# Sushant University

**Criteria 2.3. Teaching -Learning Process**

**2.3.2 The institution adopts effective Mentor-Mentee Schemes to address academic and student psychological issues**
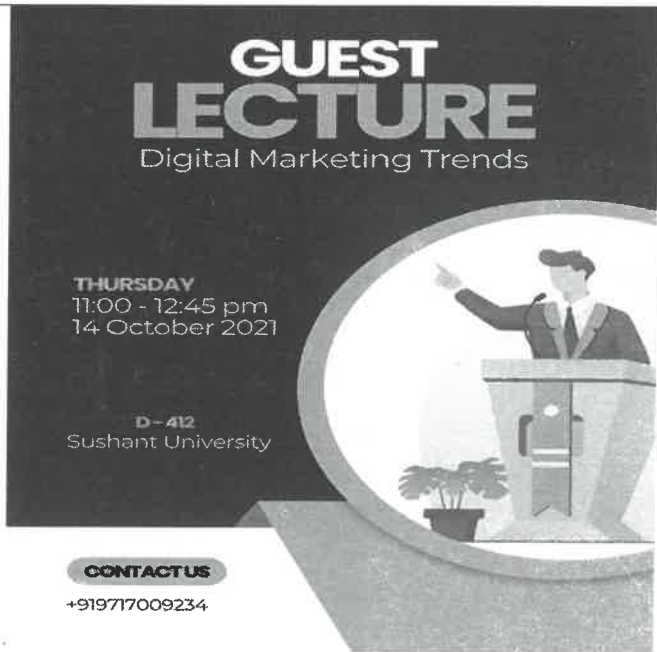
# Documents related to participative learning

# Participative Learning

# Guest Lecture

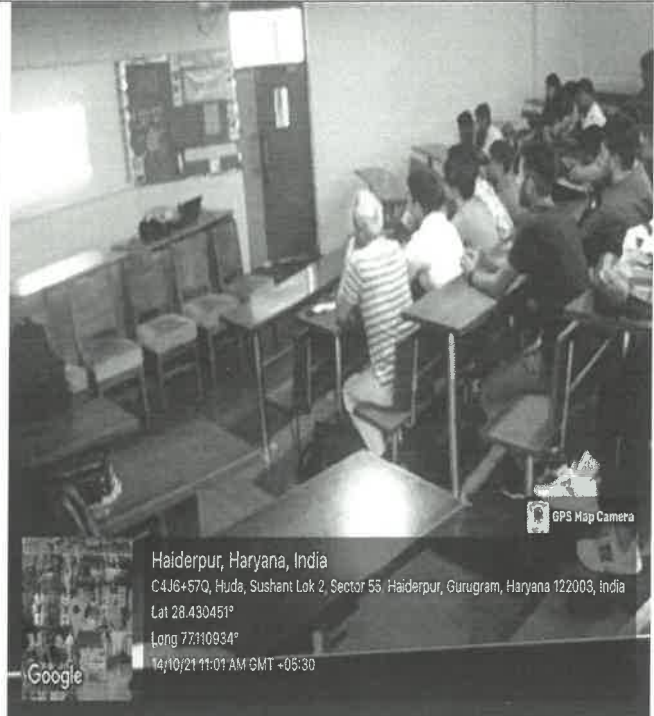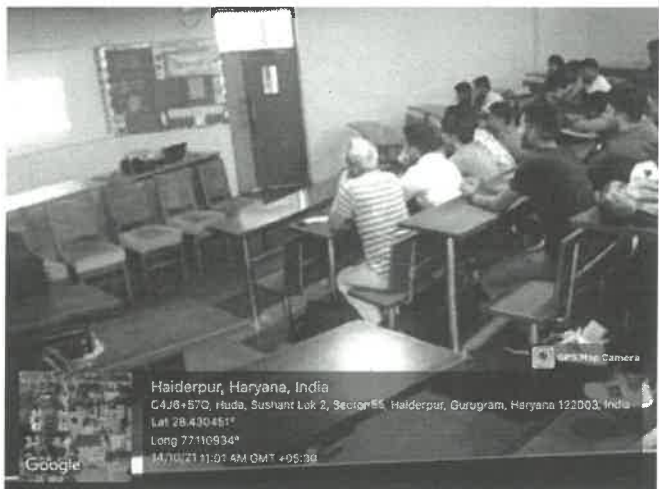| S.NO | Title of Activity* | Organized by (School/Centre Name)* | Date |
|---|---|---|---|
| 1 | Session on Case Study Analysis | School of Business in collaboration with Imagine XP | 26.10.23 |
| 2 | Guest Lecture on "Emerging trends in Fintech " | School of Business in collaboration with Imagine XP | 20.2.2024 |
| 3 | Seminar on "Exploring Trends and Strategies in Digital Marketing" | School of Business in collaboration with Imagine XP | 7.4.22 |
| 4 | Online session on Trading for beginners | School of Business in collaboration with Imagine XP | 22$^{nd}$ Feb 2023 |
| 5 | Management Quiz | School of Business in Collaboration With ISDC Organises | 20 DEC. 2019 |
| 6 | Guest Lecture on Latest Trends in Marketing | School of Business in Collaboration With ISDC Organises | 20-Oct-20 |
| 7 | Role Play | School of Business in Collaboration With ISDC Organises | 15.09.2021 |
| 8 | Session on Case Study Analysis | School of Business in Collaboration With ISDC Organises | 23.03.2022 |
| 9 | Workshop on Financial Tools | School of Business in Collaboration With ISDC Organises | 16.08.2023 |
| 10 | "Business Simulation game" | Sushant School of Business | 18$^{th}$ Jan, 2024 |
| 11 | Session on Case Study Analysis | School of Business in collaboration with Upgrad | 11.08.22 |
| 12 | Guest lecture on Digital Marketing Trends | School of Business in collaboration with Upgrad | 14th October 2021 |
| 13 | E-Seminar on Sustainable Development Goals | School of Business in Collaboration With Shanti Business School | 22$^{nd}$ April 2024 |
| 14 | Management Session on Management Games | School of Business in Collaboration With "I" Business Institute | 24.04.2024 |

