 - Helps to understand consumer buying behavior
 - Helps to understand opportunities and challenges in food industry
 - Helps to analyze price strategies of competitors
 - Leads to effective team work

Photographs







Name and Roll Number	1. Food festival activity helps to understand pricing and marketing techniques practically	2.This activity helps us to develop entrepreneurial competencies	3. This activity helps us to understand pricing structure in detail	4.This activity helps to boost our creative thinking	5. This activity helps to understand consumer buying behavior	6. This activity create awareness regarding merits and demerits of any star-ups	7. This activity helps us to understand opportunities and challenges faced by Food industry	8. This activity helps us to analyze our self confidence	9. This activity helps us to understand importance of team work in any business	10. This activity helps us to evaluate our self SWOT Analysis
Mayuri makarand deshpane - 2343024	Strongly agree	Agree	Strongly agree	Strongly agree	Strongly agree	Agree	Agree	Strongly agree	Strongly agree	Agree
Sakshi Sudhakar Baliphadi 2343022	Strongly agree	Agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Agree	Agree	Strongly agree	Agree
Disha Suryawanshi 2343030	Strongly agree	Agree	Agree	Neutral	Strongly agree	Strongly agree	Strongly agree	Agree	Strongly agree	Agree
Minakshi Kokare 2343014	Strongly agree	Agree	Agree	Strongly agree	Strongly agree	Agree	Strongly agree	Agree	Strongly agree	Agree
2343032	Strongly agree	Agree	Agree	Strongly agree	Agree	Neutral	Agree	Agree	Strongly agree	Agree
Aniket Anil tibe 2343034	Strongly disagree	Strongly disagree	Strongly disagree	Disagree	Strongly disagree	Strongly disagree	Strongly disagree	Strongly disagree	Strongly disagree	Strongly disagree
2343019	Strongly disagree	Strongly disagree	Strongly disagree	Strongly disagree	Strongly disagree	Strongly disagree	Strongly disagree	Strongly disagree	Strongly disagree	Strongly disagree
Sushmita Anandrao Patil - 2343016	Strongly agree	Strongly agree	Strongly agree	Agree	Strongly agree	Agree	Strongly agree	Agree	Strongly agree	Agree
Pratik Mahendra Kadam - (2343025)	Strongly agree	Strongly agree	Strongly agree	Agree	Strongly agree	Agree	Strongly agree	Agree	Strongly agree	Agree
Soham Ramesh Babar (2343010)	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Agree	Neutral	Strongly agree	Strongly agree	Strongly agree	Agree
pratik phadatare. 2343009	Strongly disagree	Strongly disagree	Strongly disagree	Strongly disagree	Strongly disagree	Strongly disagree	Strongly disagree	Strongly disagree	Strongly disagree	Strongly disagree
2343028	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
Sumit Kiran Lad	Agree	Agree	Agree	Agree	Agree	Strongly agree	Agree	Agree	Agree	Agree

Fruit Ielo Start-up

Name of students:

1. Pratikesh Sanjiv phadtare
2. Tejas kumbhar

Target customers: Students Hostel
Customized Fruit Providers

Thank
you

Think-Pair- share Technique

Dr. Vidya Kadam

Department of Management studies,

RIT

Course Name- Organizational Behaviour MGC 1113 FY MBA

Purpose/Motivation of Technique

- To improve thinking ability of students.
- To builds oral communication skills.
- To decrease spoon feeding.
- To increase confidence of student.
- Think-Pair-Share technique can be an effective tool for fostering discussions in the classroom
- Think-Pair-Share activity gives the opportunity to feel more comfortable sharing their thoughts.

Suitability of Technique to Course

- In course of Organizational Behavior, there are different types of human behavior and attitude which are applied in the organization to analyze the management problems and decision making.
- If person do not have good thinking ability and knowledge of these concepts, then he fails to apply various strategies in real situation.
- To improve the thinking ability of student, this method helps.

Procedure of Technique

- Ask a open ended question.
-
- Give students a few minutes to discuss the question and work out an answer.
 - Then every student pairs up with a partner and they discuss the question for two to five minutes.
 - Students clarify and elaborate.
 - Finally, the whole class engages in a discussion where students raise their hands and share all the thoughts and ideas they've gathered.

