

## **Suryadatta Institute of Management & Mass Communication (SIMMC)**

### **Best Practice – III : Holistic and Experiential learning through MEGA Expo**

#### **1. The Context –**

The MBA/ PGDM programs are expected to provide a holistic approach to management education, giving students both an overview of the field, and a basis to build, and specialize upon. These programmes are strong foundation to establish management knowledge and provide broad multi-disciplined knowledge that can be further studied in depth during the elective phase. The programmes are intended to integrate the practical knowledge, case-based lessons and collaborative learning models, train students to analyse, decide, and lead—rather than merely know while creating a common student experience that fosters a deep and tenacious community. The integrated foundation is important for students because it not only allows them to build upon existing skills, but also to explore career options in a range of industries, and expand their understanding of various business fields.

#### **2. The Objectives –**

- To enables the students to integrate skill, knowledge, concepts and ideas at both theoretical and practical level
- To promote collaborative learning among the students
- To create new perspectives & creative ways of thinking

#### **3. The Practice –**

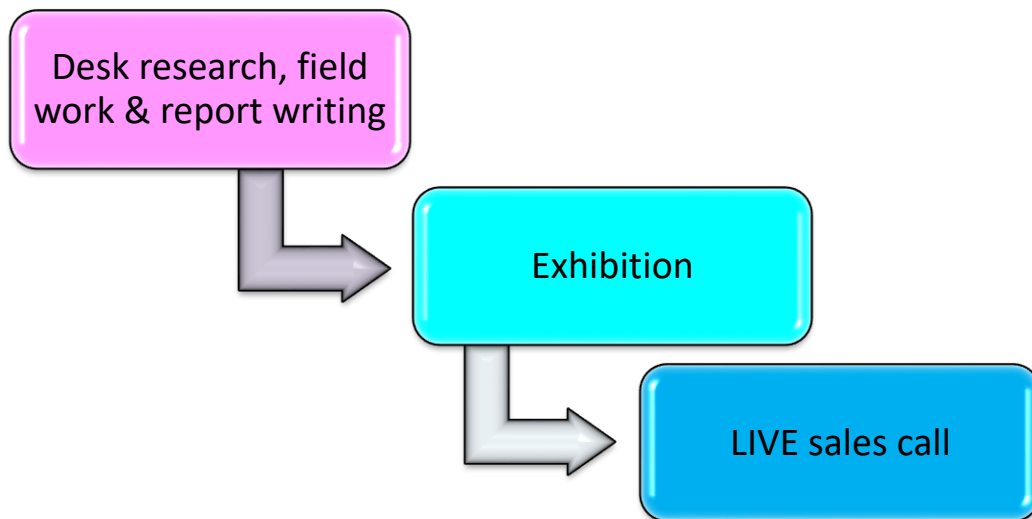
The MEGA Exhibition project integrated following first year courses of MBA & PGDM programmes and their course outcomes were also mapped to the project.

- GC 105 – Basics of Marketing
- GC 106 – Digital Business
- GE-IL 114 - Enterprise Analysis - Desk Research
- GE-IL 115 - Selling & Negotiations Skills Lab

## Course Units to be taught and evaluated for the attainment of the specific Course Outcomes

<b>105 – Basics of Marketing</b>  1. Introduction to Marketing (Some part) 2. Marketing Environment 3. Segmentation, Target Marketing & Positioning: Segmentation 4. Consumer Behavior 5. Marketing Mix	<b>106 – Digital Business</b>  2. Mobile Commerce, Social Commerce and IoT	<b>114 Enterprise Analysis - Desk Research</b>  1. Enterprise History & Background 2. Organization 3. Markets 4. Financials	<b>115 - Selling &amp; Negotiations Skills Lab</b>  1. Basics of Selling 2. Pre-Selling Work 3. Selling in Action 4. Objection handling 5. Sales Conversation, Negotiation & Closure
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### Phases of the MEGA Exhibition project



- Desk research, report compilation and ongoing review
- Exhibition “MEGA EXPO” was hosted on 19<sup>th</sup> Oct 2019 between 11am to 2pm where the student groups (MBA & PGDM) put up stalls of the chosen companies as an academic

project. Their stall had information displayed through posters, charts, display items like demo products, samples, leaflets, catalogues, standees, flex etc.

- The exhibition was assessed by multiple evaluators like external juries, course teachers, MBA PGDM second year students & peer evaluation done by the FY MBA & PGDM students.

The student groups exhibited the companies across following dimensions

- Enterprise History & Background
  - Markets & Marketing
  - Organizational Details
  - Digital side of the business
  - The Brand Journey
  - Key findings / observations & learnings from the tasks carried out
  - Competition analysis
  - Financials of the organization
- LIVE sales call (B2B sales) & negotiation exercise.
4. **Obstacles-** None of the student had ever done such kind of exhibition (organized presentation & display of selected items & information). Hence doing the field study, contacting the companies/ showrooms / retail-service outlets was a bit challenge. Time management, group coordination, creatively displaying the booth were a few challenges faced by the students.
5. **Evidence of Success-** Student could exhibit the companies as a whole by integrating their various business functions. Following were the major outcomes of the MEGA EXPO project
- a. DEMONSTRATE the use of secondary – offline and online resources to profile a real world business organization.
  - b. Filed visits and information collection
  - c. Global orientation through handling global brands / companies
  - d. Cross functional & interdisciplinary learning
  - e. EXPLAIN the marketing mix for real world marketing offering (commodities, goods, services, e-products/ e-services.)

- f. DESCRIBE the various applications of Digital Business in the present day world.
  - g. DEVELOP a sales proposal for a real world product/ service / e-product / e-service and for a real world selling situation
- 6. Resources Required – for successful implementation of the exhibitions cum integrated project, following resources were required
  - a. Well trained faculty members who can design and execute integrated projects
  - b. Separate budget allocation for the exhibition (Stationary items , awards )
- 7. Contact Details-

Dr Pratiksha Wable  
Prof & Dean Academics  
Suryadatta Group of Institutes  
Bavdhan Campus  
Pune : 411021  
Ph: 020-67901300

Prof Harshad Bhadange  
Prof & Exhibition In-charge  
Suryadatta Group of Institutes  
Bavdhan Campus  
Pune : 411021  
Ph: 020-67901300