# Event Report

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| **Title of Activity*** | Guest lecture on Digital Marketing Trends,14th October 2021 |
| **Organized by (School/Centre Name)*** | School of Business in collaboration with Upgrad |
| **Program Theme*** | Academic Collaboration |
| **Date*** | 14.10.21 |
| **Time*** | 09:00 am onwards |
| **Poster*** |  |
| **YouTube/Facebook Link:** *(if live steamed or video posted on FB/YT)* | Not applicable |
| **Social media link** *(promoting in any one Facebook/Instagram/Twitter is mandatory)* | Not applicable |
| **No. of Students*** *(only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)* | 14 |
| **No. of Faculty*** *(only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)* | 1 |
| **No. of External Participants (students+faculty)** *[write NA if not applicable]* | NA |

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|---|---|
| **(Geotag) Photograph-1*** |  Haiderpur, Haryana, India<br>C4J6+57Q, Huda, Sushant Lok 2, Sector 55, Haiderpur, Gurugram, Haryana 122003, India<br>Lat 28.430451°<br>Long 77.110934°<br>14/10/21 11:01 AM GMT +05:30 |
| **(Geotag) Photograph-2** |  Haiderpur, Haryana, India<br>C4J6+57Q, Huda, Sushant Lok 2, Sector 55, Haiderpur, Gurugram, Haryana 122003, India<br>Lat 28.430451°<br>Long 77.110934°<br>14/10/21 11:01 AM GMT +05:30 |
| **Description (min 250 to max 800 words)*** | **Guest Lecture on Digital Marketing**<br>*Date: October 14, 2021*<br>*Organizer: School of Business, Sushant University*<br>**Introduction:**<br>The School of Business at Sushant University hosted an insightful Guest Lecture on Digital Marketing on October 14, 2021. The lecture aimed to provide students with valuable insights into the rapidly evolving field of digital marketing and its significance in today's business landscape.<br>**Guest Speaker:**<br>The guest speaker for the event was a seasoned professional with extensive experience in the field of digital marketing. is recognized for their contributions to the industry, having worked with leading organizations and successfully implemented digital marketing strategies. |

**Key Highlights:**

**Overview of Digital Marketing Landscape:** [Guest Speaker's Name] provided an in-depth overview of the current digital marketing landscape, covering trends, challenges, and opportunities. The presentation included insights into the growing importance of digital channels in reaching target audiences.