Outcomes of Technique

- To think individually about a topic or answer to a question.
- To share ideas with classmates and builds oral communication skills.
- To Improve student's thinking ability.
- To learn new ways of thinking about problems and solutions by collaborative sharing
- To Improve the stage daring of students and confidence

Discussion of Following topics

- Can Money is the biggest motivator?
- Is employee engagement best retention tool?
- Can Positive attitude increase organizational performance?

Photographs



Innovative Practice League (IPL) Presentation (2023-24)

"Blended Python Learning Model"

Presented by

Mr. Shakil M. Mulla

Assistant Professor

Department of Management Studies (MBA)

RIT

Purpose/Motivation of Technique

The technique learning through **Blended Python Learning Model** for **Core Python Programming** Course (MGB 2053) of S. Y. MBA (Sem. III) students.

■ Purpose/Motivation of Techniques

- Understand and build confidence in using Python for different applications.
- Develop problem-solving skills, which are crucial for becoming proficient programmers.
- Make the learning process more enjoyable and interactive, motivating students to stay interested.
- Retain the knowledge and skills, which lays a strong foundation for their future learning in Python.

Suitability of Technique to Course

Blended Python Learning Model is the combination of various teaching methods and tools, integrating both traditional and digital techniques to provide a comprehensive learning experience.

- **Hands-on Coding Practice:** Python is best learned by actually writing code. A brief lecture is followed by coding exercises. Demonstrate coding by writing and running code during the session. Interactive platforms (e.g., Programiz, Python Online) are used to allow students to write and execute code in real-time.
- **Immediate Feedback:** Feedback on assignments, focusing on both the correctness of the code and the logic behind it. Immediate feedback helps students identify and correct mistakes, enhancing the learning process.

Suitability of Technique to Course

- **Engagement and Motivation:** Through interactive quizzes and coding assignments, students are more likely to stay interested in their learning process. Frequent quizzes help assess students' understanding of core concepts.
- **Continuous Practice & Reinforcement:** Regular coding exercises & quizzes ensure that knowledge is retained & built upon over time.
- **Online Courses and Tutorials:** Online tutorials allow students to learn Python at their own pace and convenience, even outside traditional classroom settings. Websites like online-python.com, pythontutor.com, and python.org offer interactive Python tutorials that allow to practice coding while learning.

Suitability of Technique to Course

- **Improved Retention and Long-Term Learning:** The emphasis on active engagement and practical application contributes to better retention of Python concepts, leading to more robust long-term learning outcomes.

Conclusion

- ✓ By combining these approaches, beginners can build a strong foundation in Core Python programming and gradually advance to more complex topics.
- ✓ By combining these approaches, teachers can create a dynamic and supportive learning environment that caters to various learning styles, helping beginners build a solid foundation in Python programming.

Suitability of Technique to Course

Curriculum: Masters in Business Administration 2022-2024

Term: 3 - Semester

Course: MGB2053 - CORE PYTHON PROGRAMMING

Course Outcomes (COs):

- Describe the numbers, math functions, strings, list, tuples and dictionaries in python
- Express different decision-making statements and functions
- Interpret object oriented programming in python
- Summarize different file handling operations
- Create and execute python programs

Suitability of Technique to Course

Chapter No. 1 - Introduction and Conditional Statements

History, features, setting up path, working with python, basic syntax, variable and data, types, operator

Chapter No. 2 - Looping and Control Statements

If, If-else, nested if-else, For, while, Nested Loops, Break, continue, Pass

Chapter No. 3 - String Manipulation and Lists

Accessing strings, Basic operations, string slices. function and methods, accessing list, operations, working with lists, function and methods

Chapter No. 4 - Tuple and Dictionaries

Accessing tuples, operations, working, functions and methods, accessing values in dictionaries, working with dictionaries, properties, functions

Chapter No. 5 - Functions and Modules

Calling a function, types of functions, function arguments, anonymous functions, global and local variables, Importing module, math module, random module, packages, composition

Chapter No. 6 - Input-Output and Exception Handling

Printing on screen, reading data from keyword, opening and closing file, reading and writing files, functions, exception, exception handling, except clause, try, finally clause, user defined exceptions

Procedure of Technique

The "Blended Python Learning Model" combines multiple teaching techniques to provide a comprehensive and engaging learning experience for students.

1. Initial Assessment

Access the students' prior knowledge and experience with programming.

2. Online Courses and Tutorials

Provide students with online tutorials and courses as supplementary resources. Encourage students to use these tutorials and register for the courses.

