



JSS MAHAVIDYAPEETHA
JSS ACADEMY OF TECHNICAL EDUCATION
 JSSATE Campus, Uttarahalli – Kengeri Main Road, Bengaluru – 560060
Department of Management Studies

Innovations by the Faculty in Teaching and Learning

AY:2023-24 Odd Semester

Sl. No	Subject & Code	Innovative / Novel Approach Practiced	Learning Style
1	Principles of Management & Organizational Behavior(22MBA11)	Video Lectures/Flip Class	Case based learning
2	Security Analysis and Portfolio Management (22MBAFM304)	Video Lectures	Case based learning
3	Entrepreneurship Development (22MBA12)	Video Lectures	Activity based Learning
4	Accounting for Managers(22MBA13)	On Spot Problem solving activity [Group activity]	Collaborative Learning
5	Business Statistics(22MBA14)	On Spot Problem solving activity [Group activity]	Collaborative Learning
6	Marketing Management(22MBA15)	Video based Learning, Term Paper	Activity based Learning
7	Business Communications(22MBA16)	Group Discussions, Report Writing, Presentations	Activity based Learning
8	Consumer Behaviour(22MBAMM303)	Case Study: Analyze and Implement	Case based/ Activity based Learning
9	Sales & Retail Management(22MBAMM304)	Case Study: Analyze and Implement	Case based/ Activity based Learning
10	Strategic Cost Management (22MBAFM303)	On Spot Problem solving activity [Group activity]	Collaborative Learning
11	Logistics & Supply Chain Management(22MBA31)	Case Study: Analyze and Implement	Activity based Learning
12	Information Technology for Managers(22MBA32)	Video Lectures/Flip Class	Case based learning
13	Industrial Relations & Legislations(22MBAHR304)	Case Study: Analyze and Implement	Collaborative Learning
14	Recruitment & Selection(22MBAHR303)	Case Study: Analyze and Implement	Activity based Learning

AY:2023-24 Even Semester

Sl. No	Subject & Code	Innovative / Novel Approach Practiced	Learning Style
1	Human Resource Management (22MBA21)	Case Study: Analyze and Implement	Activity based Learning
2	Financial Management (22MBA22)	On Spot Problem solving activity [Group activity]	Collaborative Learning
3	Research Methodology & IPR (22MBA23)	On Spot Problem solving activity [Group activity]	Collaborative Learning
4	Operations Research (22MBA24)	On Spot Problem solving activity [Group activity]	Collaborative Learning
5	Strategic Management (22MBA25)	Video based Learning, Term Paper	Activity based Learning
6	Managerial Economics (22MBA26)	Case Study: Analyze and Implement	Case based/ Activity based Learning
7	Strategic Brand Management (22MBAMM403)	Case Study: Analyze and Implement	Case based/ Activity based Learning
8	Integrated Marketing Communications(22MBAMM404)	Case Study: Analyze and Implement, Video Lectures	Case based/ Activity based Learning
9	Mergers, Acquisitions& Corporate Restructuring(22MBAFM404)	Video based Learning, Term Paper	Activity based Learning
10	Global Financial Management(22MBAFM403)	On Spot Problem solving activity [Group activity]	Collaborative Learning
11	Conflict & Negotiation Management(22MBAHR403)	Video based Learning, Term Paper	Activity based Learning
12	Global HRM(22MBAHR404)	Video based Learning, Term Paper	Activity based Learning
13	International Business(22MBA401)	Video based Learning, Term Paper	Activity based Learning
14	Innovation & Design Thinking(22mba402)	Video based Learning, Term Paper	Activity based Learning