

Faculty Initiatives and Innovations in Teaching and Learning

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New Delhi Institute of Management (NDIM), New Delhi
Faculty Initiatives and Innovations in Teaching and Learning Report
(2022–23 to 2024–25)

This report presents a comprehensive account of the innovative teaching practices implemented at the New Delhi Institute of Management (NDIM), New Delhi, during the academic years 2022–23 to 2024–25. Reflecting NDIM's commitment to academic excellence and industry relevance, the report highlights a wide range of innovations introduced across curriculum design, pedagogical methods, and evaluation mechanisms.

In total, 373 documented practices were implemented across ten departments (year-wise: 118, 116, 139). At the portfolio level, Curriculum innovations (176) outpaced Pedagogy (104) and Evaluation & Assessment (93), reflecting NDIM's emphasis on updating course content with modern tools and authentic, measurable learning activities. Representative practices include technology-enabled learning (analytics dashboards, AI/gen-AI, R/Python/KNIME, CRM/ERP, simulations), authentic assessments (capstones, live projects, hackathons, industry juries), and structured stakeholder integration. Each innovation is documented with detailed explanations, reasons, and benefits of each innovation implemented.

Collectively, the innovations underscore NDIM's proactive approach to student-centered learning, continuous curriculum enrichment, and outcome-based evaluation. This report is submitted as part of the institution's documentation for National Board of Accreditation (NBA), showcasing our sustained efforts to align management education with global standards and national priorities.

Table A1: Year-wise Distribution of Faculty Initiatives and Innovations in Teaching and Learning Practices Across Departments

Department	Years			
	2022- 2023	2023- 2024	2024- 2025	Total
Finance	4	5	4	13
Corporate Skills Development	12	13	12	37
Decision Science	6	6	6	18
Digital Marketing	8	8	10	26
HRM and OB	27	26	33	86
Information Technology and Data Analytics	13	21	18	52
International Business	9	7	7	23
Logistics and SCM	6	6	6	18
Marketing	33	23	33	89
Strategy and Entrepreneurship	0	1	10	11
Total	118	116	139	373

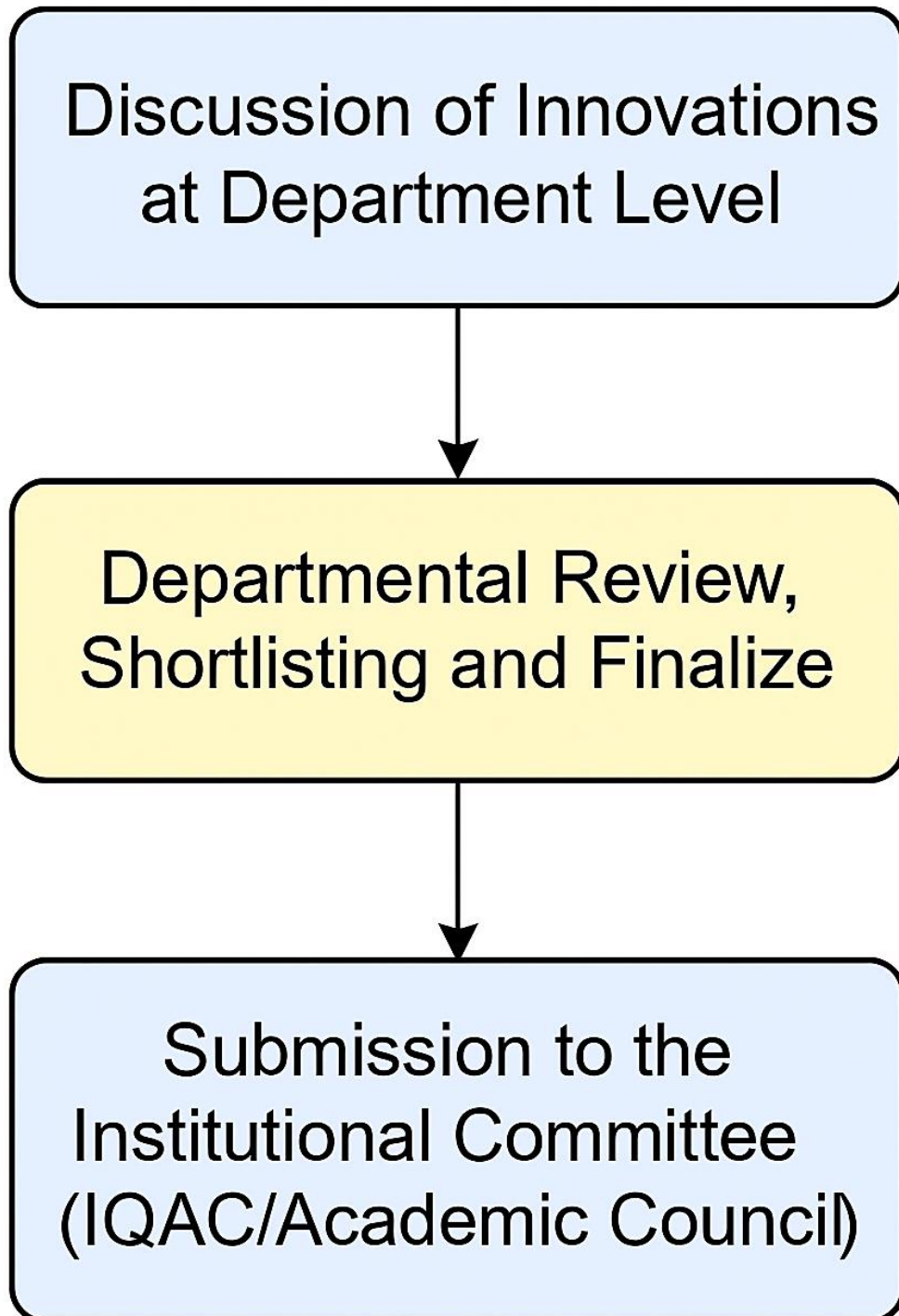
Table A2: Types of Initiatives and Innovations in Teaching and Learning Implemented Across Departments

Department	Types of Innovations			
	Curriculum	Evaluation & Assessment	Pedagogy	Total
Finance	11	2	0	13
Corporate Skills Development	13	12	12	37
Decision Science	6	6	6	18
Digital Marketing	12	7	7	26
HRM and OB	45	15	26	86
Information Technology and Data Analytics	22	16	14	52
International Business	10	7	6	23
Logistics and SCM	6	6	6	18
Marketing	47	19	23	89
Strategy and Entrepreneurship	4	3	4	11
Total	176	93	104	373

Table A3: Trends in Faculty Initiatives and Innovations in Teaching and Learning Practices across Academic Years

Years	Types of Innovations			
	Curriculum	Evaluation & Assessment	Pedagogy	Total
2022-2023	57	29	32	118
2023-2024	55	29	32	116
2024-2025	64	35	40	139
Total	176	93	104	373

**Institutional Process for Implementing Faculty Initiatives and
Innovations in Teaching and Learning Practices**



New Delhi Institute of Management

S. No	List of Faculty Initiatives and Innovations
1	Details of Faculty Initiatives and Innovations in Finance
2	Details of Faculty Initiatives and Innovations in Corporate Skills Development
3	Details of Faculty Initiatives and Innovations in IT and Data Analytics
4	Details of Faculty Initiatives and Innovations in Decision Science
5	Details of Faculty Initiatives and Innovations in International Business
6	Details of Faculty Initiatives and Innovations in Digital Marketing
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10	Details of Faculty Initiatives and Innovations in Marketing

Faculty Initiatives and Innovations in Finance

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Pushpa Negi

Name of Department: Finance

Course Name: Financial Analytics

Summary of Innovations:

Year	Type	Title	Details / Explanation	Reasons	Benefits
2022 - 2023	Curriculum	Introduction of R programming	Parallel use with EViews; open-source, versatile; data wrangling, visualization, time series analysis, and basic machine learning	Introduce modern programming tools for analytics	Greater coding literacy and research reproducibility
2023 - 2024	Curriculum	Full transition to R for financial analytics coursework	Complete move from EViews to R; encourages coding literacy and flexible modeling	Align with industry and research trends	Enhanced flexibility and reproducibility; prepares students for industry coding

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Som Nath Paul

Name of Department: Finance

Course Name: Security Analysis & Portfolio Management (SAPM) and Financial Risk Management (FRM)

Semester: IIIrd

Summary of Innovations:

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2022 - 2023	Curriculum	Excel for DCF and Portfolio Construction	Use of Excel for Discounted Cash Flow projections and portfolio creation with historical stock prices	Hands-on tool usage in valuation and portfolio management	Improved technical and analytical skills
2022 - 2023	Curriculum	Excel for Option Strategy Development	Use of Excel to develop and analyze option trading strategies	Application of Excel in risk management	Enhanced understanding of derivatives and risk strategies
2023 - 2024	Curriculum	Live Trading for Options Strategy Creation	Use of Sensibull platform for live options trading and strategy implementation	Provide real-time trading experience	Improved practical trading skills
2024 - 2026	Curriculum	Python for Beta Calculation with API (Yahoo Finance)	Use of Python programming to calculate beta values via financial APIs	Incorporate programming skills in finance	Enhanced computational finance skills

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Rachna Kathuria

Name of Department: Finance

Course Name: International Financial Management

Semester & Credit: III Semester, 3 credits

Summary of Innovations:

Year	Type	Title	Details / Explanation	Reasons	Benefits
2022-2023	Curriculum	Re-emphasis on portfolio management, AI in exposure management	Builds on previous years; curriculum competency-based; aligned with recruitment and industry trends	Competency-focused learning	Improved risk mitigation and strategic decision-making
2023-2024	Curriculum	Detailed syllabus with sustainability and ESG finance mapping	Six detailed units linked with SDGs; skills mapped to careers and industry	Aligns with global financial and sustainability trends	Better job readiness; sustainability awareness
2024-2025	Curriculum	Focus on cross-border finance, APV vs NPV modeling, country risk	Reduced formal AI/ML integration; emphasis on Excel for forecasting and capital budgeting	Streamlined delivery with analytical focus	Stronger modeling skills; practical decision-making
2022-2025	Pedagogy	Vskills certification aligned; use of case studies	Case studies on Peso Crisis, Tata-JLR, Orange County; focus groups and industry expert sessions	Enhances employability and engagement	Increased student participation and industry relevance

Year	Type	Title	Details / Explanation	Reasons	Benefits
2022-2025	Evaluation & Assessment	Mix of group assignments, empirical articles, roleplay, quizzes	Real-time trading assignments; multi-dimensional evaluation including presentations and peer review	Fosters analytical and communication skills	Broader student competencies and engagement

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Manav Vigg

Name of Department: Finance

Course Name: Mergers & Acquisitions & Valuation

Semester: Semester III

Summary of Innovations:

Year	Type	Title	Details / Explanation	Reasons	Benefits
2023- 2024	Curriculum	Use of MS Excel and Corporate annual reports	Course taught using MS Excel; financial valuation projects with real-time company data to build finance concept clarity	To familiarize students with practical tools and real data	Improved understanding of applications; strengthened Excel and data analysis skills
2023- 2024	Evaluation & Assessment	Continuous Evaluation	CO-wise evaluation aligned with job interview and SIP preparation	Track learning outcomes and placement readiness	Personalized feedback; improved job preparation
2024- 2025	Curriculum	Use of MS Excel and Corporate annual reports	Same as 2023-24 year with financial valuation projects	Same as 2023-24	Same as 2023-24
2024- 2025	Evaluation & Assessment	Continuous Evaluation	Same as 2023-24 year	Same as 2023-24	Same as 2023-24

Innovative Teaching Practices at NDIM

Name of Faculty: _____Rachna Kathuria_____

Name of Department: _____Finance_____

Course Name: _International Financial Management_____

Semester & Credits: __III Semester, 3 credits_____

(A). Innovations in Curriculum: (In Bullet Points)

I. 2022 to 2023

1. (Innovation):

- i. **Detail** - The **2023 curriculum** builds upon 2022's AI/ML and empirical foundation with Re-emphasis on **international portfolio management, algorithmic trading lifecycle, and AI in exposure management**.
- ii. **Reasons** - To make student learning competency-based.
- iii. **Benefits** –
 - More focus on **international risk mitigation, strategic decision-making, and technological application**.
 - Curriculum is now aligned to **recruitment skills**, industry expert inputs, and global trends.
- iv. **Omissions if any with reason** - **No omissions** in content; however, 2023 emphasizes **structure and documentation** rather than adding new thematic areas.

II. 2023-2024

1. (Innovation):

- i. **Detail**
 - Clearer course description emphasizing **historical monetary systems, FX risk, and cross-border investments**.
 - Expanded and detailed **unit-wise syllabus** (6 comprehensive units vs thematic sessions in 2023).
 - Direct linkage of each unit with **sustainability and ESG finance**, explicitly integrating SDG awareness.

- Detailed mapping of **skills imparted**, **career paths**, and **industry alignment**.

ii. Reasons

- To **align curriculum with global financial trends**, especially ESG and sustainability finance.
- Responding to **industry expectations** for sustainability-aware and digitally capable finance professionals.
- Improve clarity for **students and recruiters** on job readiness and practical exposure.

iii. Benefits

- Enhances **student employability** through real-world, mapped job roles.
- Encourages students to see finance as a tool for **sustainable development**.
- Helps the institution align with **NBA/NAAC OBE standards**, career readiness, and SDG inclusion.

iv. Omissions if any with reason

- **No certification** included in 2024 (unlike prior years where apps or tools like R/Python were used formally in evaluation).
- Possible reduction in emphasis on **algorithmic trading lifecycle and fintech ecosystems** compared to 2023.

III. 2024-2025

1. (Innovation):

i. Detail –

Aspect	2024	2025
Course Objectives & Outcomes	Emphasized cross-border finance and FX risk	Same core themes, added focus on APV vs NPV in capital budgeting and country risk

Aspect	2024	2025
Content Refinement	Focus on sustainability-finance linkages	Retains sustainability focus, now maps specific UN SDGs to each unit (e.g., SDG 9, 10, 17, 11, 15)
Unit Structuring	6 units, 30 lectures planned	Same 6 units, revised to 24 core teaching sessions + 8 for assessments
Technical Enhancements	Excel for forecasting & budgeting	More structured emphasis on APV method , forecasting FX using Excel, and capital budgeting modeling

ii. Reasons

- To streamline delivery while enhancing **depth in fewer sessions**.
- To **clearly align sustainability with international finance concepts**.
- To provide **stronger analytical and modeling skills** like APV/Numeric-based investment decision-making.

iii. Benefits

- Clearer connection to **industry-level sustainability finance**.
- Students build **stronger modeling and decision-making skills** via Excel and APV techniques.
- More efficient use of time and focused delivery in fewer sessions.

iv. Omissions if any with reason

- **Less emphasis on R/Python** or empirical software tools compared to earlier years— due to prioritization of Excel.
- AI/ML coverage reduced “may be done depending on availability of time” — unlike previous years with more formal integration.

(B). Innovations in Pedagogy: (In Bullet Points)

I. 2022-2023

1. (Innovation): Enhanced Engagement through Innovation-Based Marks

- Detail** - Students awarded up to 10 extra marks for raising innovation-triggering questions.

- ii. **Benefits** - Encourages curiosity, critical thinking, and peer-led enrichment of the subject.

II. 2023-2024

1. (Innovation):

1. Innovation: Sustainability Integration into Each Unit

- **i. Detail:** Each unit includes a reflection on how that topic connects to sustainability/green finance.
- **ii. Benefits:** Makes students aware of **finance's role in sustainable development**; builds a **holistic finance perspective**.

2. Innovation: Structured Case-Based, Excel-Driven Assignments

- **i. Detail:** Forecasting models using Excel; real case evaluations; detailed use of Siddaiah's book for consistent pedagogy.
- **ii. Benefits:** Builds **technical modeling proficiency**, enhances analytical rigour.

III. 2024-2025

1. (Innovation):

1. Innovation: Previous Semester Knowledge Assessment

- i. Detail:** Begins with a diagnostic check on prior knowledge.
- ii. Benefits:** Bridges learning gaps, supports differentiated instruction.

2. Innovation: YouTube-Driven Self-Study Modules

- i. Detail:** Self-study units use curated YouTube content for exposure management and FX risk hedging.
- ii. Benefits:** Promotes **blended learning**, allows **asynchronous learning**.

3. Innovation: SDG Mapped Teaching

- i. Detail:** Each unit maps to a specific SDG (e.g., Unit 5 → SDG 11, Unit 6 → SDG 15).
- ii. Benefits:** Builds **awareness of finance's social/environmental role**, supports NAAC/NBA narrative.

(C). Innovations in Evaluation and Assessment: (In Bullet Points)

I. 2022-2023

Evaluation Area	2022	2023
Empirical Paper with R	20 marks (group project)	Continued, same weight with added clarity in evaluation

Evaluation Area	2022	2023
Real-time Trading Assignment	15+5 = 20 marks	Refined to 10 marks with a faculty/industry viva
Project Work	Real-time case (15 marks)	Same, with use of Python and Logit Regression added
Other Activities	Roleplay, peer eval, quiz	Quiz, industry lecture participation + clarity (15 marks)
End Term	30 marks	30 marks, with MCQ and application-based focus

Assessments refined to cognitive learning levels.

Benefits:

- Stronger rubrics make evaluation **more objective**.
- Greater inclusion of **AI tools** builds analytical thinking.

II. 2023-2024

Evaluation Area	2023	2024
Quiz	Yes (10 marks)	Yes (mapped to CO1 and CO3)
Assignment / Project	Case-based, with R/Excel/Python usage (20 marks)	Excel-based FX forecasting (20 marks)
Presentation + Viva	Individual or group with expert interaction (20 marks)	Continued (20 marks)
Participation / CP	Yes (10 marks)	Yes (emphasized as part of pedagogy)
Mid + End Term	10 + 30 marks	10 + 30 marks

Benefits:

- 2024 emphasizes **Bloom's alignment** even more explicitly.
- More structured, skill-driven assessments rather than tool-driven only.

III. 2024-2025

1. (Innovation):

Component	2024	2025
Quiz	10 marks	Two quizzes (15 marks each, scaled to 10 total)
Assignment	20 marks, case-based, forecasting-focused	15 marks, skill-linked on FX conversions, forwards
Excel Project	Capital budgeting model	10 marks, APV & forecasting in Excel
Presentation/Viva	20 marks	15 marks, exposure case-based
Mid + End Term	40 marks combined	Same

Benefits:

- Stronger **numerical & analytical rigor** introduced in 2025.
- **Reassessment module introduced** to ensure learning reinforcement through **Excel data application**.

(D). Details of Certifications included in the Course:

2023-24

Year	Details
2023	No formal certification; tool-based learning (Apps, R, Python, ML).
2024	Explicitly states: "No certification is being offered in this subject."

This year the subject focuses more on **learning outcomes and applications**, whereas 2023 offered **technical skill-based certifications** (Forex apps, logit regression, AI/ML modeling).

(E) Details of Innovation in Online Teaching from 2022 Onwards:

2022-23 Approach:

- This year the subject retains and streamlines the hybrid elements from 2022:
 - **Use of forex apps** (iForex, TradingView, 5Paisa, OctaFX).

- **Digitally tracked projects** using R, Excel, Python.
- Emphasis on **video lectures**, **digital handouts**, and **news article analysis**.
- Continuous use of online news sources, economic databases, and NBER working papers.

New in 2023:

- **Structured online submission protocols** and **plagiarism limit clearly defined (10%)**.
- Clear instructions on **class participation** and **focus group interaction** for hybrid feedback.

2024-25 Approach

- YouTube-linked modules for risk management
- Currency markets and derivatives through Expert Lecture

Overall Comparison

Key Innovations in 2023 Over 2022

Dimension	2022	2023
Curriculum Innovation	AI/ML + Empirical tools + App Trading	Outcome Mapping (CO–PO/PSO), Enhanced Fintech strategy models
Pedagogical Approach	Interactive + Roleplay + Case-based + Expert lectures	Same, with structured feedback, innovation incentives, algorithmic focus
Assessment Innovation	R, Excel, App-based tasks, empirical writing	Python, Logit models, Bloom's taxonomy-aligned assessments
Certifications	Skill-based internal projects	Same; suggestion to add formal certification
Online Teaching Tools	Apps, Excel, R, recorded lectures	Streamlined use, better clarity on plagiarism, digital participation

Key Innovations in 2024 Over 2023

Category	2023	2024
Curriculum Breadth	AI/ML, Algorithmic Trading, Empirical Research	Sustainability Finance, IMF/EMU, FX Theory, Risk Models
Pedagogy	Roleplay, Expert Lectures, Forecasting via R/Python	Excel Projects, Sustainability integration, Career Path Mapping
Assessment Innovations	R/Python, ML models for FX Forecasting	Bloom's-mapped assessments; Excel Forecasting
Certifications	No formal cert, but app-based learning integrated	No certification (explicitly stated)
Online/Hybrid Innovation	Focus on tech tools (apps + coding)	Focus on conceptual depth , application, Excel, and sustainability
Placement Support Embedded	Mentioned generally	Clearly defined job roles and hiring companies listed

Key Innovations in 2025 Over 2024

Dimension	2024	2025
Curriculum Depth	Focused on FX, investment, derivatives	Same topics + APV modeling , country risk
Sustainability Mapping	Descriptive integration across units	SDG-aligned mapping unit-wise
Pedagogy	Case-based, Excel modeling	Blended learning (YouTube + lecture), diagnostic start
Assessment Innovations	Case + Excel + Presentation	Same + APV modeling + reassessment + FX conversion task
Certifications	Not included	Not included
Online/Hybrid Integration	Industry lecture + apps + articles	YouTube modules + app trading as optional tools
Career Alignment	Roles listed	Expanded roles + CV skill tags specified

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Pushpa Negi

Name of Department: Finance

Course Name: Financial Analytics

A) Innovations in Curriculum

I. Academic Year 2022–2023

Expansion of Analytical Skillset

- **Innovation: Introduction of R programming** in parallel with EViews for data analysis.
- **Why R?:** Open-source, versatile, and extensively used in financial research and industry.
- **Learning Outcomes:**
 - Data wrangling with dplyr, visualization with ggplot2
 - Financial time series analysis using quantmod, TTR, and forecast packages
 - Introduction to **basic machine learning techniques** for predictive modeling

II. Academic Year 2023–2024

Full Transition to Open-Source & Advanced Analytics

- **Innovation: Complete transition from EViews to R** for all financial analytics coursework.
- **Significance:** Encouraged deeper coding literacy, reproducibility of research, and flexibility in modeling.

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Manav Vigg

Name of Department: Finance

Course Name: Mergers & Acquisitions & Valuation

(A). Innovations in Curriculum:

I. 2023–2024

1. (Innovation): Use of MS Excel and Corporate annual reports in Business Valuation & Financial Modelling - Semester III

- i. Detail: Course was taught using MS Excel; added financial valuation projects involving real-time company data to understand foundational finance concepts.
- ii. Reasons: To familiarize students with practical tools and real data for better conceptual clarity.
- iii. Benefits: Improved understanding of real-time applications; strengthened Excel proficiency and data analysis.
- iv. Omissions if any with reason: Theory based learning

2. (Innovation): Continuous Evaluation - Business Valuation & Financial Modelling - Semester III

- i. Detail: CO-wise evaluation and simultaneous preparation for job interviews and SIPs.
- ii. Reasons: To track learning outcomes and support placement readiness.
- iii. Benefits: Personalized feedback and better job preparation.
- iv. Omissions if any with reason: only one evaluation

II. 2024–2025

1. (Innovation): Use of MS Excel and Corporate annual reports in Business Valuation & Financial Modelling - Semester III

- i. Detail: Course was taught using MS Excel; added financial valuation projects involving real-time company data to understand foundational finance concepts.

- ii. Reasons: To familiarize students with practical tools and real data for better conceptual clarity.
 - iii. Benefits: Improved understanding of real-time applications; strengthened Excel proficiency and data analysis.
 - iv. Omissions if any with reason: Theory based learning
2. (Innovation): Continuous Evaluation - Business Valuation & Financial Modelling - Semester III
- i. Detail: CO-wise evaluation and simultaneous preparation for job interviews and SIPs.
 - ii. Reasons: To track learning outcomes and support placement readiness.
 - iii. Benefits: Personalized feedback and better job preparation.
 - iv. Omissions if any with reason: only one evaluation

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Som Nath Paul

Name of Department: Finance

Course Name: Security Analysis & Portfolio Management (SAPM) and Financial Risk Management (FRM)

(A). Innovations in Curriculum: SAPM and FRM.

2022–2023

SAPM(Innovation): Excel for DCF and Portfolio construction: Use of Excel for DCF projections. Creation of portfolio with historical price of real companies.

FRM: Excel used for option strategy development.

2023–2024

FRM (Innovation): Life trading for options strategy creation with sensibull.

2024–2026

SAPM (Innovation) : python for beta calculation with help of API (yahoo finance).

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Innovation in Teaching Pedagogy: Corporate Finance

Integration of PowerBI in Corporate Finance

Unit 1: Time Value of Money

Exercise: To create an interactive Power BI report that allows users to calculate and visualize TVM metrics

- Present Value (PV)
- Future Value (FV)
- Loan Amortization Schedule/Comparative analysis of different Bank loans

Data Set: Data can be created by students for different Loan structures based on different interest rates and tenure.

Outcome:

- Student will understand how to calculate TVM metrics.
- Learn how to visualize financial data in Power BI.
- Gain insights into financial decision-making using dynamic scenarios.

Unit 2: Cost of Capital and Capital Structure

Exercise: Develop a Power BI dashboard for

- Calculation and visualization of Weighted Average Cost of Capital (WACC).
- Analysing the cost of debt, cost of equity, and their proportions in the capital structure.
- Providing insights into the impact of capital structure on WACC and financial performance.

Key Metrics

- Weighted average cost of Capital (WACC)
- Capital Structure Analysis: Proportion of debt, equity, and preferred stock in the total capital.

Data Set: Student can get real time data of companies from Yahoo finance or Money Control

Outcome

- Understand how to compute and analyse WACC using Power BI.
- Visualize the relationship between capital structure and cost of capital.
- Simulate financial decisions dynamically using Power BI's interactivity

Unit 3: Capital Budgeting

Exercise: Capital Budgeting involves analysing and visualizing investment decisions based on financial metrics, create a Power BI dashboard that helps analyse multiple investment projects and visualize:

- NPV, IRR, and Payback Period for each project.
- Cash flow trends over the project timeline.
- Comparison of projects based on financial performance metrics.