Online Courses

- <https://www.scaler.com/topics/course/python-for-beginners/>
- <https://data-flair.training/courses/python-course/>
- <https://intellipaat.com/introduction-to-python-programming>

Procedure of Technique

- **Online Python Tutorials**

python.org

Wikipedia - Python

w3schools.com

programiz.com

3. Interactive Learning Sessions

Conduct live coding sessions and encourage students to ask questions and participate actively. Hold regular interactive sessions where students can ask questions about the material they've covered in online courses or practice exercises.

4. Practice Coding

Assign daily or weekly coding exercises that reinforce the concepts taught in the modules. These exercises can range from basic syntax practice to more complex problems.

Procedure of Technique

5. Quizzes and Tests

Conduct quizzes at the end of each unit to test students' understanding. These can be multiple-choice questions, short coding tasks, or conceptual questions.

6. Feedback and Iteration

Provide timely feedback on assignments. Highlight both strengths and areas for improvement. Encourage students to iterate on their assignments based on feedback.

7. Final Evaluation

Evaluate students based on their performance in quizzes, assignments, and tests. Ensure that they meet the course objectives.

Outcomes of the Technique

1. Solid Foundation in Core Python Programming

Students will develop a strong understanding of fundamental Python concepts, including syntax, data types, control structures, functions, and object-oriented programming.

2. Practical Coding Skills

Through regular coding exercises, students will gain hands-on experience in writing Python code, debugging, and problem-solving.

3. Improved Problem-Solving and Algorithmic Thinking

Students will develop their problem-solving skills

4. Familiarity with Online Learning Tools and Resources

Students will become skillful at using various online platforms and resources, such as coding platforms and forums, enhancing their ability to learn independently.

Outcomes of the Technique

5. Effective Time Management and Self-Directed Learning

The model encourages students to take responsibility for their learning by managing their time effectively, completing online tutorials, and practicing coding outside of class.

6. Increased Confidence in Programming

Through interactive sessions and quizzes students will build confidence in their programming abilities and be prepared to tackle more advanced Python topics.

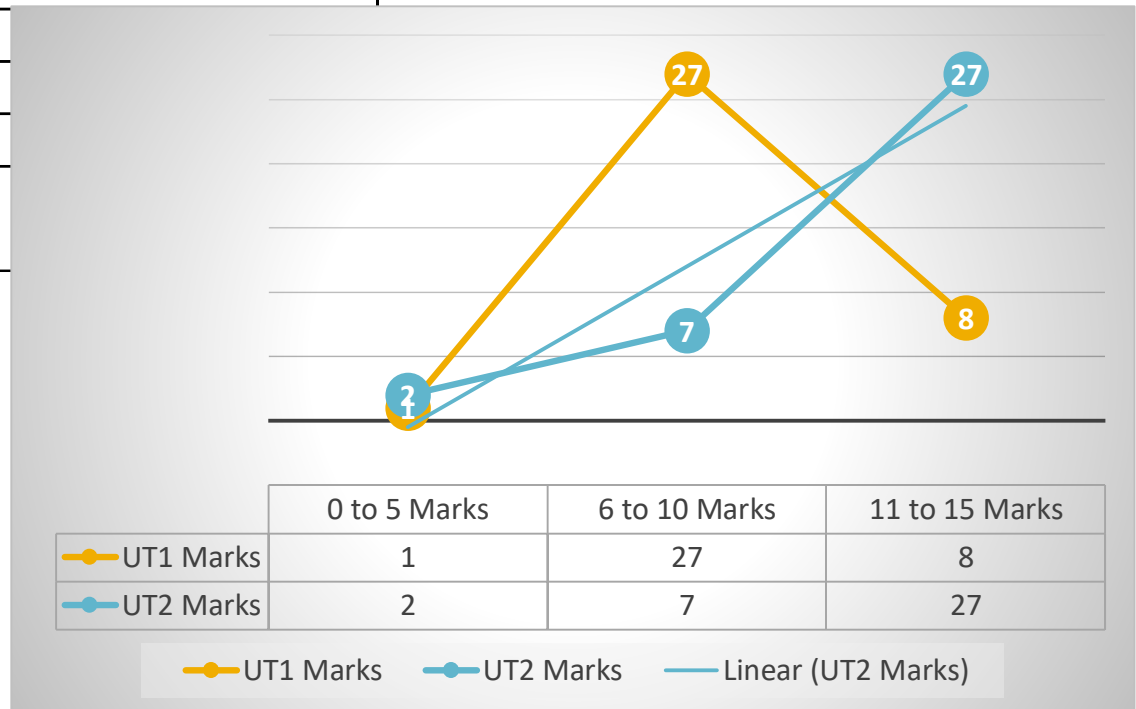
Conclusion

These outcomes ensure that students not only learn Python programming but also develop the skills and confidence needed to apply their knowledge in real-world situations and continue their learning journey.

