

Best Practices for the Academic Year 2019-20

TITLE OF THE PRACTICE:

MARKETING FAIR 2019 - 2020
Sales Food Fun Learning

Goal:

The main goal of Marketing Fair 2020 is to educate students of BBA Marketing/Sales and business environment concepts with the practical approach

Context:

- It is observed that the need of practical approach in Management Education is much required.
- Most of the students of BBA are from rural background and it is vital for the faculty to provide essential exposure at par with Tier I or Tier II BBA students.
- Where we have found a gap in Theoretical and Practical approach in teaching the management concepts by seeing the opportunities in sales and marketing and other Management avenues.
- As a result, the BBA department took the initiative to conduct Marketing Fair 2019 to provide a required exposure to our students to know how exactly the markets/sales work.
- This will also make the students of BBA understand not just the marketing/sales but also the others aspects of Accounts, finance, budget, demand forecasting, advertisement, promotional activities and creative thinking etc.

The Practice:

- The teacher frames the rules and regulations to conduct marketing fair
- Students are asked to make their own teams
- Students were given a budget limit to spend per team
- Teams can keep Name, Slogan, Jingle for their respective teams
- Teams can even consider creating the Logos, Advertising and Branding of their items.
- Team leader must give the expenditure list well before the event day adhering to the budget set for the teams
- Teams are asked to follow the other guidelines of the event set by the department/concerned faculty
- Students equally divided the profit amount they earned from the event.

Evidence of Success:

Quite a good number of students expressed their opinion that the event as helped them to come forward and participate in events such as Management fests and it boosted their confidence level and their learning has improved by adapting to the various activities conducted by the department.

Problems Encountered:

The students(first year) were hesitant in the beginning to Participate in the event when the new guidelines were imposed to make the event more meaningful, after the discussion with the faculty the students showed interest and actively participated.

KOLLMINCHU

GOAL

Department of Kannada brings out wall poster called Kollminchu which giving an platform to many students to express their ideas and present their work in public place.

CONTENT

The Kollminchu is a wall poster presentation. students can write an Auto Biograph of some famous person, place and history, prehistoric and some famous local places. They can pick any one of the topic for presentation.

Practice

Kollminchu wall poster presentation will publish in every two months for the academic year. Students uses their handwritten presentation of the content. It is mandatory not to use computer graphics and printer in there works. However this is because students should be aware that they can use their hands to present the things more beautiful than the computers, printers so on. Hence poster presentation will be displayed on the notice board for 15 days for the reference and feedback from students and staff. However if they have some suggestion in the presented work they can contact department of Kannada for clarification.

Evidence

Kollminchu given lot of opportunity for students and staffs to come out with best idea and present their work in public place where they can find lot of exposure and get suggestion and feedback from students and Staff.



PRINCIPAL
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