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Workshop on Case writing

Date: June 21, 2023

Introduction: Workshop to focused on case writing are immensely beneficial for educators aiming to create engaging teaching materials. And help educators to provide global exposure to students with the help of multiple types of case studies.



Event overview: Workshop held in Sai Balaji International institute of Management Sciences on 21st June 2023. This was held for improving the case study materials from the teachers which would eventually help the students to understand the study material more clearly and have a strong base of the subject

Activities:

Understanding Case Writing Fundamentals: Workshops often start with the basics, covering the structure of a case, defining learning objectives, creating a compelling narrative, and crafting effective teaching notes.

Mentorship and Guidance: Experienced case writers or mentors may offer one-on-one guidance, providing feedback and support throughout the case development process.

Peer Review and Collaboration: Encouraging faculty members to review and collaborate on each other's cases, fostering a community of practice where ideas and feedback are shared.

Workshops on Case-Based Teaching: Sessions on how to effectively use cases in the classroom, facilitate discussions, and engage students actively with the developed cases.

Coordinator: Dr. Laxmidhar Biswal

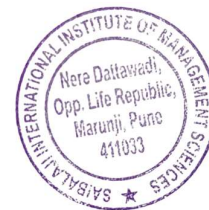
Dr. Laxmidhar Biswal is having more than 10 years of Academic experience in various organization at various position in Education Sector, Currently working as an Assistant Professor. He has around 4 Years Experience as a Practitioner Lawyer in Orissa High Court. He is a Post Graduate in Master of Arts (M.A.) from Utkal University, Orissa and Master in Personal Management (M.P.M) from University of Pune. He is a Law graduate from Utkal University, Orissa..

Dr. Biswal's current interest involves writing papers on Training & Development and HR Related topics. He has written more than 20 papers in National and Internationals journals of repute. His papers are published in ABDC, Scopus and UGC Care Journals. He has completed his Ph.D. in Management (Human Resources)

Feedback: These programs aim to equip educators with the skills and tools needed to create high-quality cases that align with specific learning objectives and enhance the overall learning experience for students. They often result in a repository of cases that can be utilized across various courses and disciplines

Conclusion: The workshop organized was a great success and provided deep knowledge and understanding to the faculty members and the faculty felt more clear about how to providing the same knowledge to the students.


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Workshop on Research Methodology