Outcomes of Technique

UT I & UT II Marks

Student Group	No. of Studnets scored marks in UT I	No. of Studnets scored marks in UT II
0 to 5 Marks	2	
6 to 10 Marks	17	
11 to 15 Marks	16	
Total no. of Students	35	



Student Response

- 1) Students have actively involve in these activities.
- 2) They have very much satisfied about this activities.

Thank You....

Mini Project

Course: Corporate Finance (MGC1023)

Class: FYMBA Sem. II

(A.Y. 2023-24)

DR. MRS. MANISHA JAGTAP

DEPARTMENT OF MANAGEMENT STUDIES (MBA),

RIT



Purpose/Motivation of Technique:

The motive behind this activity is :

- to give real-life exposure.
- to make the participants aware about significance of the course.
- to create interest in learning the course.

Suitability of Technique to Course:

The course Corporate Finance deals with various activities and decisions related to funds management in finance department of the organization.

As the course is for First year students of Management, it become important to make them aware about the significance of the course and its role in the decision making.

Procedure of Technique:

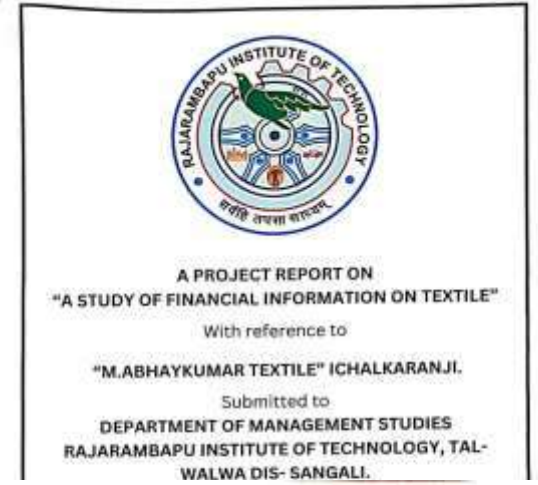
- Individual task.
- Instructions given about the type of business organization they should choose.
- Provided guidelines regarding preparation of questionnaire, How to present yourself, drafting report etc.
- Prepare and submit a report.

Outcomes of Technique

Students benefitted in many ways like:

- Hands-on application of concepts
- Time management
- Improved Presentation and communication skills
- Exposure to advancement in the field
- Boost Confidence

Photographs:



PHOTOGRAPH



Data Collection:-



Finance Manager - Mr. Jalindar Yadav

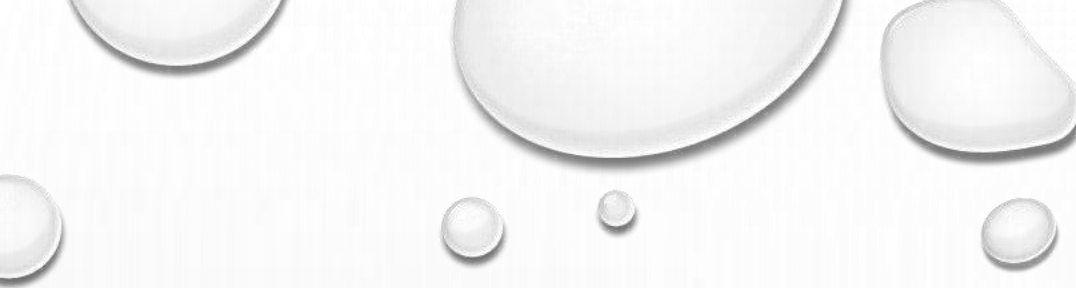
The Role and Responsibilities of Finance Manager in M/S Babasaheb Industries :-

1. Ensures business processes and financial management
2. Leads planning and forecasting activities with business and industries goals.
3. Reviews financial reports and prepare financial forecasting.
4. Analyzes revenue, expenses, cash flows and balance sheets.



