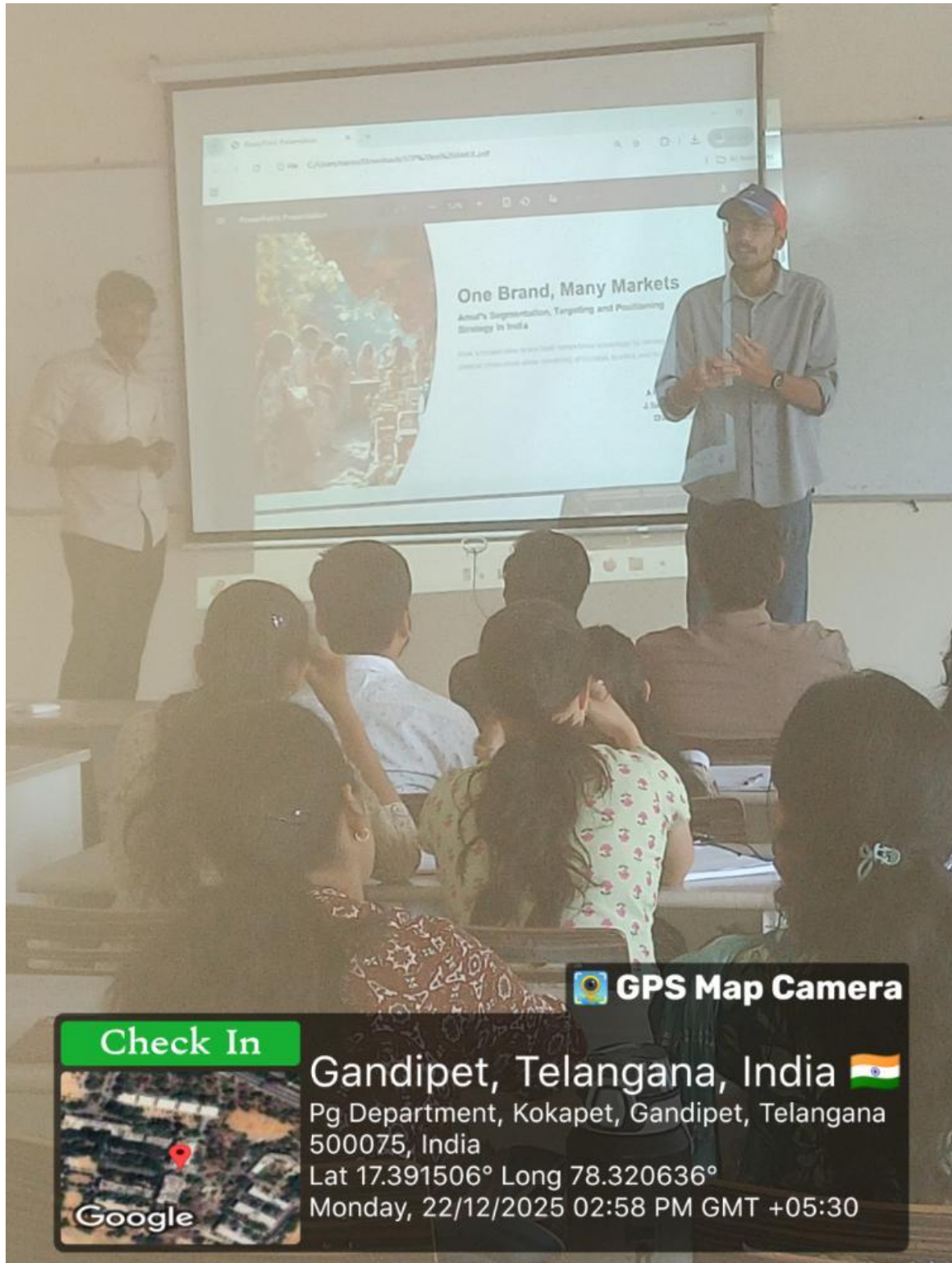


Case Simplifier

Students work in structured teams to simplify complex business cases by identifying core problems, key data points, and decision variables. Through collaborative discussion and role-based analysis, they apply critical and analytical thinking to interpret situations and propose logical solutions. This activity strengthens teamwork, reasoning ability, and the application of theoretical concepts to real-world managerial contexts.



Concept Reflection

Concept reflection activities are conducted to enable students to individually analyze core marketing concepts and relate them to real-world business scenarios. Students prepare for the session and demonstrate conceptual clarity, critical thinking, and the ability to connect theory with practical applications. This activity strengthens independent learning, analytical reasoning, and deeper subject understanding among learners.