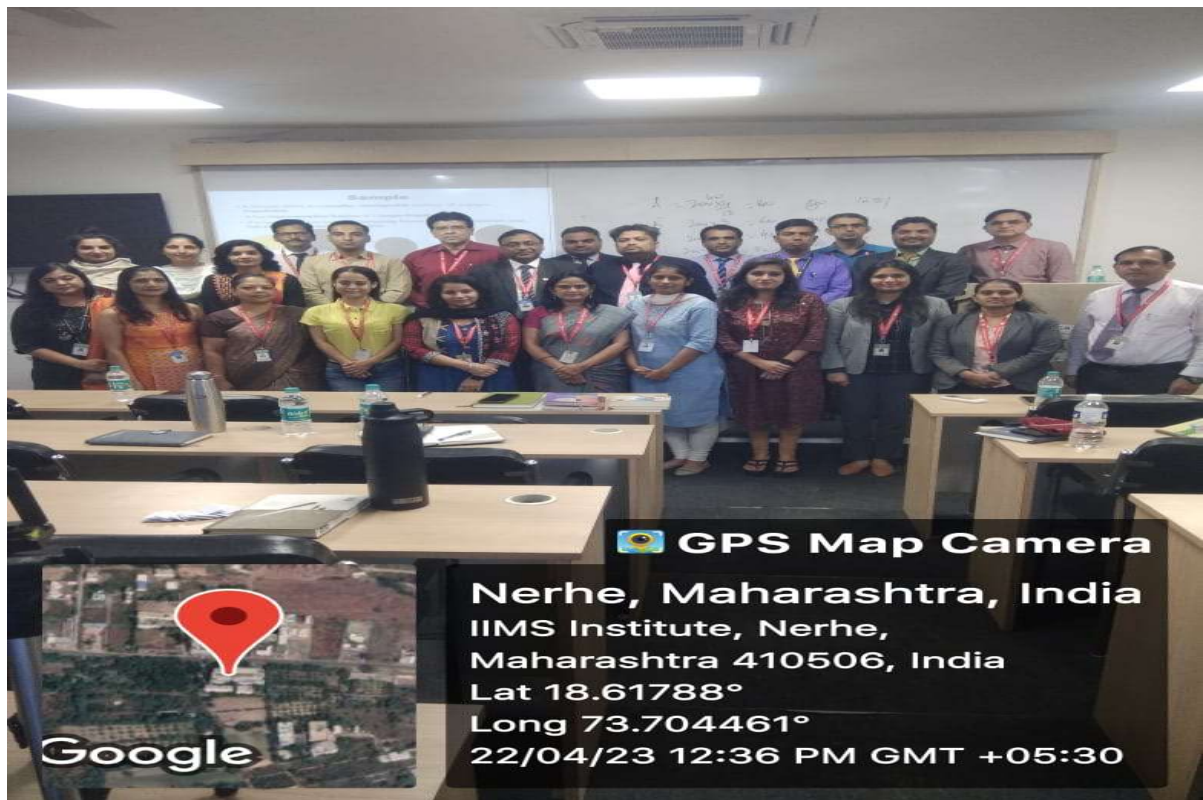
Date: April 22, 2023

Resource Person:

Dr. Trupti Sahu, Dr. Beena Jiby

Introduction: Workshop focused on research are designed to support educators in enhancing their research skills, productivity, and contributions to their fields.

Event Overview: Workshop on research was help in SaiBalaji International Institute of Management Sciences on 22nd April 2023 for faculty & students for development to enhance their research and problem-solving skills.



Activities: Research Methodologies: Workshops or seminars that delve into various research methodologies, study designs, data collection, and analysis techniques relevant to different disciplines. Grant Writing and Funding: Guidance on navigating the process of applying for research grants, understanding funding opportunities, and developing competitive grant proposals.


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Workshop on Research Writing

Date 15.04.2022

Resource Person: Dr. Samrat Ray

Venue: MDP Room

Structure case

1. Meet and Greet
2. Breaking the Iceberg
3. Audiovisual aids in impact
4. PPT Presentation 5. Distribution of handouts
5. Games and simulations
6. Coffee break
7. Debates and action points
8. Surprise gift from FDP resource person
9. Road ahead and blocks.

Objectives: The objectives of the course include

1. Gathering an overview of contemporary research topics in global impactful research writing
2. Understanding the research tools applicable to address the diverse research topics in the field.
3. Understanding various participant centric pedagogical tools used in research design.
4. Design, create, ideate, Prescribe and contribute meaningful research for human development and empowerment.
5. Create research profile online and increase citations
6. Learning to align research for institutional development various scores.



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“Startup Conclave Mumbai Dabbawala Enterprise”

Date: March 11th, 2023

Introduction:

On the vibrant morning of March 11th, 2023, the Startup Conclave 2k23 buzzed with anticipation as it welcomed Mumbai Dabbawala Enterprise. Celebrating the indomitable spirit of entrepreneurship, the event showcased the iconic efficiency and ingenuity of Mumbai's Dabbawalas, illuminating their timeless lessons for the modern startup ecosystem.



Overview:

At the 'Startup Conclave 2k23', the Mumbai Dabbawala Enterprise captivated attendees with their innovative logistics model. They showcased their renowned lunchbox delivery system, highlighting its precision and efficiency. Through captivating presentations and interactive demonstrations, they elucidated how tradition meets modernity, inspiring entrepreneurs to blend innovation with time-honored practices for sustainable business success.

Activities:


At the "Startup Conclave 2k23," the "Mumbai Dabbawala Enterprise" event featured diverse activities. Attendees engaged in interactive workshops on logistics optimization, customer service, and entrepreneurial resilience. A panel discussion highlighted their iconic delivery system's role in Mumbai's urban fabric. Culinary demos showcased traditional dabbawala cuisine, fostering cultural exchange.

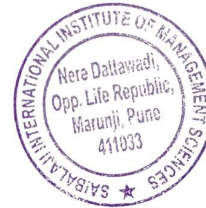
Feedback:

The Mumbai Dabbawala Enterprise presentation at the Startup Conclave 2k23 was insightful and inspiring. Their efficient delivery system showcased remarkable organizational prowess. Engaging attendees with real-world examples, they demonstrated how traditional methods can thrive in a modern business landscape. A testament to their enduring success and adaptability.