Thank You





INNOVATIVE ACTIVE LEARNING TECHNIQUES - 2023

Dr. YOGINI ANDALGAVKAR-KULKARNI
DEPARTMENT OF MANAGEMENT STUDIES,
RIT



CLASS PRESENTATIONS -ROLE-PLAYING FOR BUSINESS COMMUNICATION

DR. YOGINI ANDALGAVKAR-KULKARNI
DEPARTMENT OF MANAGEMENT STUDIES,
RIT



PURPOSE/MOTIVATION OF TECHNIQUE

- Enhance communication skills through practical experience
- Develop confidence in public speaking and interpersonal communication
- Preparing student's communication for the roles they will play during their corporate life





SUITABILITY OF TECHNIQUE TO COURSE

- Essential for a course focused on developing business communication skills
 - Provides realistic scenarios for students to practice and improve
 - Helps in developing the vocabulary suitable for the role
- 



OUTCOMES OF TECHNIQUE

- Positive growth in sentence formation and better use of vocabulary
 - Improved communication and presentation skills
 - Enhanced ability to think on their own and handle real-world business situations
- 



From Script to Screen

FY MBA SEM II
Management Information System

Prof. Jyoti Sanjay Yadav
Department of Management Studies,
RIT

Purpose/Motivation of Technique

Purpose:

The purpose of the video-making activity is to enhance understanding and application of Management Information Systems (MIS) concepts through creative expression and practical application.

❖ Motivation:

- a. **Learning:** Engage students in a hands-on approach to reinforce theoretical knowledge with practical skills in communicating MIS concepts.
- b. **Critical Thinking:** Encourage students to analyze and synthesize complex information to effectively convey key MIS principles in a simplified manner.
- c. **Communication Skills:** Develop students' ability to articulate technical information clearly and persuasively to various audiences, reflecting real-world scenarios where MIS insights are communicated to stakeholders.
- d. **Creativity:** Empower students to unleash their creativity in presenting MIS concepts innovatively, thereby enhancing their problem-solving abilities and adaptive thinking.

Suitability of Technique to Course

- **Enhances Understanding of Concepts:** Videos can simplify complex concepts and present them in an engaging manner
- **Practical Application:** Creating videos allows students to apply theoretical knowledge to practical scenarios.
- **Engagement and Interaction:** Videos are a dynamic way to present information, this is beneficial for visual learners.
- **Communication Skills:** Video-making projects can improve students' communication and presentation skills.
- **Collaboration:** Group video projects encourage teamwork and collaboration.
- **Assessment:** Videos can be used as a form of assessment, allowing instructors to evaluate students' understanding and creativity in presenting MIS concepts.
- **Technical Proficiency:** Creating videos can enhance students' technical skills, including video editing, scriptwriting, and using multimedia tools, which are valuable in the modern business world.

Procedure for Video Making Activity

•Planning and Scripting

- Topic Selection:** Choose a relevant topic within Management Information Systems.
- Data:** Gather necessary information and data.
- Scriptwriting:** Create a detailed script outlining the content of the video.

•Resources

- Setup:** Set up cameras, lighting, and sound equipment.
- Video Making:** Record the video according to the script.
- Directing:** Ensure the filming process follows the planned script.

•Preparation

- Editing:** Use video editing software to compile and edit.
- Special Effects and Graphics:** Add any necessary special effects, graphics, or animations.
- Audio Mixing:** Ensure that the audio is clear and synchronized with the video.

•Review and Feedback

- Initial Review:** Watch the video and make any necessary edits or adjustments.
- Feedback:** Gather feedback from peers or instructors and make final revisions.

•Finalization and Submission

- Final Edits:** Implement final changes based on feedback.
- Rendering:** Export the video in the required format.
- Submission:** Submit the final video on Moodle as per the assignment guidelines.

•Presentation

- Showcase:** Present the video to the class.
- Discussion:** Engage in a discussion about the video's content and the process.

Course Outcomes

- **CO1 Explain the role and significance of management information system in business.**
- CO2 Apply the decision support tools of information system to solve business problems.
- CO3 Identify the causes of information system success and failure.
- **CO4 Implement the information system in various functional areas of management.**
- CO5 Demonstrate the better usage of e-business, e-governance, AI etc.