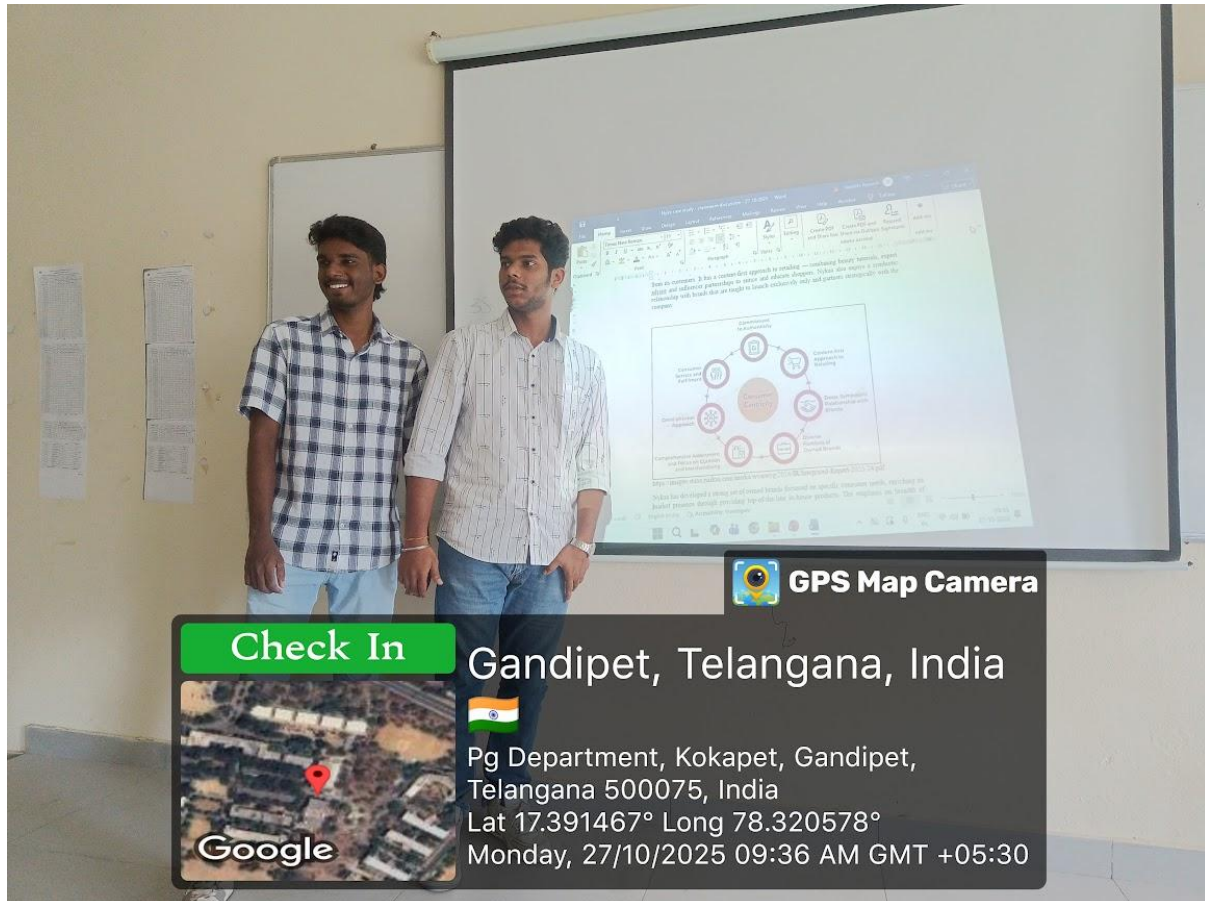
Peer Tutoring

A peer tutoring session was conducted to support students in understanding core marketing concepts more effectively. Peer tutors explained key topics using simple examples and practical illustrations, making learning more relatable. The session encouraged active interaction, peer-to-peer learning, and concept reinforcement. Faculty guidance ensured academic rigor while fostering a supportive learning environment.



Critical Thinker

Students' critical thinking capabilities are strengthened through the analysis of carefully designed case studies that required them to evaluate complex situations and identify underlying managerial issues. Learners are encouraged to question assumptions, compare alternative solutions, and justify their decisions using theoretical frameworks. This approach enhances analytical depth, evidence-based reasoning, and informed decision-making skills.



Flipped Classroom

Students are provided with curated reading materials, short videos, and case-based resources in advance to prepare them for in-class discussions under the flipped classroom model. Classroom time is then used for group problem-solving, peer discussions, and application-based activities that deepen conceptual understanding. This approach promotes self-directed learning, critical thinking, and active student engagement.



In-class Seminar

Students are assigned well-defined topics in advance and are guided to prepare structured in class seminars through independent reading and conceptual exploration. During the sessions, students present their understanding, support their viewpoints with examples, and engage in peer discussions to deepen learning. This approach strengthens subject mastery, communication skills, and confidence in articulating academic ideas.



Brain storming and Group discussion

Brain storming and Group discussion for reviewing the literature to conduct research on a particular topic as a part of Research Methodology and Statistical Analysis subject



