

Faculty Initiatives on Teaching and Learning

Faculty members at IMNU use a variety of initiatives in teaching and learning, in the form of various innovative pedagogical tools. Examples of such tools are, case-studies, simulations, ICT enabled courses, flipped classrooms, role plays, group discussions, games and activities

1. Case based method: To enhance teaching and learning, faculty uses cases from Harvard, Richard Ivey, Darden, IIMA, ICFAI etc. Also as teaching-learning initiatives, faculties are motivated to write and use their own cases. Teaching resources in the institute utilizes a mix of textbooks, cases and simulations as per the need and design of module. Cases required for distribution are being purchased under license arrangement or individual need as per the course and faculty requirement. The institute has acquired licenses for utilising cases from Harvard and Richard Ivey. Besides this, the institute also acquires cases from ICFAI, IIMA, The Case Centre, etc.

2. Simulation: Simulations attempt to replicate real life situations, and are more engaging and therefore make retention of learning more meaningful. At IMNU, a few courses use this approach as an initiative to impart teaching and learning. Feedback is provided almost instantly. Students can work in teams, and can also compete with each other. Being a virtual platform, there is no risk of any loss. The tool can be used as often as we desire, and in the long run has significant savings of time and money. Simulations are available across all major domains, such as Finance, HR, and Marketing etc.

In the case of MARKSTRAT, the entire course is based on simulation. To briefly explain the benefits, MARKSTRAT is a marketing simulation software which a risk-free platform in to test theories and make decisions. It provides the students a way to apply under real market conditions, the theory they learned during their lessons. This enables them to devote more energy and learn from their mistakes and successes.

3. ICT/Blogs/Audio-Video: Another faculty initiative in teaching-learning process is the usage of ICT tools and Blogs. For effective communication between faculty and students, faculties use blogs. In all the courses being taught at IMNU, usage of ICT tools is a norm. The usage of ICT has visible benefits in the overall experience for a student. It also makes the instructor's job easier. Some of the observed benefits are:

- Students develop the habit of self-study and learning by doing
- They can study at their own pace
- The content is diverse and always updated
- Audio-visual elements and interactive tools enable participation and engagement of students

Faculty members use a diverse set of tools, such as LMS packages of publishers, Turnitin, Google apps, web-links to videos and reading material, Electronic journal and Secondary data databases and Simulations etc., among others. The institute has provided access to a variety of such tools. In addition to usage of ICT tools, faculty members are also required to create blogs for every course being taught. This is done to increase the communication between students and instructors, and so that students always remain engaged. Thus, there is no doubt that ICT tools have a positive impact on learning outcomes.

Another initiative in teaching and learning is the use of audio/video. Faculty uses movies/audio-video clips in their teaching to enhance the knowledge of the students and better understanding of the concept (s).

4. Course Design: In a competitive environment, to attain the leadership position in management education, faculties have developed innovative courses so that students will be exposed to the current industry requirements. Courses like Python & R, Machine Learning, Creativity & Innovation, Design Thinking are some of such courses initiated by the faculties.

The efforts at differentiation to provide higher educational standards that are competitive, and more effective in meeting goals of students, have led to innovative curriculum design. This process of innovation has ensured that the Institute gains the cutting edge to attain the leadership position in management education. Some of the recent innovations introduced include:

- Introduction of Courses like ‘Creativity & Innovation’; ‘Personality Development & Business Etiquette’, ‘Design Thinking’ where the emphasis is on ‘Learning by Doing’.
- Courses like Data Analytics and Data Mining, Artificial Intelligence, Big Data, Python and R, Machine Learning were introduced to get an exposure to the current trend.
- Simulation based course MARKSTRAT as a tool of Blended Learning and Student Engagement.