

Innovative Practices in Teaching

2025-26				
Faculty	Subject Involved	Innovative Practices		
		Title	Objectives And Outcomes	Matched PO And Justification
NAME OF THE FACULTY	SUBJECT	INNOVATIVE PRACTICES		
		TITLE	OBJECTIVE AND OUTCOME	Matched PO AND JUSTIFICATION
Dr S Muthumani	Legal Aspects of Business	Online Quiz	<p>Objective: To assess students' understanding of key legal concepts in business.</p> <p>Outcome: Students were able to demonstrate improved conceptual clarity, identify practical applications of legal principles.</p>	<p>PO2: Foster Analytical and critical thinking abilities for data-based decision making. The event allows students to apply management knowledge in legal contexts enhance analytical and critical thinking for decision-making</p>
Dr.Aysha Fathima Y	Financial Management	Financial Management online Quiz	<p>Objective: To evaluate students' understanding of essential financial management concepts</p> <p>Outcome: Students were able to demonstrate enhanced analytical skills, apply financial tools for decision-making</p>	<p>PO2 – Foster analytical and critical thinking abilities for data-based decision making. The online quiz in Financial Management required students to apply analytical skills, interpret financial information, and make logical decisions based on the given data.</p>
Mr.Manoj Kumar M	Managerial Economics	Presentation activity on GST Reforms and its impact	<p>Objective: To assess students' understanding of GST reforms, compliance provisions, and their impact on businesses and the economy.</p> <p>Outcome: Students gained conceptual clarity</p>	<p>PO4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business. The event aligns with PO4 as it enhanced students' ability to understand and analyze the economic and legal aspects of GST</p>

			on GST, were able to analyze the implications of recent reforms on various sectors, and understood how tax changes influence business decisions and economic activities.	reforms and their impact on the business environment.
Ms.Sivakanni S	Entrepreneurship Development	Presentation on NextGen Enterprise Pitch	<p>Objective: To evaluate students' ability to develop, articulate, and pitch innovative business ideas with a focus on creativity, feasibility, and market relevance.</p> <p>Outcome: Students demonstrated enhanced entrepreneurial thinking, effectively communicated their business concepts, and showcased improved skills in problem-solving, market analysis, and presenting viable next-generation enterprise solutions.</p>	PO7-Ability to create entrepreneurial opportunities through their competency. The event aligns with PO7 as it encouraged students to generate innovative business ideas, enhancing their entrepreneurial thinking and opportunity-creation skills.
Mr Nissar Mohammed S	Legal Aspects of Business	Case Study event- Law in Action	<p>Objective: To provide students with practical exposure to legal concepts by applying laws to real-life business situations and case scenarios.</p> <p>Outcome: Students developed stronger legal reasoning skills, understood the practical implications of business laws.</p>	PO4 – Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business. The event aligns with PO4 as it enabled students to understand how legal principles directly shape real-world business decisions.
Mr Nisar Mohammed S	Managerial Accounting	Case Study event - Money Matters	Objective: To enhance students' understanding of managerial accounting concepts by engaging them in	PO4 – Ability to understand, analyse and communicate global, economic, legal, and ethical

			<p>practical financial analysis.</p> <p>Outcome: Students were able to apply managerial accounting tools effectively, interpret financial information for managerial decisions.</p>	<p>aspects of business.</p> <p>The event aligns with PO4 as it strengthened students' understanding of essential economic concepts like budgeting, saving, and financial decision-making.</p>
Mr R Surendher	Organizational Behaviour	Conflict Resolution Role Play	<p>Objective: To help students understand conflict dynamics by engaging them in role-play exercises that demonstrate effective communication, negotiation, and resolution strategies</p> <p>Outcome: Students developed practical skills in managing interpersonal conflict, demonstrated improved empathy and communication, and were able to apply appropriate conflict-resolution techniques to workplace scenarios.</p>	<p>PO5–Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment. The event aligns with PO5 as it enhanced teamwork, communication, and negotiation skills of students for resolving workplace conflicts effectively.</p>