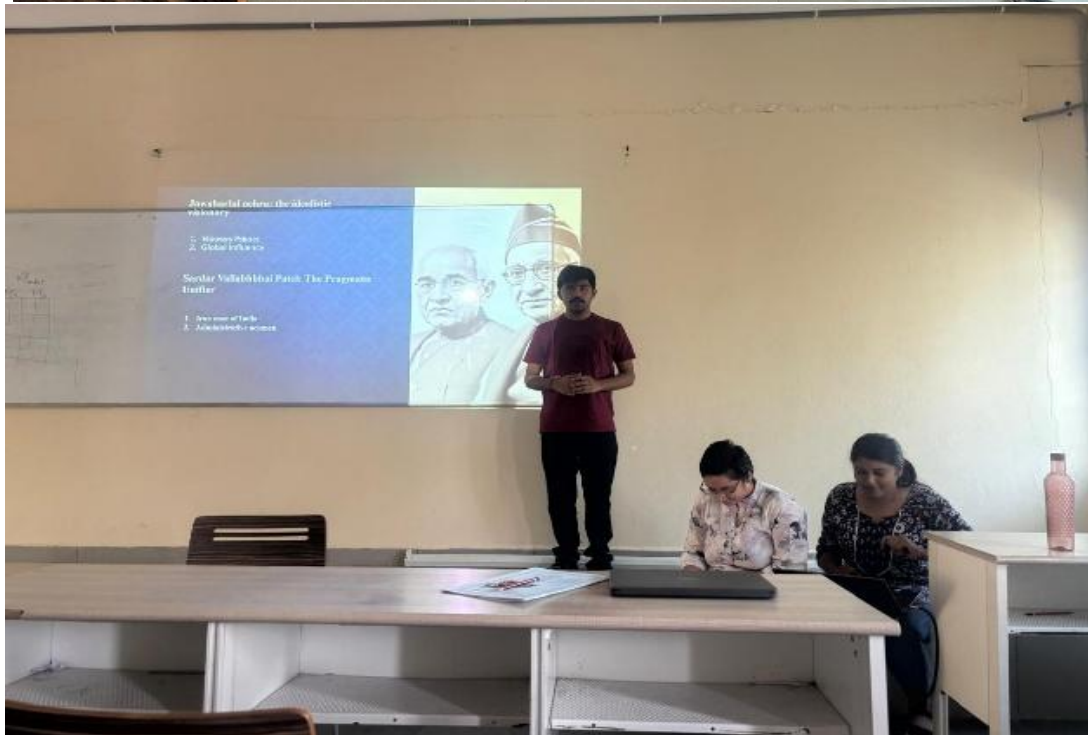
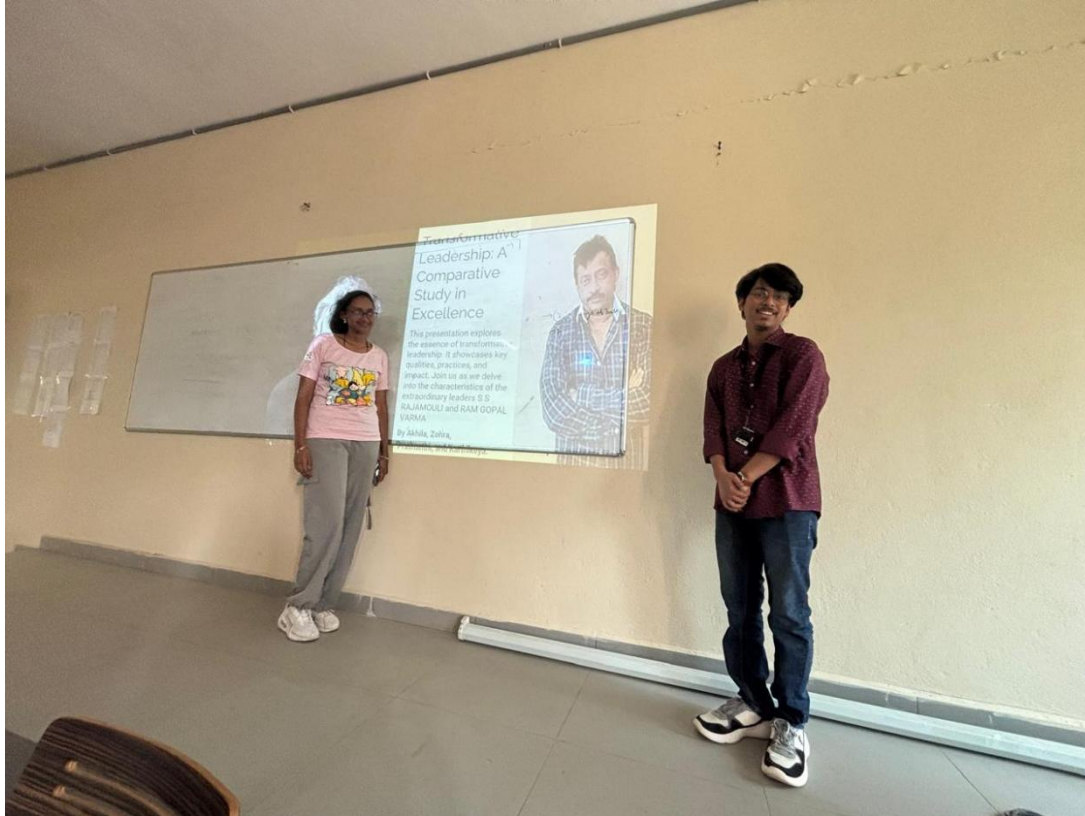
Presentation of the planned title with sufficient evidence from the review and decision upon framing research questions



Brain storming and Group discussion for reviewing the literature to conduct research on a particular topic as a part of Research Methodology and Statistical Analysis subject

Group Presentations

Group presentations promoted collaborative learning and shared responsibility among students. They enhanced communication, critical thinking, and teamwork, contributing to improved attainment of Course Outcomes and Program Outcomes.



Presentation on Leadership and comparison between two different leadership styles adopted by two leaders

Case building and presentation

This activity engaged students in analyzing real-world problems, structuring solutions, and presenting findings collaboratively. It strengthened critical thinking, problem-solving, and communication skills, leading to improved attainment of Course Outcomes and Program Outcomes.



Case building and presentation by students using existing data from various sources

Outcome-oriented peer introduction activity

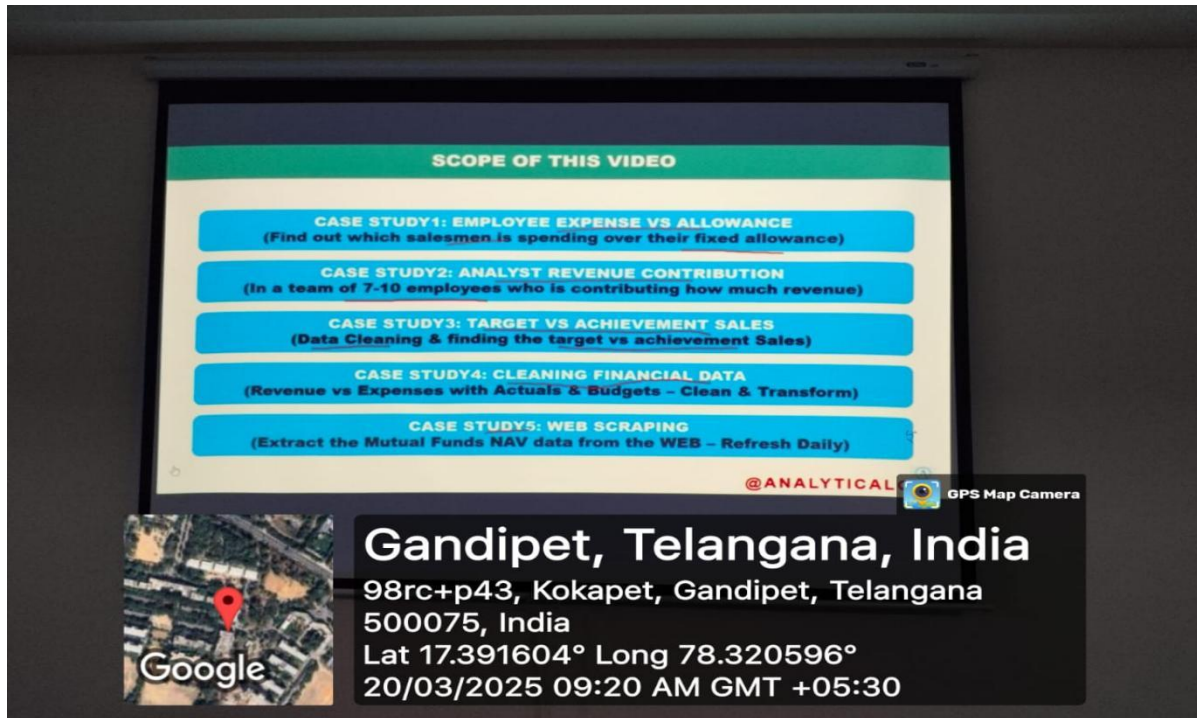
This activity enabled students to introduce themselves while aligning individual goals with team objectives. It fostered ethical collaboration, mutual respect, and cooperative learning, resulting in improved engagement and teamwork aligned with intended learning outcomes.