Outcomes of Technique

- Enhanced Understanding of MIS Concepts
- Application of Theory
- Information Synthesis
- Enhanced Communication Skills
- Enhanced Planning and Project Management Skills

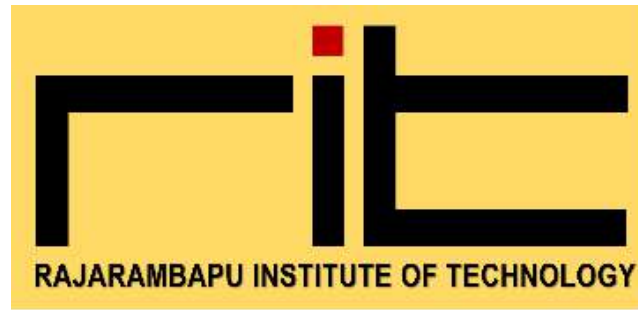
Photographs and Student Response Video making activity.mp4

	SHARDUL TANDALE	2340071@nitindia.edu	Submitted for grading	Grade	Edit	Monday, 18 March 2024, 9:11 PM	2340071 VIDEO MS .mp4	18 March 2024, 9:11 PM	Comments (0)
	SANGRAM KAMBLE	2340072@nitindia.edu	Submitted for grading	Grade	Edit	Wednesday, 20 March 2024, 6:40 PM	2340072.mp4	20 March 2024, 6:40 PM	Comments (0)
	GANESH KAMBLE	2340073@nitindia.edu	Submitted for grading	Grade	Edit	Monday, 18 March 2024, 6:47 PM	2340073.mp4	18 March 2024, 6:47 PM	Comments (0)
	SOHAM KHOT	2340075@nitindia.edu	Submitted for grading	Grade	Edit	Thursday, 21 March 2024, 11:09 PM	HWS .mp4	21 March 2024, 11:09 PM	Comments (0)
	ABHUTKESH KAMBLE	2340076@nitindia.edu	Submitted for grading 8 hours 57 mins late	Grade	Edit	Friday, 22 March 2024, 8:57 AM	2340076.mp4	22 March 2024, 8:57 AM	Comments (0)
	URMILA SALUNKHE	2340077@nitindia.edu	Submitted for grading	Grade	Edit	Thursday, 21 March 2024, 9:05 PM	MS video	21 March 2024, 9:05 PM	Comments (0)

	DHIRAJ SHRIGAVE	2340104@nitindia.edu	Submitted for grading 18 hours 26 mins late	Grade	Edit	Thursday, 21 March 2024, 6:12 AM	Use of MS (in hotel) 2340104.mp4	21 March 2024, 6:12 AM	Comments (0)
	ANURAGHA KHARADE	2340105@nitindia.edu	Submitted for grading	Grade	Edit	Monday, 18 March 2024, 5:32 PM	2340105.mp4	18 March 2024, 5:32 PM	Comments (0)
	SWARNALI FUJARI	2340107@nitindia.edu	Submitted for grading 8 hours 49 mins late	Grade	Edit	Friday, 22 March 2024, 8:49 AM	2340107.mp4	22 March 2024, 8:49 AM	Comments (0)
	MANOJ PATIL	2340108@nitindia.edu	Submitted for grading 9 hours 5 mins late	Grade	Edit	Friday, 22 March 2024, 9:05 AM	New Project 15 [D0803FC].mp4	22 March 2024, 9:05 AM	Comments (0)
	VASHANAWI BHOKARE	2340109@nitindia.edu	Submitted for grading	Grade	Edit	Thursday, 21 March 2024, 10:51 PM	2340109.mp4	21 March 2024, 10:51 PM	Comments (0)
	SAKSHI KADAM	2340111@nitindia.edu	Submitted for grading	Grade	Edit	Friday, 15 March 2024, 7:51 PM	2340111.mp4	15 March 2024, 7:51 PM	Comments (0)



Thank You...



Beyond Technical Proficiency: Integrating Marketing Management by Interactive Teaching through Short Reels for Engineers (InstaStory) IPL 2023-2024

Course : Marketing For Engineers (OE3243)

Class: TY BTech

Dr. Mrs. Seema S Desai
Department of Management Studies, RIT

Purpose/Motivation of Technique

- Achieving course learning objectives
- New perspectives on the subject matter (An understanding of other perspectives)
- New questions to explore & deeper understanding of the subject
- Students are struggling with certain concepts, teaching better with a fun experience
- To actively involve all students during lectures.
- Holistic Engineering Preparation
- Preparing Future Leaders



- This tech has helped students develop and modify new ideas. Highly suitable due to its visual and interactive nature, engaging engineering students in real-world scenarios and fostering critical thinking about management principles relevant to their profession.
- By showcasing practical applications of marketing for engineers, reels enable students to better understand and apply marketing concepts, enhancing their problem-solving skills and teamwork abilities.
- Short duration helps students to keep their focus on the content. It also increases students' motivation to rewatch the video. Background music added to the video increases enjoyment and reduced students anxiety.
- Reels allow accessibility and availability of the teaching resources that extend learning beyond the classroom setting.
- Students got the opportunities to see how other students view the same topic.
- Skills which are needed in the real world, such as problem finding, creative thinking, or communication skills are developed.
- This activity worked well with the large classroom because it involved individual reflection. Identified motivations behind Reels usage: Entertainment, Novelty / Innovativeness, and trendiness.