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Dr S Muthumani	Communication Lab	Gaming On Coordination Practice	<p>Objective: To improve students' teamwork and coordination skills through interactive gaming activities that require collaboration, planning, and collective problem-solving.</p> <p>Outcome: Students demonstrated enhanced team coordination, effective communication, and the ability to work together strategically to accomplish shared goals within a dynamic environment.</p>	<p>PO5 – Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment. The coordination game required teams to collaborate, communicate, and work collectively to complete a practical task. This activity directly nurtured teamwork, leadership, and group decision-making abilities among MBA students.</p>
Mr R Surendher	Banking Financial Services Management	The CAMELS Way	<p>Objective: To develop students' strategic thinking and decision-making skills by engaging them in a simulation game that requires planning, resource management, and teamwork.</p> <p>Outcome: Students gained improved problem-solving abilities, demonstrated effective coordination</p>	<p>PO2 – Foster analytical and critical thinking abilities for data-based decision making. The CAMEL framework aligns with PO2 as it develops students' analytical skills to assess financial performance and make data-driven decisions.</p>

			within teams, and learned to make thoughtful decisions under constraints, enhancing their overall strategic mindset.	
Dr S Madhiyarsi	Derivatives management	Value At Risk	<p>Objective: To enable students to understand and apply Value at Risk (VaR) techniques for measuring and managing risk in derivative investments.</p> <p>Outcome: Students were able to analyze market risk using VaR models, interpret risk exposure in derivative portfolios, and gained practical insight into how financial institutions assess and control potential losses.</p>	PO2 – Foster analytical and critical thinking abilities for data-based decision making. The activity aligns with PO2 as calculating and comparing Historical VaR requires analytical evaluation of financial data to estimate and interpret potential losses.
Mr SelvaKumar	Warehouse Management	Warehouse Management	<p>Objective: To familiarize students with key warehouse management principles, including inventory control, storage systems, and efficient material handling practices.</p> <p>Outcome: Students gained practical understanding of warehouse operations, demonstrated improved skills in organizing and managing inventory, and understood how effective warehouse management</p>	PO6 Ability to explore and solve managerial challenges through appropriate research design in a dynamic business environment. The event aligns with PO6 as exploring current trends and future directions helps students investigate evolving business challenges and develop research-driven insights.

			contributes to overall supply chain efficiency.	
Ms.S.Sivakanni	Security Analysis and Portfolio Management	Fundamental Analysis	<p>Objective: To equip students with the skills to evaluate a company's intrinsic value by analyzing financial statements, industry factors, and economic indicators.</p> <p>Outcome: Students developed the ability to interpret key financial ratios, assess a firm's performance and growth prospects, and make informed investment decisions based on fundamental analysis principles.</p>	PO1 – Apply knowledge of management theories and practices to solve business problems. The event aligns with PO1 as analysing a firm's financial position, offerings, and competitive strategy applies core management concepts to understand and solve business challenges.
Mr. R Surendher	Retail Marketing	Retail Dynamics	<p>Objective: To enable students to understand the key dynamics of retail operations, consumer behavior, and strategic decision-making in the retail industry.</p> <p>Outcome: Students will be able to analyze retail practices and apply retail management concepts to real-world business scenarios.</p>	PO4 – Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business. The event aligns with PO4 as it helps students analyze how retailers respond to changing consumer, competitive, and technological forces within the business environment.
Ms.Akila S	Brand Management	Brand Craft	Objective: To help students understand the core dynamics of retailing, including customer behavior, store layout, merchandising	PO7 – Ability to create entrepreneurial opportunities through their competency. The event aligns with PO7 as building a brand from scratch fosters creativity and

			<p>strategies, and retail operations.</p> <p>Outcome: Students gained insights into how retail formats function, demonstrated the ability to analyze customer engagement and merchandising decisions, and understood the key factors that drive effective retail performance.</p>	<p>entrepreneurial skills essential for developing new business opportunities.</p>
Ms.Akila S	Strategic Human Resource Management	Team Tussle	<p>Objective: To strengthen students' understanding of strategic HR practices by engaging them in team-based challenges that highlight collaboration, leadership, and conflict management.</p> <p>Outcome: Students demonstrated improved teamwork and leadership skills, understood the strategic role of HR in managing people, and applied HR concepts to effectively navigate team dynamics and organizational challenges.</p>	<p>PO5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment. The event aligns with PO5 as it strengthens students' teamwork and collaborative decision-making skills through a student-led team-building activity.</p>
Mr.Manoj Kumar M	Services Marketing	Service Strategy	<p>Objective: To enhance students' understanding of service marketing strategies by analyzing service design, delivery, customer experience,</p>	<p>PO1 – Apply knowledge of management theories and practices to solve business problems. This event aligns with PO1 as it helped students apply service management concepts to understand how effective</p>