An introductory activity for introducing students to each other and making them understand importance of self and team goals, without spoiling others work

Case Study solving using Analytics

Students applied analytical tools and data-driven methods to interpret real-world case problems and derive evidence-based solutions. This enhanced analytical thinking, decision-making, and problem-solving skills, contributing to improved attainment of Course Outcomes and Program Outcomes.

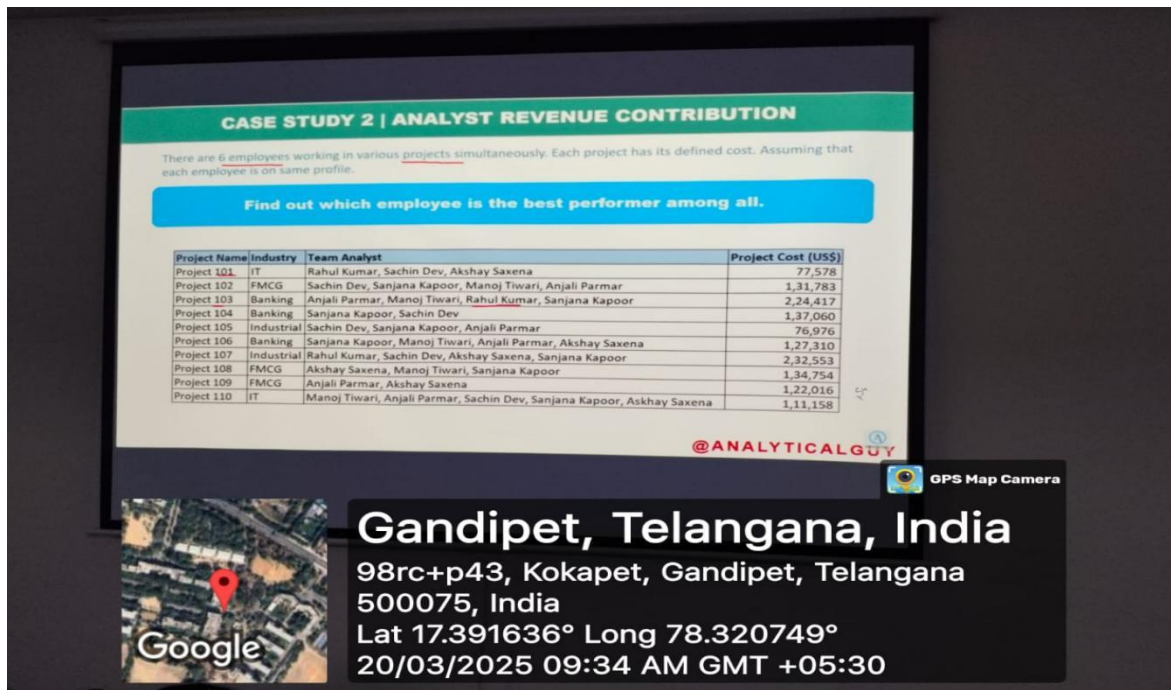


SCOPE OF THIS VIDEO

- CASE STUDY1: EMPLOYEE EXPENSE VS ALLOWANCE**
(Find out which salesmen is spending over their fixed allowance)
- CASE STUDY2: ANALYST REVENUE CONTRIBUTION**
(In a team of 7-10 employees who is contributing how much revenue)
- CASE STUDY3: TARGET VS ACHIEVEMENT SALES**
(Data Cleaning & finding the target vs achievement Sales)
- CASE STUDY4: CLEANING FINANCIAL DATA**
(Revenue vs Expenses with Actuals & Budgets - Clean & Transform)
- CASE STUDY5: WEB SCRAPING**
(Extract the Mutual Funds NAV data from the WEB - Refresh Daily)

@ANALYTICAL GPS Map Camera

Gandipet, Telangana, India
98rc+p43, Kokapet, Gandipet, Telangana
500075, India
Lat 17.391604° Long 78.320596°
20/03/2025 09:20 AM GMT +05:30



CASE STUDY 2 | ANALYST REVENUE CONTRIBUTION

There are 6 employees working in various projects simultaneously. Each project has its defined cost. Assuming that each employee is on same profile.

Find out which employee is the best performer among all.

Project Name	Industry	Team Analyst	Project Cost (US\$)
Project 101	IT	Rahul Kumar, Sachin Dev, Akshay Saxena	77,578
Project 102	FMCG	Sachin Dev, Sanjana Kapoor, Manoj Tiwari, Anjali Parmar	1,31,783
Project 103	Banking	Anjali Parmar, Manoj Tiwari, Rahul Kumar, Sanjana Kapoor	2,24,417
Project 104	Banking	Sanjana Kapoor, Sachin Dev	1,37,060
Project 105	Industrial	Sachin Dev, Sanjana Kapoor, Anjali Parmar	76,976
Project 106	Banking	Sanjana Kapoor, Manoj Tiwari, Anjali Parmar, Akshay Saxena	1,27,310
Project 107	Industrial	Rahul Kumar, Sachin Dev, Akshay Saxena, Sanjana Kapoor	2,32,553
Project 108	FMCG	Akshay Saxena, Manoj Tiwari, Sanjana Kapoor	1,34,754
Project 109	FMCG	Anjali Parmar, Akshay Saxena	1,22,016
Project 110	IT	Manoj Tiwari, Anjali Parmar, Sachin Dev, Sanjana Kapoor, Akshay Saxena	1,11,158

@ANALYTICALGUY GPS Map Camera

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CASE STUDY 3 | TARGET VS ACHIEVEMENT SALES

There are 5 Salesmen with their Target and achievement for the months of Apr-22, May-22, Jun-22, Jul-22, and Aug-22.

Create a Flat File to analyse the data.