**Case Studies and Real-World Examples:** The guest speaker supplemented theoretical concepts with real-world case studies and examples. This practical approach helped students connect theoretical knowledge with practical applications, showcasing the effectiveness of various digital marketing strategies.

**Emerging Technologies in Digital Marketing:** The lecture delved into emerging technologies shaping the digital marketing landscape, such as artificial intelligence, augmented reality, and data analytics. Students gained a forward-looking perspective on the industry's future and the skills required to stay competitive.

**Interactive Q&A Session:** The session included an interactive Q&A segment, allowing students to engage directly with the guest speaker. This provided a platform for clarification of concepts, further exploration of specific topics, and a valuable exchange of ideas.

**Feedback and Impact:**

Feedback from students was overwhelmingly positive, with many expressing appreciation for the practical insights shared by the guest speaker. The lecture sparked interest and curiosity among students about potential career paths in digital marketing and its relevance across industries.

**Conclusion:**

The Guest Lecture on Digital Marketing organized by the School of Business at Sushant University was a resounding success. It not only enriched students' understanding of digital marketing concepts but also connected them with industry expertise. The event exemplified the School's commitment to providing students with exposure to contemporary business trends and fostering a bridge between academic learning and industry practices. The positive response from attendees highlights the effectiveness of such initiatives in preparing students for the dynamic and competitive world of digital marketing

**Attendance Sheet***

## School of Busniess, Sushant University

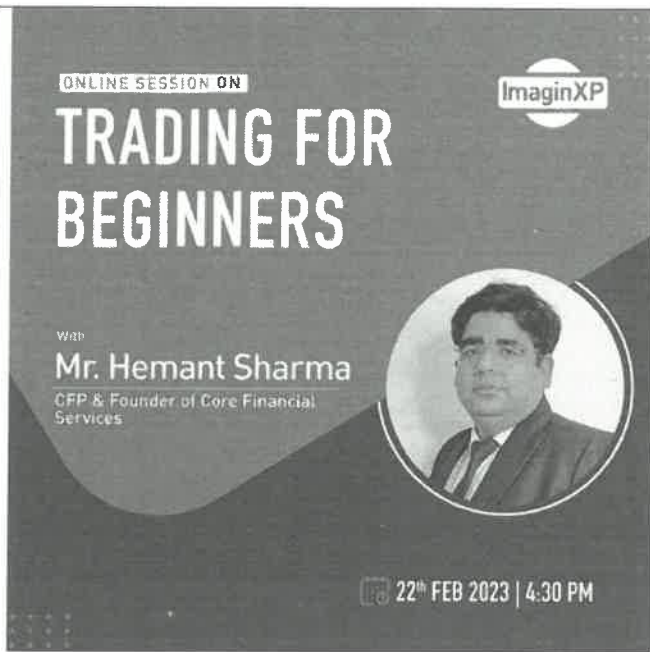Guest Lecture on Digital Marketing
14th October , 2021

### Attendance Sheet

| No. | Student Name | Roll No. | Present/Absent |
|---|---|---|---|
| | ADEER CHOPRA | 210BCOMSF003 | Abst |
| 2 | ANANAY GAMBHIR | 210BCOMF004 | Ananz |
| | DEV JAIN | 210BCOMSF001 | Dev |
| 4 | HARJOT SINGH AHLUWALIA | 210BCOMSF007 | Harjot |
| | HIMANSHU SEHRAWAT | 210BCOMH004 | Himansh |
| 6 | KHUSHEE CHOPRA | 210BCOMH002 | Mr |
| | KHUSHI PHAWA | 210BCOMSF015 | Khush |
| 8 | MAYANK GUPTA | 210BCOMSF013 | Mayank |
| | RIPIN BHARDWAJ | 210BCOMSF010 | Ripin |
| 10 | RITIKA ARORA | 210BCOMSF011 | Ritika |
| | RITIKA GUPTA | 210BCOMSF005 | Ritika |
| 12 | ANKUR SAINI | 210BBAWN040 | |

