

Jerusalem College of Engineering

Department of Management studies

Activity Based learning exercises

YEAR	FACULTY	SUBJECT INVOLVED	INNOVATIVE PRACTICES
2023	Ms.S.Sivakanni Asst Professor	Brand Management	Title: Activity on Brand Model Building Students were asked to choose a brand and were asked to build a model of that brand
2023	Ms.S.Sivakanni Asst Professor	Financial Management	Title: Company analysis To analyze the firm's financial condition products and services and competitive strategy
2023	Mr.Praveen S V Asst Professor	Human Resources Management	Title: Interview Role Play To experience the interview process and tips for getting selected in the interview.
2023	Dr.S.Madhiyarasi, Associate Professor	Security Analysis and portfolio Management	Title: Stock War A team activity to experience the stock trading with virtual money
2023	Mr.Manoj Kumar M Asst Professor	Services Marketing	Title: Marketing mix of service advertisements. A Team activity to make students learn about various marketing mix of services.
2023	Dr.S.Muthumani, Professor	Integrated Marketing Communication	Title: Power of advertisement. A Individual activity to make students learn about various strategies in advertisements.
2022	Mr.Manoj Kumar M Asst Professor	Marketing Management	Title: ADZAP A team activity to showcase the student's talents about various strategies in advertisements. Students as a team enacted the various customer attractions in advertisements.
2022	Mr.Praveen S V Asst Professor	Principles of Management	Title: Team Building and coordinating A team activity where students were asked to complete a task to prove their team strength.
2021	Mr.R.Surendher Asst Professor	Security Analysis and portfolio Management	Title: Case study on Investment analysis. Cases were given to students to analyse the investments and to suggest a best portfolio.

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2022	Mr.Manoj Kumar M, Asst Professor &Dr.S.Muthumani, Professor	Integrated Marketing Communication	Title: Evaluation of advertisements Students were asked to evaluate various advertisements of their own choice and presented them.
2022	Dr.S.Muthumani, Professor	Organizational Behavior	Title: Team Work A team activity where students were asked to complete a task to prove their team strength.