	Target	Achievement	Target	Achievement
	Apr-22	Apr-22	May-22	May-22
Sahil	258	89	271	101
Aman	243	151	163	104
Manoj	261	248	239	158
Piyush	167	177	97	230
Anant	113	107	289	236

Target/Achievement	Month	Salesman	Value
Target	Apr-22	Sahil	258
Target	Apr-22	Aman	243
Target	Apr-22	Manoj	261
Target	Apr-22	Piyush	167
Target	Apr-22	Anant	113
Achievement	Apr-22	Sahil	89
Achievement	Apr-22	Aman	151
Achievement	Apr-22	Manoj	248
Achievement	Apr-22	Piyush	177
Achievement	Apr-22	Anant	107
Target	May-22	Sahil	271
Target	May-22	Aman	163
Target	May-22	Manoj	239
Target	May-22	Piyush	97
Target	May-22	Anant	289
Achievement	May-22	Sahil	101
Achievement	May-22	Aman	104
Achievement	May-22	Manoj	158
Achievement	May-22	Piyush	230
Achievement	May-22	Anant	236

@ANALYTICALGUY



GPS Map Camera



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500075, India

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CASE STUDY 4 | CLEANING FINANCIAL DATA

There is a summarized data showing the Revenue and Expenses for the month of Nov'22 & Dec'22.

Create a flat file using Automation so that we can perform the analysis using Charts & Graphs.

Column1	Column2	Column3	Column4	Column5	Column6	Column7	Column8
		Nov'22			Dec'22		
		Actual	Budget	Variance (\$)	Actual	Budget	Variance (\$)
Revenues							
	Apple iPhone	39,084	32,627	6,457	31,052	48,303	-17,251
	Apple iWatch	20,563	39,041	-18,478	32,949	34,706	-1,757
	Apple MacBook	36,768	34,250	2,518	48,723	40,360	8,363
Total Revenues		96,415	1,05,918	-9,503	1,12,724	1,23,369	-10,645
Expenses							
	Cost of Goods Sold (COGS)	18,603	20,249	-1,646	22,755	20,856	1,899
	Employee	18,850	16,339	2,511	16,453	15,204	1,249
	Other Operations	16,804	21,896	-5,092	18,450	16,118	2,332
Total Expenses		53,257	58,484	-4,227	57,658	52,178	5,480
Net Income		42,658	47,434	-4,776	55,066	70,991	-15,925

@ANALYTICALGUY



GPS Map Camera



Gandipet, Telangana, India

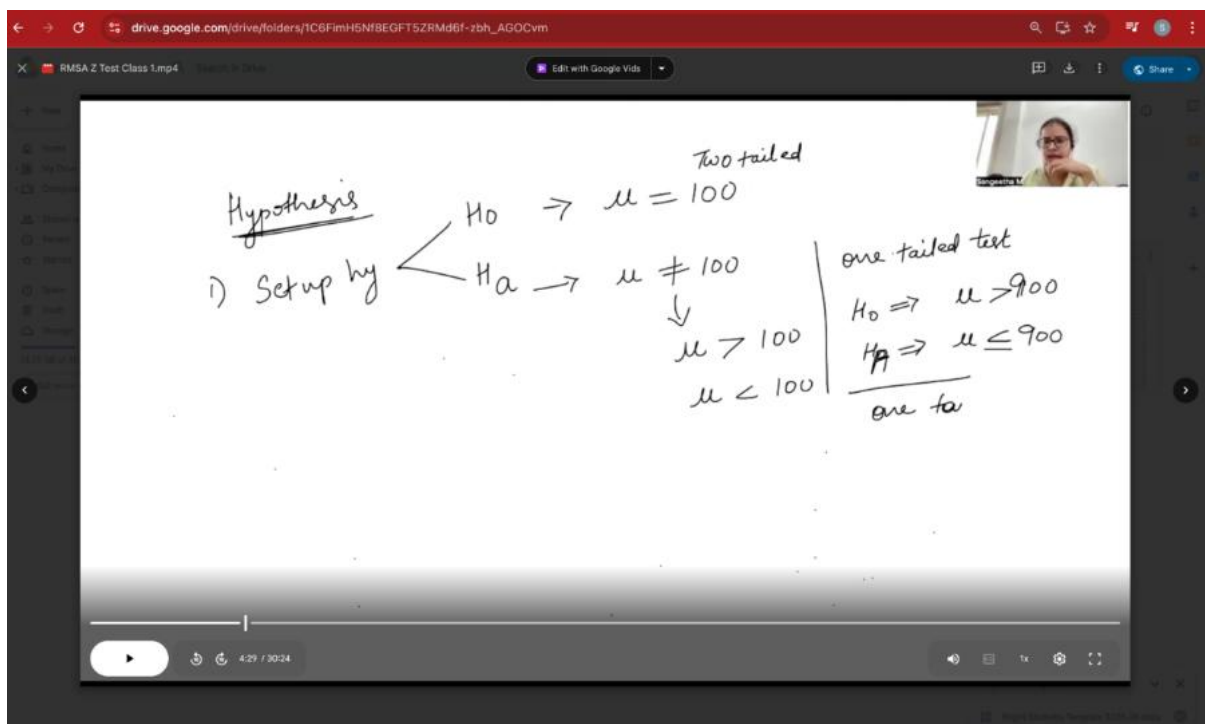
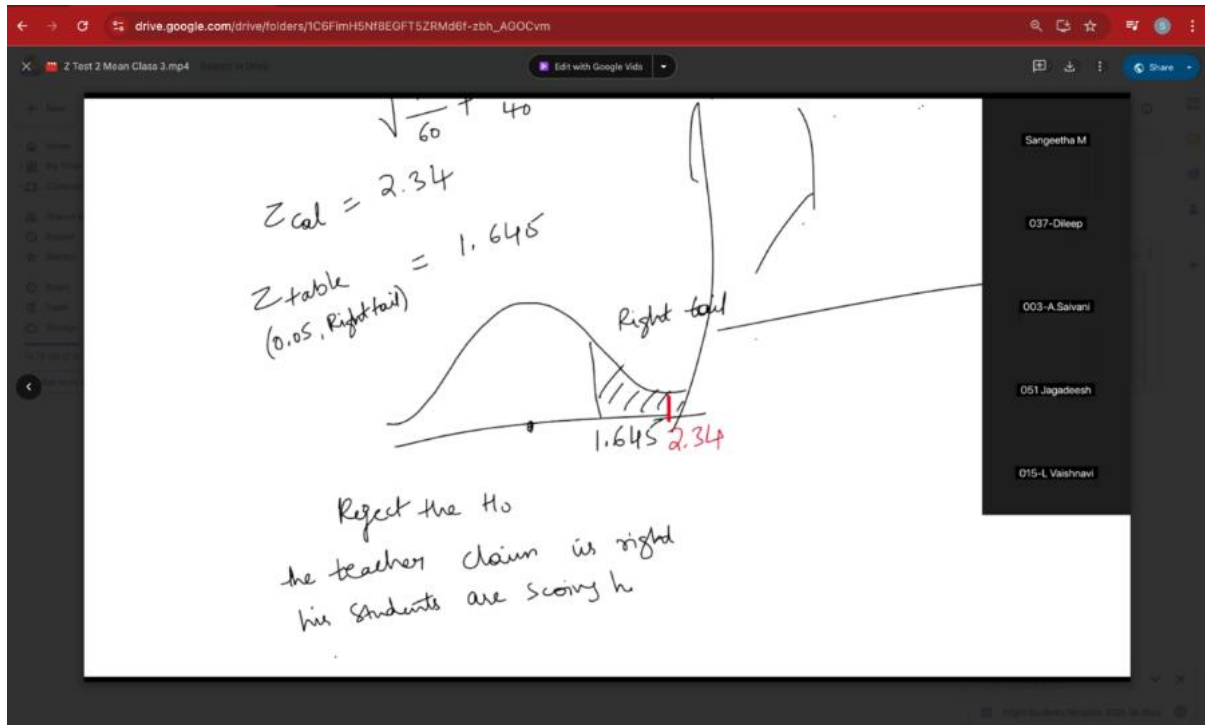
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500075, India