| **Report Submitted by** *(write faculty coordinator name)* | Dr.Nidhi |

## Event Report

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|---|---|
| **Title of Activity*** | Online session on Trading for beginners |
| **Organized by (School/Centre Name)*** | School of Business in collaboration with Imagine XP |
| **Program Theme*** | Academic Collaboration |
| **Date*** | 22nd Feb 2023 |
| **Time*** | 4:30 pm onwards |
| **Poster*** |  |
| **YouTube/Facebook Link:** *(if live steamed or video posted on FB/YT)* | Not applicable |
| **Social media link** *(promoting in any one Facebook/Instagram/Twitter is mandatory)* | Not applicable |
| **No. of Students*** *(only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)* | 30 |
| **No. of Faculty*** *(only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)* | 1 |
| **No. of External Participants (students+faculty)** *[write NA if not applicable]* | NA |

| (Geotag) Photograph-1* |  |
|---|---|
| (Geotag) Photograph-2 |  |
| **Description (min 250 to max 800 words)*** | The Memorandum of Understanding (MoU) between Imagine XP and Sushant University School of Business aimed to facilitate collaboration in the realms of education, research, and professional development. The primary goal was to capitalize on the strengths of both institutions, thereby improving the overall learning experience and fostering the exchange of knowledge. A notable event conducted under this MoU was a series of collaborative classes by Imagine XP and Sushant University. These sessions were strategically designed to augment skill sets, offer valuable industry insights, and equip students with the necessary preparation for upcoming |

<table>
<tr><td></td><td>career opportunities.<br>The partnership between Imagine XP and Sushant University School of Business, as established by the MoU, has proven to be a successful endeavor, evident in the positive outcomes derived from the jointly conducted classes. We anticipate further success in sustaining this productive collaboration and are enthusiastic about exploring new avenues for mutual cooperation in the future.</td></tr>
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**Attendance Sheet***

**School of Busniess, Sushant University**
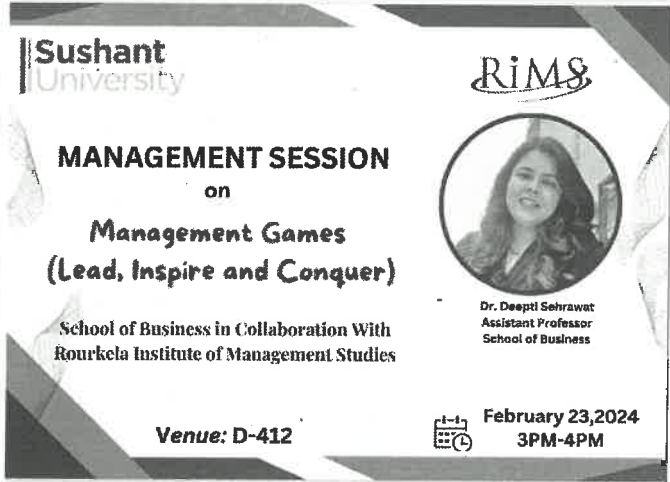**line session on Trading for beginners**
**22nd of Feb, 2023**
**Attendance Sheet**

| S. No | Student Name | Roll No. | Present/Absent |
|---|---|---|---|
| 1 | anak Bhardwaj . | 230BCOM035 | Janat |
| 2 | Karan Verma | 230BCOM057 | Karan |
| 3 | Kartik Johar | 230BCOM020 | Kar |
| 4 | krtti bansal | 230BCOM049 | Cami Bans |
| 5 | Kumari Shailja | 230BCOM014 | Kumari |
| 6 | Lakshay Kaushik | 230BCOM027 | Lakk |
| 7 | Naseem Khan | 230BCOM036 | Naseem |
| 8 | Nishant ghudaiya | 230BCOM008 | Nishant |
| 9 | Parth Singh | 230BCOM015 | Parth |
| 10 | Pranjal bhadana | 230BCOM016 | P.S. |
| 11 | Rimjhim Mallick | 230BCOM012 | Rimjhim |
| 12 | Rohin chandila | 230BCOM018 | Rohin |
| 13 | Ronak dogra | 230BCOM017 | Ronak |
| 14 | Rudra Yadav | 230BCOM013 | Rudra |
| 15 | Sanjana budhathoki | 230BCOM056 | Sanjana |
| 16 | SHASHANK SHUKLA | 230BCOM033 | SHASHANK |
| 17 | Shashwat Dwivedi | 230BCOM041 | Shashwat Dw |
| 18 | Shiven Shokeen | 230BCOM046 | Shiven |
| 19 | Tannu ghudaiya | 230BCOM058 | Tannu Ghudaiya |
| 20 | vanshika . | 230BCOM039 | Vanshika |