Procedure of Technique

- Introduction of Topic, Demonstration about method of solving the problem with application based examples.
- Pose a question, statement, issue or problem to the class. Observe for query and assistance.
- Provide an amount of time for Short videos making using Instagram Reels feature about a topic or answer to a question (timeline 2weeks min)
- Summarize ideas and Share with classmates. Students may clarify and elaborate.
- Faculty can randomly choose a number to share their responses with the class.
- Students are able to think, create and solve problems rather than passively listen to lecture.

K.E.Society's



Rajarambapu Institute of Technology
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
 The Institution of Engineers (India) Kolkata; TEQIP Phase-II Funded,
 Approved by AKTE, New Delhi, Govt. of Maharashtra.
 Department of Management Studies (MBA)



In Semester Evaluation (ISE) Plan Academic Year 2022-2023 (Semester – I)

Programme : MBA

Class : Third Year B Tech (MBA)

Course Title: Marketing For Engineers **Course Code:** OE3243

Name of the Faculty: Dr. Mrs. Seema S Desai

ISE Component	Particulars	Marks	Mapping CO	Issue Date	Submission Date
I	Please select and observe any small business in your area. Based on your observation, prepare a InstaReel that will address the following: 1. Identify the business name, location, and hours & days of operation. 2. Does the business run in the strategic location? 3. Describe its products &/or services. 4. Identify its customer. 5. Why do you think that customers buy their product &/or service from this company? 6. Identify 2 competitors and describe how this business differentiates itself from them.	10	CO1, CO2, CO3, CO4, CO5	18 th April 23	06 th May 2023
II	Identify a Product / Service of your Choice, and Present the Marketing Mix of the Company through InstaStory (4 P's) Product, Place, Price and Promotion.)	10	CO1, CO2, CO3, CO4, CO5		06 th may 2023
Total Marks					20

Course Faculty
Module Coordinator
Academic Coordinator
Head of Department, RIT

- Total 60 students submitted reels and PPT
- Students prepared very short reels with corrective actions.
- This technique found that student's engagement with Instagram Reels was increasing, This helped them for self-promotion and entertainment as well as active participation in Reels activity.
- This technique has proven to be effective in helping students to learn beyond classroom setting.
- It promotes learning autonomy where students could decide when, where, and what they want to learn.
- InstaStory allows informal language assessment, face-to-face interactions between students and builds connections between students and faculty which increases students' motivation.
- Use of social media is effective to supplement the language learning beyond the classroom experience.
- Increase in students interest and commitment observed.
- Students learnt actively, thought independently and enjoyed working in groups.

Moodle Screenshots Uploaded:

 Call us : +91 - 2342 - 220329 , 9970700700, For MBA : 226488, , 9970700810 ✉ E-mail : akshay.hornkar@ritindia.edu

Seema Desai 

MKTENG_23

 Participants

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Marketing for Engineers (OE3243)

Dashboard / Courses / Important Activities @ RIT / Institute Important Activities / TY Open Electives Sem-II 2022-23 / MKTENG_23

Turn editing off

  Announcements 

  ISE Component 1 

  ISE Component 2 

  REEL VIDEOS 

  ISE Component II Video 

  ISE Component 3 

  Marketing Discussion Forum 

  News forum 

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Add a new topic...

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Upcoming events

Activate Windows

Go to Settings to activate Windows.

Reels:



Reels:

Marketing Mix of Coco-Cola



Product

Byju's offers interactive video classes, personalized learning, adaptive practice sessions, and 24/7 support. Its courses cover K-12, competitive exams, and professional development.

- Byju's app offers a range of courses and programs.
- Courses available for primary school to competitive exams.
- Delivered through engaging video lessons and interactive quizzes.

2 >>>

Price

Reliance Jio's **free data and voice calls** for the first six months and **low-priced plans** afterwards attracted millions of customers.