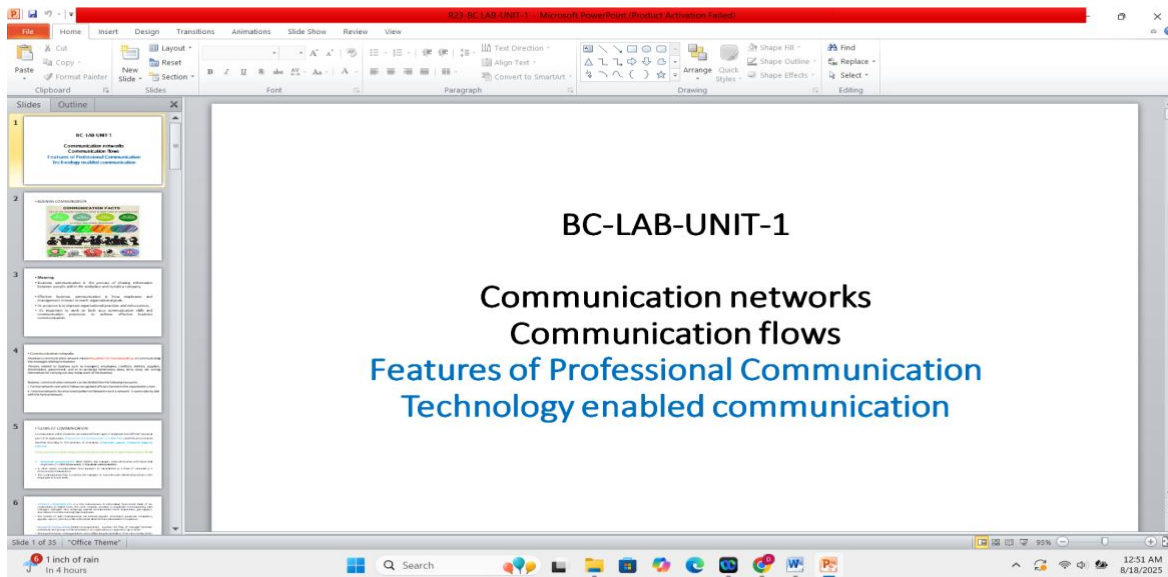
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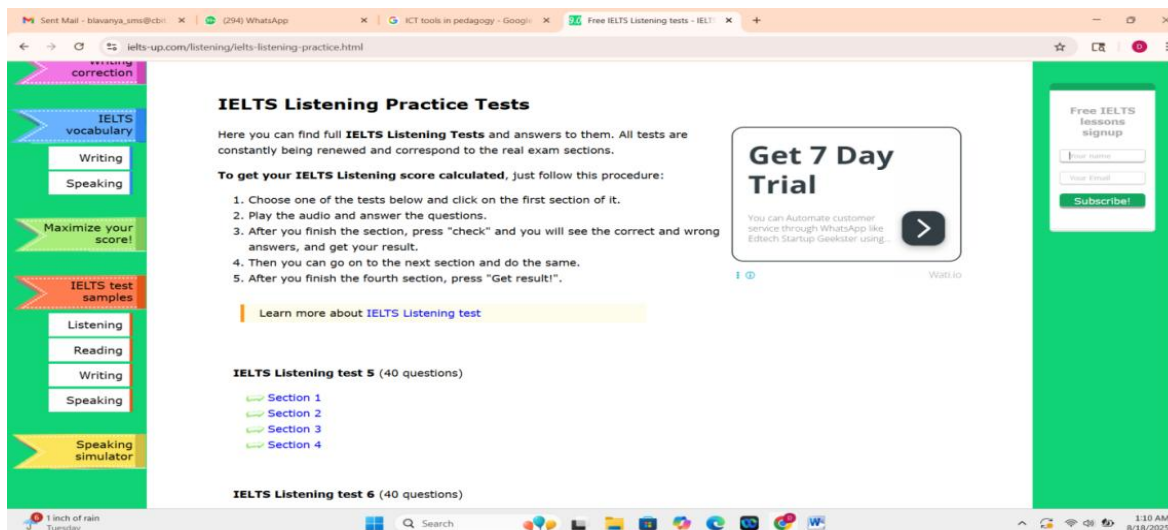
Use of ICT Tools for teaching quantitative papers and labs

A pen tablet is a highly effective ICT tool for teaching statistics, as it allows me to write, draw, and annotate directly on the screen with ease. It helps in explaining step-by-step statistical calculations such as mean, median, mode, standard deviation, correlation, and regression, just as smoothly as writing on a traditional board.