Dataset: Dummy Data set can be prepared which will include projects investment, tenure cash flow and discounting rate.

Outcome

- Student will be able to learn how to compute and visualize financial performance metrics for various investment projects and take decisions

Unit 4: Working Capital

Exercise: Create a dash board to

- Calculate key working capital metrics.
- Visualize trends and relationships between components of working capital.
- Provides actionable insights into improving cash flow efficiency/inventory planning.

Key Metrics

- Liquidity ratios
- Days Inventory Outstanding
- Days Payable Outstanding
- Working Capital
- Days Sales Outstanding
- Cash Conversion Cycle

Dataset: Can be real time data of company/ created by students which will include, Accounts receivable, Accounts payable, Current assets, revenue, no of days, inventory and cost of goods sold.

Outcome

- Student will learn inventory planning, for cash flow optimisation.
- Assess liquidity and operational efficiency.

Unit 5: Dividend Theory

Exercise:

- Analyze dividend metrics for multiple companies.
- Visualize the historical trend of dividends of a particular company and stock performance.
- Calculates and compare key metrics like dividend yield and pay-out ratio.

Key Metrics

- Dividend Yield
- Dividend Pay-out Ratio
- Dividend Growth Rate

Dataset: Real time data set of listed companies from Yahoo finance /Money control

Outcome:

- Understand how to compute and visualize dividend-related metrics.
- Learn the relationship between dividend policies and stock price performance.

Pedagogical Innovation in Financial Risk Management (FRM) and Security Analysis & Portfolio Management (SAPM)

Academic Year 2024–26 | PGDM Finance – NDIM

1. Introduction

The PGDM (Finance) program at NDIM emphasizes applied learning in critical domains of **Financial Risk Management (FRM)** and **Security Analysis & Portfolio Management (SAPM)**. These courses are pivotal for careers in *investment banking, asset management, financial consulting, equity research, and corporate finance*.

To strengthen industry readiness and experiential learning, innovative pedagogical methods were introduced in **AY 2024–26**, blending theory with practice and leveraging technology, live market platforms, and industry partnerships.

2. Pedagogical Innovations

A) Financial Risk Management (FRM)

- Integration of Live Market Platforms (Sensibull Collaboration) – Pro Plan access for real-time options strategies, volatility analysis, and hedging tools.
- Finance Lab Simulations – Virtual portfolios for VaR, hedging strategies, and stress testing.
- Case Studies – NSE based case discussions on risk failures and derivative markets.
- Industry Workshops – Expert talks, Excel/Python/R models for risk measurement.
- Blended Digital Pedagogy – MOOCs, gamified simulations, and digital reinforcement.

B) Security Analysis & Portfolio Management (SAPM)

- Real-Time Portfolio Construction – Students built and tracked portfolios using NSE/BSE data.
- Integration of Bloomberg/Trading Platforms – Stock screening, equity research, and optimization models.
- Case Study Methodology – Cases on portfolio crashes, asset allocation, fund performance.
- Workshops & Guest Lectures – Sessions by portfolio managers and AMCs.
- Digital & Analytical Tools – Python/R for CAPM/APT backtesting, stock simulations.

3. Outcomes & Impact

FRM: Students gained expertise in risk quantification, hedging, and stress testing, improving employability in *risk and treasury roles*.

SAPM: Students acquired applied skills in portfolio construction, stock analysis, and wealth management, strengthening careers in *equity research, asset management, and fintech*.

Both domains enhanced decision-making, problem-solving, and industry integration.

4. Future Directions (AY 2025–27)

- Formal MOU with Sensibull and financial institutions for certifications in FRM & SAPM.
- Capstone project on 'Risk-adjusted Portfolio Strategies' integrating FRM and SAPM.
- AI-ML based predictive modelling in risk and portfolio management pedagogy.
- Finance & Investment Club for shadow fund management and research reports.



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24505_Jyoti_Bisht_FM_Assignment.pbix	2 24505@ndim...	Mar 30, 2025	
24506 Jyotirban Fm 3 Dashboard.pbix	jyotirban gho...	Apr 2, 2025	
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Faculty Initiatives and Innovations in Corporate Skills Development

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Parul Malik

Name of Department: Corporate Skills Development

Course Name: Campus to Corporate

Semester & Credit: Semester 3, Credits: 1

Summary of Innovations:

Year	Title	Details / Explanation	Reasons	Benefits
Curriculum				
2022- 2023	Online assessment to identify skill gaps	Online self-assessment test to identify grammar, vocabulary, articulation, fluency skill gaps	To identify exact skill gaps	Targeted training improved communication
2023- 2024	Concept of storytelling	Students asked to make and deliver stories on spot	Storytelling is important in recruitment	Better preparation and verbal skills
2024- 2025	Drafting news titles	Drafting impactful titles to published news/stories	Students unaware of appropriate email subject lines	Improved clarity and conciseness in language
Pedagogy				
2023- 2024	Collaboration with technical faculty	Technical faculty joined for mock interviews to identify gaps	Comprehensive preparation for technical interviews	Gap identification and targeted preparation
2024- 2025	Technical faculty invited for interviews	Students sensitized to technical rounds and sent for further preparation	Timely identification of gaps	Targeted faculty intervention
Evaluation & Assessment				

Year	Title	Details / Explanation	Reasons	Benefits
2023- 2024	Performance- based clearance opportunity	Students failing given chance to clear via performance on audio/video submissions	Structured process for competency demonstration	Successful results during final placements
2024- 2025	Triple-panel evaluation for holistic feedback	Students appear in 3 group discussion rounds; feedback averaged for final score	Early job readiness and alignment with suitable profiles	Multi-expert feedback improves self-awareness

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Parul Malik

Name of Department: Corporate Skills Development

Course Name: Corporate Skills Development-1

Semester & Credit: Semester 1, Credits: 1

Summary of Innovations:

Year	Title	Details / Explanation	Reasons	Benefits
Curriculum				
2022-2023	News Analysis	Students taught to analyze news to develop critical content for group discussions	Address recruiter feedback on content lack	Students present updated, critical content in discussions
2023-2024	New CV format based on feedback from evaluators and mentors	Redesigned CV format to meet updated industry readiness	Better alignment with industry standards	
2023-2024	Group Discussions & Personal Interviews with senior defence & industry experts	Created culture and environment; evaluation parameters; grooming and discipline guidance	Set industry expectations, identify gaps, encourage performers	
2024-2025	Scenario-based business email writing	Multiple email scenarios practiced including sales pitches, HR recruitment, and query handling	Address lack of business writing skills	Quick solutions for departmental problems
Pedagogy				
2022-2023	Opinion-based questions linked with news	Students engaged with real-world scenarios and decision-making roles	Enhance problem-solving skills	Developed ethical leadership and decision-making skills
2023-2024	Multi-stage recruitment simulation	Simulated entire recruitment process for selected companies,	Prepared students for actual recruitment toughness	Students gained clear insight into

Year	Title	Details / Explanation	Reasons	Benefits
		including CSD and technical rounds		recruitment process
2024-2025	Saturday JD based Personal Interview Marathons	Virtual recorded interviews based on job descriptions; feedback and prep given by specialized faculty	Enable individual detailed interview practice	High success rate during SIP interviews
Evaluation & Assessment				
2022-2023	Simulated personal interviews with panel evaluators	30-minute interviews recorded and feedback shared with mentors	Confidence building and performance improvement	Real-time interview practice
2023-2024	Interviews in open environment	All students attended each other's interviews and feedback sessions	Helped fight fear and learn from peers	Peer learning and reduced anxiety
2024-2025	GD Marathon on Saturdays	Repeated intersectional group discussions with varied evaluators	Exposure to diverse topics and expert feedback	Improved discussion skills and confidence

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Parul Malik

Name of Department: Corporate Skills Development

Course Name: Corporate Skills Development – 2

Semester & Credit: Semester 2, Credits: 1

Summary of Innovations:

Year	Title	Details / Explanation	Reasons	Benefits
Curriculum				
2022- 2023	Sessions on mannerisms for HNI customers	Luxury brand exercises on first impressions, delivery, grooming, body language	Improve confidence and communication	Enhanced professionalism and feedback skills
2023- 2024	Individual presentations on contemporary topics	Detailed delivery of significant management concepts	Robust content preparation needed by recruiters	Better understanding and presentation skills
2024- 2025	Pitching social entrepreneurship proposals	Based on SDGs; social responsibility and ethical decision-making; solution-oriented mindset	Sensitizing students on SDGs and responsibilities	Enhanced creativity, critical thinking, teamwork, confidence
Pedagogy				
2022- 2023	Performance-based group promotion/demotion	Assessment-based practice outside class to encourage reading, writing, listening	Increased confidence and encouraged participation	Shy students opened up; encouraged speak-

Year	Title	Details / Explanation	Reasons	Benefits
				anywhere culture
2023- 2024	Learning @24*7 via WhatsApp	WhatsApp group used for knowledge sharing and discussion	Continuous engagement	Active discussions and sharing
2024- 2025	JD Dissection	Students analyzed past job descriptions to understand recruiter expectations	Prepare students for recruiter expectations	Better self- preparation and awareness
Evaluation & Assessment				
2023- 2024	JD-based interviews	Preparation and evaluation on job description fit	Understand recruiter expectations	Preparedness for job profiles
2024- 2025	30-min presentation on selected SDGs	Presentation of individual contributions and action plans on SDGs	Visualize real- world challenges and actions	Enhanced understanding and application of SDGs

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Parul Malik

Name of Department: Corporate Skills Development Department

Course Name: Campus to Corporate

Semester & Credits: III

Credits: 1

(A). Innovations in Curriculum: (In Bullet Points)

I. 2022-2023

- i. (Innovation): Online assessment to identify skills gaps
- ii. Detail:): To identify the skill gaps online self-assessment test was introduced <https://speak.speechace.co/placement/>.It generates a detailed report on 4 parameters of communication viz, grammar; vocabulary, articulation and fluency
- iii. Reasons: To identify exact skills gaps
- iv. Benefits: Based on the scores, students were given specific training on the gaps identified that improved their communication. The test was repeated acceptable levels were achieved
- v. Omissions if any with reason

II. 2023-2024

1. (Innovation): Concept of storytelling was introduced
 - i. Detail: Every student was asked to pick up a theme, make a story on the spot and deliver it.
 - ii. Reasons: Many companies have story telling and retelling as in the recruitment process and students were finding it difficult to clear.
 - iii. Benefits: Students become well-versed with the concept and prepared better for the success.
 - iv. Omissions if any with reason: NA

III. 2024-2025

1. (Innovation): Drafting news titles
 - i. Detail: Drafting Impactful Titles to the published news/story
 - ii. Reasons: Students do not know how to give appropriate subject line to the e-mails.
 - iii. Benefits: Improved language, learnt to be clear and concise: and include the most important information
 - iv. Omissions if any with reason: NA

(B). Innovations in Pedagogy:

I. 2023-2024

1. (Innovation): Collaboration with Technical faculty in CSD classes during the personal interviews
 - i. Detail: Specialisation based faculty was roped in CSD classes for the technical rounds of personal interviews along to identify the gaps.
- ii. Benefits: To ensure that students are comprehensively prepared for company specific technical interviews, faculty members with domain expertise (e.g., marketing, finance, HR, analytics) were involved in mock technical rounds.

II. 2024-2025

1. (Innovation):
 - i. Detail: Technical faculty was invited in the class to take one round of interview. The students were sensitised to technical rounds in addition to behavioural questions. Based on the gaps, they were sent for preparation of technical questions to respective specialisation area faculty.
 - ii. Benefits: The gaps were rightly identified and actions were timely taken. Like the students were allotted specific faculty to help them work on identified areas.

(C). Innovations in Evaluation and Assessment: (In Bullet Points)

I. 2023-2024

1. (Innovation): All students who fail in CSD-1 or CSD-2 were given an opportunity to clear the course through a performance-based system. This aimed

to provide a structured, performance-driven process for students to clear their CSD course while demonstrating desired competencies.

- i. Details (Elaboration): As per the performance in 9 audio/video submissions during SIP (ref SIP Kit). The marks will be submitted out of 100 by the concerned CSD faculty. If a student scores above 70% of marks in all the submissions; it makes him/her eligible to clear CSD-1. The audio/video submission should be saved with the faculty for the purpose of records. There were multiple submissions by the students based on the feedbacks provided by the faculty. 9*480 *2 videos followed by the feedbacks. The students had submitted their videos. This exercise demonstrated results during final placements.

II. 2024-2025

1. (Innovation): Triple-Panel Evaluation for Holistic Feedback

- i. Details (Elaboration): the external evaluation was based on appearing for 3 consecutive Group Discussions with 3 separate panels. This was a pre-evaluation process from recruiters' point of view that aims to make you job-ready early and align you with the most suitable job profiles as an outcome of the Campus to Corporate course. Every student will appear in 3 rounds of GDs with 3 separate panel of experts. One round of discussion will be of 15 minutes. On minute thinking time. The scores from all three rounds will be averaged to calculate a final score out of 100. It is compulsory to get a 'Yes' in all the three rounds failing which the student will have a supplementary in the C2C course of 3rd semester. The topics were given based on the 120 topics given by the recruiters at the campus in the last few months.

- ii. Benefits: Students receive feedback from multiple experts, enabling them to identify gaps, improve progressively, and become more self-aware of their strengths and weaknesses.

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Parul Malik

Name of Department: Corporate Skills Development

Course Name: Corporate Skills Development -2

Semester & Credits: Semester 1

Credits: 1

(A). Innovations in Curriculum: (In Bullet Points)

I. 2022-2023

- i. (Innovation): sessions on mannerisms for HNI customers. How to be the sought-after Relationship Role Plays
- ii. Detail: The purpose of the luxury brand exercise - How exactly do I appear to you -Understand the nuances of first impressions, good delivery, confidence, grooming and body language.
- iii. Reasons: Improve the confident level; enhance communication; learning to give and take feedback.
- iv. Benefits: These sessions help students understand the refined communication styles, body language, and behavioural etiquette expected when dealing with elite clientele, especially HNIs. This enhances their overall professionalism.
- v. Omissions if any with reason

II. 2023-2024

2. (Innovation): Individual presentations on contemporary topics
 - i. Detail: Significant concepts of management need detailed delivery to the recruiters which was practiced by students
 - ii. Reasons: Robust content preparations is a requirement by the recruiter which was facilitated by this innovative pedagogy.
 - iii. Benefits: Students become well-versed with the concepts
 - iv. Omissions if any with reason

III. 2024-2025

2. (Innovation): Pitching a Social Entrepreneurship Proposal Based on Chosen SDGs
3. Detail: Sustainable Development Goals (SDG) activities to sensitize towards Global Challenges; fostering a sense of social responsibility; encouraging empathy and inclusivity: encouraging problem solving & building skills for ethical decision-making and value-based leadership. Students had to pitch for a social entrepreneurship proposal from chosen SDGs
4. Reasons: To sensitise students on the SDGs and make them responsible managers
5. Benefits: students developed a solution-oriented mindset, enhanced their creative and critical thinking, and learned how to align business strategy with social impact—a highly valued skill in today's purpose-driven corporate world. It also fostered presentation, persuasion, and teamwork skills, making them more confident and industry-ready. Omissions if any with reason

(B). Innovations in Pedagogy: (In Bullet Points)

I. 2022-2023

Students demonstrating performance were promoted from Group A to Group B and vice-a-versa for positive and negative reinforcement.

- i. Detail: Out of class assessment-based practice help students on reading, writing & listening skills
- ii. Benefits: Raised the confidence level. Helped the shy students open up- encouraged "speak anywhere-everywhere"

II. 2023-2024

(Innovation): Learning @24*7 & effective use of Technology:

- i. Detail: WhatsApp group as a knowledge sharing & discussion platform.
- ii. Benefits: Faculty actively posts news and discussion topics where the students create thread of discussions

III. 2024-2025

(Innovation): JD Dissection

Detail: All the Job descriptions for the companies at the campus in the previous years were given to the students to understand and analyse the expectation of the recruiter.

Benefits: the students were able to identify the expected skills by the recruiters and prepare self.

(C). Innovations in Evaluation and Assessment: (In Bullet Points)

III. 2023-2024

(Innovation): JD based interviews

- i. Details (Elaboration): Every student picked one job description and prepared self for the same profile and evaluated on what makes them the best fit for that profile.
- ii. Benefits: Understanding the recruiter's expectation on different job roles and knowing the level of preparedness

IV. 2024-2025

(Innovation): 30 minutes Presentation on selected SDGs.

Details (Elaboration): Explaining their individual contribution towards attaining the goal; Next 3–6-month action plan and remarkable work done in the respective SDG with the names of associated people. Identify business opportunities towards chosen SD

Benefits: Challenges on screen helps students visualize how they might act or react in similar situations in the real world.

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Parul .Malik

Name of Department: Corporate Skills Development Department

Course Name: PGDM

Semester: 2

Credits: 1

(A). Innovations in Curriculum: (In Bullet Points)

I. 2022-2023

- i. (Innovation): News Analysis
- ii. Detail: The students were taught how to analyse the news and understand the why, how and what of the news.
- iii. Reasons: Based on the recruiter's feedback, the students lacked content.
- iv. Benefits: To present updated content with critical analysis in the Group discussions during placement process.
- v. Omissions if any with reason

II. 2023-2024

(Innovation): New format of the CV was introduced based on the feedbacks of external evaluators; mentors during mentoring and SIP

- i. Detail: Based on the feedbacks of external evaluators; mentors during mentoring and SIP, new format was designed.
Reasons: Updated Industry readiness
Benefits: Updated Industry readiness
- ii. Omissions if any with reason

(Innovation): CSD-3: Few Group Discussions & Personal Interviews

- iii. Detail: Created a culture and environment in the class.
- iv. Reasons: Senior defence people along with few industry experts were invited for external evaluation. Evaluation parameters were defined in detail: C,C & A in addition to presenting self.
They also guided the students on grooming, etiquettes and discipline.

- v. Benefits: It set the industry expectations; Helped in identifying the gaps ; encouraged performers & eye opener for non-performers
- vi. Omissions if any with reason

III. 2024-2025

- 6. (Innovation): Scenario based e-mail writing
 - i. Detail: Multiple scenarios of business e-mails (like sale pitches for marketing, recruitment for HR and. Recruitment, query handling) were discussed in the class. Students were asked to respond on these scenarios.
 - ii. Reasons: Based on the feedbacks from various sources, the students lacked e-mail/ business writing skills.
 - iii. Benefits: Quick -fix solutions to everyday problems in the departments/ organizations
 - iv. Omissions if any with reason

(B). Innovations in Pedagogy: (In Bullet Points)

IV. 2022-2023

- 1. (Innovation): Opinion based questions linked with news
 - i. Detail: Students were given multiple scenarios wrt contemporary topics, news and asked what would they do in that scenario if they were in that position like if you were a finance minister/President/Prime Minister
 - ii. Benefits: Develop and enhance Problem Solving skills. Stepping into decision-making roles helped students understand the human and ethical implications of leadership choices.

V. 2023-2024

- 2. (Innovation): Multi-Stage Recruitment Simulation Activity
 - i. Detail: Multiple stage recruitment process followed by all the companies at the campus were identified. Students picked up relevant companies based on their interest and specialisations as if they have nominated for the company. They took all the stages of

the company's recruitment process with the CSD and technical faculty.

- ii. Benefits: All the students got the clarity of the toughness of the recruitment process.

VI. 2024-2025

(Innovation): Saturday JD based PI Marathons (Recorded)

- iii. Detail: Every student selected a JD based on their interest and specialisation. Detailed interviews were conducted in virtual mode duly recorded. Based on the gaps, they were sent for preparation of questions to respective specialisation area faculty and CSD faculty. The recordings were shared with the students for better preparation.
- iv. Benefits: Individual interviews could be conducted which was otherwise not possible. This helped students perform with high level of success during SIP interviews.

(C). Innovations in Evaluation and Assessment: (In Bullet Points)

V. 2023-2024

- i. (Innovation): Interviews in open environment
- ii. Details (Elaboration): All the evaluators were briefed before taking the personal interviews of the students. Every student performed their interview with a panel of experts and all candidates seating in the interview room. All the students attended each other's interview and heard the feedbacks given to all.
- iii. Benefits: This helped students fight their fears and learn from peers.

VI. 2024-2025

- 2. (Innovation): GD Marathon on Saturdays
 - i. Details (Elaboration): Intersectional Group discussion were conducted on every Saturday. The repeated practice and intersection practice helped students faced new evaluators; feedbacks from variety of experts.
 - ii. Benefits: Varied topics; cross functional discussions

Faculty Initiatives and Innovations in IT and Data Analytics

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Praveen Malik, Dr. Arpana Chaturvedi, Prof. Monika Nijhawan

Name of Department: Information Technology and Data Analytics

Course Name: Business Intelligence using Power BI

Semester & Credit: Semester III (Phase I), 2 Credits

Summary of Innovations:

Year	Type	Title	Details / Explanation	Reasons	Benefits
2022-2023	Curriculum	Outcome-Based Learning Integration	Course mapped to COs and PSOs with rubric-based evaluation	Align teaching with measurable outcomes	Transparent performance tracking
2022-2023	Curriculum	Business Intelligence Analyst Certification	In-house exam post-term for qualifying students	Institutional recognition	Builds confidence and adds credentials
2023-2024	Curriculum	Integration of AI and ChatGPT with Power BI	Use of AI-enabled features: natural language queries and ChatGPT integration for data reporting	Align with evolving BI tools and industry expectations	Enhances analytical thinking and data storytelling
2023-2024	Curriculum	Domain-based dataset applications and practical scenarios	Each specialization got unique datasets to simulate real	Promote contextual understanding and skill relevance	Strengthened domain-specific analytical abilities

Year	Type	Title	Details / Explanation	Reasons	Benefits
			business problems		
2024-2025	Curriculum	Integration of Microsoft Certification	Students who clear Microsoft Power BI Data Analyst Associate Certification get “Star Student Award”	Encourages professional skill validation	Enhances employability and motivation
2024-2025	Curriculum	Emphasis on collaborative learning with Power BI Service	Used Power BI's collaboration features to simulate real-world teamwork	Instill collaborative decision-making skills	Builds team-based analytical thinking
2022-2023	Pedagogy	Interactive Visualization Tasks	Use of drill-downs, slicers, KPIs, tree maps	Promote interactive BI dashboards	Improve data storytelling skills
2023-2024	Pedagogy	Hands-on Lab-Based Learning	Every session includes live demos and dataset exercises	Promote experiential learning	Real-time problem-solving skills
2023-2024	Pedagogy	Guest Sessions from Industry Experts	Experts discuss advanced analytics and	Expose students to industry best practices	Enhance practical industry knowledge

Year	Type	Title	Details / Explanation	Reasons	Benefits
			real-time BI use cases		
2024- 2025	Pedagogy	Case-Based Assessments and AI-Driven Decision Making	Solve real-life cases using Power BI and ChatGPT	Enhance analytical and interpretive skills	Improve decision- making competencies
2024- 2025	Pedagogy	Multi- specialization project integration	Group projects with domain- specific problem statements	Foster interdisciplinar y collaboration	Build teamwork and problem- solving skills
2022- 2023	Evaluation & Assessment	Rubric-based Outcome Evaluation, SIP-linked Tests + Quizzes	Use rubrics and SIP- linked continuous tests for outcome- based evaluation	Ensure transparent performance tracking	Continuous feedback and improvement
2023- 2024	Evaluation & Assessment	Rubric-Based Group Project on Real-Time Dashboarding, Case Study Analysis Using Power BI and ChatGPT	Group projects with evaluation on collaboration and insights; AI-assisted case analysis	Build teamwork, AI integration skills	Develop critical thinking and analytical abilities
2024- 2025	Evaluation & Assessment	Step-wise in- lab assessments	Clear, focused outcome- based lab	Ensure skill mastery and	Synthesis of skills in

Year	Type	Title	Details / Explanation	Reasons	Benefits
		aligned with COs, End- Term Evaluation on Business Simulation Dataset	assessments; comprehensiv e end-term project	practical application	practical scenarios
2023- 2024	Curriculum	Integration of AI and ChatGPT with Power BI	Introduced AI-enabled features in Power BI including natural language queries and ChatGPT integration	To align with evolving BI tools and industry expectations	Enhances analytical thinking and data storytelling
2023- 2024	Curriculum	Domain-based dataset applications and practical scenarios	Unique datasets for Finance, HR, Marketing, Operations specializations for real business problem projects	Promote contextual understanding and skill relevance	Strengthened domain- specific analytical abilities
2024- 2025	Curriculum	Integration of Microsoft Certification	Students who clear Microsoft Power BI Data Analyst	Encourages professional skill validation	Enhances employability and motivation

Year	Type	Title	Details / Explanation	Reasons	Benefits
			Associate Certification receive “Star Student Award”		
2024- 2025	Curriculum	Emphasis on collaborative learning with Power BI Service	Used Power BI collaboration features (publishing, sharing) to simulate teamwork environments	To instill collaborative decision- making skills	Builds team- based analytical thinking
2023- 2024	Pedagogy	Guest Sessions from Industry Experts	Invited experts to discuss advanced analytics and real-time BI use cases	Offers exposure to practical and current industry practices	Enhance practical industry knowledge
2024- 2025	Pedagogy	Case-Based Assessments and AI-Driven Decision Making	Students solve real-life cases using Power BI and interpret insights with ChatGPT prompts	Enhances analytical and interpretative competencies	Improves decision- making competencies
2024- 2025	Pedagogy	Multi- specialization	Group projects with domain-	Encourages interdisciplinar y collaboration	Builds teamwork and