| **Report Submitted by** *(write faculty coordinator name)* | Dr.Suman |
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## Event Report

| Title of Activity* | Management Session on Management Games |
|---|---|
| **Organized by (School/Centre Name)*** | SCHOOL OF BUSINESS IN COLLABORATION WITH "I BUSINESS INSTITUE" |
| **Program Theme*** | Academic Collaboration |
| **Date*** | 24.04.2024 |
| **Time*** | 3:00 pm onwards |
| **Poster*** |  |
| **YouTube/Facebook Link:** *(if live steamed or video posted on FB/YT)* | Not applicable |
| **Social media link** *(promoting in any one Facebook/Instagram/Twitter is mandatory)* | Not applicable |
| **No. of Students*** *(only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)* | NA |
| **No. of Faculty*** *(only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)* | 10 |
| **No. of External Participants (students+faculty)** *[write NA if not applicable]* | NA |

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|---|---|
| **(Geotag) Photograph-1*** | <br>Gurugram,HR,India<br>Sector 55, Gurugram, 122011, HR, India<br>Lat 28.430605, Long 77.112170<br>02/23/2024 03:19 PM GMT+05:30<br>Note : Captured by GPS Map Camera<br><br>Fig-: 1 Faculties Enjoying Playing Management Games |
| **(Geotag) Photograph-2** | <br>Gurugram,HR,India<br>Sector 55, Gurugram, 122011, HR, India<br>Lat 28.430605, Long 77.112170<br>02/23/2024 03:25 PM GMT+05:30<br>Note : Captured by GPS Map Camera<br><br>Fig-: 2 Faculties Enjoying Playing Management Games |
| **Description (min 250 to max 800 words)*** | On February 23rd, 2024, the School of Business at Sushant University, in collaboration with Rourkela Institute of Management Studies (RIMS), hosted an engaging Management Session on Management Games. This academic collaboration aimed to explore innovative teaching methodologies and enhance management skills through interactive and experiential learning. The session, conducted via Google Meet, commenced at 3:00 pm and was attended by a diverse group of faculty members, students, and industry professionals.<br><br>The event began with an opening address by Prof. V A, Dubey Dean of the School of Business at Sushant University. Prof Dubey highlighted the significance of using management games as a pedagogical tool to simulate real-world business scenarios and develop critical thinking, decision-making, and teamwork skills among students. She expressed his gratitude to RIMS for the collaborative effort and emphasized the |

importance of such initiatives in enriching business education.

The keynote speaker for the session was Dr. Anil Kumar, an expert in experiential learning and a professor at "I BUSINESS INSTITUE". Dr. Kumar provided an insightful overview of the role of management games in business education. He explained how these games can effectively bridge the gap between theoretical knowledge and practical application. By immersing participants in simulated business environments, management games foster a deeper understanding of complex business concepts and strategies.

The game focused on crisis management and was facilitated by Dr. Deepti Sehrawat, a senior faculty member at Sushant University. In this scenario-based game, participants faced a series of unexpected business challenges and had to develop and implement effective response strategies. The game emphasized the importance of agility, communication, and problem-solving in high-pressure situations. Participants found this exercise particularly valuable for understanding the dynamics of crisis management and the need for quick, well-informed decision-making.

Throughout the session, participants were encouraged to share their experiences and insights. The interactive nature of the management games fostered a collaborative learning environment, where attendees could reflect on their performance, discuss alternative strategies, and learn from each other's approaches.

The session concluded with a feedback and reflection segment. Participants expressed their appreciation for the practical, hands-on experience and noted the effectiveness of such activities in enhancing their managerial skills. Dean SOB thanked all participants and the organizing team for their contributions to the success of the event. She reiterated the commitment of Sushant University and RIMS to providing innovative and impactful learning experiences for their students.

In summary, the Management Session on Management Games was a highly successful event that demonstrated the value of experiential

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| | learning in business education. The collaboration between the School of Business at Sushant University and "I BUSINESS INSTITUE" set a strong foundation for future initiatives aimed at enhancing teaching methodologies and developing essential managerial skills through interactive and engaging approaches. |
| **Attendance Sheet\*** | **School of Busniess, Sushant University** **Management Session on Management Games** **23.04.2024** **Attendance Sheet**  |
| **Report Submitted by** *(write faculty coordinator name)* | Dr.Richa Nangia |