			<p>and competitive positioning.</p> <p>Outcome: Students developed the ability to evaluate service processes, understood how strategic decisions influence service quality and customer satisfaction, and gained practical insight into crafting effective service marketing strategies.</p>	<p>service strategies create competitive advantage.</p>
Dr YAysha Fathima	Training and Development	Training Synergy	<p>Objective: To help students understand the importance of training effectiveness by engaging them in activities that demonstrate training needs assessment, skill development, and performance improvement.</p> <p>Outcome: Students gained practical insight into designing and evaluating training programs, demonstrated improved awareness of employee development processes, and understood how effective training enhances individual and organizational performance.</p>	<p>PO1 – Apply knowledge of management theories and practices to solve business problems. The event aligns with PO1 as it strengthened students’ understanding of modern HR strategies and their practical use in solving organizational challenges.</p>

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FACULTY	SUBJECT INVOLVED	INNOVATIVE PRACTICES		Matched PO AND JUSTIFICATION
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Ms.S.Sivakanni	Brand Management	Activity on Brand Model Building	<p>Objective: To enable students to understand and apply brand model frameworks by constructing structured models that illustrate brand identity, positioning, and value creation.</p> <p>Outcome: Students effectively used brand-building frameworks, demonstrated clarity in defining brand elements, and developed the ability to analyze and present comprehensive brand models for strategic decision-making.</p>	<p>PO7 – Ability to create entrepreneurial opportunities through their competency. The event aligns with PO7 as building a model of a chosen brand develops creativity and practical branding skills essential for entrepreneurial thinking.</p>
Ms.S.Sivakanni	Financial Management	Company analysis	<p>Objective: To strengthen students' financial decision-making skills by engaging them in analyzing a company's financial statements, performance trends, and overall financial health.</p> <p>Outcome: Students demonstrated the ability to interpret key financial data, evaluate a firm's profitability and stability, and make informed managerial</p>	<p>PO1-Apply knowledge of management theories and practices to solve business problems. The event aligns with PO1 as analyzing a firm's financial condition, offerings, and competitive strategy applies core management concepts to evaluate and solve business challenges.</p>

			and investment decisions based on comprehensive company analysis.	
Mr.Praveen S V	Human Resources Management	Interview Role Play	<p>Objective: To provide students with practical exposure to recruitment techniques by simulating real interview scenarios that develop interviewing and candidate-assessment skills.</p> <p>Outcome: Students gained confidence in both conducting and facing interviews, improved their communication and evaluation skills, and understood how HR professionals assess candidate suitability in real hiring situations.</p>	<p>PO5 – Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment. The event aligns with PO5 as it helped students build self-management, communication essential for performing effectively in interview and workplace settings.</p>
Dr.S.Madhiyarasi	Security Analysis and portfolio Management	Stock War	<p>Objective: To help students understand stock market dynamics by engaging them in competitive trading simulations that enhance decision-making and investment analysis skills.</p> <p>Outcome: Students developed practical insights into market fluctuations, demonstrated the ability to analyze stocks under pressure, and improved their skills in building and adjusting portfolios based on real-time market scenarios.</p>	<p>PO2 – Foster analytical and critical thinking abilities for data-based decision making. The event aligns with PO2 as virtual stock trading requires analysing market data and making informed, real-time financial decisions.</p>

Mr.Manoj Kumar M	Services Marketing	Marketing mix of service advertisements.	<p>Objective: To enhance students' understanding of the service marketing mix by analyzing how service advertisements communicate product, price, place, and promotion elements.</p> <p>Outcome: Students demonstrated the ability to interpret service ads effectively, identified how each marketing mix component is portrayed</p>	PO1 – Apply knowledge of management theories and practices to solve business problems. The event aligns with PO1 as it enabled students to apply service marketing mix concepts to understand and solve real-world marketing challenges.
Dr.S.Muthumani	Integrated Marketing Communication	Power of advertisement.	<p>Objective: To help students understand the persuasive impact of advertisements by analysing how creative messages, media choices, and communication strategies influence consumer attitudes and behaviour.</p> <p>Outcome: Students developed the ability to evaluate advertisement effectiveness, identified key IMC elements used to create persuasive messages, and gained practical insight into how powerful advertisements shape brand perception and customer engagement.</p>	PO1 – Apply knowledge of management theories and practices to solve business problems. The event aligns with PO1 as it helped students apply advertising strategy concepts to understand how marketing decisions influence business outcomes.