Year	Type	Title	Details / Explanation	Reasons	Benefits
		project integration	specific problem statements		problem- solving skills
2022- 2023	Evaluation & Assessment	Rubric-based Outcome Evaluation, SIP-linked Tests + Quizzes	Rubrics and SIP-linked continuous tests for outcome- based evaluation	Ensure transparent performance tracking	Continuous feedback and improvement
2023- 2024	Evaluation & Assessment	Rubric-Based Group Project on Real-Time Dashboarding, Case Study Analysis Using Power BI and ChatGPT	Group projects with evaluation on collaboration and insights; AI-assisted case analysis	Build teamwork, AI integration skills	Develop critical thinking and analytical abilities
2024- 2025	Evaluation & Assessment	Step-wise in- lab assessments aligned with COs, End- Term Evaluation on Business Simulation Dataset	Clear, focused outcome- based lab assessments; comprehensiv e end-term project	Ensure skill mastery and practical application	Synthesis of skills in practical scenarios

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Monika Nijhawan

Name of Department: Information Technology and Data Analytics

Course Name: Data Analytics for Business Excellence using Excel and R

Summary of Innovations:

Type	Title	Details / Explanation	Reasons	Benefits
Curriculum	Industry Input and Course Update	Taken industry input for updating the course as per industry demand	Align course with industry needs	Ensures relevance and employability
Curriculum	Domain Based Case Studies	Case studies tailored to specific business domains	Practical learning focus	Enhances domain knowledge
Curriculum	Dashboard Designing for Business Intelligence	Designing dashboards for BI applications	Hands-on technical skill	Improves BI competencies
Curriculum	Integration of AI with VBA and Excel	Combining AI tools with VBA programming and Excel	Incorporate automation and AI	Boosts analytical efficiency

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Praveen Malik, Vinay Kumar, Dr. Vineeta, Dr. Arpana Chaturvedi, Prof. Monika Nijhawan

Name of Department: Information Technology and Data Analytics

Course Name: Data Visualization through Tableau

Semester & Credit: Semester 2, 3 Credits

Summary of Innovations:

Year	Type	Title	Details / Explanation	Reasons	Benefits
2022-2023	Curriculum	Multi-connection database projects (Join/Union-based)	Use of cross-database joins in Tableau for complex dashboards	Prepare students for enterprise-level BI use-cases	Skill development in advanced data architecture
2023-2024	Curriculum	Integration of Tableau Prep Builder	Hands-on sessions on Tableau Prep for data cleaning and preparation	Industry demands proficiency in real-world data preparation techniques	Enables handling unstructured datasets and preparing them for visualization
2023-2024	Curriculum	Domain-specific dashboards aligned with specialization	Students develop dashboards related to Finance, Marketing, HR, Operations	Ensures relevance and practical exposure in specialization	Enhances industry readiness and resume-building
2024-2025	Curriculum	Inclusion of Tableau AI and	Case-based analysis using Tableau AI	Equip students with emerging	Exposure to AI-integrated business

Year	Type	Title	Details / Explanation	Reasons	Benefits
		Generative Features (Tableau GPT)	features like Natural Language Query and Auto-generated Insights	AI tools for decision support	intelligence platforms
2024-2025	Curriculum	Integration with Power BI for Migration Exercises	Sessions comparing Tableau and Power BI with migration use-cases	Ensure proficiency in both leading BI tools	Increased employability and dual-platform knowledge
2022-2023	Pedagogy	Capstone Project-based Continuous Assessments	Continuous grading through project updates, checkpoints, and presentations	Holistic and process-focused learning	
2023-2024	Pedagogy	Hands-on Lab Format with Dataset-based Live Demonstrations	Concepts explained using live datasets and classroom-built dashboards	Active learning and better retention	
2023-2024	Pedagogy	Use of Tableau Public	Students create public dashboards to	Enhances digital visibility and	

Year	Type	Title	Details / Explanation	Reasons	Benefits
		Profiles for Student Portfolios	showcase work online	professional credibility	
2024-2025	Pedagogy	Case-Based Teaching Methodology	Students work on real company datasets in structured case format	Enhances problem-solving and decision-making skills	
2024-2025	Pedagogy	Peer Review of Dashboards	Students present dashboards and receive peer feedback using a rubric	Promotes collaborative learning and self-reflection	
2022-2023	Evaluation & Assessment	Rubric-based Evaluation of Dashboards	Rubric criteria include visual clarity, data insight, interactivity, and tool usage	Transparent and structured grading	
2022-2023	Evaluation & Assessment	Capstone Projects Aligned with Industry Roles	Students complete specialization-based final projects	Practical experience and domain expertise evaluation	
2023-2024	Evaluation & Assessment	Resume-aligned Skill	Skills like LOD, Parameters, AI Features	Students understand presentation of	

Year	Type	Title	Details / Explanation	Reasons	Benefits
		Assessment	tracked and mapped to resumes	skills in industry terms	
2023-2024	Evaluation & Assessment	Tableau Certification Incentive Model	Students scoring 80%+ in internal certification test reimbursed for Tableau Desktop Specialist exam	Motivates excellence and validates skill with global credential	
2024-2025	Evaluation & Assessment	Skill Matrix-based Personalized Feedback	Matrix showing strengths and improvement areas across tools	Targeted improvement and self-driven learning	
2024-2025	Evaluation & Assessment	Industry-Specific Dashboard Evaluation with Role Alignment	Dashboards evaluated for marketing analyst, HRBP, financial analyst, SCM planner roles	Readiness for domain-specific analytics roles	

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Kamal Kundra, Dr. Raj Kumar Garg

Name of Department: Information Technology and Data Analytics

Course Name: Emerging Technologies for Managerial Excellence (ETME)

Semester & Credit: 1st Semester, 1.5 Credits

Summary of Innovations:

Year	Type	Title	Details / Explanation	Reasons	Benefits
2022-2023	Curriculum	Industry experts invited to deliver lectures	Industry specific, real-world relevance, and practical insights	Encourages innovation and entrepreneurship	Practical insights and entrepreneurship encouragement
2023-2024	Curriculum	MoU with Cyberfrat; 70% lectures by industry experts	Credibility and engagement; LMS access for students	Engagement and access to updated content	Increased student engagement and resource accessibility
2024-2025	Curriculum	Emphasis on Data Security, Data Management & Cloud Computing	Industry input based; focus on data sensitivity	Prepares students for emerging tech trends	Increased student involvement and awareness
2023-2024	Evaluation & Assessment	Cyberfrat Certifications	Students can choose certifications of their interest	Enhance skill validation	Student motivation and credentialing

Year	Type	Title	Details / Explanation	Reasons	Benefits
2024- 2025	Evaluation & Assessment	Case-study based assessments	Developed brainstorming skills	Promote critical thinking and problem solving	Improved analytical and application skills

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Shailee Choudhary

Name of Department: Information Technology and Data Analytics

Course Name: Various Courses as given in summary table

Semester & Credit: Various Semester as given in summary table

Summary of Innovations:

Course Name	Semester & Credits	Year	Type	Title	Details / Explanation	Reasons	Benefits
AI on Cloud	Semester III	2022-23	Curriculum	Newly introduced course covering Agile and SCRUM project management	Emphasis on AI project management methodologies	Industry relevance	Prepares students for agile AI project workflows
Deep Learning Using Python	Semester III	2022-23	Curriculum	Introduction to neural networks, RNN, ANN	Coverage of various deep learning models and software	Meeting current AI research and industry needs	Enhanced deep learning understanding and skills
Machine Learning Using KNIME	Semester II	2023-24	Curriculum	Full ML workflow using KNIME	End-to-end ML process from data exploration to	Practical experience	Improved employability via open-

Course Name	Semester & Credits	Year	Type	Title	Details / Explanation	Reasons	Benefits
				open-source tool	model evaluation	with industry-standard tools	source ML tool skills
Intelligent Automation using UiPATH	Semester III	2023-24	Curriculum	Introduction to RPA fundamentals with AI/ML integration	Industry relevant RPA applications	Skill development in automation and AI	Preparedness for digital transformation roles
Evaluation	Various	2022-24	Evaluation & Assessment	Open book assessments, MCQ, case studies, project evaluations	Multiple assessment modes including practical projects and viva	Comprehensive evaluation including conceptual and practical skills	Balanced evaluation to enhance learning and assessment outcomes
Industry Collaboration	Various	2022-24	Certification	Collaborations with	Certifications include KNIME Level	Industry skill	Enhanced student employability

Course Name	Semester & Credits	Year	Type	Title	Details / Explanation	Reasons	Benefits
				industry experts from Goware Global, Accenture, Tech Mahindra, E&Y, etc.	1, RPA practical certifications	alignment	ty and certification

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Praveen Malik, Dr. Arpana Chaturvedi, Prof. Monika Nijhawan

Name of Department: Information Technology and Data Analytics

Course Name: Business Intelligence using Power BI

Semester & Credits: Semester III (Phase I), 2 Credits

(A). Innovations in Curriculum (In Bullet Points)

2022–2023

- **(Innovation): Outcome-Based Learning Integration**
 - **Detail:** Course mapped to specific COs and PSOs with rubric-based evaluation.
 - **Reasons:** Align teaching with measurable outcomes.
 - **Benefits:** Transparent performance tracking.
 - **Omissions if any:** None
- **(Innovation): Business Intelligence Analyst Certification**
 - **Detail:** Exclusive in-house exam designed post-end-term for qualifying students.
 - **Reasons:** Introduce institutional recognition.
 - **Benefits:** Builds confidence and adds credentials.
 - **Omissions if any:** None

2023–2024

- **(Innovation): Integration of AI and ChatGPT with Power BI**
 - **Detail:** Introduced the use of AI-enabled features in Power BI, including natural language queries and integration with ChatGPT for data interpretation and reporting.
 - **Reasons:** To align with evolving BI tools and industry expectations.
 - **Benefits:** Enhances analytical thinking and data storytelling among students.
 - **Omissions if any with reason:** None

- **(Innovation): Domain-based dataset applications and practical scenarios**
 - **Detail:** Each specialization (Finance, HR, Marketing, Operations) was provided with unique datasets to create projects that simulate real business problems.
 - **Reasons:** To promote contextual understanding and skill relevance.
 - **Benefits:** Strengthened domain-specific analytical abilities.
 - **Omissions if any with reason:** None

2024–2025

- **(Innovation): Integration of Microsoft Certification**
 - **Detail:** Students who clear Microsoft Power BI Data Analyst Associate Certification receive the “Star Student Award.”
 - **Reasons:** Encourages professional skill validation.
 - **Benefits:** Enhances employability and motivation.
 - **Omissions if any with reason:** None
- **(Innovation): Emphasis on collaborative learning with Power BI Service**
 - **Detail:** Used Power BI's collaboration features (publishing dashboards, sharing reports) to simulate real-world teamwork environments.
 - **Reasons:** To instill collaborative decision-making skills.
 - **Benefits:** Builds team-based analytical thinking.
 - **Omissions if any with reason:** None

(B). Innovations in Pedagogy (In Bullet Points)

2022–2023

- **Interactive Visualization Tasks:** Use of drill-downs, slicers, KPIs, tree maps, etc.
- **Dashboard Competition:** Encouraged creativity and analytics storytelling.

2023–2024

- **(Innovation): Hands-on Lab-Based Learning**
 - **Detail:** Every session includes a live demo and dataset-based exercises.

- **Benefits:** Promotes experiential learning and real-time problem-solving.
- **(Innovation): Guest Sessions from Industry Experts**
 - **Detail:** Invited experts to discuss advanced analytics and real-time BI use cases.
 - **Benefits:** Offers exposure to practical and current industry practices.

2024–2025

- **(Innovation): Case-Based Assessments and AI-Driven Decision Making**
 - **Detail:** Students solve real-life cases using Power BI and interpret insights with ChatGPT prompts.
 - **Benefits:** Enhances analytical and interpretative competencies.
- **(Innovation): Multi-specialization project integration**
 - **Detail:** Group projects with domain-specific problem statements.
 - **Benefits:** Encourages interdisciplinary collaboration.

(C). Innovations in Evaluation and Assessment (In Bullet Points)

2022–2023

- **Rubric-based Outcome Evaluation**
- **SIP-linked Tests + Quizzes for Continuous Evaluation**

2023–2024

- **(Innovation): Rubric-Based Group Project on Real-Time Dashboarding**
 - **Details (Elaboration):** Students create business dashboards and are evaluated on collaboration, insights, and use of Power BI service.
 - **Benefits:** Builds real-world presentation and teamwork skills.
- **(Innovation): Case Study Analysis Using Power BI and ChatGPT**
 - **Details (Elaboration):** Students analyze reports, visualizations, and interpret results using AI.
 - **Benefits:** Encourages critical thinking and AI integration.

2024–2025

- **(Innovation): Step-wise in-lab assessments aligned with COs**
 - **Details (Elaboration):** Each outcome has its own direct assessment with clear skill objectives.
 - **Benefits:** Ensures outcome-based learning and focused improvement.
- **(Innovation): End-Term Evaluation on Business Simulation Dataset**
 - **Details (Elaboration):** Comprehensive analysis using multi-table models, visual storytelling, and AI interpretation.
 - **Benefits:** Encourages synthesis of all skills into one practical evaluation.

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Praveen Malik, Dr. Arpana Chaturvedi, Prof. Monika Nijhawan

Name of Department: Information Technology and Data Analytics

Course Name: Business Intelligence using Power BI

Semester & Credits: Semester III (Phase I), 2 Credits

(A). Innovations in Curriculum (In Bullet Points)

2023–2024

- **(Innovation): Integration of AI and ChatGPT with Power BI**
 - **Detail:** Introduced the use of AI-enabled features in Power BI, including natural language queries and integration with ChatGPT for data interpretation and reporting.
 - **Reasons:** To align with evolving BI tools and industry expectations.
 - **Benefits:** Enhances analytical thinking and data storytelling among students.
 - **Omissions if any with reason:** None
- **(Innovation): Domain-based dataset applications and practical scenarios**
 - **Detail:** Each specialization (Finance, HR, Marketing, Operations) was provided with unique datasets to create projects that simulate real business problems.
 - **Reasons:** To promote contextual understanding and skill relevance.
 - **Benefits:** Strengthened domain-specific analytical abilities.
 - **Omissions if any with reason:** None

2024–2025

- **(Innovation): Integration of Microsoft Certification**
 - **Detail:** Students who clear Microsoft Power BI Data Analyst Associate Certification receive the “Star Student Award.”
 - **Reasons:** Encourages professional skill validation.
 - **Benefits:** Enhances employability and motivation.
 - **Omissions if any with reason:** None

- **(Innovation): Emphasis on collaborative learning with Power BI Service**
 - **Detail:** Used Power BI's collaboration features (publishing dashboards, sharing reports) to simulate real-world teamwork environments.
 - **Reasons:** To instill collaborative decision-making skills.
 - **Benefits:** Builds team-based analytical thinking.
 - **Omissions if any with reason:** None

(B). Innovations in Pedagogy (In Bullet Points)

2023–2024

- **(Innovation): Hands-on Lab-Based Learning**
 - **Detail:** Every session includes a live demo and dataset-based exercises.
 - **Benefits:** Promotes experiential learning and real-time problem-solving.
- **(Innovation): Guest Sessions from Industry Experts**
 - **Detail:** Invited experts to discuss advanced analytics and real-time BI use cases.
 - **Benefits:** Offers exposure to practical and current industry practices.

2024–2025

- **(Innovation): Case-Based Assessments and AI-Driven Decision Making**
 - **Detail:** Students solve real-life cases using Power BI and interpret insights with ChatGPT prompts.
 - **Benefits:** Enhances analytical and interpretative competencies.
- **(Innovation): Multi-specialization project integration**
 - **Detail:** Group projects with domain-specific problem statements.
 - **Benefits:** Encourages interdisciplinary collaboration.

(C). Innovations in Evaluation and Assessment (In Bullet Points)

2023–2024

- **(Innovation): Rubric-Based Group Project on Real-Time Dashboarding**

- **Details (Elaboration):** Students create business dashboards and are evaluated on collaboration, insights, and use of Power BI service.
- **Benefits:** Builds real-world presentation and teamwork skills.
- **(Innovation): Case Study Analysis Using Power BI and ChatGPT**
 - **Details (Elaboration):** Students analyze reports, visualizations, and interpret results using AI.
 - **Benefits:** Encourages critical thinking and AI integration.

2024–2025

- **(Innovation): Step-wise in-lab assessments aligned with COs**
 - **Details (Elaboration):** Each outcome has its own direct assessment with clear skill objectives.
 - **Benefits:** Ensures outcome-based learning and focused improvement.
- **(Innovation): End-Term Evaluation on Business Simulation Dataset**
 - **Details (Elaboration):** Comprehensive analysis using multi-table models, visual storytelling, and AI interpretation.
 - **Benefits:** Encourages synthesis of all skills into one practical evaluation.

(D). Details of Certifications included in the Course:

- **Microsoft Power BI Data Analyst Associate Certification**
 - Students encouraged to appear; those who qualify are awarded “Star Student Award” and receive certification fee reimbursement and ₹1000 monetary incentive.

Data Analytics for Business Excellence using Excel and R Innovative Teaching Practices

Name of Faculty: Prof. Monika Nijhawan

Name of Department: Information Technology and Data Analytics

Course Name: Data Analytics for Business Excellence using Excel and R

1. Taken Industry input for updating the course as per the industry demand (below is the attached proof)
2. Domain based Case studies
3. Dashboard designing for Business Intelligence
4. Integration of AI with VBA and Excel
5. Group assignment and presentations

 **Avik Nandi** <avik.nandi007@gmail.com>

Sun, May 30, 2021, 5:55 PM



to me ▼

Dear Prof. Monika,

Greetings of the day!!!

As per our telephonic conversation a few days back on the teaching curriculum of NDIM in IT for a MBA student, it seems to be very well built and streamlined across the latest technologies.

However, if I have to add a few **inputs** from my end, you can include following things in your teaching plan as per **industry** needs:-

Focus on data analysis and presentation using Microsoft office tools including **excel**, word and power point.

Students should have good command on database concepts and running various systems of Oracle to extract and assimilate data which can be used further for analysis purposes.

Along with this, you can include trainings on Artificial Intelligence based softwares such as Alteryx and MS Power BI for data processing and automations.

Automation is a high focus area in the **industry** these days and there is a great demand for candidates who are well versed with these softwares.

I hope these **inputs** will help the college and the students.

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Praveen Malik, Vinay Kumar, Dr Vineeta, Dr. Arpana Chaturvedi,
Prof. Monika Nijhawan

Name of Department: Information Technology / Data Analytics

Course Name: Data Visualization through Tableau

Semester & Credits: Semester II / 3 Credits

(A). Innovations in Curriculum: (In Bullet Points)

2022–2023

- **Innovation:** Multi-connection database projects (Join/Union-based projects)
Detail: Use of cross-database joins in Tableau for complex dashboards.
Reasons: Prepare students for enterprise-level BI use-cases.
Benefits: Skill development in working with advanced data architecture.
Omissions if any with reason: NA

2023–2024

- **Innovation:** Integration of Tableau Prep Builder into Curriculum
Detail: Introduced hands-on sessions on Tableau Prep for data cleaning and preparation.
Reasons: Industry demands proficiency in real-world data preparation techniques.
Benefits: Enabled students to handle unstructured datasets and prepare them for visualization.
Omissions if any with reason: Removed overlapping Excel cleaning exercises to avoid redundancy.
- **Innovation:** Domain-specific dashboards aligned with specialization (Finance, Marketing, HR, Operations)
Detail: Students develop dashboards related to their area of specialization.
Reasons: Ensures relevance and practical exposure in their field.
Benefits: Enhances industry readiness and resume-building.
Omissions if any with reason: General-purpose dashboards minimized.

2024–2025

- **Innovation:** Inclusion of Tableau AI and Generative Features (Tableau GPT)
Detail: Case-based analysis using Tableau AI features such as Natural Language Query and Auto-generated Insights.

Reasons: To equip students with emerging AI tools for decision support.

Benefits: Exposure to AI-integrated business intelligence platforms.

Omissions if any with reason: Legacy content on manual insights trimmed.

- **Innovation:** Integration with Power BI for Migration Exercises

Detail: Sessions introduced to compare Tableau and Power BI with migration use-cases.

Reasons: Students should be proficient in both leading tools.

Benefits: Increased employability and dual-platform knowledge.

Omissions if any with reason: NA

(B). Innovations in Pedagogy: (In Bullet Points)

2022–2023

- **Innovation:** Capstone Project-based Continuous Assessment

Detail: Continuous grading via real-time project updates, checkpoints, and presentations.

Benefits: Holistic and process-focused learning.

2023–2024

- **Innovation:** Hands-on Lab Format with Dataset-based Live Demonstration

Detail: Every concept explained using live datasets and classroom-built dashboards.

Benefits: Active learning and better retention.

- **Innovation:** Use of Tableau Public Profiles for Student Portfolios

Detail: Students create public dashboards to showcase work online.

Benefits: Enhances digital visibility and professional credibility.

2024–2025

- **Innovation:** Use of Case-based Teaching Methodology

Detail: Students work on real company datasets in a structured case format.

Benefits: Enhances problem-solving and decision-making skills.

- **Innovation:** Peer Review of Dashboards

Detail: Students present dashboards and receive peer feedback using a rubric.

Benefits: Promotes collaborative learning and self-reflection.

(C). Innovations in Evaluation and Assessment: (In Bullet Points)

2022–2023

- **Innovation:** Rubric-based Evaluation of Dashboards
Details: Introduced a rubric with clear criteria: visual clarity, data insight, interactivity, and tool usage.
Benefits: Transparent and structured grading.
- **Innovation:** Capstone Projects Aligned with Industry Roles
Details: Students complete specialization-based final projects for evaluation.
Benefits: Practical experience and domain expertise evaluation.

2023–2024

- **Innovation:** Resume-aligned Skill Assessment
Details: Skills like LOD, Parameters, AI Features tracked and mapped to resumes.
Benefits: Students understand how to present skills in industry terms.
- **Innovation:** Tableau Certification Incentive Model
Details: Students scoring 80%+ in internal certification test are reimbursed for official Tableau Desktop Specialist exam.
Benefits: Motivates excellence and validates student skill with global credential.

2024–2025

- **Innovation:** Skill Matrix-based Personalized Feedback
Details: Each student receives a matrix showing strengths and improvement areas across tools.
Benefits: Targeted improvement and self-driven learning.
- **Innovation:** Industry-Specific Dashboard Evaluation with Role Alignment
Details: Dashboards evaluated for alignment with job roles like Marketing Analyst, HRBP, Financial Analyst, SCM Planner.
Benefits: Readiness for domain-specific analytics roles.

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Kamal Kundra, Dr. Raj Kumar Garg

Name of Department: Information Technology & Data Analytics

Course Name: Emerging Technologies for Managerial Excellence (ETME)

Semester & Credits: 1st Semester, 1.5 Credits

(A). Innovations in Curriculum: (In Bullet Points)

I. 2022-2023

1. (Innovation):
 - i. Requested Industry Specific Experts to deliver the role of Emerging Technologies in various different management process
 - ii. To real world relevance, current and practical insights and sector specific customization
 - iii. It encouraged students for innovation and entrepreneurship

II. 2023-2024

1. (Innovation):
 - i. Signed MoU with Cyberfrat for handling 70% of the lecture delivery by industry experts
 - ii. Credibility and engagement
 - iii. Students got access of LMS related to various courses on emerging technologies

III. 2024-2025

1. (Innovation):
 - i. Based on Industry inputs, more emphasis given on Data Security, Data Management & Cloud Computing
 - ii. Preparing students more data sensitive
 - iii. Student started indulging themselves in various activities related to awareness of emerging technologies

(B). Innovations in Pedagogy: (In Bullet Points)

I. 2022-2023

1. (Innovation):

- i. Structured Learning Environment
- ii. It follows a well designed curriculum with a fixed schedule and learning outcomes

II. 2023-2024

- 1. (Innovation):
 - i. Structured Learning Environment
 - ii. It follows a well designed curriculum with a fixed schedule and learning outcomes

III. 2024-2025

- 1. (Innovation):
 - i. Structured Learning Environment
 - ii. It follows a well designed curriculum with a fixed schedule and learning outcomes

(C). Innovations in Evaluation and Assessment: (In Bullet Points)

I. 2022-2023

- 1. (Innovation):
 - i. MCQ based
 - ii. To check the awareness of the students, unbiased evaluation & Time efficient. Also test the wide range of topics

II. 2023-2024

- 1. (Innovation):
 - i. Cyberfrat Certifications
 - ii. Students got choice of taking-up certifications of their interest

III. 2024-2025

- 1. (Innovation):
 - i. Introduced Case-Study Based Assessment
 - ii. Developed Brain-storming

(D). Details of Certifications included in the Course:

In collaboration with Cyberfrat, Gold Membership access of Cyberfrat portal is given to all the students to earn Certificates online after going through the relevant courses specially related to Cyber Security at self-learning pace. At least 4 Certificates were made mandatory along with the learnings in the form of a report, from the list of relevant certifications, for all.

