

Faculty Initiatives on Teaching and Learning

At St. Francis Institute Management and Research (**SFIMAR**) faculties strive to come up with new and innovative teaching methodologies to teach the students in the most effective way to make them conceptually strong. Following are the teaching and learning methodology which were applied by the faculties of SFIMAR in the previous three years.

- **Role-play:** Role-play uses the technique of characterization of people involved in a specific case or situation and its portrayal to the students. This helps understand the concept through involvement and students can connect through participation.
- **Street-play:** Students developed a Public Relation (PR) campaign for functional areas scripting a street play. The theme of the street play was “Ped Lagao Jeevan Bachao” and it was performed by the SFIMAR students in various malls located across the suburbs of Mumbai City. Green Yatra, an NGO sponsored the t-shirt and promoted the activity on Facebook. Thus, a real-time PR activity was conducted. Students understood how a PR campaign is developed, challenges faced and how to cope with them and make solution strategies for the same. The PR activity established the identity of SFIMAR in the masses.
- **Management Games**
 - i. **Bean Game:** There is never enough money available to fulfill all your needs and wants. Bean Game has been designed to help the students to understand what their priorities are. This game can be played individually, but optimum results come from playing in a group of 2 or more. Participants are divided into groups of minimum 2 and not more than 5. Each individual/group receives 20 beans and a set of spending category sheets. The individual/group must decide how to spend their “income” based on life circumstances, values and goals. Each item has a set number of squares which indicates how many beans are needed to “pay” for that item. This game helps the students experience the purchasing behavior of a ‘fad’. They understand the importance of planning and preparing the budget.

- ii. **Market Game:** Through the trade game, the students developed a fair idea about production function, cost function, market structure, factors considered for pricing, type of pricing and profit planning. The activity helped students to understand behavior of firms under various market conditions. It helped in brainstorming, decision-making and working as a team. The students were first divided into 2 groups as demand-side (customer) and supply-side (producer) of the market. Supply-side was further divided in groups of 4 members each. They were asked to produce envelopes. Each group was supposed to buy raw material from the market (2 sheets of paper @ Rs.10/- per sheet, Pin-Rs.1/- per unit). Other things were Scale—Rs.20/- and they had Money (Cash in hand)—Rs.1000/- They were told to decide a type of pricing for their products--Cost plus %, fixed price, expensive, cheap etc. The market gradually opens, i.e., at the beginning, only 1 seller was allowed to sell, then 2, 3 and then all. After some time, few groups were allowed to buy from another group and resell the items. Customers were allowed to bargain. At the end of the activity, the students understood the decisions taken in diverse business situations.
- iii. **Trade Game:** Students are divided into teams, each of which acts as a separate ‘country’, with between four and ten students in each team. There are five or six countries in a game. Countries compete against each other to ‘manufacture’ paper shapes (circles, triangles, rectangles, etc.) and sell them to an international commodity market trader at posted prices, which vary with supply and demand. The objective of each country is to make as much money as possible. The game enabled the students to understand the various topics of International Business and helped them to develop a number of key skills. Group working and interacting with others are amongst the most significant. The process of negotiating is also a very strong element within this game.

- **Certification Programmes:**

- **Foundation on Equity and stock trading:** SFIMAR has tied up with NISM i.e. The National Institute of Securities Market which was established by SEBI. NISM Certification is conducted on “Foundation on Equity and stock trading” in association with ICICI Direct, NISM and SFIMAR.

- **Project Management:** The programme on project management helped the students to understand the techniques that drive organizations project effort to yield visible business benefits in terms of establishing clear and achievable goals, balancing the competing demands or constraints for quality, scope, time and cost, adapting the plans and approach to the different concerns and expectations of the various stakeholders and reducing the risks and increasing the probability of successful.
- **Digital Marketing:** It was organized by SFIMAR in association with DMC in 2017-18. The workshop is of 36 hours duration. The workshop covered Digital Marketing, Integrated Marketing Communication and Google Ad words (Online).
- **HRMS:** HRMS (Human Resource Management System) is a combination of systems and processes that connect Human Resource Management and Information Technology through HR software. HRMS is most widely used in many companies. This course is expected to provide knowledge about the software. This training equips the students with information about the software which will enable them to work in the industry efficiently.
- **Youth Leadership and People Skill (YLPS):** The youth leadership and people skill (YLPS) development programme is an initiative of SFIMAR in association with Tata Institute of Social Science (TISS) under the National University of Student Skill Development (NUSSD) programme. This programme is of 45 hours duration. Each participant on successful completion is awarded a certificate by TISS.

- **Project-Based Learning Pedagogy**

Project-based learning is a student-centered pedagogy in which it is believed that students acquire a deeper knowledge through active exploration of a topic through field study or research. This is an activity covering the entire term. A detailed structure/process of the project is provided to the students at the beginning of the term with a proper timeline to document the progress and complete the project. At the end of the project execution, the project is evaluated based on report submission and a formal presentation.

- **Massive Open online course (MOOC)**

MOOC's are used as a course of study made available on the internet to a very large number of students. Platforms like Edx, SWAYAM, Coursera, NPTEL etc. are used for MOOC. Mentors understanding the skill sets of the mentees encourage them to register for the courses.

- **Peer-To-Peer Teaching Style**

SFIMAR encourages a Peer-to-Peer Tutoring style that involves students teaching other students. A peer tutor concept boosts the classroom learning process and makes it more interactive and interesting. Having a peer-tutor who is on the same age level as of them also helps in bridging the learning gaps among students.

- **Remedial Sessions:** Students graduating from various streams like Science, Arts and commerce join the Management programmes. So, it is likely that some students face problems in subjects like Accounting, Business Statistics etc. With an objective to help students facing problems in understanding a subject, remedial sessions are conducted by the faculties of respective subjects. In remedial sessions, students who face difficulties in coping with a subject are identified and a separate session by the concerned faculty is taken.

- **Outbound Training:** The objective of an outbound activity is to bring all newly joined students for an ice-breaking situation to gel among themselves and to understand diversified cultures and values of the Institute. The environment provides scope for interaction through various activities that hone out their managerial qualities like time management, group dynamics and other soft skills like presentation, interpersonal skills etc. The Institute initiated outbound training for students from the academic year 2017-18. They are taken to Rambhau Mhalgi Prabodhini (Uttan), where they participate in various indoor and outdoor activities in groups. The outbound training gives an opportunity for students to bond together, communicate and work in teams as well as lead in activities that are based on the concept of learning with fun.

Movie Screening: The Film Screening Club selects Movies, Short Films, and Documentaries etc. Based on management concepts and screens them for Students. The Movies screened by the club are followed by a detailed discussion focusing on the learnings from the movie. The Club promotes experiential learning and Edutainment.

Note: *All the above-mentioned activities are discussed in the IDEA (Innovation and Development for Excellence in Academics) meeting of the college for peer review and other faculties are involved during the presentation or any other assessment activity.*