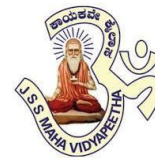




JSS Mahavidyapeetha
JSS Academy of Technical Education, Noida
Department of Management Studies



Innovations by the faculty in teaching and learning

Innovative Teaching Methods: Innovation and Creativity bring about interest and motivation to learners, which eventually lead to better learning. Few of the innovation techniques adopted in our teaching - learning process is specified herewith.

The Documents are maintained in the respective course file by individual subject teacher

Sl. No.	Innovative Teaching Methods followed in the Department
1	Flip-Mode Learning (Circulate Video & Audio material in advance & discuss the related topics in the class)
2	Activity based Learning
3	Case Studies –Case based learning

Academic Year 2021-22

Sl.No	Subject & Code	Innovative / Novel Approach Practiced	Learning Style
1	Digital and Social media Marketing (KMBMK03)	Case study of Ford	Case based Learning
2	Business Statistics and Analytics (KMBN104)	Numerical Problems	Activity based Learning

Academic Year 2020-21

Sl.No	Subject & Code	Innovative / Novel Approach Practiced	Learning Style
1	Financial Accounting & Analysis (KMB103)	Numerical Problems	Activity based Learning
2	Performance and Reward Management (KMBHR02)	Case study on Performance appraisal	Case based Learning
3	Tax Planning & Management (KMBFM02)	Cases of Tax Computation	Case based Learning
4	Financial Management & Corporate	Case Study on	Case based Learning

	Finance (KMBN204)	Finance	
5	Working Capital Management (KMBFM04)	Case Study on Working Capital Estimation	Case based Learning
6	Digital and Social media Marketing (KMBMK03)	Case study of Zomato	Case based Learning
7	Marketing Analytics (KMBMK05)	Case study of Adobe analytics	Case based Learning

Academic Year 2019-2020

Sl.No	Subject & Code	Innovative / Novel Approach Practiced	Learning Style
1	Digital and Social media Marketing (KMBMK03)	Case study of makemytrip	Case based Learning
2	Business Statistics and Analytics (KMBN104)	Numerical Problems	Activity based Learning

Academic Year 2018-19

Sl.No	Subject & Code	Innovative / Novel Approach Practiced	Learning Style
1	Tax Planning & Management (KMBFM02)	Cases of Tax Computation	Case based Learning
2	Financial Management & Corporate Finance (KMBN204)	Case Study on Finance	Case based Learning
3	Working Capital Management (KMBFM04)	Case Study on Working Capital Estimation	Case based Learning
4	Digital Marketing (RMBMK03)	Case study on Digital Marketing	Case based Learning

Academic Year 2017-18

Sl.No	Subject & Code	Innovative / Novel Approach Practiced	Learning Style
1	Business Statistics (RMB104)	Numerical Problems	Activity based Learning

2	Financial Accounting for Managers (RMB103)	Numerical Problems	Activity based Learning
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Academic Year 2016-17

<u>Sl.No</u>	Subject & Code	Innovative / Novel Approach Practiced	Learning Style
1	Financial Accounting for Managers (RMB103)	Numerical Problems	Activity based Learning
2	Organizational Behavior (RMB105)	Case Study on Organization behavior	Case based Learning
3	Business Communication (RMB107)	Case Study on Business Communication	Case based Learning

Academic Year 2015-16

<u>Sl.No</u>	Subject & Code	Innovative / Novel Approach Practiced	Learning Style
1	Human Resource Management (RMB202)	Presentation	Flipped Classroom
2	Business Environment (RMB201)	Presentation	Flipped Classroom