Faculty Initiatives and Innovations in Decision Science

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. S.S. Khullar

Name of Department: Decision Science

Course Name: Statistics for Decision Science

Semester & Credit: First Semester, 4 Credits

Summary of Innovations:

Year	Type	Title	Details / Explanation	Reasons	Benefits
2022-2023	Curriculum	Use of R-Language	Using R in Descriptive Statistics	New cutting-edge technology	Analysis with minimal effort and time
2023-2024	Curriculum	Multicollinearity, Data Cleaning, Extensive use of R	Using MS Excel and R for data cleaning and resolving multicollinearity	To develop robust regression models	Proficiency in forecasting
2024-2025	Curriculum	Real-time Data Accessibility	Use of API to access real-time data using Internet and R	Requirement for real-time data collection	Enables fast and well-informed decisions
2023-2024	Pedagogy	Use of Smart Boards	Regular classes with physical presence; use of smart boards and .csv files	More rigorous training and coaching	Improved learning rigor
2024-2025	Pedagogy	Emphasis on real datasets and technology	More application-based training using Excel and R with real datasets	To meet industry requirements	Practical training aligned with industry

Year	Type	Title	Details / Explanation	Reasons	Benefits
2023- 2024	Evaluation & Assessment	Practical exams/tes ts in computer lab	Practical skill assessments	Induces student confidence	Better practical knowledge
2024- 2025	Evaluation & Assessment	Practical exams and quizzes	Quiz on conceptual knowledge; practical on MS- Excel and R-Studio	Clarity and proper application	Better clarity and application in practical work

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. S.S. Khullar

Name of Department: Decision Science

Course Name: Research Methodology

Semester & Credit: First Semester, 3 Credits

Summary of Innovations:

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2022-2023	Curriculum	Use of R-Language	Adoption of R for research methodology	New cutting-edge technology	Analysis with minimal efforts and time
2024-2025	Curriculum	Exclusive use of R in Inferential Statistics	R exclusively used for inferential statistics to enhance accuracy and efficiency	Accuracy and efficiency in data processing	Proficiency in research data analysis
2023-2024	Pedagogy	Use of Smart Boards	Use of smart boards and .csv files for regular classes	More rigorous training and coaching	Improved learning rigor
2024-2025	Pedagogy	Emphasis on Real Datasets and Technology	Application-based training using Excel and R with real datasets	Meet industry requirements	Practical training aligned with industry
2022-2023	Evaluation & Assessment	Significant Internal Weightage	70% internal marks and 30% end term	Promotes continuous evaluation	Better learning and assessment

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2023-2024	Evaluation & Assessment	Practical Exams/Tests in Computer Lab	Assessment on practical skill sets	Builds student confidence	Better practical knowledge
2024-2025	Evaluation & Assessment	Practical Exams and Quizzes	Quiz on conceptual knowledge and practicals on MS-Excel and R-Studio	Clarity and application in practical work	Improved clarity and practical application

Innovative Teaching Practices at NDIM

Name of Faculty: Dr.S.S.Khullar_____

Name of Department: Department of Decision Science_____

Course Name: Statistics for Decision Science_____

Semester & Credits: First Semester, Credits - 4_____

(A). Innovations in Curriculum: (In Bullet Points)

I. 2022-2023

1. (Innovation): Use of R-Language
 - i. Detail: Using R in Descriptive Statistics
 - ii. Reasons: New Cutting Edge Technology – Today's Demand
 - iii. Benefits: Analysis with minimal efforts and time.
 - iv. Omissions if any with reason: Index Numbers; introduced certificate in Demand Forecasting required more time.

II. 2023-2024

1. (Innovation): Multicollinearity, Data Cleaning, Extensive use of R
 - i. Detail: Using both MS-Excel and R, training on data cleaning and identifying & resolving multicollinearity.
 - ii. Reasons: To develop robust regression model
 - iii. Benefits: Proficiency in forecasting
 - iv. Omissions if any with reason: Simple graphs; already covered by I.T. Department

III. 2024-2025

1. (Innovation): Real Time Data Accessibility
 - i. Detail: Use of API to access real time data using Internet and R
 - ii. Reasons: Today's requirement towards real time data collection
 - iii. Benefits: Enables fast and well-informed decision on time.
 - iv. Omissions if any with reason: Inferential Statistics; shifted to Second Semester, Research Methodology.

(B). Innovations in Pedagogy: (In Bullet Points)

I. 2023-2024

1. (Innovation): Regular Classes Using Smart Boards

- i. Detail: Use of Smart Boards, .csv files, etc. regular classes held with the physical presence of students in the classrooms.
- ii. Benefits: More rigorous training / coaching.

II. 2024-2025

- 1. (Innovation): Emphasis on the use of real datasets and technology
- i. Detail: More application-based training using Excel and R using real datasets.
- ii. Benefits: Practical training meeting industry requirements.

(C). Innovations in Evaluation and Assessment: (In Bullet Points)

I. 2023-2024

- 1. (Innovation): Practical Exams / tests in Computer Lab.
- i. Details (Elaboration): Assessment on practical skill sets.
- ii. Benefits: Induces confidence in the students

II. 2024-2025

- 1. (Innovation): Practical and Quiz
- i. Details (Elaboration): Quiz for conceptual knowledge and practical on MS-Excel and R-Studio
- ii. Benefits: Clarity and right use for application.

Innovative Teaching Practices at NDIM

Name of Faculty: Dr.S.S.Khullar_____

Name of Department: Department of Decision Science_____

Course Name: Research Methodology_____

Semester & Credits: First Semester, Credits - 3_____

(A). Innovations in Curriculum: (In Bullet Points)

I. 2022-2023

1. (Innovation): Use of R-Language
 - i. Detail: Using R in Research Methodology
 - ii. Reasons: New Cutting Edge Technology – Today's Demand
 - iii. Benefits: Analysis with minimal efforts and time.
 - iv. Omissions if any with reason: SPSS as obsolete

II. 2024-2025

1. (Innovation): Inclusions / Omissions
 - i. Detail: Exclusive use of R in Inferential Statistics
 - ii. Reasons: Accuracy and Efficiency in data processing
 - iii. Benefits: Proficiency in analysis during research
 - iv. Omissions if any with reason: Multivariate analysis

(B). Innovations in Pedagogy: (In Bullet Points)

I. 2023-2024

1. (Innovation): Regular Classes Using Smart Boards
 - i. Detail: Use of Smart Boards, .csv files, etc. regular classes held with the physical presence of students in the classrooms.
 - ii. Benefits: More rigorous training / coaching.

II. 2024-2025

1. (Innovation): Emphasis on the use of real datasets and technology
 - i. Detail: More application-based training using Excel and R using real datasets.
 - ii. Benefits: Practical training meeting industry requirements.

(C). Innovations in Evaluation and Assessment: (In Bullet Points)

I. 2022-2023

1. (Innovation): Significant weightage on internals

- i. Details (Elaboration): 70% internals and 30% for end-term
- ii. Benefits: Continuous Evaluation

II. 2023-2024

- 1. (Innovation): Practical Exams / tests in Computer Lab.
- i. Details (Elaboration): Assessment on practical skill sets.
- ii. Benefits: Induces confidence in the students

III. 2024-2025

- 1. (Innovation): Practical and Quiz
- i. Details (Elaboration): Quiz for conceptual knowledge and practical on R-Studio
- ii. Benefits: Clarity and right use for application.

Faculty Initiatives and Innovations in International Business

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Sangeeta Yadav

Name of Department: International Business

Course Name: International Business Negotiation and Managing Cross Cultural Diversity

Semester & Credit: 2nd Semester, 3 Credits

Summary of Innovations:

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2022 - 2023	Curriculum	Geo-Economic Strategy in Negotiation Module	Introduced economic intelligence tools like PESTLE and CAGE models	Equip students with strategic macroeconomic frameworks	Enhanced analytical and contextual negotiation planning
2023 - 2024	Curriculum	Flipped Classroom Pedagogy	Pre-recorded lectures plus in-class discussions and simulations	Foster active learning and engagement	Improved comprehension and class participation
2024 - 2025	Curriculum	Integration of AI Tools in Negotiation Practice	Use of AI and negotiation simulators for practice and feedback	Leverage technology for deeper learning	Real-time feedback and increased practice opportunities
2022 - 2023	Pedagogy	Peer Teaching Modules	Students taught subtopics through presentations and Q&A	Foster ownership, collaboration, and clarity	Improved comprehension and communication
2023 - 2024	Pedagogy	Weekly Reflection Logs	Students maintained reflective journals after each session	Enhance self-awareness and critical thinking	Improved analytical and reflective skills

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2024 - 2025	Pedagogy	Scenario Planning linked with Latest News	Students created and tested negotiation strategies under various futures	Enhance strategic thinking and resilience	Improved decision-making and adaptive skills
2022 - 2023	Evaluation & Assessment	Reflective Video Logs	Students submitted 3-minute self-review videos post-simulation	Promote introspection and communication skills	Improved self-assessment and communication
2023 - 2024	Evaluation & Assessment	Rubric-Based Evaluation on Negotiation Rubrics	Structured grading based on negotiation effectiveness	Transparent, fair, and learning-oriented assessment	Enhanced grading clarity and student learning
2024 - 2025	Evaluation & Assessment	Interdisciplinary Evaluation	Negotiation strategy tied to macroeconomics and global policy briefs	Applied knowledge and broader understanding	Broader learning and application

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Sangeeta Yadav

Name of Department: International Business

Course Name: International Business Strategy

Semester & Credit: III, 3 Credits

Summary of Innovations:

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2022 - 2023	Curriculum	International market research added	Designed for management students	Market research vital for international markets	Identify export opportunities, emerging markets, customer preferences
2023 - 2024	Curriculum	Focus on emerging economies' international strategies	Case-based pedagogy with live examples from BRICS, MINT, ASEAN	Shift in global economic center towards Global South	Develop sensitivity to socio-economic diversity, innovation patterns in less-developed markets
2024 - 2025	Curriculum	Global knowledge management, strategic innovation,	Included rising geopolitical tensions, risk perception, knowledge flows,	Need for skills in comparative institutional analysis and	Formulate strategies aligned with host country realities

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
		cross-cultural negotiation	innovation strategies	global negotiation	
2022 - 2023	Pedagogy	Experiential evaluation methods	Strategy presentations, competitor benchmarking, executive briefs	Bridge theory and practice	Realistic decision-making immersion
2023 - 2024	Pedagogy	Global Brand Deep Dive assessment	Student teams conduct strategic profiling of MNCs, present with peer Q&A	Expose global brands and negotiation dynamics	Understand cross-border strategy, negotiation, branding
2024 - 2025	Pedagogy	Rubric-based continuous evaluation	Focus on applied learning outcomes, global citizenship, ethical dilemmas	Elevate classroom engagement and accountability	Professional skills: global decision-making, intercultural communication, scenario thinking
2022 - 2023	Evaluation & Assessment	Global Expansion Blueprint assignment	End-to-end international market entry strategy, in-class defense, reflective journals	Practice strategic frameworks and entrepreneurial thinking	Articulate decision-making, adaptability, metacognitive skills
2023 - 2024	Evaluation & Assessment	Global CEO Challenge capstone	Teams simulate MNC executive board decisions, submit briefs,	Experience strategy complexity and ambiguity	Teamwork, problem-solving, strategic communication

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
			present with peer questioning		on, scenario planning
2024 - 2025	Evaluation & Assessment	International operations assessment and peer review	Evaluate MNC operations on multiple dimensions, peer feedback	Holistic business analysis and ethical reflection	Critical thinking, systems thinking, accountability
All Year	Certification	Managing the internationalization process - Entry Strategies certification	Comprehensive understanding of entry strategies, exporting/importing, FDI, expatriate life	Prepare students for international business challenges	Analysis, critique, anticipation, and application of international business strategies

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Savita Gautam

Name of Department: International Business

Summary of Innovations:

Course Name	Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
Export Procedures & Documentation; Global Business Management	2022-2023	Curriculum	Introduction of public policy concepts	Included public policy concepts in teaching plans	To broaden students' understanding of business contexts	Enhanced awareness of policy-business linkages
Various IB Subjects	2022	Curriculum	Dry Port visit to Inland Container Depot Tughlakabad	Practical exposure to international trade logistics	Enhance real-world understanding of trade logistics	Improved student engagement and experiential learning
Risk Management; International Business Strategy	2022-2024	Curriculum	Synchronization of three courses for export practice	Courses aligned for hands-on export experience; students manage registrations, product	Ensure comprehensive export knowledge and practice	Active student involvement; applied business skills

Course Name	Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
; Logistics				identification, buyer sourcing		
Various IB Subjects	2023	Curriculum	Visit to JNPT Nava Sheva port	Interaction with Port Trust, customs, shipping lines, freight forwarders	Practical exposure to port operations and documentation	Firsthand learning on container movement and export procedures
FOREX	2023-2025	Curriculum	Seminar by ICICI Bank VP Investments on FOREX and crypto currency	Practical seminar on foreign exchange trading and EEFC accounts	Provide real-world financial market insights	Enhances practical understanding of FOREX and digital currencies

Innovations in Course at NDIM

Name of Department: _International Business _____

Course Name: ____ International Business Strategy_____

Semester & Credits: III, 3 Credit Course

Faculty Name- Dr. Sangeeta Yadav

Changes are made in each year in each section are required to be indicated in the Red Colour.

(A). Innovations in Curriculum: (In Bullet Points)

IV. 2022-23

1. (Innovation):

i. Detail

- International Market Research was added as new topic.
- Syllabus was designed keeping in view the management students.

ii. Reasons

iii. Market research is vital to understanding international markets.

Benefits

- The process identifies exportation opportunities, detects new or emerging markets, and uncovers the preferences of potential customers.

iv. Omissions if any with reason – None

II. 2023-24

1. Innovation:

i. Detail

- Introduced specialized focus on International Business Strategies in Emerging Economies.
- Case-based pedagogy using live examples from BRICS, MINT, and ASEAN markets was embedded.

ii. Reasons

- The global economic center of gravity is shifting towards the Global South.

iii. Benefits

- Enabled students to develop sensitivity to socio-economic diversity and innovation patterns in less-developed markets.

iv. Omissions (if any) with reason

- No major omissions; however, extensive focus on Western MNC case studies was deliberately minimized to promote contextual diversity.

III. 2024–25

1. Innovation:

i. Detail

- Included new content on Global Knowledge Management, Strategic Innovation & R&D in Multinationals, and Cross-Cultural Communication in Negotiations.

ii. Reasons

- The global business landscape is increasingly uncertain, with rising geopolitical tensions and technological shifts.
- Understanding risk perception, cross-border knowledge flows, and innovation strategies is essential for navigating global negotiations.

iii. Benefits

- Students gain tools for comparative institutional analysis and can formulate strategies aligned with host country realities.

iv. Omissions (if any) with reason

(B). Innovations in Pedagogy: (In Bullet Points)

I. 2022–2023

Innovation:

i. Detail

- Shifted to experiential evaluation methods.
- Evaluation included strategy presentations, competitor benchmarking, and submission of executive briefs.

ii. Benefits

- Strengthened students' ability to bridge theory and practice by immersing them in realistic business decision-making scenarios.

II. 2023–2024

Innovation:

i. Detail

- Designed a comprehensive “Global Brand Deep Dive” assessment activity where each student team was assigned a top multinational company (MNC). They conducted end-to-end strategic profiling including market scope, negotiation challenges, and localization strategies.
- The assessment was structured around a presentation followed by a peer Q&A session.

ii. Benefits

- Exposed the class to globally significant brands, helping students internalize patterns of global success and failure.
- Cultivated a richer understanding of cross-border strategy, negotiation dynamics, and intercultural branding.
- Developed skills in critical inquiry through peer interaction.

III. 2024–2025

Innovation:

i. Detail

- A rubric-based continuous evaluation system was implemented with focus on applied learning outcomes, global citizenship, and ethical dilemmas in international negotiations.

ii. Benefits

- Elevated the quality of classroom engagement and individual accountability.
- Equipped students with transferable professional skills like global decision-making, intercultural communication, and scenario-based thinking.
- Provided multi-format learning exposure—ideal for diverse learning styles.

(C). Innovations in Evaluation and Assessment: (In Bullet Points)

I. 2022–2023

1. (Innovation):

i. Details (Elaboration):

- A new "Global Expansion Blueprint" Assignment was introduced where students selected a domestic Indian company and crafted an end-to-end strategy to enter an international market, incorporating country selection, entry mode, risk assessment, and competitive positioning.
- In-class strategy defense sessions were conducted where students justified their choices before a panel (faculty and peers).
- Included a reflective journal component, where each student documented key takeaways from research and discussions.

ii. Benefits:

- Enabled students to practice applying strategic frameworks such as Porter's Diamond, CAGE Model, and Entry Mode Matrix.
- Improved articulation of strategic decision-making under uncertainty.
- Encouraged entrepreneurial thinking and adaptability—key for future global managers.
- The reflection element helped personalize learning and cemented metacognitive skills.

II. 2023–2024

1. (Innovation):

i. Details (Elaboration):

- Initiated a "Global CEO Challenge" as a capstone-style evaluation. Teams assumed the role of the executive board of MNCs and made strategic decisions on global expansion, regional integration, and response to trade sanctions or political risk.
- Each team had to submit a Decision Brief and present a Boardroom Simulation with cross-questioning from another student team.
- Included a strategy logbook to track how decisions evolved with changing conditions over a simulated business quarter.

ii. Benefits:

- Helped students experience the complexity and ambiguity of international strategy decisions.

- Encouraged teamwork, real-time problem-solving, and resilience.
- Sharpened strategic communication, negotiation, and rebuttal skills—highly aligned with international business scenarios.
- Reinforced learning of dynamic capabilities and scenario planning.

III. 2024–2025

1. (Innovation):

i. Details (Elaboration):

- Students assessed the international operations of a chosen MNC based on five pillars: competitive positioning, localization vs. standardization, digital globalization, cross-cultural management, and sustainability.
- Added a peer-review component, where students evaluated and provided feedback on other groups' strategic assessments.

ii. Benefits:

- Provided a holistic lens for analyzing real-world global businesses.
- Fostered critical thinking, ethical reflection, and systems thinking by combining digital, cultural, and environmental dimensions.
- Peer evaluation nurtured constructive criticism, attention to detail, and greater accountability.

((D). Details of Certifications included in the Course:

Managing the internationalization process - Entry Strategies

This certification makes the students comprehend the many ways that businesses can engage in international business. As international manager you need to understand the decisions that businesses need to make in order to go global. This will include a model for country selection. Next, the course discusses the modes of exporting and importing, followed by a review of contract modes of entry such as licensing and franchising, and then foreign direct investment strategies such as joint ventures, mergers, and acquisitions. The course then emphasizes the personal challenges of going global i.e. the problems and challenges of expatriates etc.

Objectives:

- Analyse the information needed to make going abroad decisions including timing, country selection, and mode of entry.

- Critique the advantages and disadvantages of exporting and evaluate exporting compared to other country entry modes.
- Critique the advantages/disadvantages of direct country entry and use this information to select the best entry mode for a given situation.
- Anticipate the challenges of working and living abroad and apply known methods of mitigating those challenges.

Learning Outcomes

After you successfully complete this course learners will obtain the following outcomes:

- **Country selection** - In the first lesson, we ask the question “Should we go global?” and discuss the factors for making this decision. Assuming the answer is “yes,” we then review the three basic entry decisions that must be addressed - entry timing, country selection, and entry strategy. The module concludes with a discussion of entry timing, and an extended discussion of country selection using the PESTEL model as a tool to assist with making the final decision.
- **Exporting Strategies**- The relationship between exporting and importing, followed by the steps required for successful exporting. Then three alternative types of exporting are compared: direct exporting, indirect exporting with intermediaries, and piggyback exporting. The module concludes with a discussion of successful importing, which is essentially a mirror image of successful exporting.
- **Direct Entry Strategies** - In this module we explore methods of direct foreign-country entry including both contractual entry methods and foreign direct investment. Contractual methods include licensing, franchising, outsourcing, management contracts, and turnkey projects where a firm has an arms-length relationship with a foreign company. With foreign direct investment, a firm takes an active ownership position with a foreign firm. Methods of foreign direct investment (abbreviated as FDI) are joint ventures, mergers, acquisitions, and Greenfield investment.
- **Expatriate Life** - In this final module, we examine the personal side of international business with a discussion of working and living abroad as an expatriate (expat). We first describe the characteristics of successful expats contrasted with those you are less successful. We then review the many steps needed to prepare for living abroad along with necessary precautions. Next, we discuss life abroad as an expatriate including a description of how to cope with culture shock. And finally, we discuss the

challenges of returning home after a long assignment abroad. We conclude with a brief discussion of “is it worth it?” The provisional answer is “Yes!”

Evaluation for Certification

Only those students will be awarded the certification who score atleast 80 percent marks.

- Case study: 30% (discussed in second session)
- Evaluation by Glossary (will be assigned in 4th session: 20%)
- Group Project based on the skills learned during the course in 50 % (Each group comprises of 3 students)

International Business Negotiation

2nd Semester

Name of Faculty: ____ Dr. Sangeeta Yadav

Name of Department: International Business

Course Name: International Business Negotiation and Managing cross cultural Diversity

Semester & Credits: __2nd semester, 3 credits

(A). Innovations in Curriculum: (In Bullet Points)

I. 2022-2023

(Innovation): Launch of "Geo-Economic Strategy in Negotiation" Module

- i. Detail: Introduced economic intelligence tools (e.g., PESTLE, CAGE models).
- ii. Reasons: Equip students with strategic macroeconomic frameworks.
- iii. Benefits: Enhanced analytical and contextual negotiation planning.
- iv. Omissions: Not any

II. 2023-2024

1. (Innovation):

Flipped Classroom Pedagogy in Core Negotiation Topics

- i. Detail: Pre-recorded lectures + in-class discussions and simulations.
- ii. Reasons: Foster active learning and engagement.
- iii. Benefits: Improved comprehension and class participation.
- iv. Omissions: Some students struggled with self-paced modules.

III. 2024-2025

1. (Innovation): Integration of AI Tools in Negotiation Practice i.

Detail: Use of AI and negotiation simulators for practice and feedback.

- ii. Reasons: Leverage technology for deeper learning.
- iii. Benefits: Real-time feedback, increased practice opportunities.
- iv. Omissions: Some students faced digital literacy barriers.

(B). Innovations in Pedagogy: (In Bullet Points)

I. 2022-2023

1. (Innovation): Peer Teaching Modules

- i. Detail: Students taught subtopics through presentations and Q&A.
- ii. Benefits: Fostered ownership, collaboration, and clarity.

II. 2023-2024

1. (Innovation): Weekly Reflection Logs
 - i. Detail: Students maintained reflective journals after each session.
 - ii. Benefits: Enhanced self-awareness and critical thinking.

III. 2024-2025

1. (Innovation): Scenario Planning linking with latest news
 - i. Detail: Students created and tested negotiation strategies under various economic and political futures.
 - ii. Benefits: Enhanced strategic thinking and resilience.

(C). Innovations in Evaluation and Assessment: (In Bullet Points)

I. 2022-2023

1. (Innovation): Reflective Video Logs
 - i. Details: Students submitted 3-minute self-review videos post-simulation.
 - ii. Benefits: Promoted introspection and communication skills.

II. 2023-2024

1. (Innovation): Rubric-Based Evaluation on Negotiation Rubrics (BATNA, ZOPA, etc.)
 - i. Details: Structured grading based on negotiation effectiveness.
 - ii. Benefits: Transparent, fair, and learning-oriented assessment.

III. 2024-2025

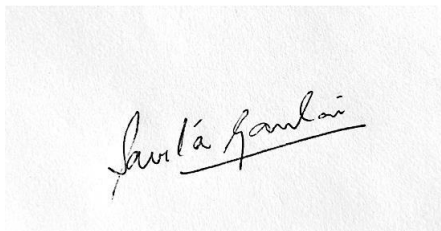
1. (Innovation): Interdisciplinary Evaluation
 - i. Details: Negotiation strategy tied to macroeconomics and global policy briefs.
 - ii. Benefits: Applied knowledge and broader understanding of international business.

International Business

Report on Innovation in Teaching and Learning

2022-2023

- Public policy concepts were introduced in the teaching plans in many of the IB subjects. Dr. Savita Gautam in Course taught in II semester Export Procedures and Documentation and in Semester iv course name Global Business Management
- In all IB subjects in class participation, the three criteria used for giving the marks were, out of box thinking/novel ideas, demeanor and ethical behavior. Faculty of IB.
- Extra marks were given by the faculty in case a student exhibited innovative thinking.
- Dry Port Visit was introduced in 2022 December, and visit was arranged for all the students of IB to go to Inland Container Depot Tughlakabad. They were able to see the practical aspects of International Trade Logistics. Faculty – Dr. Savita Gautam & Dr. UK Neogi

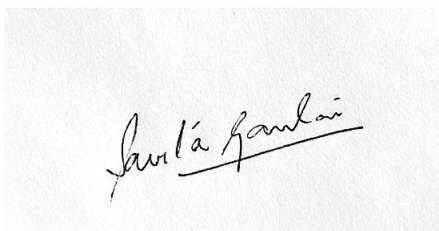


Dr. Savita Gautam
Head of the Department
International Business

International Business

Report on Innovation in Teaching and Learning 2022- 2024

- A concept was introduced by the IB department and the three courses of Risk management, International Business Strategy and Logistics were synchronised so that the students can do the exports themselves. A hands-on experience has been given to the students. After many deliberations, it was decided that if the students are given a chance to do exports themselves it would be the final word that they have understood most of the aspects of International Business.
- The three courses were synchronised in such a way that all that should be covered and a student is capable of doing exports on their own.
- Practical mode of classes was introduced. A company was opened namely Twelve Exim Konnect. All registrations were done by the students themselves including getting an import – export code number and GST registrations. Identifying the products which could be exported, identifying a buyer and now the shipment is due for the December, 2023 month. Visits were made to the IT office for PAN card, GST office and also the office of Export Promotion Council for Handicrafts. The students will be doing the export formalities at customs also on their own.
- We find the students' participation is good and they are actively involved in this same. Faculty: Dr. UK Neogi, Dr. Sangeeta Yadav and Dr. Savita Gautam
- In January, 2023, we organized a trip to JNPT Nava Sheva with our batch of students. They were able to meet the officials of the Port Trust, customs and the shipping lines. A first-hand experience of how a port operates and how containers movement takes place. We also met officials from Mumbai association of freight forwarders who explained in details the procedure and the role of documentation. An extremely fruitful and informative visit to the Port. Dr. UK Neogi and Dr. Savita Gautam.



Dr. Savita Gautam

Head of the Department

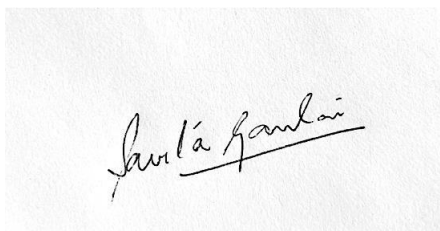
International Business

International Business

Report on Innovation in Teaching and Learning 2023- 2025

- In case of FOREX, in the II semester, we particularly invited a ICICI Bank, Vice – President Investments who gave seminar on FOREX trading, introduction to crpto currency and into practical aspects of EEFC accounts. Dr. Savita Gautam. A visit to the bank as also proposed but we will do the visit in the coming semester after they have returned from their semester.

