

Suryadatta Institute of Management & Mass Communication (SIMMC)

Best Practice - II

AY 2019-20

Enriching the Curriculum for Enhanced Career Opportunities and Holistic Development

The Context

Today's expeditious growth of globalization has changed the corporate scenario. On one hand ample opportunities exist for young, talented managers in the form of Start-Ups, SMEs but on the other hand the risk proportion of businesses is also at its pinnacle as markets, technology, international business environment has become volatile and dynamic. The industry feedback from Placement department clearly highlights the urgency of developing employability attributes. Industry expects management trainees to contribute to industry productivity and efficiency. Talented young professionals are being presented the opportunity to take on the role of a senior manager at an early age. In order to equip students with the knowledge and skills to handle the challenging business role and prepare them as mindful decision makers, Suryadatta Management Institute has taken a big leap. The institute with its tie up with Indian Institute of Management, Bengaluru (IIMBx) has offered unique programs for advanced learners of MBA program.

There are two flagship certificate programmes offered by IIMBx for the students of Suryadatta institute which helps students for enhancing their career opportunities namely

- DO Your Venture (DYV) – 50 students from the second year of MBA & PGDM programmes.
 - Coordinator- Dr Pratiksha Wable
- MBA Prep- 50 students from the first year of MBA & PGDM programmes
 - Managerial Economics (Coordinator- Dr Medha Deshmukh)
 - Managerial Accounting (Coordinator- Prof Devdatta Sant)
 - Business Statistics (Coordinator- Dr Jyoti Deshmukh)

The Objective:

The institute is all tied to its vision viz. to nurture leaders and social change agents through holistic and transformative academic programmes aligned with national priorities and global needs.

- To meet the standard of academic excellence
- To enhance competitive advantage of students
- To provide foundation for in-depth understanding of businesses.
- To promote decision making capacity of students

The Do Your Venture is a hands-on, action oriented business and management course introduce students to a systematic, scientific and an easy process of testing their ideas and opportunities they envision.

Course on Managerial Economics helps a manager take good decisions. Students acquire the acumen to make those decisions by understanding the market forces that impact business and personal life.

Course on Business Accounting enables students to have an overall understanding of the Financial Statements of a company. It includes various accounting concepts like the financial statements like the Balance Sheet, Income Statement (Statement of Profit and Loss), Cash Flow Statement and their various elements.

Course on Business Statistics examines data from the perspective of business scenarios and demonstrates how to apply this data to make better decisions.

The Practice:

The Ad-On certification of IIMBx were given free of charge for students. Total 100 students were selected for enrollment. The selection was based on their previous academic performance, class activity participation, current academic performance, attendance etc. Both these programmes were of 4 weeks followed by the FINAL examination conducted by IIMBx.

DYV- This certification programme was rolled out for the second year students on 9th Dec 2019 through Orientation session webinar by Prof Tilak Thomas. On 27th February 2020, online meeting was conducted between management students of the institute and IIMBx coordinator Mr. Tilak Thomas. Mr. Thomas made students understand the structure of courses, introduced to course facilitators and the learning components.

The IIMBx modules have following learning components:

- Videos
- Reading material
- Expert interviews
- Examples
- Web links
- Discussion
- Self-assessment
- Summary
- Graded assessments
- Additional resources

Under MBA Prep programme, each week IIMBx would release one module of one course. Students would learn the module with all learning components and on every Wednesday, online MCQ test was conducted for students. All the weekly tests were termed as internal assessments as on completion of all the modules, there was a final graded assessment carried out. Revision session for IIMBx Prep courses were carried out by the internal faculties of the institute to support all round learning.

For DYV programme, the students were graded based on

- Graded Multiple Choice Questions
- Final Lean Canvas
- Final Pitch Video

The institute insisted students to appear for internal examinations from college itself. The institute has a sound IT lab with internet connection enabled and convertor support in case of power failure. All the students were issued personal user id and password for protecting their account. The technical issues were resolved by coordinating with the IT team and IIMBx team as well. As a result, all the fifty enrolled students could appear for online examination and get accustomed to the system.

In order to overcome difficulties in understanding the course statistics, revision sessions were conducted by the internal faculty. Separate guidelines were issued to students for appearing for final examination of IIMBx course from their respective hometown. For initial online examination, faculties took special efforts for seamless conduction. As a result, students could give final examination from their hometown effortlessly.

Obstacles Faced/Problems Encountered

- DYV-
 - Stepping out and field testing their idea by seeking feedback from potential customers
 - Preparing the lean canvas
- MBA Prep-
 - Technical issues in carrying out online examination were faced.
 - Difficulty in understanding course on statistics through online mode at students end.
 - Difficulty in conducting final examination at institute due to lockdown.

Evidence of Success

The enthusiastic student participation led to successful completion of DYV & MBA Prep Programmes by all the students.



Resources Required:

Institute paid all the course fees on behalf of students. Financial resources were required.

Technically sound IT laboratory.

Faculty members to support the learnings.

Well managed coordination between IIMBx course facilitators and institute students.

Contact Details

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