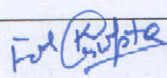


Key Indicator - 7.2 Best Practices (30)

Metric No.		Weightage
7.2.1 Q1M	<p>Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual.</p> <p>1. Title of the Practice: Major and Minor Research Projects of MBA Program</p> <p>2. Objectives of the Practice: Major and Minor Research Projects of MBA Program are Designed as per the pragmatic industry and economic issues. These projects are conducted as the part of MBA program to acquaint and familiarize the students with practical challenges and issues faced by companies in particular and industry and economy in general. The aim of this practice is to prepare and equip the students with the necessary skills to compete in the dynamic business world. Further objective is to train students with professional management practices in all the functional areas that are essential for effective sustainable and holistic development of individuals as corporate managers, entrepreneurs and business leaders.</p> <p>3. The Context: Job opportunities for fresh management graduates in India are dwindling resulting in high unemployability. Experts attribute this trend to the mismatch between the skills acquired by the students and industry expectations. The industry is on the lookout for job-ready people and research projects provide an opportunity for students to gain practical insight into the industry and corporate world challenges. These projects enhance students' abilities to address critical decision dilemmas faced by organizations and also help in applying theoretical concepts, principles, and analytical skills to solve various problems faced by the organizations. It acts as a critical learning tool that polishes students' skill sets for better employability.</p>	30


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 Kapurthala-144603

4. The Practice:

This practice of student Major and minor projects offers certain unique and distinguishing benefits:

- It provides Practical insight and exposure to the technicalities of business and industry.
- It imparts students with necessary analytical, critical, creative, and other market-relevant skills that prepare them as future managers.
- It enhances student employability by upgrading their professional and managerial skills.
- It nurtures the spirit of creativity and entrepreneurship among students by gaining business acumen.
- It sensitizes them to understand multiple issues and dilemmas that businesses often face to become thought-provoking leaders.

5. Evidence of Success:

Since the inception of the department and this program, Projects have been prepared by every student as a part of MBA program. Supervisors are allotted based on the specialization of the student and the expertise of the faculty. Hundreds of projects in various areas of finance, marketing and human resources have been conducted and submitted as a part of this initiative. This instills a practical and pragmatic approach to education, suitable as per industry needs.

6. Problems Encountered and Resources Required:

On various occasions, due to the workload

Since the students have regular classes, examinations, assignments, quizzes, etc., due to time constraints, they find it difficult to conduct their surveys and prepare projects in an elaborate manner. Faculty of the Department ensures to motivate the students and interact with them on a regular basis to counsel them and provide

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necessary guidance for completion of research projects.

Metric No.		Weightage
7.2.1 Q1M	<p>Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual.</p> <p>1. Title of the Practice:</p> <p>Conducting Guest Lectures for the Students</p> <p>2. Objectives of the Practice:</p> <p>Guest lectures are conducted to enhance the practical skills of the students. Such events provide first-hand practical knowledge of various concepts to the students. It bridges the gap between classroom theoretical training and practical learning in the real world. Guest lectures help students to enhance their educational experience. Guest lectures are the best way for students to get exposure as guest speakers share their real-life experiences, which students cannot find in their textbooks.</p> <p>3. The Context:</p> <p>One of the major challenges in planning and implementing these activities is to provide exposure of industrial world to the students. Most of the time the lectures are set towards the end of the semester.</p> <p>4. The Practice:</p> <p>These practices provide various benefits to the students in numerous ways.</p> <p>a) It provides a great opportunity for students to learn new concepts and ideas.</p> <p>b) Guest Lectures are one of the best ways to help students meet with real professionals and learn about what they do and how it relates to the syllabus.</p>	30

Head
Department of Management Studies
I.K. Gujral Punjab Technical University
Kapurthala-144603

- c) Students can flourish their practical skills and knowledge on this basis.
- d) They can compare the theoretical knowledge which, they get from classrooms with practical awareness.
- e) Practical exposure helps students to easily understand the theoretical concepts.
- f) Guest Lecture is a way of enriching our students with the latest updates of the Industries and Technicalities.

5. Evidence of Success:

The Department of Management has organized various guest lectures for the students. Guest lectures are part of the academic curriculum of BBA and MBA programmes. Senior officials from the industry and academia are invited to deliver the talks on the contemporary issues of management.

6. Problems Encountered and Resources Required:

On various occasions, due to packed students' schedules there are difficulties to arrange slots for industrial visits and guest lectures.

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