Dr. Savita Gautam
Head of the Department
International Business



Faculty Initiatives and Innovations in Digital Marketing

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Sonal Gulati

Name of Department: Digital Marketing

Course Name: Content Marketing Strategy & Optimization

Semester & Credit: 3rd, 3 Credits

Summary of Innovations:

Year	Innovation Type	Innovation Description / Title	Details / Explanation
2022-2023	Curriculum	Content Personalization & Dynamic Content Creation Lab	Personalization drives higher engagement, conversion, and loyalty
2023-2024	Curriculum	Content SEO & Voice Search Optimization Module	Search behavior evolving; marketers must optimize for text and voice discovery
2024-2025	Curriculum	Content Performance Analytics & KPI Setting Module	Data-driven decision-making essential for optimizing content strategies
2022-2023	Pedagogy	Students design brand stories for cross-platform narratives	
2023-2024	Pedagogy	Design and simulate customer service bots	
2024-2025	Pedagogy	Use of Edpuzzle or H5P for comprehension-based video lessons	
2022-2023	Evaluation & Assessment	Evaluate story flow, engagement hooks, and CTA clarity	
2023-2024	Evaluation & Assessment	Evaluate learnings, mistakes, and data-driven insights	
2024-2025	Evaluation & Assessment	Skill-specific micro-assessments	

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Sonal Gulati

Name of Department: Digital Marketing

Course Name: DM Analytics

Semester & Credit: 2nd, 3 Credits

Summary of Innovations:

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons
2022-2023	Curriculum	Use of Brandwatch, Meltwater, Hootsuite Insights	Track audience sentiment, brand mentions, viral trends in real-time	Teach conversion of qualitative chatter into quantitative brand insights
2023-2024	Curriculum	Data Storytelling with Data Studio, Power BI, Tableau	Turn complex metrics into boardroom-ready narratives	Decision-makers value actionable insights, not just numbers
2024-2025	Curriculum	AI-Driven Marketing Analytics Module	Understand predictive modeling and AI-generated insights	To stay competitive

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Kunal Jha

Name of Department: Digital Marketing

Course Name: SEO

Semester & Credit: 3rd Semester, 3 Credits

Summary of Innovations:

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2022-2023	Curriculum	Introduction to AI-driven SEO platforms	Teaching the use of AI-powered SEO optimization platforms	Aligns with latest AI developments in SEO	Enhanced efficiency and innovation in SEO strategies
2023-2024	Curriculum	Introduction of Screaming Frog tool	Use of Screaming Frog for detailed website auditing	Industry-standard SEO auditing tool	Improved site audit skills and technical SEO understanding
2024-2025	Curriculum	Introduction of Spyfy and LLM models	Use of Spyfy and large language models for SEO	Keeps curriculum cutting edge	Advanced SEO tools training and industry readiness
2022-2025	Pedagogy	Students work on real websites or own blogs	Practical application of SEO techniques on real websites	Enhances hands-on learning	Real-world experience with SEO tools
2022-2025	Pedagogy	Flipped classroom with practical SEO tasks	Students learn theory at home, do practical tasks in class	Improves engagement and application	Better retention and applied knowledge
2022-2025	Evaluation & Assessment	Performance analysis of SEO campaigns	Students run ads/posts and submit performance reports	Develops analytical skills	Enhanced ability to measure SEO effectiveness

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2022-2025	Evaluation & Assessment	Use of simulated budgets and ROI optimization	Students evaluated on budget allocation and ROI outcomes	Encourages data-driven decisions	Better understanding of SEO budgeting and results

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Sonal Gulati

Name of Department: Digital Marketing

Course Name: Strategic Social Media Marketing

Semester & Credit: 2nd, 3 Credits

Summary of Innovations:

Year	Type	Title	Details / Explanation	Reasons	Benefits
2022-2023	Curriculum	Content Creation for Immersive & Interactive Media	Use of AR Filters, VR Spaces; trend analysis on X (Twitter), TikTok, Reddit for strategic brand responses	Keeps pace with new interactive media trends	Encourages creative brand pitching
2023-2024	Curriculum	Paid Media Optimization & Social Ad A/B Testing	Hands-on with Canva AI, ChatGPT, Lumen5 for AI-based content strategy ideation	Prepares students for AI-driven marketing	Market-relevant content planning skills
2024-2025	Curriculum	AI-Powered Content Strategy	Role-play as different customer personas interacting with brands across social media platforms	Builds empathy and audience-first thinking	Improves understanding of diverse customer needs
2022-2023	Pedagogy	UGC Campaign Design Sprints	Simulated campaigns driven by user-generated content	Builds experience in authentic content creation	Encourages student creativity and campaign management
2024-2025	Pedagogy	Live Brand Consulting Projects	Partner with startups for student-run campaigns	Provides real-world	Enhances practical

Year	Type	Title	Details / Explanation	Reasons	Benefits
				consulting experience	marketing skills
2022- 2023	Evaluation & Assessment	Clarity, Emotional Appeal & CTA Strength Assessment	Evaluated for clarity, emotional appeal, and call-to-action effectiveness	Builds marketing communication skills	Enhances persuasive communication skills
2023- 2024	Evaluation & Assessment	Data Visualization Quality & Actionable Recommendations	Evaluated clarity, quality of data visualization, and recommendation relevance	Builds analytical and presentation skills	Improves actionable marketing recommendations
2024- 2025	Evaluation & Assessment	Peer Feedback Quality Scoring	Scored based on quality of feedback given to peers	Encourages peer learning and constructive criticism	Enhances critical thinking and evaluation skills

Innovative Teaching Practices at NDIM

Name of Faculty: SONAL GULATI

Name of Department: DIGITAL MARKETING

Course Name: CONTENT MARKETING STRATEGY &
OPTIMIZATION

Semester & Credits: 3RD, 3 CREDITS

(A). Innovations in Curriculum: (In Bullet Points)

I. 2022-2023

1. (Innovation):
 - i. Detail Content Personalization & Dynamic Content Creation Lab
 - ii. Reasons Personalization drives higher engagement, conversion, and loyalty in the digital age.

II. 2023-2024

1. (Innovation):
 - i. Detail Content SEO & Voice Search Optimization Module
 - ii. Reasons Search behavior is evolving, and future marketers must optimize for both text and voice discovery.

III. 2024-2025

1. (Innovation):
 - i. Detail - Content Performance Analytics & KPI Setting Module
 - ii. Reasons Data-driven decision-making is essential for optimizing and scaling successful content strategies.

(C). Innovations in Evaluation and Assessment: (In Bullet Points)

I. 2022-2023

1. (Innovation):
 - i. Details (Elaboration) Evaluate story flow, engagement hooks, and CTA clarity.

II. 2023-2024

1. (Innovation):
 - i. Details (Elaboration) Evaluate learnings, mistakes, and data-driven insights.

III. 2024-2025

1. (Innovation):
 - i. Details (Elaboration) Skill-Specific Micro Assessments

Innovative Teaching Practices at NDIM

Name of Faculty: SONAL GULATI

Name of Department: DIGITAL MARKETING

Course Name: DM ANALYTICS

Semester & Credits: 2ND, 3 CREDITS

(A). Innovations in Curriculum: (In Bullet Points)

I. 2022-2023

1. (Innovation):
 - i. Detail Use tools like Brand watch, Meltwater, or Hoot Suite Insights to track audience sentiment, brand mentions, and viral trends in real-time.
 - ii. Reasons Teaches students how to turn qualitative social chatter into quantitative insights for brands.

II. 2023-2024

1. (Innovation):
 - i. Detail Focus not just on data collection but how to turn complex metrics into compelling, boardroom-ready narratives using tools like Data Studio, Power BI, and Tableau.
 - ii. Reasons Decision-makers value actionable insights, not just numbers — data storytelling is a top digital marketing skill now.

III. 2024-2025

1. (Innovation):
 - i. Detail - AI-Driven Marketing Analytics Module
 - ii. Reasons Modern marketers need to understand predictive modelling and AI-generated insights to stay competitive.

Innovative Teaching Practices at NDIM

Name of Faculty: _____Kunal Jha _____

Name of Department: _____Digital Marketing _____

Course Name: _____SEO _____

Semester & Credits: _____3rd Sem and 3 credit _____

(A). Innovations in Curriculum: (In Bullet Points)

V. 2022-2023:

2. (Innovation): introduction to AI driven seo platforms

VI. 2023-2024

2. (Innovation): Screaming frog tool was introduced
 - i. Detail:- it is one of the best website auditing

VII. 2024-2025

2. (Innovation): Spyfy , LLM models were introduced to the students

(B). Innovations in Pedagogy: (In Bullet Points)

IV. 2022-2023

2. (Innovation): Students work on real websites

V. 2023-2024

2. (Innovation): Invite SEO professionals, live webinars, and industry case studies

VI. 2024-2025

2. (Innovation): Instead of big exams, students complete small SEO tasks regularly

(C). Innovations in Evaluation and Assessment: (In Bullet Points)

IV. 2022-2023

1. (Innovation):
 - i. Details: Judge clarity, emotional appeal, and call-to-action strength.

V. 2023-2024

1. (Innovation):
 - i. Details: - Evaluate for clarity, data visualization quality, and actionable recommendations.

VI. 2024-2025

2. (Innovation):
 - i. Details: -Score based on the quality of feedback provided to peers.

Innovative Teaching Practices at NDIM

Name of Faculty: ___SONAL

GULATI_____

Name of Department: ___DIGITAL

MARKETING_____

Course Name: _____STRATEGIC SOCIAL MEDIA MARKETING_____

Semester & Credits: ___2ND, 3 CREDITS _____

(A). Innovations in Curriculum: (In Bullet Points)

I. 2022-2023

1. (Innovation):

- i. Detail Content Creation for Immersive & Interactive Media (AR Filters, VR Spaces)
- ii. Reasons analyze real-time trends on platforms like X (Twitter), TikTok, and Reddit, then pitch strategic brand responses in 24 hours

II. 2023-2024

1. (Innovation):

- i. Detail Paid Media Optimization & Social Ad A/B Testing
- ii. Reasons Hands-on sessions with tools like Canva AI, ChatGPT, and Lumen5 teach students to ideate, plan, and generate AI-based content strategies — highly market-relevant.
- iii. Benefits

III. 2024-2025

1. (Innovation):

- i. Detail - AI-Powered Content Strategy
- ii. Reasons Students role-play as different customer personas interacting with brands across social media platforms — builds empathy and audience-first thinking.

(B). Innovations in Pedagogy: (In Bullet Points)

I. 2022-2023

1. (Innovation):

- i. Detail UGC Campaign Design Sprints – Simulate campaigns driven by customer-generated content.

II. 2024-2025

1. (Innovation): Live Brand Consulting Projects – Partner with startups for student-run campaigns.

(C). Innovations in Evaluation and Assessment: (In Bullet Points)

I. 2022-2023

1. (Innovation):
 - i. Details (Elaboration) Judge clarity, emotional appeal, and call-to-action strength.

II. 2023-2024

1. (Innovation):
 - i. Details (Elaboration) Evaluate for clarity, data visualization quality, and actionable recommendations.

III. 2024-2025

1. (Innovation):
 - i. Details (Elaboration) Score based on the quality of feedback provided to peers.

Faculty Initiatives and Innovations in HRM

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Monica Verma

Name of Department: HR

Course Name: Human Resource Management

Semester & Credit: Semester II (3 credits)

Summary of Innovations:

Year	Type	Title	Details / Explanation	Reasons	Benefits
2023-2024	Pedagogy	Company study & presentation	Students choose a company, study HRM concepts, gather primary/secondary data, present in groups	Applied learning of theoretical HRM concepts	Students learn job analysis, HR planning, performance management, training, etc.
2023-2024	Pedagogy	Flipped classroom	Increased engagement and preparation leads to better discussion and critical thinking	Enhance classroom engagement	Improved analytical and critical thinking
2024-2025	Pedagogy	Company study & presentation	Students gather primary data (interviews/surveys) and present in groups	Deepen understanding of practical HRM application	Development of networking and real-world data collection skills
2024-2025	Pedagogy	Flipped classroom	Active class engagement leading to better analytical and critical thinking	Foster active learning	Improved student preparation and participation
2023-2024	Evaluation & Assessment	Job description preparation	Students prepare job descriptions for entry/mid-level executives in their dream companies	Understand job design intricacies	Ability to match skills with job requirements

Year	Type	Title	Details / Explanation	Reasons	Benefits
2024-2025	Evaluation & Assessment	Training need analysis and program design	Students conduct training needs analysis of batchmates and design training programs, presented in groups	Experiential learning in training design	Understanding group dynamics and training implementation
2024-2025	Evaluation & Assessment	Current HR news sharing in class	Each lecture has a student sharing a current HR-related news item	Keep students updated on HR developments	Promotes peer learning and awareness of current affairs

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Rashmi Chauhan

Name of Department: HR

Course Name: Legal Aspects of Business

Semester & Credit: Semester 4, 3 Credits

Summary of Innovations:

Year	Type	Title	Details / Explanation	Reasons	Benefits
2022- 2023	Curriculum	Introduction to Acts governing Banking, Insurance, Airlines, Power, Telecom, Highways and regulatory agencies (Ombudsman, RBI, IRDA, AERA, CERC, TRAI, NHAI)	Industry-specific legal awareness	Develops industry- specific legal awareness	Understandin g of industry operations; promotes transparency and accountability; career readiness; supports sustainable development

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Radha R. Sharma

Name of Department: OB & HR

Course Name: Organisational Sustainability

Semester & Credit: Semester 1

Summary of Innovations:

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2022-2023	Curriculum	Sustainability embedded in HR, Marketing, Finance, Operations curricula	Curriculum integration across functional areas approved	Sensitise students to sustainability in all business functions	Students participated in 17th Sustainability Summit, promoted event on social media
2022-2023	Curriculum	Centre Chair served as resource person for PRME activities at IIM Lucknow, PHD Chamber	Active participation in sustainability forums and publication of papers	Enhance institutional leadership in sustainability	Broadened research impact and collaborations
2023-2024	Curriculum	PRME SIP Report submitted	Report highlights teaching, research, conferences, publications, and	Demonstrate NDIM's commitment and progress	Support for accreditation and global recognition

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
		to UN PRME	other sustainability activities	in sustainability	
2024-2025	Curriculum	One-week winter internship in social sector made mandatory	Practical exposure to social issues	Develop student sensitivity to social challenges	Firsthand experience and social sector exposure

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Radha R. Sharma

Name of Department: OB & HR

Course Name: Organisational Transformation

Semester & Credit: Semester 1

Summary of Innovations:

Year	Type	Title	Details / Explanation	Reasons	Benefits
2022- 2023	Curriculum	Video cases on Organisational Transformation	Use of video cases to make classes engaging	Enhance student engagement	Better learning and retention
2022- 2023	Curriculum	Company-based projects	Real-time exposure to organisational changes	Prepare students for industry experience	Practical learning and industry readiness
2023- 2024	Curriculum	Continued company-based projects	Continuation of practical projects	Deepen industry exposure	Enhanced practical experience
2023- 2024	Curriculum	Guest sessions by transformational leaders	Industry leaders share insights	Expose students to real-world transformation stories	Learning from experienced professionals
2024- 2025	Curriculum	Guest sessions by transformational leaders	Continued guest lectures	Exposure to diverse industry perspectives	Enriched learning through varied experiences
2022- 2023	Pedagogy	Live participation	Participation in global conference on Unity in Diversity	Global exposure to	Broadened cultural

Year	Type	Title	Details / Explanation	Reasons	Benefits
		in virtual conference		diversity issues	understandi ng
2022- 2023	Pedagogy	Exposure to virtual reality (VR)	Introduction to VR in organisational context	Familiarize students with emerging tech	Innovative learning techniques
2023- 2024	Pedagogy	Certification in basics of blockchain technology	Students introduced to blockchain as part of digital transformation trends	Align with technology adoption in organisatio ns	Technical awareness and readiness
2024- 2025	Pedagogy	Guest sessions by transformation al leaders	Continued guest lectures	Industry exposure	Knowledge enrichment through leadership

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Parveen Kaur

Name of Department: HR & OB Department

Course Name: Performance Management

Semester & Credit: 3rd Semester, 3 Credits

Summary of Innovations:

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2022-2023	Curriculum	Establishing Performance Standards in PSUs	Alumni feedback prompted inclusion of PSU-specific standards	PSU and MNC processes differ significantly	Students gain awareness of varied organizational standards
2022-2023	Curriculum	Use of Google Charts for Performance Mapping	Data-driven decision making through Google Charts	Data management intervention	Students learn data visualization to aid decisions
2024-2025	Curriculum	Removal of PSU part	Low student benefit	Removed due to limited applicability	
2022-2023	Pedagogy	Hands-on exercises in class	Experiential learning approach	Active learning	Better understanding through practice

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Monica Verma

Name of Department: HR

Course Name: Principles of Management and Organizational Behaviour

Semester & Credit: Semester I, 4 Credits

Summary of Innovations:

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2024-2025	Curriculum	Important concepts of Principles of Management combined with Organizational Behaviour	Focus on important and relevant concepts rather than redundant topics	To provide comprehensive understanding of management and organizational behaviour	Students get comprehensive learning, understanding relationships between management and OB
2023-2024	Pedagogy	Students choose a company, study OB concepts, gather data and present in groups	Application of theoretical concepts such as motivation, job satisfaction, organizational culture	To connect theory with practice	Students understand real-world application
2023-2024	Pedagogy	Flipped classroom	Increased engagement and preparation	To improve participation	Increased engagement and critical thinking

2024-2025	Pedagogy	Students choose a company, gather primary data via interviews or surveys and present in groups	Enhanced understanding and networking skills	To deepen practical understanding	Better understanding of theory application and real-world networking
2024-2025	Pedagogy	Flipped classroom	Increased and active engagement, better preparation for discussions	To foster critical thinking and analysis	Improved analytical and critical thinking

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Radha R. Sharma

Name of Department: HR

Course Name: Psychological Testing, Competency Mapping & HR Analytics

Semester & Credit: Semester II, 3 Credits

Summary of Innovations:

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2022-2023	Curriculum	Guest session: Role of IT in HR	Session conducted by expert to highlight IT role in HR	Emphasize technology integration in HR	Broadened student perspective on HR IT applications
2023-2024	Curriculum	Dyad learning	Collaborative paired learning to enhance understanding and engagement	Improve student interaction and skill development	Hands-on skill development and better engagement
2024-2025	Curriculum	Workshop by HR expert on Role of Digitalisation	Workshop focused on digital transformation in HR	Keep students updated on digital trends in HR	Exposure to current HR digital tools and practices
2022-2023	Pedagogy	Dyad learning	Paired student learning for deeper understanding	Promote collaboration and peer support	Better skill acquisition and engagement
2022-2023	Evaluation & Assessment	Skill-based assignment in psychological testing	Practical assignments focused on applying psychological testing concepts	Emphasize skill mastery	Practical application and competency development

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Sushma Muralie

Name of Department: HRM

Course Name: Talent Acquisition

Semester & Credit: 2nd Semester, 2 Credits

Summary of Innovations:

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2023-2024	Curriculum	Markov Analysis	For workforce planning	Helps students calculate workforce requirements	Improved workforce planning skills
2023-2024	Curriculum	Recruitment Analytics	Making Talent Acquisition analytical	HR analytics expected by industry	Students gain analytical skills for HR roles
2024-2025	Curriculum	Designing Job Description using live interviews	Practical JD making skills	Real-time understanding of roles	Enhanced role clarity and preparation
2024-2025	Curriculum	Recruitment Analytics in Excel	Build analytical skills	Organizations require HR analytics roles	Improved Excel and analytics skills for recruitment
2024-2025	Curriculum	Talent Management introduced as a unit	Increased course scope	Talent management topics asked in interviews	Broadened course coverage and employability
2024-2025	Pedagogy	HR Workshop for	Training by industry expert	Practical exposure	Industry-relevant skill development

		Recruitment Analytics			
2022- 2025	Evaluation & Assessment	Case Study Assignment as Class Test	Avoids similar answers from students	Encourages individual critical thinking	Improved evaluation integrity

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Sushma Muralie

Name of Department: HRM

Course Name: Compensation and Reward Management

Semester & Credit: 3 and 2 Credits

Summary of Innovations:

Year	Type	Title	Details / Explanation	Reasons
2022-2023	Curriculum	Dashboard making	To make the course more analytical	Students learnt compensation decision making using dashboards
2023-2024	Curriculum	Incentive calculation	To help students understand distribution of surplus earned by companies	Introducing some analytics in the course
2024-2025	Curriculum	Pay slip making using Xray	Pay slip is an essential function of Compensation and Benefit executives	Students learnt pay slip preparation and components of CTC
2024-2025	Curriculum	Designing pay structure	Students should understand how pay structure evolves in organizations	Students understood pay differences for different roles
2023-2024	Pedagogy	Salary structure of students' SIP companies	Used real salary structures in classroom	Students got opportunity to learn real-world data
2024-2025	Pedagogy	Flipped class	Students were forced to read themselves and come prepared	Encouraged self-learning

Year	Type	Title	Details / Explanation	Reasons
2022-2023	Evaluation & Assessment	Dashboard made by students	Improved decision-making skills based on data	Students developed data management skills
2023-2024	Evaluation & Assessment	Incentive calculation used as assessment	Improved analytical skills	Better evaluation of student understanding
2024-25	Evaluation & Assessment	Pay slip making evaluated	Hands-on skill development	Enhanced practical skills

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Monica Verma

Name of Department: HR

Course Name: Human Resource Management

Semester & Credits: Semester II (3 credits)

(A). Innovations in Curriculum: (In Bullet Points)

I. 2023-2024

1. (Innovation):

- I. Detail: Students were asked to choose a company of their choice and study the various concepts studied in Human Resource Management in the class. They could gather either primary or secondary data and then give the presentation in the class as a group.
- II. Benefits: Students came to know about the applications of the theoretical concepts studied in the class such as job analysis, human resource planning, performance management, training and development, etc.

2. (Innovation):

Detail: Flipped class room

Benefits: Increased engagement in the class

II. 2024-2025

3. (Innovation):

- i. Detail: Students were asked to choose a company of their choice and study the various concepts studied in Human Resource Management in the class. They had to gather primary data in the

form of interviews or surveys and then give the presentation in the class as a group.

- ii. Benefits: Students developed the understanding of application of theoretical concepts learned in the classrooms. In addition, they also learnt how to contact people, and make networks.
4. (Innovation):
- i. Detail: Flipped class room
 - ii. Benefits: Increased and active engagement in the class, students are better prepared for the class room discussions that results into improved analytical and critical thinking abilities.

(C). Innovations in Evaluation and Assessment: (In Bullet Points)

2023-2024

(Innovation):

- i. Details (Elaboration): Students were asked to prepare a job description for an entry or mid -level executive in their dream company.
- ii. Benefits: Students understood the intricacies of designing a job description and learnt how to match their own skills with the requirements of the job description when applying for the jobs.

2024-2025

(Innovation):

- i. Details (Elaboration): Students were asked to conduct training need analysis of their batchmates and then design a complete training programme. The same had to be presented in the class as a group.
- ii. Benefits: (Innovation): Students were able to understand the different components of designing and implementing a training programme by doing it themselves, ie., experiential learning. They also understood the group dynamics by themselves working in groups.

(Innovation)

- ii. Details (Elaboration): Each student had to share one current news in the class related to the topics of the subject. In each lecture, one current news had to be shared by one student.
- iii. Benefits: Students were able to keep abreast with the current affairs in the area of HR. Peer learning was encouraged.

Innovative Teaching Practices at NDIM

Name of Faculty: ____Dr. Sushma Muralie

Name of Department: ____HRM_____

Course Name: _____Talent Acquisition_____

Semester & Credits: _____2 and 2_____

(A). Innovations in Curriculum: (In Bullet Points)

I. 2023-2024

1. (Innovation):

- i. Detail: Markov Analysis**
- ii. Reasons: For workforce planning**
- iii. Benefits: helped students calculate workforce requirement**
- iv. Omissions if any with reason: NA**

2. (Innovation):

- i. Detail: Recruitment analytics**
- ii. Reason: Making TA analytical**
- iii. Benefits: HR analytics is expected by industry**
- iv. Omissions if any with reason: NA**

II. 2024-2025

3. (Innovation):

- i. Detail: Designing Job description using live interviews**
- ii. Reasons: JD making skills**
- iii. Benefits: Real time understanding of roles**
- iv. Omissions if any with reason -**

4. (Innovation):

- i. Detail : Recruitment analytics in Excel**
- ii. Reasons : Build analytical skills**
- iii. Benefits: Organization have HR analytics role**
- iv. Omissions if any with reason:**

5. (Innovation):

- i. Detail : Talent Management introduced as a unit
- ii. Reasons : Increased the scope of the course
- iii. Benefits: Talent Management questions were asked in interviews
- iv. Omissions if any with reason:

III. 2024-2025

5. (Innovation):

- i. Detail: HR workshop for recruitment analytics
- ii. Benefits: Students got trained from industry expert

(C). Innovations in Evaluation and Assessment: (In Bullet Points)

I. 2024-2025

1. (Innovation):

- i. Details (Elaboration) Case study assignment as a class test
- ii. Benefits : This helped avoid, student from giving similar answers

Innovative Teaching Practices at NDIM

Name of Faculty: ____Dr.Sushma Muralie

Name of Department: ____HRM_____

Course Name: _____Compensation and Reward Management_____

Semester & Credits: _____3 and 2_____

(A). Innovations in Curriculum: (In Bullet Points)

I. 2023-2024

(Innovation):

- i. Detail: Incentive calculation
- ii. Reasons: To help students understand how companies distribute the excess surplus earned
- iii. Benefits: Introducing some analytics in course
- iv. Omissions if any with reason: NA

II. 2024-2025

(Innovation):

- v. Detail: Pay slip making using Xray
- vi. Reasons: Pay slip is an essential function of Compensation and Benefit executive
- vii. Benefits : Students learnt how to produce pay slip and about other components of CTC better
- viii. Omissions if any with reason - NA

(Innovation):

- ix. Detail : Designing pay structure was introduced
- x. Reasons : Students should get an idea of how pay structure evolves in organization
- xi. Benefits: Students understood why organizations have different pay for different roles
- xii. Omissions if any with reason: NA

(B). Innovations in Pedagogy: (In Bullet Points)

2023-2024

(Innovation):

1. Detail: Salary structure of students SIP companies were used in class
2. Benefits : Students got an opportunity

2024-2025

(Innovation):

Detail : Flipped class

Benefits : Students were forced to read themselves and come prepared

(C). Innovations in Evaluation and Assessment: (In Bullet Points)

2022-2023

(Innovation):

Details (Elaboration): Dashboard made by students

Benefits : Improved their D.M skills based on data

2023-2024

(Innovation):

Details (Elaboration) : Incentive calculation was used as assessment

Benefits: Students analytical skill improves

2024-2025

(Innovation):

Details (Elaboration) Pay slip making was evaluated

Benefits: Hands on skill

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Monica Verma

Name of Department: HR

Course Name: Principles of Management and Organizational Behaviour

Semester & Credits: Semester I (4 credits)

(A). Innovations in Curriculum: (In Bullet Points)

2024-2025

(Innovation):

Detail: Important concepts of Principles of Management were combined with Organizational Behaviour

Reasons: To focus on important and relevant concepts rather than all redundant topics.