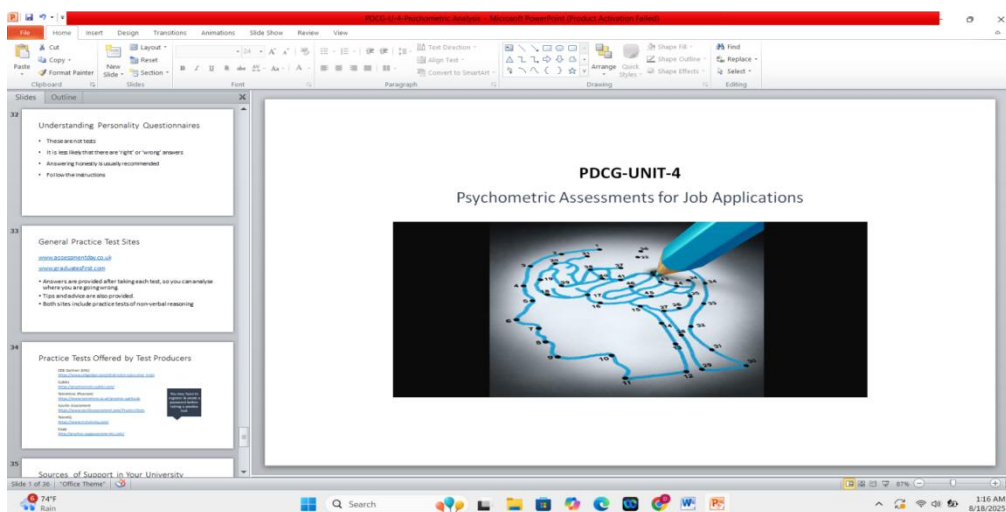




Power Point Presentations for Business Communication (BC) Lab



Web Pages: BC-Lab-British Council –Listening Exercises




Personality Development and Career Guidance Lab Exercise - Personality Tests web links

REPORT WRITING

<https://www.youtube.com/watch?v=860LtRxP3rw>

- **Meaning:** A formal business report is an official document that contains data, research, information and other necessary details to help decision-makers form plans and objectives to help the company.
- Business report is an impartial, objective, planned presentation of facts to one or more persons, for specific significant business purpose.
- The report facts could relate to events, conditions, qualities and progress results, products problem and suggested ideas.
- Depending on the topic, a formal business report could be several
- include extensive data and information.



Lavanya Sama

Report Writing | How to write a Report | Format | Example | Blood Donation Camp

HEADING

Place Reported By/By : Name (Designation)

Date

Body

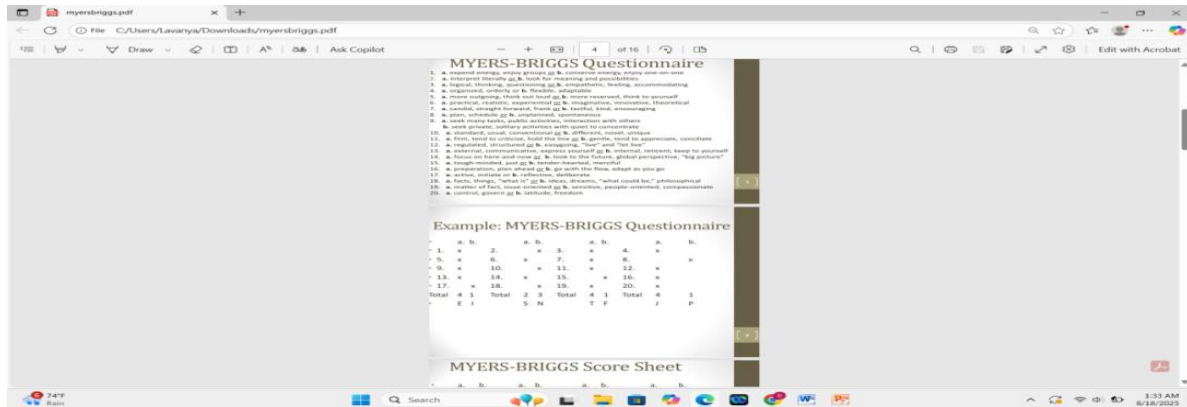
- ✓ **Introduction**
 - 1st Line: What? → Who? → When? → Where? ←
 - 2nd Line: Why? ←
 - 3rd Line: Volunteer's participation
- ✓ **Main Content**
 - How the event started and what were the highlights of the event. ←
- ✓ **Conclusion**
 - Summarize the end of the event with a positive note

4:13 / 8:48 • Format >

YouTube Videos for BC Lab-Report Writing

Alternate Assessment Tools/In-Class Assessments

Psychometric personality tests and structured group discussions were used to assess learning beyond conventional examinations. These tools evaluated application, communication, and behavioral competencies, leading to improved student performance and engagement.



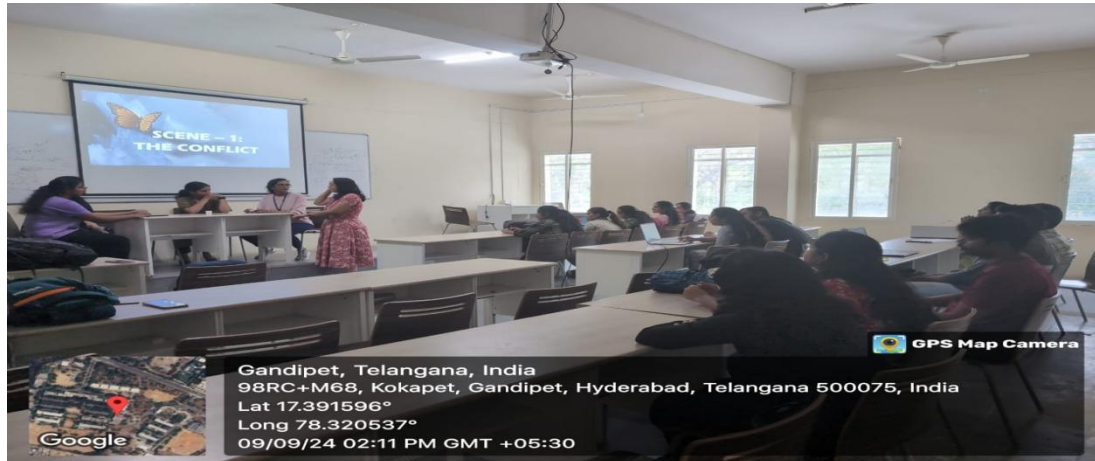
Psychometric Tests-Personality tests for Personality Development and Career Guidance lab (Assignment-1)