The company also offered **cashback and discounts** to retain customers.

Jio's pricing strategy focuses on providing value for money to customers. It offers **cost-effective** data plans, bundled services, and attractive **promotional offers** to attract and retain customers. Jio's pricing strategy has played a crucial role in its rapid customer acquisition and market penetration.



PROMOTION

- Traditional advertising
- Events and sponsorships
- Conferences and trade shows
- Digital marketing tactics
- Promotional discounts and coupons

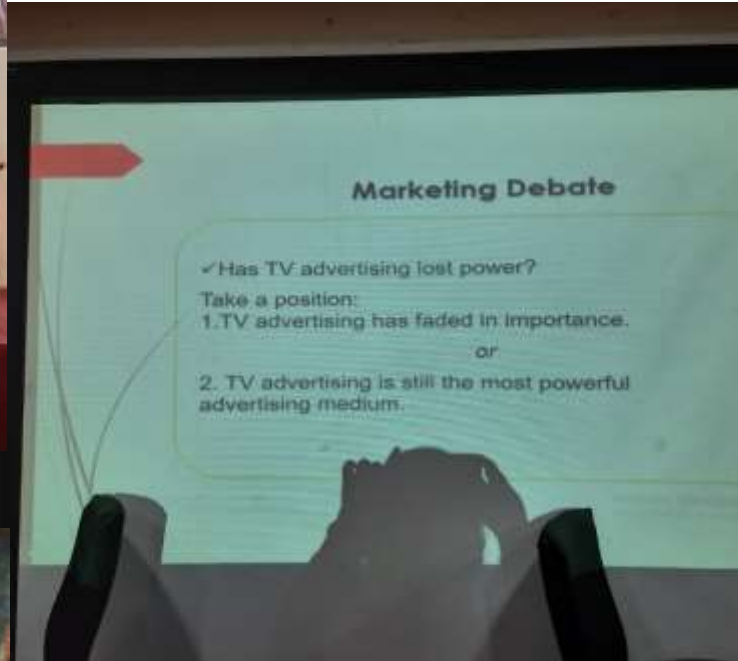


Place

Apsara Marketing PVT LTD Details

City	LEVENSHA ROAD TO CHITRA
Date of incorporation	20 Nov 1986
State	Andhra
Company category	Company limited by shares
Company sub category	Non-govt Company
Company status	Private
Business Activity	Trading
Authorized Capital	9750000
Paid-up Capital	9750000
Registered Capital	9750000
Registered Office City	Wardah
Registered State	Andhra Pradesh
Registration Number	790000
Registration Date	02 Nov 1986
Listing Status	Unlisted
2020 last filed on	29 Jan 2021
Next due date for updation of	01 Apr 2021

Student Interaction



Glimpses:



Role Play:



Role Play Activity:

Simulating a buyer asking for a product discount based on a lower price they've received from a competitor

1. After successful completion of the course, I am able to Identify core concepts of marketing and the role of marketing in business and society.

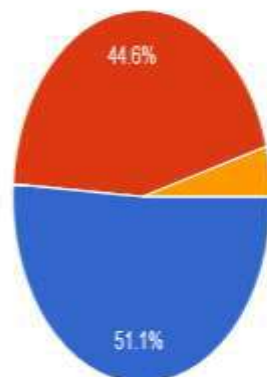
92 responses



Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

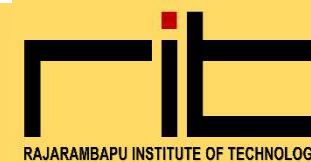
3. After successful completion of the course, I am able to Create an i marketing communication plan which includes promotional strategie of effectiveness.

92 responses



Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

Feedback



2. After successful completion of the course, I am able to Develop marketing strategies based on product, price, place and promotion objectives.

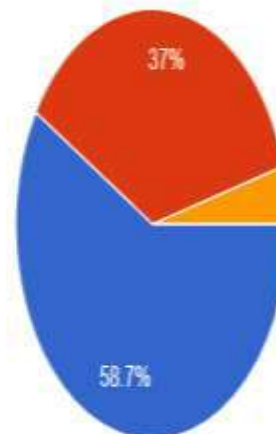
92 responses



Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

5. After successful completion of the course, I am able to Analyze marketing problems and provide solutions based on a critical examination of marketing information.

92 responses



Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

4. After successful completion of the course, I am able to Collect, process, and analyze consumer data to make informed marketing decisions.

92 responses



Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

THANK YOU!