Benefits: Students got a comprehensive learning and could develop the understanding of the relationship between management and Organizational Behaviour.

Omissions if any with reason: Redundant topics of Principles of Management were omitted.

(B). Innovations in Pedagogy: (In Bullet Points)

2023-2024

(Innovation):

Detail: Students were asked to choose a company of their choice and study the various concepts studied in Organizational Behaviour in the class. They could gather either primary or secondary data and then give the presentation in the class as a group.

Benefits: Students came to know about the applications of the theoretical concepts studied in the class such as motivation, job satisfaction, organizational culture, etc.

(Innovation):

Detail: Flipped class room

Benefits: Increased engagement in the class

IV. 2024-2025

(Innovation):

Detail: Students were asked to choose a company of their choice and study the various concepts studied in Organizational Behaviour in the class. They had to gather primary data in the form of interviews or surveys and then give the presentation in the class as a group.

Benefits: Students developed the understanding of application of theoretical concepts learned in the classrooms. In addition, they also learnt how to contact people, and make networks.

(Innovation):

Detail: Flipped class room

Benefits: Increased and active engagement in the class, students are better prepared for the class room discussions that results into improved analytical and critical thinking abilities.

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Radha R. Sharma
Name of Department: OB & HR
Course Name: Organisational Sustainability
Semester & Credits: Sem 1

(A). Innovations in Curriculum: (In Bullet Points)

2022-2023

(Innovation): Sustainability was embedded in curriculum of HR, marketing, finance and operations management etc with the approval of Chairman, NDIM.

- i. Detail
- ii. Reasons
- iii. Benefits i) Students were sensitised to sustainability issues in all functional areas of management so that they can practice when they take up different roles in organisations
ii) Student members of Sustainability club participated in 17th Sustainability Summit organised by UNGC on Dec. 15, 2022. They supported their faculty in promoting the event in social media.
- iv. Omissions if any with reason

(Innovation): Centre Chair served as a Resource Person in PRME activities at IIM Lucknow, PHD Chamber of Commerce & Industry

The Centre Chair published several papers (given in enclosed PRME report)

2023-2024

(Innovation): PRME SIP Report was submitted to UN PRME highlighting NDIM's teaching, research, publications, conference and other activities.

2024-2025

(Innovation): One- week Winter internship in social sector was made mandatory to develop sensitivity towards social issues

Reasons

- xiii. Benefits: Students got first hand experience and exposure
- xiv. Omissions if any with reason

Innovative Teaching Practices at NDIM

Name of Faculty: Prof (Dr.) Radha R. Sharma)

Name of Department: HR

Course Name: Organisational Transformation

Semester & Credits: 3 credits, Sem-3.

(A). Innovations in Curriculum: (In Bullet Points)

2022-2023

(Innovation): Video cases on Organisational Transformation

Reasons To make classes engaging

(Innovation): Company based projects

Reasons To get real- time exposure to changes in organisations

Benefits: Preparing students for industry

2023-2024

(Innovation): Company based projects contd.

(Innovation): Guest Sessions by transformational Leaders

2024-2025

(Innovation): Guest Sessions by transformational Leaders

(B). Innovations in Pedagogy: (In Bullet Points)

2022-2023

(Innovation): Live participation in virtual conference

- i. Detail- Virtual participation in a Global Conference on ‘Unity in Diversity’ (26 country presentation on Humanistic Research, Principles and Practices by Educators & Practitioners)
- ii. Benefits: Global exposure to diversity issues

(Innovation): Exposure to use of Virtual Reality (VR) in organisations

2023-2024

(Innovation): Certification in Basics of Block Chain Technology

Detail: Organisations are using Artificial Intelligence (AI), hence it was considered necessary to expose them to one of the latest technologies adopted by organisations.

2024-2025

(Innovation): Guest Sessions by transformational Leaders with a variety of industry experience

(C). Innovations in Evaluation and Assessment:

2024-2025

(Innovation): Live project on Application of Theories in practice

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. (Dr.) Radha R. Sharma

Name of Department: HR

Course Name: Psychological Testing, Competency Mapping & HR Analytics (PTCM & HRA)

Semester & Credits: 3 credits, Sem 2

(A). Innovations in Curriculum:

2023-2024 Dyad Learning

(Innovation):

Reasons: To enhance learning & engagement among students

Benefits: Hands on Skill development

2024-2025

(Innovation): Workshop by HR expert on Role of Digitalisation

(B). Innovations in Pedagogy:

2022-2023

(Innovation): Dyad learning

2023-2024

(Innovation): Dyad learning contd.

(C). Innovations in Evaluation and Assessment:

2022-2023

(Innovation): Skill based assignment in psychological testing

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Rashmi Chauhan

Name of Department: HR

Course Name: Legal Aspects of Business

Semester & Credits: Sem 4, Credit 3

(A). Innovations in Curriculum:

I. 2022-2023

(Innovation): Introduction General to acts governing the following sectors and their regulating Agencies, Banking, Insurance, Airlines-Tariff, Power, Telecom, Highways and Regulatory Agencies for these industries like Ombudsman, RBI, IRDA, AERA, CERC, TRAI, NHAI

Innovations in Course at NDIM

Name of Department: HR & OB Department

Course Name: Performance Management

Semester & Credits : 3rd Semester , 3 Credits

IV .2022-23

6. (Innovation):

- i. Detail : Mechanism of Establishing Performance standards in PSUs
- ii. Reasons: A few alumni provided a feedback that when they join PSUs they are clueless as the process of PSUs and MNCs are very different
- iii. Benefits: Awareness of difference in both types of companies
- iv. Omissions if any with reason

7. (Innovation):

- i. Detail : Google Charts for Performance Mapping
- ii. Reasons: As DM Intervention in PMS
- iii. Benefits: So that students are aware how to make decisions using data
- iv. Omissions if any with reason

(B). Innovations in Pedagogy: (In Bullet Points)

III. 2022-23

3. (Innovation):

- i. Detail: Focus on in class, hands on exercises
- ii. Benefits : This helped them understand the topic better through the process of learning by doing

(C). Innovations in Evaluation and Assessment: (In Bullet Points)

II. 2023-24

- i. Details (Elaboration) Mid term was taken by exam cell
- ii. Benefits: students were better prepared, more serious

III. 2024-25

- i. Details (Elaboration) Mid term was taken by exam cell
- ii. Benefits: students were better prepared, more serious

Faculty Initiatives and Innovations in Strategy and Entrepreneurship

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Komal Khatter and Prof. Arun Kumar

Name of Department: Strategy and Entrepreneurship

Course Name: Business Policy Strategic Analysis and Management

Summary of Innovations:

Year/ Batch	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2022	Curriculum	Integration of AI/ML in Strategic Decision-Making	Modules on AI-driven SWOT/PESTEL and predictive risk modeling	Align with industry demand for tech-enabled strategic tools	Hands-on experience with AI tools like IBM Watson and Tableau
2022	Curriculum	ESG Strategy Focus	New case studies on IKEA and Tesla ESG compliance	Rising corporate emphasis on sustainability	Prepares students for ESG reporting and green strategy roles
2022-2024	Curriculum	ESG Integration in Corporate Strategy	Case study: Reliance's Net Carbon Zero by 2035; SASB and TCFD frameworks	SEBI mandated ESG disclosures (2023)	Prepares students for ESG-linked roles
2023-2025	Curriculum	AI-Driven Strategic Decision-Making	Integration of AI tools like ChatGPT, IBM Watson for scenario analysis	Surge in AI adoption post-2022; PwC survey shows	Students learn real-time data-driven

Year/ Batch	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
			and risk assessment; Microsoft case	65% firms use AI for strategy planning	decision making
2024- 2025	Curriculum	Metaverse and Web3 Strategies	Nike's virtual sneakers NFT sales (\$200M); Decentraland for virtual meetings	Gartner predicts 30% firms will have metaverse strategies by 2026	Exposure to emerging digital platforms and markets
2023- 2025	Curriculum	Resilience in VUCA- BANI World	Case study: Byju's collapse vs. Unacademy pivot; MIT's Adaptive Strategy Playbook	Need for adaptive, resilient strategies in volatile, uncertain contexts	Enhances strategic flexibility and crisis management
2023- 2025	Pedagogy	Live Projects with Startups	Partnerships with Shark Tank India alumni; example: Boat's pricing post- IPO	Real-world industry exposure and practical learning	Hands-on learning and networking
2023- 2025	Pedagogy	AI- Augmented Case Studies	ChatGPT-generated scenarios like rebranding Twitter/X	Enhance scenario-based critical thinking	Simulates modern challenges and AI- augmented analysis
2023- 2025	Pedagogy	Gamified Strategy Simulations	"Strategy War Room": Teams compete to save a	Enhances decision-making	Makes learning interactive

Year/ Batch	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
			failing company (e.g., Zomato)	under uncertainty	and practical
2023- 2025	Evaluation & Assessment	Strategic Hackathons	24-hour challenges (e.g., strategy design for Ola Electric's global expansion)	Promote rapid strategic thinking and teamwork	Encourage s innovation and competitive problem solving
2024- 2025	Evaluation & Assessment	AI-Graded Strategic Plans	Use of Grammarly Business and Turnitin AI for real- time feedback on reports	Faster grading and personalized insights	Improves report quality and writing skills
2024- 2025	Evaluation & Assessment	Peer- Reviewed Case Competitions	Students evaluate peers on clarity and feasibility using rubrics	Fosters critical thinking and collaborative learning	Enhances evaluative skills and teamwork

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Komal Khatter

Name of Department: Strategy and Entrepreneurship

Course Name: Business Policy Strategic Analysis and Management

(A) Innovations in Curriculum (2023-25)

I. 2024 (New Additions in Red)

1. AI-Driven Strategic Decision-Making

- **Detail:**
 - Integration of AI tools (e.g., ChatGPT, IBM Watson) for scenario analysis and risk assessment.
 - Case Study: Microsoft's AI-powered sustainability strategy (2023) reducing carbon footprint by 40%.
- **Reasons:**
 - AI adoption in corporate strategy surged post-2022 (e.g., PwC's 2024 Global AI Survey shows 65% of firms use AI for strategic planning).
- **Benefits:**
 - Students learn to leverage AI for real-time data-driven decisions.
- **Omissions:**
 - Limited focus on ethical AI governance (e.g., bias in algorithmic decision-making).

II. 2024-2025 (Upcoming Trends)

2. Metaverse and Web3 Strategies

- **Detail:**
 - Case Study: Nike's Swoosh virtual sneakers (2024) generating \$200M in NFT sales.
 - Tools: Decentraland for virtual stakeholder meetings.
- **Reasons:**
 - Gartner predicts 30% of firms will have metaverse strategies by 2026.

2. Resilience in VUCA-BANI World

○ Detail:

- Case Study: Byju's collapse (2023) due to rigid strategy vs. Unacademy's pivot to hybrid learning.
- Framework: MIT's "Adaptive Strategy Playbook".

(B) Innovations in Pedagogy (2023-25)

3. Live Projects with Startups

○ Detail:

- Partnered with Shark Tank India alumni (e.g., Boat's pricing strategy post-IPO).

4. AI-Augmented Case Studies

○ Detail:

- ChatGPT-generated scenarios (e.g., "Rebrand Twitter/X post-2023 takeover").

(C) Innovations in Evaluation

5. "Strategic Hackathons":

- 24-hour challenges (e.g., Design a strategy for Ola Electric's global expansion).

(D) Online Teaching Innovations

6. Virtual Boardroom Tool:

- Use Miro for real-time collaborative strategy mapping.

(A) Innovations in Curriculum (2022-24)

I. 2023 (New Additions in Red)

ESG Integration in Corporate Strategy

○ Detail:

- Case Study: Reliance Industries' "Net Carbon Zero by 2035" plan (2023) and its impact on stakeholder value.

- Tools: SASB standards, TCFD frameworks.
- **Reasons:**
 - SEBI mandated ESG disclosures for top 1,000 Indian firms (2023).
- **Benefits:**
 - Prepares students for ESG-linked roles (e.g., TCS hired 500 ESG analysts in 2024).

(B) Innovations in Pedagogy (2023-25)

Gamified Strategy Simulations

- **Detail:**
 - "Strategy War Room": Teams compete to save a failing company (e.g., Zomato's 2023 profitability pivot).
- **Benefits:**
 - Enhances decision-making under uncertainty.

(C) Innovations in Evaluation

- **Blockchain-Based Grading (Pilot):**
 - Transparent peer reviews via Ethereum smart contracts.

(A). Innovations in Curriculum: (2022-23)

2022

Integration of AI/ML in Strategic Decision-Making

- **Detail:** Added modules on AI-driven SWOT/PESTEL analysis and predictive risk modeling.
- **Reasons:** To align with industry demand for tech-enabled strategic tools.
- **Benefits:** Students gain hands-on experience with AI tools (e.g., IBM Watson, Tableau).
- **Omissions:** Reduced traditional case study hours (replaced by simulations).

ESG (Environmental, Social, Governance) Strategy Focus

- **Detail:** New case studies on IKEA's sustainability and Tesla's ESG compliance.

- **Reasons:** Rising corporate emphasis on sustainable practices.
- **Benefits:** Prepares students for ESG reporting and green strategy roles.
- **Omissions:** Limited focus on non-ESG legacy cases (e.g., Enron).

(C). Innovations in Evaluation and Assessment:

2024–2025

1. AI-Graded Strategic Plans

- **Details:** Used Grammarly Business and Turnitin AI for real-time feedback on strategy reports.
- **Benefits:** Faster grading, personalized improvement insights.

2. Peer-Reviewed Case Competitions

- **Details:** Students evaluate peer group projects using rubrics (e.g., clarity, feasibility).
- **Benefits:** Encourages critical thinking and collaborative learning.

Faculty Initiatives and Innovations in Logistics and SCM

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Ashish Yadav

Name of Department: Operation and Supply Chain Management

Course Name: Productivity and Performance Management

Semester & Credit: 4th Semester, 3 Credits

Summary of Innovations:

Year	Type	Title	Details / Explanation	Reasons	Benefits
2022-2023	Curriculum	Introduction of Sustainability	Integrated sustainability: environmental optimization, quality management for SDGs, green supply chain	Align academic content with sustainability and industry demand	Built awareness and competence in sustainable operations
2023-2024	Curriculum	Simulation-Based Learning integrated	Scenario-based simulations to test decision-making in uncertain environments; simulation results used for project evaluation	Enhance engagement and develop industry-ready skills	Improved practical understanding and knowledge retention
2024-2025	Curriculum	Integration of AI and ML in Productivity	Dedicated module on AI/ML integrating tools like ChatGPT, IBM, Tableau for productivity tracking and performance analysis	Align curriculum with technological trends and AI role in productivity	Hands-on AI tool experience; future-ready, industry relevant

Year	Type	Title	Details / Explanation	Reasons	Benefits
2022-2023	Pedagogy	Practical software-based learning	Mini-projects on control charts, process capability, hypothesis testing using real-time data	Enhance application and engagement	Improved data interpretation, analytical skills, and job readiness
2023-2024	Pedagogy	Simulation/Automation based software demonstration	Visualization and problem-solving using simulation/automation software	Increase practice and understanding	Enhanced learning through simulation
2024-2025	Pedagogy	Productivity with AI and ML	Experiential learning using Gen AI tools (ChatGPT, Copilot) for prompt writing, content creation, brainstorming, ethical reflection	Blend critical thinking, creativity, and digital fluency	Increased participation, analytical skills, creativity, and ethical awareness
2022-2023	Evaluation & Assessment	Software integration in productivity evaluation	Lab-based practical tests with real-time data analysis, updated rubrics for accuracy and interpretation	Align assessment with industry standards	Skill-based assessment and critical thinking
2023-2024	Evaluation &	Simulation-based productivity evaluation	Simulation presentations on	Communication skills	Enhanced practical understanding

Year	Type	Title	Details / Explanation	Reasons	Benefits
	Assessment		industry-based projects	and peer learning	ing and peer learning
2024-2025	Evaluation & Assessment	Presentations prepared by Gamma AI	Gamma AI automates professional presentations; collaborative real-time editing	Speeds presentation creation, ensures quality design	Increased efficiency, creativity, and accessibility

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Ashish Yadav

Name of Department: Operation and Supply Chain Management

Course Name: Total Quality Management

Semester & Credit: 3rd Semester, 3 Credits

Summary of Innovations:

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2022-2023	Curriculum	Introduction of Minitab	Minitab introduced for Statistical Quality Control (SQC) to make students industry ready in quality domain	Minitab is widely used in quality assessment in industries	Increased student preparedness for industry quality roles
2023-2024	Curriculum	Simulation-Based Learning	Use of simulation software (e.g., Arena) for virtual modeling of supply chains, quality control processes, and bottleneck analysis; scenario-based simulations to test decision-making in uncertain environments; simulation results used for project evaluations and presentations	Simulations offer experiential depth and align with industry use; improve employability and comprehension	Enhanced practical understanding of dynamic systems; improved data-driven decision making; experiential learning bridging theory and practice
2024-2025	Curriculum	Integration of TQM	Traditional TQM tools enhanced by	AI aids interpretation	Rapid analysis and

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
		Tools with Generative AI	Gen AI (ChatGPT) for root cause analysis, corrective actions, quality scenario simulation, and real-time reporting; AI integrated with IoT for real-time alerts and dashboard summaries; AI-powered training tools; automation of routine analysis and documentation	on of large quality data; offers predictive insights; bridges skill gaps; tailors quality strategies	suggestion of defects; AI alerts and dashboards; interactive AI training; consistency and accuracy in documentation
2022-2023	Pedagogy	Practical Software-Based Learning	Hands-on lab sessions using Minitab for SQC concepts; mini-projects on control charts, process capability, hypothesis testing with real data	Enhance application and student engagement	Improved data interpretation, analytical skills, and job readiness
2023-2024	Pedagogy	Simulation/Automation Based Software Demonstration	Students downloaded trial Arena software, shared screen, and solved problems guided by instructor	Increase practice and understanding	Enhanced learning through simulation
2024-2025	Pedagogy	Hands-on Practice with	Experiential learning with Gen AI tools (ChatGPT, Copilot);	Blend critical thinking,	Increased participation, analytical

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
		Generative AI	prompt writing, content creation, brainstorming, ethical reflection	creativity, and digital fluency	skills, creativity, and ethical awareness
2022-2023	Evaluation & Assessment	Software Integration in Productivity Evaluation	Lab practical tests with real-time data; updated rubrics on accuracy and interpretation	Align evaluation with industry standards	Skill-based assessment and critical thinking
2023-2024	Evaluation & Assessment	Simulation-Based Productivity Evaluation	Simulation presentations on industry-based projects	Communication skill development and peer learning	Enhanced practical understanding and peer learning
2024-2025	Evaluation & Assessment	Presentations Prepared by Gamma AI	Gamma AI automates professional presentations; collaborative real-time editing	Speeds up presentation creation and ensures quality design	Increased efficiency, creativity, and accessibility

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Arun Kumar

Name of Department: Operation and Supply Chain Management

Course Name: Logistics & SCM, Entrepreneurship, and Production & Operations

Semester & Credit: 3rd Semester, 3 Credits

Summary of Innovations:

Course	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
Logistics & SCM	Pedagogy	Module-wise Question Based Pedagogy	Course content divided into 6 questions per module to facilitate learning	Enhances focused understanding	Better student engagement and clarity
Logistics & SCM	Evaluation & Assessment	Case Study Based Evaluation	Six long case studies assigned for presentation by students	Encourages application and analysis	Improved presentation and critical thinking
Entrepreneurship	Pedagogy	Module-wise Questions Based Pedagogy	Course divided into 6 questions per module for focused learning	Improves concept clarity	Better engagement and understanding
Production & Operations	Evaluation & Assessment	Case Study Based Evaluation	Six long case studies assigned for student presentations	Encourages application and analysis	Improved critical thinking and presentation skills

Innovative Teaching Practices at NDIM

Name of Faculty: **Dr. Ashish Yadav**_____

Name of Department: **Operation and Supply Chain Management** _____

Course Name: **Productivity and Performance Management**_____

Semester & Credits: **4th Semester and 3 Credit Points** _____

Changes are made in each year in each section are required to be indicated in the Red Colour.

(A). Innovations in Curriculum: (In Bullet Points)

I. 2020-2021

1. (Innovation): Focus More on Practical Learning

- i. **Detail:** Introduced a new case study on aggregation of inventory due to the growth of e-commerce under Productivity Management. More practical learning using tools of excel.
- ii. **Reasons:**
 - To align curriculum with changing supply chain practices and industry demands in term of productivity.
 - To make theoretical subjects more practical, tool-driven, and decision-oriented.
- iii **Benefits:**
 - Improved student understanding of real-time Productivity issues.
 - Provided multi-disciplinary learning exposure combining analytics and operations.
- iv. **Omissions if any with reason:** None.

II. 2021-2022

1. (Innovation/Revision): Industry visit based project work was introduced in the curriculum.

- i. **Detail:** Students were asked to form a group. The group will then visit nearby companies for permission of data collection and monitoring of operations of company. Further the group will evaluate quality in the processes evolved and identify challenges. Then the group will suggest solution based on their Productivity learning.
- ii. **Reasons:** To have practical exposure of operations of company and how to ensure quality in processes.
- iii. **Benefits:** More practical understanding using live industry visit. Student have to prepare Project report so they also have learning of documentation.
- iv. **Omissions if any with reason:** None.

2. 2022-2023

1. (Innovation): Introduction of Sustainability

i. Detail: Integrated sustainability components in work:

- *Environmental Optimization*
- *Quality Management for Sustainability and SDGs*
- *Green Supply Chain* in Logistics and SCM

ii. Reasons:

- To expose students to industry-standard ERP and analytics tools.
- To align academic content with sustainability goals (SDGs) and industry demand for *green operations*.
- To enhance digital capabilities and data-driven decision-making.

iii. Benefits:

- Built awareness and competence in sustainable operational strategies.
- Enhanced career readiness through technological and environmental literacy.

iv. Omissions if any with reason: None

3. 2023-2024

1. (Innovation): Integration of Simulation-Based Learning in Productivity

i. Detail

- Integrated scenario-based simulations to test decision-making in uncertain environments.
- Simulation results were used for project evaluations and presentations.

iii. Reasons:

- To increase student engagement with real-life applications of theoretical concepts.
- To ensure students are equipped with relevant, industry-ready skills.

iv. Benefits:

- Improved practical understanding of operations and analytics.
- Enabled better knowledge retention and career readiness through real-world applicability.

iv. Omissions if any with reason: None

4. 2024-2025

1. (Innovation/Revision): Integration of AI and ML in Productivity

i. Detail:

A dedicated module on AI and Machine Learning in Operations was introduced, integrating tools like ChatGPT, IBM and Tableau into productivity tracking and performance analysis.

ii. Reasons:

To align the curriculum with emerging technological trends and the evolving role of AI in productivity measurement and optimization.

iii. Benefits

Students gain hands-on experience with AI tools, preparing them for tech-driven roles in operations and supply chain management. The curriculum becomes future-ready and industry-relevant.

iv. Omissions if any with reason: None

(B). Innovations in Pedagogy:

I. 2020–2021

1. Innovation: Pedagogy was based on Integration of Industry-Based Practical Learning

i. Detail:

- Pedagogy shifted from traditional lecture-based delivery to experiential learning.
- Sessions included guided documentation and reporting to build process-oriented thinking.

ii. Benefits:

- Improved software proficiency and data literacy among students.
- Strengthened problem-solving skills through exposure to real-life business contexts.
- Increased engagement and retention of concepts through active participation.
- Enhanced employability with students gaining confidence in using industry-relevant tools.

II.2021-2022

1. (Innovation): - Pedagogy was based on PPT and software demonstration-based teaching.

- i. **Detail-** Interactive PPT was prepared. More hands-on were given on new introduced software.

- ii. **Benefits-** More listening, interacting and learning in class in spite of taking notes.

III. 2022-2023

1. (Innovation): **Practical Pedagogy through Software-Based Learning**

i. Details:

- Shifted from theory-heavy lectures to a practical, application-oriented learning environment.
- Students were assigned mini-projects using real-time data for control charts, process capability analysis, and hypothesis testing.

ii. Benefits:

- Enhanced student engagement and participation through experiential learning.
- Improved data interpretation and analytical skills aligned with industry practices.
- Enabled students to visualize quality metrics effectively, thus deepening their conceptual understanding.
- Created better job readiness by familiarizing students with tools used in real-world quality assurance roles.

IV. 2023-2024

1. (Innovation): **Simulation/ Automation based software demonstration**

- i. **Detail** Students were asked to visualize automation and then they were guided to solve the problem that will help to enhance productivity.
- ii. **Benefits-** More practice and learning by Simulation/ automation software watching.

V. 2024-2025

1. (Innovations): **Productivity with AI & ML**

i. **Detail:** This innovation introduces experiential learning through direct interaction with Gen AI tools (like ChatGPT, Copilot, etc.) in classrooms and labs. Instead of only theoretical learning, students engage in:

- Prompt writing and response analysis
- Creating AI-generated content (text, images, code)
- Using AI for brainstorming, summarization, and project work

- Ethical reflection on AI use in academic and real-world contexts
This pedagogy blends critical thinking, creativity, and digital fluency by encouraging students to "learn by doing" with AI.

ii. Benefits:

- Students find AI tools interactive and motivating, increasing classroom participation.
- Learners evaluate AI-generated outputs, fostering analytical and evaluative skills.
- Students can use Gen AI for idea generation in writing, design, coding, and innovation projects.
- Helps in summarizing articles, generating ideas, and structuring reports faster.
- Builds digital and ethical literacy crucial for AI-driven workplaces.