Group discussion: Class participation assessment for Performance and Compensation Management

Innovative Teaching Methods/ Active Learning Strategies

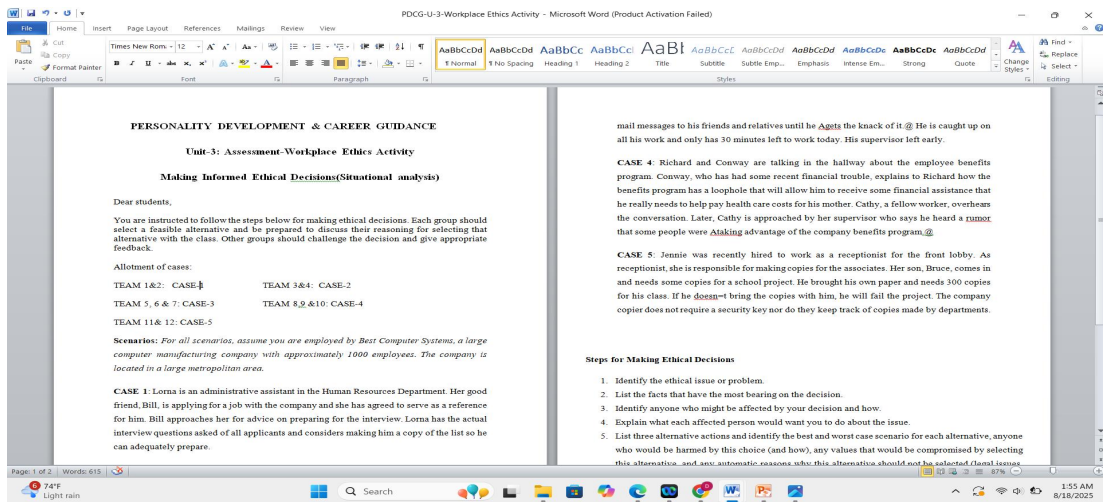
Innovative teaching strategies were adopted to promote active learning and achieve positive outcomes. Role play and management games were utilized to simulate real workplace decisions and assess class participation through collaborative, experiential activities. Situational analysis helped students connect their personal skills with professional contexts.



Role Play for Performance and Compensation Management Course



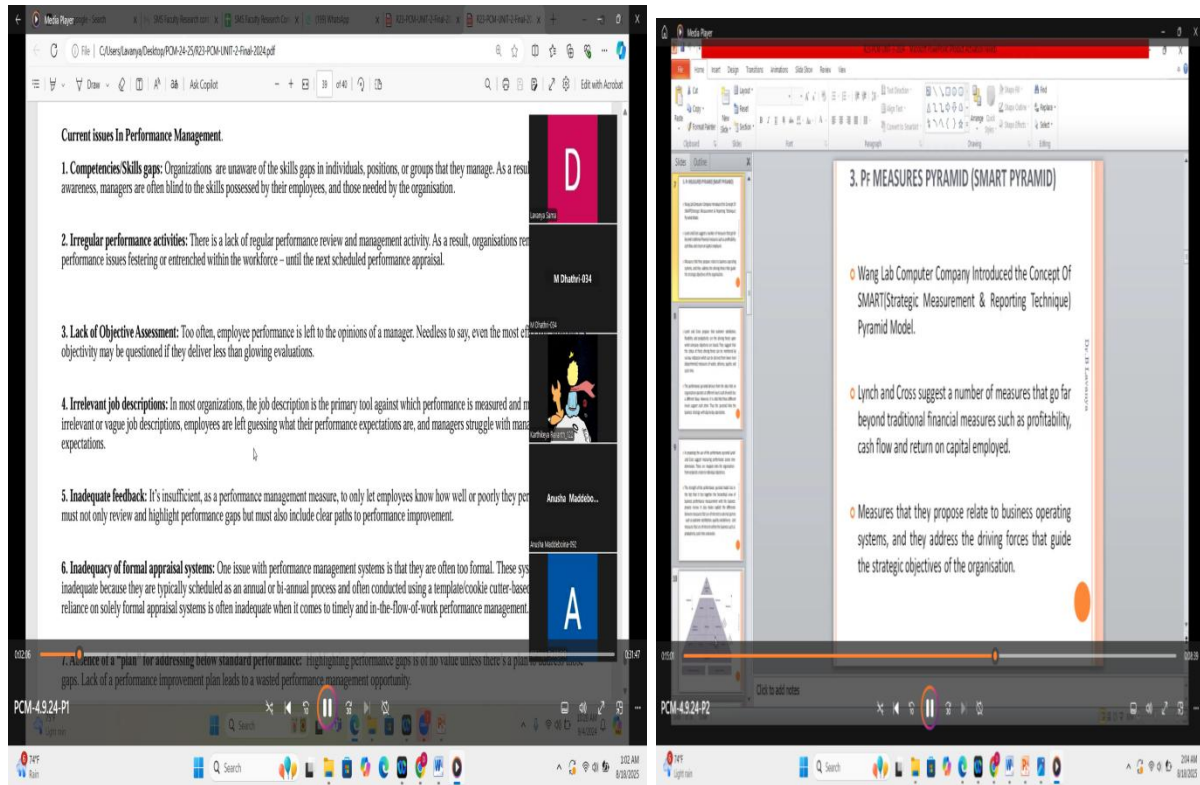
Management games for Performance and Compensation Management to assess Class participation



Situational Analysis for Personality Development and Career Guidance Lab

Content Development

Management games and situational analysis activities were used to actively engage students in applying concepts from Performance and Compensation Management and Personality Development. These strategies strengthened practical understanding, decision-making, and class participation, resulting in higher engagement and improved learning effectiveness.



Video Lectures for Performance and Compensation Management Course