

**SDM COLLEGE OF BUSINESS MANAGEMENT POST GRADUATE CENTRE FOR
MANAGEMENT STUDIES AND RESEARCH, MANGALURU-3.**

VALUE ADDITION ACTIVITIES

1. 3C REPORT

Objectives:

- To understand the details of different companies.
- To familiarize students with the details about the company, their customers and competitors
- To make students job-ready.

Methodology:

- Groups of three students are made.
- They are given the freedom to select a company of their choice.
- Students are expected to do an extensive research about the company, its customers and its competitors and make a presentation before the class.
- A hard copy of the same is to be presented to the faculty in charge.
- Students not just get to listen about different companies but can always get their doubts clarified too, by way of questions to the presenters.

Outcome:

- It will provide students with the details of hundreds of companies which would otherwise be a horrendous task, if done individually.
- Students can apply whatever they learnt about other organisations at their workplaces, so that they can start delivering results in real business scenarios.
- Students will be well prepared to deal with different situations.
- Their presentation skills will also improve.
- It will prepare the students for job interviews.

2. GROUP DISCUSSION

Objectives:

- To train students to face Group Discussion process in the corporate world.
- To inculcate leadership ability in students.
- To improve communication skill.
- To evaluate command over the given topic, reasoning, attitude, flexibility, initiative, skill and listening skill.
- To judge the teamwork and assertiveness.

Methodology:

- One day in a week 3 p.m. to 5 p.m. group discussion will be held in the class room
- Initially faculty in charge will give guidance regarding rules and regulations.
- Class is divided into group of 8 members and a topic is assigned.
- Every week 4 groups conduct GD on the given topic.
- Feedback will be given by the concerned faculty.

Outcome :

- Students are well trained to face Group discussion process during placements.
- Students are motivated to read and improve their knowledge and communication skills.

3. CREATIVITY CLUB

Objectives:

- To provide a platform to the students to think out of the box
- To make students to be more creative in their thinking process
- To help students to develop an entrepreneurial skills

Methodology:

- Students are put in groups of five and asked to develop creative business ideas

- The creative idea/product/service developed by the students should be presented in the form of a B-Plan
- The B-plan submitted to the concerned Faculty in-charge needs to be presented before the class
- The students ask questions and try to test the credibility of the plan

Outcome :

- It helps to build creative thinking among the students
- It enables the students to put theory into practice
- It trains students to for management fests

4. BOOK REVIEW

Objectives:

- To develop habit of reading books among the students
- To enhance academic performance
- To enable students to explore the library resources

Methodology:

- It is made compulsory for students to read a book of their choice preferably management related and present it in front of their classmates and in-charge faculty.
- In-order to avoid duplication in presentation students are made to register their book name in the beginning of the semester
- Each students has to submit the hard copy of the book reviewed
- Students have to borrow the books from our library

Outcome :

- Students book reading habit increased significantly
- More than 80% of the students spend minimum 1 hour in library
- Students writing skill also increased to the great extent.

5. WEEKLY GUEST LECTURE

Objectives:

- Enriching our students with the latest updates of the corporate world.
- Preparing students to face the real life .

Methodology:

- Guest Lectures are organized every Mondays of the week on multidisciplinary aspects for the students of Ist year MBA between 3:00PM to 4:30PM
- Eminent Personalities are invited to share valuable information from their experiences. These eminent personalities include faculty from various esteemed institution, Industrialists, Professionals from corporate World, Spiritual Leaders, Entrepreneurs etc
- Students are bestowed with the knowledge about Industry needs, latest technical updates, avenues for higher studies etc.
- Feedbacks is also collected from the students to assess their understanding.
- As these programmes are conducted in a formal manner by the students itself.

Outcome:

- Conducting guest lectures regularly keeps the student updated on current scenarios
- It helps in making students not only academically strong but also preparing students to face the corporate world through the experiences shared by the eminent speakers
- This program entails establishing relationship with eminent personalities from various Industries which becomes helpful in seeking employment.

6. ARTICLE REVIEW

Objectives:

- To encourage students to refer to research articles.
- To enable them to understand research work.
- To guide students to write research papers.

Methodology:

- The students select an research article from any of the scholarly journals and review it.
- They submit an write up on the research article that is published in the journal.

- Later these reviews of article are presented in class for discussion.

Outcome:

- It breeds research orientation among students
- It has also developed the analytical reading skills of students.