(C). Innovations in Evaluation and Assessment: (In Bullet Points)

I. 2020-2021

1. (Innovation): Introduction of Continuous and Application-Based Evaluation

i. Details (Elaboration)-

- Shift from purely end-term exams to continuous assessment methods such as quizzes, group projects, and presentations.
- Rubric-based evaluations for project work and documentation to ensure transparency and objective grading.
- Inclusion of real-life case analysis and industry-aligned problem-solving assignments to test applied understanding.

ii. Benefits-

- Encouraged consistent learning and reduced last-minute exam pressure.
- Promoted critical thinking and application of concepts over rote memorization.
- Improved student accountability and engagement with assessment tasks.

II. 2021-2022

1. (Innovation): Evaluation based on Live Industry Based Project

- Details (Elaboration)-** Students were asked to prepare Industry Visit based Project Report on how to improve quality of company by physically visiting the company.
- Benefits-** Practical understanding about quality in the operation and processes of an organization.

2. (Innovation): WhatsApp based continuous evaluation

- Details (Elaboration)** Continuous monitoring of progress through WhatsApp based evaluation.
- Benefits –** Helped to understand the progress of students.

3. (Innovation): Presentation Based Evaluation

- i. **Details (Elaboration)** Students were asked to give a presentation on their industry based project.
- ii. **Benefits** – This helped students to properly communicate what they learnt. It also helped other students to know how other groups assessed process challenges in a company

III.2022-2023

1. (Innovation): Software-Integration in Productivity enhancement Approach

i. Details:

- Students were assessed through lab-based practical tests involving real-time data analysis tasks to track and enhance productivity.
- Rubrics were updated to include parameters like accuracy of analysis, interpretation of outputs, and application of statistical tools.

ii. Benefits:

- Ensured skill-based assessment, aligning evaluations with industry standards.
- Encouraged critical thinking by focusing on interpretation rather than rote learning.
- Promoted individual accountability through hands-on data handling and report preparation.
- Helped identify practical understanding gaps, enabling targeted feedback and improvement.

IV.2023-2024

1.(Innovation): Simulation Based Productivity Evaluation

i. **Details (Elaboration)** Students were asked to give a Simulation based presentation on their industry based project.

ii. **Benefits** – This helped students to properly communicate what they learnt. It also helped other students to know how other groups assessed simulation-based process in a company.

V.2024-2025

1. Innovation: Presentations Prepared by Gamma AI

i. Details (Elaboration)

Gamma AI is an advanced generative AI tool designed to automate the creation of professional, engaging presentations. Users simply input key ideas, outlines, or even rough content in natural language, and the AI transforms it into well-structured slides with appropriate formatting, visuals, and narrative flow. It uses design principles and data-driven logic to select templates, generate titles, and suggest relevant charts, images, and transitions. The platform also allows collaborative real-time editing, enabling seamless teamwork on presentation development.

ii. Benefits

- Speeds up the entire presentation creation process by auto-generating designs and content structure.
- Ensures clean, consistent, and visually compelling slide decks without requiring advanced design skills.
- Makes presentation creation easier for non-designers, educators, researchers, and students.

(D). Details of Certifications included in the Course:

None

(E) Details of Innovation in Online Teaching from March 2020 Onwards:

Interactive PPTs and Pre-Solved case studies were given to students. These exercises were first demonstrated in class. And then pre solved exercised were given to student so as they can practice on their own. It also made students not to take notes and focus on their learning.

Innovative Teaching Practices at NDIM

Name of Faculty: **Dr. Ashish Yadav**_____

Name of Department: **Operation and Supply Chain Management** _____

Course Name: **Total Quality Management**_____

Semester & Credits: **3rd Semester and 3 Credit Points** _____

Changes are made in each year in each section are required to be indicated in the Red Colour.

(A). Innovations in Curriculum: (In Bullet Points)

I. 2020-2021

1. (Innovation): Focus More on Software Skills

- i. **Detail:** More practical understanding using live industry visit and Project preparation so learning of documentation. More practical learning using tools of excel.
- ii. **Reasons:** To have practical exposure of software such as Excel that help in understanding operations data and interpretation to ensure quality in processes.
- iii. **Benefits:** More practical understanding by the help of skill based software Excel.
- iv. **Omissions if any with reason:** None.

II. 2021-2022

1. (Innovation/Revision): Industry visit based project work was introduced in the curriculum.

- i. **Detail:** Students were asked to form a group. The group will then visit nearby companies for permission of data collection and monitoring of operations of company. Further the group will evaluate quality in the processes evolved and identify challenges. Then the group will suggest solution based on their TQM learning.
- ii. **Reasons:** To have practical exposure of operations of company and how to ensure quality in processes.
- iii. **Benefits:** More practical understanding using live industry visit. Student have to prepare Project report so they also have learning of documentation.
- iv. **Omissions if any with reason:** None.

2. 2022-2023

1. (Innovation): Introduction of New Tool-Minitab

- i. **Detail:** Minitab was introduced for SQC of TQM

- Helped identify practical understanding gaps, enabling targeted feedback and improvement.

IV.2023-2024

1.(Innovation): Simulation Based Evaluation

i. Details (Elaboration) Students were asked to give a Simulation based presentation on their industry based project.

ii. Benefits – This helped students to properly communicate what they learnt. It also helped other students to know how other groups assessed simulation-based process in a company.

V.2024-2025

1. Innovation: Presentations Prepared by Gamma AI

i. Details (Elaboration)

Gamma AI is an advanced generative AI tool designed to automate the creation of professional, engaging presentations. Users simply input key ideas, outlines, or even rough content in natural language, and the AI transforms it into well-structured slides with appropriate formatting, visuals, and narrative flow. It uses design principles and data-driven logic to select templates, generate titles, and suggest relevant charts, images, and transitions. The platform also allows collaborative real-time editing, enabling seamless teamwork on presentation development.

ii. Benefits

- Speeds up the entire presentation creation process by auto-generating designs and content structure.
- Ensures clean, consistent, and visually compelling slide decks without requiring advanced design skills.
- Makes presentation creation easier for non-designers, educators, researchers, and students.

(D). Details of Certifications included in the Course:

Green belt in lean six sigma

- Encouraged consistent learning and reduced last-minute exam pressure.
- Promoted critical thinking and application of concepts over rote memorization.
- Improved student accountability and engagement with assessment tasks.

II.2021-2022

1. (Innovation): **Evaluation based on Live Industry Based Project**

- Details (Elaboration)**- Students were asked to prepare Industry Visit based Project Report on how to improve quality of company by physically visiting the company.
- Benefits**- Practical understanding about quality in the operation and processes of an organization.

2. (Innovation): **WhatsApp based continuous evaluation**

- Details (Elaboration)** Continuous monitoring of progress through WhatsApp based evaluation.
- Benefits** – Helped to understand the progress of students.

3. (Innovation): **Presentation Based Evaluation**

- Details (Elaboration)** Students were asked to give a presentation on their industry based project.
- Benefits** – This helped students to properly communicate what they learnt. It also helped other students to know how other groups assessed process challenges in a company

III.2022-2023

1. (Innovation): **Software-Integrated Assessment Approach**

i. Details:

- Introduced software-based assignments and evaluations using Minitab.
- Students were assessed through lab-based practical tests involving real-time data analysis tasks.
- Rubrics were updated to include parameters like accuracy of analysis, interpretation of outputs, and application of statistical tools.
- Final project evaluations included a presentation and report submission generated from Minitab output.

ii. Benefits:

- Ensured skill-based assessment, aligning evaluations with industry standards.
- Encouraged critical thinking by focusing on interpretation rather than rote learning.
- Promoted individual accountability through hands-on data handling and report preparation.

- i. **Detail** Students were asked to download trial version of Arena and then were asked to screen share and then they were guided to solve the problem.
- ii. **Benefits-** More practice and learning by Simulation software watching.

V.2024-2025

1. (Innovations): Hands-on Practice with Generative AI

i. Detail: This innovation introduces experiential learning through direct interaction with Gen AI tools (like ChatGPT, Copilot, etc.) in classrooms and labs. Instead of only theoretical learning, students engage in:

- Prompt writing and response analysis
 - Creating AI-generated content (text, images, code)
 - Using AI for brainstorming, summarization, and project work
 - Ethical reflection on AI use in academic and real-world contexts
- This pedagogy blends critical thinking, creativity, and digital fluency by encouraging students to "learn by doing" with AI.

ii. Benefits:

- Students find AI tools interactive and motivating, increasing classroom participation.
- Learners evaluate AI-generated outputs, fostering analytical and evaluative skills.
- Students can use Gen AI for idea generation in writing, design, coding, and innovation projects.
- Helps in summarizing articles, generating ideas, and structuring reports faster.
- Builds digital and ethical literacy crucial for AI-driven workplaces.

(C). Innovations in Evaluation and Assessment: (In Bullet Points)

I. 2020-2021

1. (Innovation): Introduction of Continuous and Application-Based Evaluation

i. Details (Elaboration)-

- Shift from purely end-term exams to continuous assessment methods such as quizzes, group projects, and presentations.
- Rubric-based evaluations for project work and documentation to ensure transparency and objective grading.
- Inclusion of real-life case analysis and industry-aligned problem-solving assignments to test applied understanding.

ii. Benefits-

- Improved software proficiency and data literacy among students.
- Strengthened problem-solving skills through exposure to real-life business contexts.
- Increased engagement and retention of concepts through active participation.
- Enhanced employability with students gaining confidence in using industry-relevant tools.

II.2021-2022

1. (Innovation): - Pedagogy was based on PPT and software demonstration-based teaching.

- Detail-** Interactive PPT was prepared. More hands-on were given on new introduced software.
- Benefits-** More listening, interacting and learning in class in spite of taking notes.

III. 2022-2023

1. (Innovation): Practical Pedagogy through Software-Based Learning

i. Details:

- Introduced hands-on lab sessions using Minitab to teach Statistical Quality Control (SQC) concepts.
- Shifted from theory-heavy lectures to a practical, application-oriented learning environment.
- Students were assigned mini-projects using real-time data for control charts, process capability analysis, and hypothesis testing.

ii. Benefits:

- Enhanced student engagement and participation through experiential learning.
- Improved data interpretation and analytical skills aligned with industry practices.
- Enabled students to visualize quality metrics effectively, thus deepening their conceptual understanding.
- Created better job readiness by familiarizing students with tools used in real-world quality assurance roles.

IV.2023-2024

1.(Innovation): Simulation based software demonstration

1. (Innovation/Revision): Total Quality Management (TQM) Tools Integrated with Generative AI

i. Detail: This innovation involves enhancing traditional TQM tools—such as Pareto Analysis, Fishbone Diagrams, Control Charts, Histograms, and PDCA cycles—with the capabilities of Generative AI (Gen AI). Gen AI models like ChatGPT can automate root cause analysis, suggest corrective actions, simulate quality scenarios, and generate real-time reports or visual aids for decision-making.

ii. Reasons:

- Modern manufacturing and service environments generate vast amounts of quality-related data. Gen AI helps interpret and summarize this data effectively.
- Gen AI offers rapid scenario analysis and supports better decision-making with predictive insights.
- Not all quality teams have advanced statistical or analytical skills; Gen AI bridges this by translating data into simple language and visuals.
- AI can tailor quality strategies based on specific industry and contextual needs.

iii. Benefits

- Gen AI can analyze defects and suggest probable causes using NLP and historical quality logs.
- Integrated with IoT sensors, Gen AI provides real-time quality alerts and dashboard summaries.
- AI-powered interactive training tools for employees on quality practices and TQM principles.
- Automates routine analysis and documentation, ensuring consistency and accuracy.

iv. Omissions if any with reason: None

(B). Innovations in Pedagogy:

I. 2020–2021

1. Innovation: Pedagogy was based on Integration of Industry-Based Practical Learning

i. Detail:

- Pedagogy shifted from traditional lecture-based delivery to experiential learning.
- Emphasis on the use of Microsoft Excel and other analytics tools to bridge the gap between theory and practice.
- Sessions included guided documentation and reporting to build process-oriented thinking.

ii. Benefits:

- ii. **Reasons:** Minitab is among the most used tool for quality assessments in organization
- iii. **Benefits:** This tool was introduced to make student more industry ready in quality domain.
- iv. **Omissions if any with reason:** None

3. 2023-2024

1. (Innovation): Integration of Simulation-Based Learning in Quality

i. Detail

- Introduced simulation-based software (such as Arena) in TQM.
- Students conducted hands-on virtual modeling of supply chains, quality control processes, and bottleneck analysis.
- Integrated scenario-based simulations to test decision-making in uncertain environments.
- Simulation results were used for project evaluations and presentations.

iii.Reasons:

- Traditional teaching methods often lack experiential depth; simulations offer real-time application of theoretical concepts.
- Many industries use simulation tools for decision-making; exposing students early improves employability.
- Operations and quality processes are dynamic—simulations help students visualize interdependencies and process variability.
- Interactive simulations increase student interest and comprehension compared to static lectures.
- Aligns with learning outcomes by enabling measurable skill development in analytics and strategic thinking.

iv. Benefits:

- Enhanced practical understanding of dynamic systems in real-time environments.
- Improved data-driven decision-making and analytical thinking.
- Encouraged experiential learning, which bridged the gap between theory and practice.
- Helped students visualize the impact of quality and operational decisions on performance metrics.

iv.Omissions if any with reason: None

4. 2024-2025

(E) Details of Innovation in Online Teaching from March 2020 Onwards:

Interactive PPTs and Pre-Solved Exercises were given to students. These exercises were first demonstrated in class. And then pre solved exercised were given to student so as they can practice on their own. It also made students not to take notes and focus on their learning.

Innovation in curriculum & pedagogy

Faculty: Prof. Arun Kumar

Subjects: Logistics & SCM

(A) Innovation in Pedagogy:

- **Module wise Questions Based Pedagogy:** The courses are divided in questions - 6 questions from each module.

(B) Innovation in Evaluation:

- **Case Study Based Evaluation:** Six long case studies are taken up for presentation by students.

Innovation in curriculum & pedagogy

Faculty: Prof. Arun Kumar

Subjects: Production & Operation management

(A) Innovation in Pedagogy:

- **Module wise Questions Based Pedagogy:** The courses are divided in questions - 6 questions from each module.

(B) Innovation in Evaluation:

- **Case Study Based Evaluation:** Six long case studies are taken up for presentation by students.

Faculty Initiatives and Innovations in Marketing

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Angad Munshi

Name of Department: Marketing

Course Name: B2B Marketing

Semester & Credit: Semester 2, 3 Credits

Summary of Innovations:

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2024-2025	Curriculum	Role Play on Buying Centres; Hands on Practical Session for CRM	Understanding concept of buying centres and hands-on experience with CRM as it is globally used	Better understanding of concepts and CRM	Improved practical knowledge and skills
2024-2025	Pedagogy	CRM Salesforce training and roleplay	Practical experience gained for theoretical concepts being taught	Provides hands-on experience	Enhances student skills and employability
2024-2025	Evaluation & Assessment	Marks for roleplay – Group activity with all members participating as different players in the Buying Centre model given different	Skill acquisition and proficiency evaluation	Develops practical understanding and application	NA

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
		scenarios; Assessment on Salesforce concepts taught by external resource			

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Ritu Talwar

Name of Department: Marketing

Course Name: Integrated Marketing Communication (IMC)

Semester & Credit: 2nd Semester, 3 Credits

Summary of Innovations:

Y ea r	Innov ation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
20 22 - 20 23	Curric ulum	Emotional branding and sensory advertising	Understanding consumer psychology and perception	Consumer psychology understand ing	Provides behavioral insights
20 23 - 20 24	Curric ulum	Sustainability & Ethics Integration	Inclusion of ethical dilemmas, ESG frameworks, CSR practices	SDG alignment	Prepares socially responsible marketers
20 24 - 20 25	Curric ulum	Data-Driven Advertising	Emphasis on ad analytics and A/B testing	AI tool utilization	Enhances creative ideation and copywriting
20 22 - 20 23	Pedag ogy	Industry- Academia Collaboration	Co-teaching with industry experts	360-degree understand ing	Enhanced learning from multiple perspectives
20 23 -	Pedag ogy	Flipped Classes & Experiential Learning; AI &	Students given case studies and assignments; use of AI tools for writing,	Practical application and innovation	Broadened creativity and critical thinking

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2024		ChatGPT Integration	market analysis, business ideation		
2024 - 2025	Pedagogy	Project-Based Learning	Students analyze market gaps and suggest new products	Broadened horizon through brainstorming	Encourages exploration and creative problem solving
2022 - 2023	Evaluation & Assessment	Project Presentations to Industry Persons	Students create and present new product ideas	In-depth understanding and industry exposure	Broadened knowledge and real-world familiarity
2023 - 2024	Evaluation & Assessment	Cross-Platform Campaign Development	Students build integrated 360-degree campaigns across media channels	Holistic campaign understanding	Practical multi-channel campaign management
2024 - 2025	Evaluation & Assessment	Platforms like Canvas for PPT/Projects	Use of Canvas for presentations	Technology-based learning	Enhances digital and presentation skills

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Gajendra Sharma

Name of Department: Marketing

Course Name: International Marketing

Summary of Innovations:

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2022-23	Curriculum	Inclusion of AI and data analytics in market research	Emphasis on predictive analytics for consumer behavior across global markets	Integrate emerging technologies in curriculum	Development of data-driven decision-making and strategic thinking skills
2023-24	Curriculum	Launch of Global Immersion Projects (GIPs)	Virtual collaboration on marketing campaigns with international institutions and companies	Increase international collaboration and exposure	Enhanced global competency and intercultural communication skills
2024-25	Curriculum	Incorporation of sustainability and ethics aligned with SDGs	Curriculum redesigned to embed sustainability and ethical marketing strategies	Rising importance of sustainability and ethics in business	Increased awareness of global sustainability challenges and ethical marketing practices

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Vinod Kumar

Name of Department: Marketing

Course Name: Marketing Analytics

Semester & Credit: 3rd Semester, 2 Credits

Summary of Innovations:

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2022-2023	Curriculum	Course introduced; complete hands-on sessions	Students got practical experience	Improve student learning	Better application of marketing analytics
2023-2024	Curriculum	Course taught using R and advanced Excel	Faculty from two departments jointly conducted classes	Enhance application knowledge	Better understanding of marketing analytics tools
2024-2025	Curriculum	Same as 2023-24 with joint teaching emphasis	More powerful sessions on marketing applications	Improve application and industry relevance	Better student understanding and real-world readiness
2022-2023	Pedagogy	Data sets provided for practice	Hands-on practice	Improve learning by doing	Better classroom engagement and skill building
2023-2024	Pedagogy	Data sets created by students	Encourages student participation	Enhance engagement	Better critical thinking and data skills
2024-2025	Pedagogy	Students asked to get real-time data and clean it	Realistic and practical approach	Align learning with industry practice	Improved data handling and practical experience

2022-2023	Evaluation & Assessment	Practical exam for evaluation	Hands-on practical exam	Encourage practical learning	Better application and understanding of marketing analytics
2023-2024	Evaluation & Assessment	Evaluation through case studies	Students critically examine data	Develop critical thinking and data analysis skills	Improved evaluation and presentation skills
2024-2025	Evaluation & Assessment	Evaluation on company data	Data-driven decision-making focus	Align evaluation with real business scenarios	Improved decision-making and analytical skills

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Gajendra Sharma

Name of Department: Marketing

Course Name: Marketing Management

Summary of Innovations:

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2022-23	Curriculum	Marketing automation and CRM tools	Hands-on with HubSpot, Salesforce, Zoho CRM	Incorporating automation in marketing	Enhanced practical skills in CRM and marketing automation
2022-23	Curriculum	Influencer and content marketing	Modules on influencer strategies and branded content creation	Responding to influencer marketing growth	Improved understanding of modern marketing channels
2023-24	Curriculum	AI in marketing and consumer neuroscience	Introduction of AI-driven campaigns, personalization, chatbot marketing, and neuromarketing principles	Industry demand for AI and behavioral marketing	Improved strategic thinking and personalization
2024-	Curriculum	Sustainability, ethics, data privacy	Green marketing, ESG integration, GDPR, data ethics	Increasing importance of sustainability and privacy	Prepared students for responsible marketing

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2015					

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Angad Munshi

Name of Department: Marketing

Course Name: Marketing of Services

Semester & Credit: Semester 3, 3 Credits

Summary of Innovations:

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2023-2024	Curriculum	Cases on new-age services: Zomato, Swiggy, Uber, Lenskart	To understand the working of new service providers and service models	Helps with placements and service design understanding	Helps with placements and service design understanding
2023-2024	Pedagogy	Included Hofstede Cultural Dimensions Model; discussion of new-age services; latest business news related to companies	To understand cultural differences in service provision and keep updated on sector developments	Helps with placements and service design understanding	Helps with placements and service design understanding
2023-2024	Evaluation & Assessment	Cases on Zomato and Swiggy discussed and evaluated; students updated with business news received ELP	Enhances understanding of companies' working from placement perspective	Helps with placements and business understanding	NA

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Prabal Chakraborty

Name of Department: Marketing

Course Name: Marketing of Services

Semester & Credit: Semester 3, 3 Credits

Summary of Innovations:

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2023-2024	Pedagogy	News Link shares and students deliver lectures	News link shares and students deliver lectures	Improvement of presentation and communication skills	Improvement of presentation and communication skills

Innovative Teaching Practices at NDIM

Name of Faculty: Prof. Komal Khatter

Name of Department: Marketing

Course Name: Product and Brand Management

Semester & Credit: Semester IV

Summary of Innovations:

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2023-2025	Curriculum	Social Media Branding	Study of brands using memes (Zomato, Swiggy), influencer marketing (Mamaearth)	Teach brand relatability and virality	Students learn viral brand building
2023-2025	Curriculum	AI for Marketing	Use AI tools like ChatGPT, MidJourney; examples like Myntra's StyleGPT	Save time and cost using AI tools	Students learn free AI tool utilization
2023-2025	Curriculum	Local Language Marketing	Brands using regional languages (Spotify, Amul)	Target Tier-2/3 city consumers	Understanding local market nuances
2023-2025	Curriculum	Eco-Friendly Brands	Brands with sustainable packaging/products (Beco, Patagonia)	Appeal to young eco-conscious consumers	Increased sustainability awareness
2023-2025	Curriculum	E-Commerce Tricks	Online sales strategies like free samples	Teach sales boosting tactics	Improved understanding

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2025			(Nykaa), trending alerts (Ajio)		of e-commerce marketing
2022 - 2023	Curriculum	Growth of E-commerce Brands	Shift to online shopping and omnichannel platforms	Prepare students for e-commerce brand management	Understanding new consumer behavior
2022 - 2023	Curriculum	Impact of Technology	Increased transparency through online reviews, blogs	Need to leverage technology for brand success	Adaptation to consumer feedback and competition
2022 - 2023	Curriculum	Growth of Small Businesses	Branding strategies for small businesses	Level the marketing playing field with tech	Focus on key brand elements and consistency
2022 - 2023	Curriculum	Consumer Interaction	Active consumer role in brand building	Respond to active consumer engagement	Better understanding of consumer feedback
2022 - 2023	Curriculum	Focus on Sustainability	Rise of sustainable products and consumer preferences	Increase in consumer environmental awareness	Focus on cruelty-free, vegan, and eco-friendly brands
2022 -	Pedagogy	Product Journey Map Activity	Systematic product journey mapping	Understand product life cycle and	Foster sustainability awareness

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2023				environmental impact	
2022 - 2023	Pedagogy	Role Play: Protect Brand or Grow Profit	Engage in debates on branding strategies	Develop argumentation and strategic thinking	Enhance communication and critical thinking
2022 - 2023	Pedagogy	Individual Pizza Store Design Game	Create brand identity and value proposition	Apply brand concepts creatively	Encourage creativity and business thinking
2022 - 2023	Evaluation & Assessment	Case Study and Quiz	Assessment on branding principles and market dynamics	Test theoretical knowledge	Reinforce learning and application

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Prabal Chakraborty and Dr. Gajender Sharma

Name of Department: Marketing

Course Name: Retail Management

Semester & Credit: III, 3 Credits

Summary of Innovations:

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2023 - 2024	Curriculum	Google Tag Manager	Detail Google Tag Manager	Students will learn about website traffic	Employability
2024 - 2025	Curriculum	Use ODDO Platform	Detail Use ODDO Platform	Students will learn AI application in retail	Employability
2024 - 2025	Curriculum	Retail Marketing Automation	Detail Retail Marketing Automation	Students will learn latest AI application	Employability

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Swati Bhatnagar

Name of Department: Marketing

Course Name: Sales and Distribution Management

Semester & Credit: Semester 2, 4.5 Credits

Summary of Innovations:

Y e a r	Inno vati on Typ e	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2022-2023	Curr iculu m	Inclusion of Digital Marketing Techniques	Lead generation using social media tools and sales presentations using Adobe Spark	Students learn holistic marketing approach including new-age digital tools	Appreciation of connection between traditional and digital marketing
2022-2023	Curr iculu m	Inclusion of Sustainability and Entrepreneursh ip Perspective	Sensitizing students on sustainable sales and identifying entrepreneurship opportunities	Industry focus on sustainability and startup initiatives	Students updated on latest trends
2022	Curr iculu m	Introduction of Consultative	Added techniques like BANT, AIDA, SPIN, FAB,	Helps build trust by understandin	Enables tailored solutions and

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
4-2022-25		Selling Techniques	SELL, and listening techniques	g customer needs	long-term customer relationships
2024-2025	Curriculum	Addition of Retail Outlet Types in Distribution Content	Decision making on outsourcing, vertical integration, franchising, MBOs, and COOs	Channel management depends on outlet types	Improves decision making for channel management
2022-23	Pedagogy	AI/ML and CRM Sessions	Sessions on AI/ML/Digital/IT automation including application of Zoho CRM	Prepare students for digital sales tools	Industry relevant software skills
2023-	Pedagogy	Integration of Digital Marketing, IT, AI/ML, Entrepreneursh	Topics included lead generation, Power BI for sales metrics, Zoho CRM automation, role plays for	Comprehensive and integrated learning	Holistic understanding and application

Y e a r	Inno vati on Typ e	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2024		ip, and Sustainability	startups, and sustainability risk management		
2024-2025	Peda gog y	Emphasis on role plays	More focus on role plays to build skills	Encourages active participation	Enhanced skill application
2022-2023	Eval uati on & Asse ssme nt	Experiential Learning via Field Project	Students interviewed sales personnel and presented findings	Application- based learning	Better subject understandin g
2023-2024	Eval uati on & Asse ssme nt	Major Project Research	Group research on sales and distribution functions of companies; primary data collection through interviews	Practical exposure to real sales and distribution	Enhanced research and presentation skills

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2024					
2024-2025	Evaluation & Assessment	Digital Marketing & IT Assessment	Students analyzed sales data using Power BI and mail campaigns via Mailchimp	Use of latest tools for sales analysis and prospecting	Improved analytical and digital marketing skills

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Gajender Sharma

Name of Department: Marketing

Course Name: Sales and Distribution Management

Semester & Credit: Semester 2, 4.5 Credits

Summary of Innovations:

Year	Innovation Type	Innovation Description / Title	Details / Explanation	Reasons	Benefits
2023 - 2024	Curriculum	Use of marketing automation in sales	Previously not used marketing automation	Employability	Improved sales skills
2024 - 2025	Curriculum	Use of LinkedIn for lead generation	AI not used earlier for lead generation	Employability	Enhanced lead generation skills

Innovative Teaching Practices at NDIM

Name of Faculty: __Dr. Gajender Sharma

Name of Department: Marketing

Course Name: International Marketing

Semester & Credits: 4

(A). Innovations in Curriculum:

IV. 2023-2024

2. (Innovation):

- i. Detail Marketing Automation for searching buyers
- ii. Students will learn application of AI
- iii. Employability

(B). Innovations in Pedagogy:

V. 2022-2023

3. (Innovation):

- i. Detail Use of Video case analysis
- ii. Benefits More retention and learning

Innovative Teaching Practices at NDIM

Name of Faculty: __Dr. Gajender Sharma

Name of Department: Marketing

Course Name: Sales and Distribution

Semester & Credits: 2

(A). Innovations in Curriculum: (In Bullet Points)

V. ~~2024-2025~~

8. (Innovation):

- i. Detail Use of LinkedIn for Lead Generation**
- ii. We do not use AI in lead generation**
- iii. Employability**

Innovative Teaching Practices at NDIM

Name of Faculty: __Dr. Gajender Sharma

Name of Department: Marketing

Course Name: International Marketing

Innovation in Curriculum for International Marketing (2022-23 to 2024-25)

1. Innovation Overview:

The curriculum for International Marketing has undergone several innovative changes from the academic year 2022-23 to 2025-26. These innovations have been introduced to adapt to the dynamic global business environment, technological advancements, and the evolving needs of students and industry.

i. Detail of Innovations:

- **2022-23:** Inclusion of AI and data analytics in international market research curriculum. Emphasis on predictive analytics for consumer behavior across global markets.
- **2023-24:** Launch of "Global Immersion Projects" (GIPs), allowing students to collaborate on marketing campaigns with institutions and companies abroad virtually.
- **2024-25:** Curriculum redesign to incorporate sustainability and ethics in international marketing strategies, aligning with SDGs (Sustainable Development Goals).

ii. Reasons for Innovations:

- Rapid digital transformation and emergence of new marketing technologies.
- Increased demand for global competency and intercultural communication skills.
- Need for agility in marketing strategies in response to global crises (e.g., pandemics, geopolitical tensions).
- Rising importance of sustainability and ethical considerations in international business.
- Enhancement of practical skills and employability of graduates.

iii. Benefits of Innovations:

- Improved student engagement and practical understanding through simulations and projects.
- Better alignment with industry expectations and global market trends.
- Increased international collaboration and exposure for students.
- Development of data-driven decision-making and strategic thinking skills.
- Enhanced awareness of global sustainability challenges and ethical marketing.

Innovative Teaching Practices at NDIM

Name of Faculty: __Dr. Gajender Sharma

Name of Department: Marketing

Course Name: Marketing Management

Innovation in Curriculum for Marketing Management (2022–23 to 2024–25)

1. Innovation Overview

Over the period from 2022–23 to 2024–25, the curriculum for Marketing Management has undergone several key innovations to keep pace with digital transformation, evolving market dynamics, and changes in consumer behaviour. These changes aimed to make the curriculum more practical, technology-oriented, and aligned with industry requirements.

2. Details of Innovations

2022–23

- **Marketing Automation & CRM Tools**

Hands-on exposure to platforms like HubSpot, Salesforce, and Zoho CRM.

- **Influencer & Content Marketing**

The rise of creators led to modules on influencer strategy and branded content creation.

2023–24

- **AI in Marketing**

Introduction of AI-driven campaign design, personalization engines, and chatbot marketing.

- **Consumer Neuroscience and Behavioral Insights**

Inclusion of neuro-marketing principles and behavioral economics.

2024–25

- **Sustainability & Ethical Marketing**

Focus on green marketing, ESG integration in brand positioning, and purpose-led marketing.

- **Data Privacy & Compliance**

Modules covering GDPR, data ethics, and privacy-conscious targeting.

3. Reasons for Innovations

- **Technological Advancement:** Marketing has rapidly evolved with AI, automation, and digital tools reshaping customer engagement.
- **Industry-Academia Gap:** Employers demanded graduates with hands-on experience in digital platforms and tools.
- **Global Events:** COVID-19 shifted marketing models towards digital-first approaches and hybrid consumer journeys.
- **Changing Consumer Behavior:** Customers became more conscious, tech-savvy, and data-aware, prompting curricular updates.
- **Sustainability Demand:** Stakeholders expect businesses to align marketing with social responsibility and environmental consciousness.

4. Benefits of Innovations

- **Industry Readiness:** Graduates became proficient in latest tools and strategies, enhancing employability.
- **Practical Exposure:** Integration of live projects, simulation tools, and case studies provided real-world learning.
- **Strategic Thinking:** Exposure to data-driven decision-making and behavioral insights improved critical thinking.
- **Ethical Orientation:** Modules on compliance, sustainability, and ethics prepared students for responsible marketing leadership.
- **Adaptability:** Students gained cross-platform agility, helping them adapt to rapidly changing digital environments.

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Vinod Kumar

Name of Department: Marketing

Course Name: Marketing Analytics

Semester & Credits: 3rd, 2 credit

Note: course was introduced in year 2022

(A). Innovations in Curriculum: (In Bullet Points)

2022-2023

(Innovation):

Course was introduced for the 1st time
Complete hand-on sessions
Better students learning

2023-2024

(Innovation):

Course was taught by two technologies R and advance excel.
Better applications

2024-2025

(Innovation):

Course was taught by two technologies R and advance excel.
Faculty from both the departments needs to conduct classes jointly.
Powerful sessions to make the students understand the applications in marketing area.

(B). Innovations in Pedagogy: (In Bullet Points)

2022-2023

(Innovation):

Data sets were provided to the students for practice
Hand on practice

2023-2024

(Innovation):

Data sets were created by students themselves
Better class room engagement

2024-2025

(Innovation):

Students are asked to get real time data sets and clean it for the use
More realistic approach

(C). Innovations in Evaluation and Assessment: (In Bullet Points)

2022-2023

(Innovation):

Evaluation through practical exam
Practical learning

2023-2024

(Innovation):

Evaluation through case studies
Critically examining the data

2024-2025

(Innovation):

Evaluation on company's data
Data driven decisions

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Prabal Chakraborty

Name of Department: _Marketing

Course Name: Retail Management

Semester&Credits:III, Credit 3

(A). Innovations in Curriculum: (In Bullet Points)

I. ~~2023-2024~~

(Innovation):

Detail Google Tag Manager

Reasons Students will learn about website traffic

Benefits Employability

Omissions if any with reason

II. ~~2024-2025~~

(Innovation):

Detail Use ODDO Platform

Reasons Students will learn AI application in retail

Benefits Employability

9. (Innovation):

Detail Retail Marketing Automation

Reasons Students will learn latest AI application

Benefits Employability

Omissions if any with reason

Innovative Teaching Practices at NDIM

Name of Faculty: __Dr. Gajender Sharma

Name of Department: Marketing

Course Name: Product and Brand Management

Semester & Credits: 4

The course was launched with the objective to develop among students the fundamentals of Product and Brand Management.

Course goals:

- Students will be able to understand competition at product level as well as brand level.
- Students would learn principles of branding, role of brands, elements and components of brands, brand equity etc.
- Students would also understand implications of planning, implementing, and evaluating Branding Strategies.

(A) Innovations in Curriculum (2023-25)

1. Social Media Branding

- **What's New:**
 - Brands like Zomato and Swiggy use funny memes on Twitter/Instagram.
 - Mamaearth collaborates with small influencers (10K followers) for trust.
- **Why Teach This?**
 - Students learn how to make brands relatable and viral.

2. AI for Marketing

- **What's New:**
 - Tools like ChatGPT write ads; MidJourney designs logos.
 - Example: Myntra's "StyleGPT" suggests outfits.
- **Why Teach This?**
 - Helps students use free AI tools to save time and money.

3. Local Language Marketing

- **What's New:**
 - Spotify makes ads in Bhojpuri; Amul uses regional jokes.
- **Why Teach This?**
 - Tier-2/3 cities prefer brands that speak their language.

4. Eco-Friendly Brands

- **What's New:**
 - Beco (plant-based packaging) vs. Patagonia (recycled clothes).
- **Why Teach This?**
 - Young buyers choose brands that care about the planet.

5. E-Commerce Tricks

- **What's New:**
 - Nykaa offers free samples; Ajio shows “trending now” alerts.
- **Why Teach This?**
 - Students learn how small tricks boost online sales.

(B) Teaching Methods

Learning by Doing:

- Students create memes for a real brand (e.g., Domino's).

Guest Speakers:

- Marketing heads from Boat or Sugar Cosmetics share tips.

Games:

- Teams compete to make the best ad campaign (prize for winners).

(C) Exams & Tests

- **Project:** Design a logo using AI (graded by classmates).
- **Quiz:** Spot fake ads (e.g., detect greenwashing).

(D) Free Certifications

1. **Google Ads (Free Course).**
2. **Canva for Brands (YouTube Tutorials).**

(E) Online Teaching Hacks

- **YouTube Case Studies:** Analyze Dove's Real Beauty campaign.
- **WhatsApp Group:** Share daily brand news (e.g., "Why did Pepsi change its logo?").

5 Real Examples (2024)

1. **Zomato's Memes** – How humor builds brand love.
2. **Mamaearth's Small Influencers** – Why nano-influencers work better.
3. **Myntra's AI Stylist** – How tech personalizes shopping.
4. **Beco's Eco-Packaging** – How sustainability sells.
5. **Spotify's Bhojpuri Ads** – Why regional beats English.

Proposed for Curriculum 2022-23:

Innovation 1: The growth of e-commerce brands

- i. **Detail:** With physical stores closing and consumers trying to avoid crowded stores, e-commerce saw significant growth. Leading e-commerce giants anticipate a permanent shift in consumer behaviour, moving toward online or omnichannel shopping platforms.
- ii. **Reasons :** Growing number of ecommerce companies create a need for developing the knowledge base for making ecommerce brands.
- iii. **Benefits:** Students would develop an understanding of brands that are transitioning into the e-commerce space for the first time. They would also understand the that due consideration to various fundamental aspects like pricing, packaging, delivery timelines etc needs to be modified.

Innovation 2: The Impact of Technology

- i. **Detail:** Technology and the Internet continue to revolutionize brand management. Consumers now have access to more information on brands through online blogs, reviews, websites and social media platforms.

Regardless of whether companies are prepared for it or like it, technology has dramatically increased the level of information transparency and availability.

- ii. **Reasons:** Today, brand success is dictated by companies who can leverage technology in the smartest ways possible to understand what is happening with consumers, the competition and industry as a whole.
- iii. **Benefits:** The online marketing activities allow companies to fundamentally change how they build and manage their brands in response to consumer feedback. So the understanding of these activities is critical for the students of marketing.

Innovation 3: The Growth of Small Businesses

- i. **Detail:** World-wide, over 28 million small businesses account for over half of all sales in 2021. The number of small businesses is growing and so is their branding approach in comparison to big companies.
- ii. **Reasons:** While employing traditional marketing strategies, such as segmentation and positioning, and historical marketing tactics, such as growth and integration, the Internet and technology levels the marketing playing field and increases the competitiveness of small businesses.
- iii. **Benefits:** The students need to understand that in order to be successful, smaller businesses must focus on one or two strong brands and their one or two key associations. They must employ an integrated set of brand logos, symbols, signage, slogans and packaging.

Innovation 4: Consumer Interaction.

- i. **Detail:** One of the most notable paradigm shifts is the important role that consumers play in the branding process. Companies cannot continue to assume that consumers will passively play along with marketing activities. So including this in curriculum is significant.
- ii. **Reasons :** In most cases now, consumers want to play an active role with brands by directly impacting their message, position and method of marketing. While a designated amount of consumers will always want to play a passive role, they are becoming more open to providing feedback through online platforms and social media sites.

- iii. **Benefits:** There are still a number of challenges in consumer engagement and brand management, so teaching consumer interaction would help meet these challenges.

Innovation 5: Focus on Sustainability

- i. **Detail:** Since the pandemic, consumers have become more aware of the products they use and their impact on individuals and the environment.
- ii. **Reasons :** There's been a rise in small sustainable businesses that are attracting customers more than big brands, with the latter now having to actively work on making their products more sustainable.
- iii. **Benefits:** Students would develop an understanding of various industries with a focus on specific industries like beauty and skincare brands and how they have to make a conscious effort to make cruelty-free products. The food industry has also seen changes in the trends of vegan and hike in vegeterainism

Innovations in Pedagogy planned for 2022-23

1. Role Play on “Protect the Brand or Grow the Profit?”

2. Individual Assignment on Brand Review

The product and brand management concepts discussed in the course contain a broadrange of examples from various industries. To demonstrate your understanding of the concepts, you are required to conduct a brand audit review on at least 2 brands. You can choose either brands that compete within a specific category or that compete across different categories. The audit should consist of:

1. Market and Consumer review

- A review of the brand heritage, marketing environment and the competitivedynamics.
- Provide a description of the consumer. What are their needs and desired benefits? What do they think and feel for each brand?

2. Brand review

- Identify the sources of brand equity for the brands.

More specifically you will need to understand the strength, favourability, and uniqueness of the associations each brand has.

- Review the product range of each brand. Can you identify and issues with their range?
- Compile Points 1 and 2 to create a brand pyramid to provide a comprehensive profile of the brand.

3. Recommendations

Identify problem areas and opportunities for each brand with a recommended plan of action. This involves a recommendation of

- The desired brand image. What associations should they strengthen, weaken/eliminate, or create?
- The product development strategy. How can they achieve the desired image through their product development strategy?

Things to consider:

- The objective is to conduct a brand audit, which is different to a market audit. Therefore I recommend students read “The Brand Report Card” by Kevin Keller (1999). This will give you some guidance as to what to consider. A link can be found on Blackboard.
- Choose brands that have significant differences between them.
- Several of the concepts discussed relate to the product development strategies of the brands. Consider brands that have a good mix of line extensions or brand extensions.
- Supplement your assignment with academic research
- Consider brands from an area of interest or future career direction. Doing this will make the assignment more enjoyable.

The purpose of the assignment is:

- Allow you to get an in-depth understanding of brand equity.
- Evaluate and synthesise information from a variety of sources.
- Think critically about brands and brand knowledge.
- Identify and communicate a point of view.

a.

3. Group Assignment

- a. **Working in groups of 3 to 4 people:**
- b. Select three of the new designs for the activity that you find most interesting:
- c. Each individual on their own:
- d. Analyses why the redesign was necessary
- e. Chooses 5 words to describe both the old and the new logos e.g. characteristics like 'trustworthy', 'flexible', 'modern', 'dynamic', 'classic', 'strong', 'international', 'technological' and 'friendly'.
- f. Consider why the colour(s) were chosen
- g. Then each individual:
- h. Compares their analysis and keywords with the rest of the group and explains why they interpreted the logo in the way they did.
- i. Discusses the similarities and differences between the group members and see an agreement be reached.
- j. Each group share its thoughts with the other groups.

4. Individual Activity

Individual Activity - Pizza Store Design Game

- a. **What Students Need to Do**
- b. They give it a name, logo, tag-line
- c. They outline their value proposition = how they are different
- d. They write this up on a whiteboard or a large sheet/poster

5. Group Activity – Debate in class

- a. Each group (3-4 members) will be given a brand management topic which they must debate against another group. The purpose of this debate is for you to:

- b. Gain a greater depth of knowledge about a specific brand management topic
- c. Critically review academic literature in the development of your argument
- d. Learn how to apply logic, evidence and structure to an argument
- e. Anticipate a competitor's reaction
- f. Develop your strategic thinking

6. Activity on Requirement of Metrics

- Performance Metrics – Lead Generation, wallet share, revenue
- Customer metrics – Cust. Satisfaction, Purchase intent, advocacy intent
- Brand health metrics – awareness & usage, positioning, sentiment analysis

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Gajender Sharma

Name of Department: _Marketing

Course Name: Retail Management

Semester & Credits: III, Credit 3

(A). Innovations in Curriculum: (In Bullet Points)

III. 2023-2024

3. (Innovation):

- i. Detail Google Tag Manager**
- ii. Reasons Students will learn about website traffic**
- iii. Benefits Employability**
- iv. Omissions if any with reason**

IV. 2024-2025

10. (Innovation):

- i. Detail Use ODDO Platform**
- ii. Reasons Students will learn AI application in retail**
- iii. Benefits Employability**

11. (Innovation):

- i. Detail Retail Marketing Automation**
- ii. Reasons Students will learn latest AI application**
- iii. Benefits Employability**
- iv. Omissions if any with reason**

Innovative Teaching Practices at NDIM

Name of Faculty: _____Angad Munshi _____

Name of Department: _____Marketing _____

Course Name: _____B2B Marketing _____

Semester & Credits: _____Semester_2, 3 Credits _____

(A). Innovations in Curriculum:

2024-2025

(Innovation)

Detail: Role Play on Buying Centres; Hands on Practical Session for CRM

Reasons: Understanding concept of buying centres and hands-on experience with CRM as it is globally used

Benefits: Better understanding of concepts and CRM

(B). Innovations in Pedagogy:

2024-2025

(Innovation):

Detail: CRM Salesforce training and roleplay

Benefits: Practical experience gained for theoretical concepts being taught

(C). Innovations in Evaluation and Assessment:

2024-2025

(Innovation):

Details (Elaboration): Marks for roleplay – Group activity with all members participating as different players in the Buying Centre model given different scenarios; Assessment on concepts and working of Salesforce (taught by external resource)

Benefits: Skill acquisition and their proficiency evaluation

Innovative Teaching Practices at NDIM

Name of Faculty: _____Angad Munshi_____

Name of Department: _____Marketing_____

Course Name: _____Marketing of Services_____

Semester & Credits: _____Semester_3, 3 Credits_____

(A). Innovations in Curriculum: (In Bullet Points)

2023-2024

(Innovation): MOS 2024 (MD & ME)

Detail: Included cases for discussing new-age services like
Zomato, Swiggy, Uber, Lenskart

Reasons: To understand working of new service providers and
new service models

Benefits: Helps with placements and service design understanding
for future

Omissions if any with reason: NA

(B). Innovations in Pedagogy: (In Bullet Points)

2023-2024

(Innovation):

Detail: Included Hofstede Cultural Dimensions Model; Discussing
New-age services like Zomato, Swiggy, Uber, Lenskart;
Discussing latest business news related to the above-mentioned
companies

Reasons: To understand differences in services provided under
different cultural settings, understand working of new service
providers and keeping oneself updated with changes in these
sectors

Benefits: Helps with placements and service design understanding
for future

(C). Innovations in Evaluation and Assessment: (In Bullet Points)

2023-2024

(Innovation):

Details: Cases on Zomato and Swiggy were discussed and evaluated; Students who kept themselves updated with latest business news related/ not related to the above-mentioned sectors were given ELP

Benefits: Understanding of companies' working from a placement POV

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Prabal Chakraborty

Name of Department: Marketing

Course Name: MOS

Semester & Credits: III ,3

Innovations in Pedagogy: (In Bullet Points)

2023-2024

(Innovation):

Detail: News Link shares and Students have to deliver lecture on that

Benefits: Improvement of Presentation and Communication Skill

2024-2025

(Innovation):

Detail: News Link shares and Students have to deliver lecture on that

Benefits: (Innovation): Improvement of Presentation and Communication Skill

Innovative Teaching Practices at NDIM

Name of Faculty: Dr.Prabal Chakraborty

Name of Department: Marketing

Course Name: BPSAM

Semester&Credits: III ,3

Innovations in Pedagogy: (In Bullet Points)

2024-2025

(Innovation):

Detail: News Link shares and Students have to deliver lecture on that

Benefits: (Innovation): Improvement of Presentation and Communication Skill

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Prabal Chakraborty

Name of Department: Marketing

Course Name: INTERNATIONAL MARKETING

Semester & Credits: IV, 3

(B). Innovations in Pedagogy: (In Bullet Points)

2024-2025

(Innovation):

- i)Detail: News Link shares and Students have to deliver lecture on that**
- ii) Benefits: (Innovation): Improvement of Presentation and Communication Skill**

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Prabal Chakraborty

Name of Department: Marketing

Course Name: B2B Marketing

Semester & Credits: II, 3

(B). Innovations in Pedagogy:

2024-2025

(Innovation):

Detail: HANDS ON TRAINING ON SALES FORCE

**Benefits: Industry Expectation and students skill
development**

(C). Innovations in Evaluation and Assessment:

2024-2025

(Innovation):

Details (Elaboration): Evaluation by Industry Experts

Innovative Teaching Practices at NDIM

Name of Faculty: Dr. Swati Bhatnagar

Name of Department: Marketing

Course Name: Sales and Distribution Management

Semester & Credits: 2, 4.5

(A). Innovations in Curriculum:

2022-2023

1. Innovation

Few techniques of Digital Marketing was integrated in the subject which could contribute towards lead generation

Detail- Lead Generation using Social Media Tools/ Sales Presentation using Adobe Spark

Reasons – Students would be able to get idea of holistic marketing and how the new age tools can make things faster and simpler.

Benefits – students were able to appreciate the connect between traditional marketing and digital marketing

Omissions if any with reason- None

2. Innovation: Sustainability and Entrepreneurship perspective was included in the contents of the syllabus

Detail- Throughout the course, students were sensitised on how sales and distribution effort could become more sustainable and were encouraged to identify gaps where entrepreneurship opportunities exist

Reasons -Industry is moving towards sustainable solutions with focus on triple bottom line, also with the StartUp India initiative students were encouraged to critically analyse and identify business opportunities.

Benefits- Students became more updated to the latest trends doing rounds of the industry.

Omissions if any with reason- None

2024-2025

1.(Innovation): New techniques on Consultative Selling were added

Detail- Strategies at each step (BANT, AIDA, SPIN, FAB, SELL and listening techniques)

Reasons - Consultative selling helps a salesperson build trust by focusing on understanding the customer's needs rather than just pushing a product.

Benefits- It enables tailored solutions that add real value, increasing the chances of closing a sale. This approach also fosters long-term relationships and repeat business.

Omissions if any with reason

2. **(Innovation):** Different types of outlets in retail were added in the distribution content

Detail- Decision making from outsourcing to vertical integration, franchised, MBO and COOs understanding

Reasons - Channel management techniques depend on the type of outlets. Students would be able to get the dynamics of running different types of outlets

Benefits- Decision making for channel management would improve for students

Omissions if any with reason

(B). Innovations in Pedagogy: (In Bullet Points)

2022-2023

Innovation): Session by experts in AI/ML/ Digital/ IT automation were planned to understand the application and enablement in the area of sales & distribution.

Detail- Application of ZOHO CRM

Benefits- Sales force and ZOHO are the most popular CRM solutions used by the industry. Students were informed of how these software's assist day to day sales activities.

2023-2024

(Innovation): Topics were intervened with Digital Marketing, IT and AIML

Detail-1. DM: Lead generation using Social Media Tools

AI/ML/IT: 1. Power BI for Sales Metrics Analysis 2. Zoho CRM with focus on Sales Force Automation

Entrepreneurship: Role Plays for startups

Sustainability: Strategy for Risk Management

Benefits- Comprehensive learning

2024-2025- Same followed as previous year with more focus on role plays

(C). Innovations in Evaluation and Assessment: (In Bullet Points)

2022-2023

1. Innovation): Focus was on Experiential Learning by giving them a complete Field Project to give them the practical nuances of the subject

Details (Elaboration)- Students had to explore the contents of the syllabus by picking a company interviewing their sales personnel and present the findings in a group

Benefits- Students were able to get application-based learning through the subject

2023-2024

2. **(Innovation):** Application Based Learning/Major Project for Sales and Distribution Management-

3. **Details (Elaboration)**

Each group would identify a company and carry out research of the sales and distribution function of the same. No two groups will choose the same company; however the sectors can include FMCG, FMCD and services. You have to identify and connect with a channel sales manager through social media/ personal reference having a minimum experience of 5 years in channel sales. The data would be primary in nature and would be collected through personal interviews. The group shall schedule the interview with the sales manager after thoroughly brainstorming the questions to be asked for the data collection. The group will submit the following as part of their deliverables A power point presentation covering all the above mentioned 11 points to be given in the class. Last slide to include group photograph with the manager and his/ her visiting card. A small video byte of the group members asking the manager any 2 innovative questions with respect to the company/ sector being researched and beneficial for the MBA students. Based on your company research and competitive analysis of the product mix, identify and suggest a new product which the company can introduce in the market. Make a video describing the new product identified and why?

Benefits- Practical learning for Job based roles.

2024-2025

(Innovation): Along with the previously followed assessments on role plays, case studies and field project a DM & IT Assessment was also included in the evaluation.

Details (Elaboration)

Students need to pick one service company related to tourism and send e-mails to the database (Using Mailchimp and other social media platforms). The **content should be impactful** and developed in a manner that the receiver: -

- 2. Receives the mail in the inbox**
- 3. Opens the mail**

Students will import the dataset of sales in Power BI and will work on DAX , they would create measures and other sales metrics analyze the same for the situation with the help of visualizations

Benefits- Use of latest DM and IT tools for analysing sales data and prospecting