Conclusion:

The Mumbai Dabbawala Enterprise showcased an exemplary blend of tradition and innovation at the Startup Conclave 2k23. Their precision in logistics and dedication to quality service left an indelible mark, inspiring budding entrepreneurs. Through their timeless model, they proved that embracing heritage while embracing modernity is key to enduring success in business.


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Start-up and Family Business conclave

Date: March 10, 2023

Introduction: The conclave on the topic of Start-up and Family Business was held to enhance the knowledge of start-ups and family business. It gave the idea about the steps to launch a start-up and also gave us the pointers on how to expand the traditional family business.

Event overview: The conclave of Family business and start-up was held in Sai Balaji International Institute of Management Sciences on 10th of March 2023. The event aimed to give guidance and mentorship, promotion and innovation, helps giving a community, make new contacts and networks, provide investors and funding opportunities, give industry trends and insights.



Activities: Panel Discussions and Keynotes: Inviting industry leaders, successful entrepreneurs, and experts to share insights, experiences, and strategies through panel discussions and keynote speeches.

Pitch Competitions or Showcases: Allowing startups to pitch their ideas, products, or services to a panel of judges, investors, or the audience, providing visibility and potential funding opportunities.

Networking Events: Organizing networking sessions, mixers, or meet-and-greets to facilitate connections among attendees, fostering collaborations and partnerships.


Mentorship and Consultation Clinics: Offering one-on-one mentorship sessions or consultation clinics where entrepreneurs and family business owners can seek advice from experienced professionals. Investors and Funding Forums: Arranging sessions dedicated to connecting startups with potential investors, venture capitalists, or funding organizations.

Social and Recreational Activities: Organizing social events, team-building activities, or cultural experiences to facilitate informal interactions and foster a sense of community among participants



Feedback: The conclave held on the topic of start-up and family business was a highly informative conclave which gave a lot of insights of the on-going trends and also gave huge motivation to every individual present there to build something of their own which the guidance of the knowledge provided in the conclave.

Conclusion: The Startup and Family Business Conclave embodies the spirit of entrepreneurship, offering a gateway to new opportunities, fostering growth, and igniting the aspirations of those at the forefront of innovation and enterprise. As participants engage insightful workshops, learn from seasoned professionals, showcase their innovations, and forge meaningful connections, the Conclave not only enriches their individual journeys but also contributes to the larger narrative of entrepreneurial success.


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Workshop on AMOS- Structural equation modelling

Date: 21 January, 2023

Resource Person: Dr. Prof. Guruswami Principal, Ebenezer Nagar, Bengaluru Karnataka.

Introduction: The application of statistical techniques in social science research has seen significant advancements, with the use of Structural Equation Modeling (SEM) emerging as a powerful tool. This report provides an overview of the Analysis of Moment Structures (AMOS) software, which serves as a prominent platform for implementing SEM in research and data analysis.



Event Overview: This workshop was held in Sai Balaji International Institute of management sciences on 21st January 2023. AMOS is a user-friendly software program developed for researchers and analysts engaging in Structural Equation Modeling. Its key features include a graphical interface, making it accessible to users with varying levels of statistical expertise, and the ability to handle complex models involving latent variables.

Activities: Graphical Interface: AMOS provides a visual representation of models, allowing users to construct, modify, and analyze SEM diagrams intuitively.

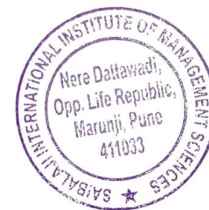
Path Analysis: The software supports path analysis, enabling researchers to examine direct and indirect relationships between observed and latent variables in their models.

Model Fit Indices: AMOS calculates various fit indices (e.g., chi-square, Comparative Fit Index - CFI, and Root Mean Square Error of Approximation - RMSEA) to assess how well the specified model fits the data. Latent Variable Estimation: AMOS facilitates the estimation of latent variables, helping researchers capture unobservable constructs that play a crucial role in the model. Bootstrapping: The software supports bootstrapping techniques, allowing users to assess the stability and reliability of their model parameters

Feedback: The workshop was a great success and the participating members got to learn something new and interesting, also it helped the members to get updated to the trend and technology.

Conclusion: AMOS stands as a valuable resource in the field of structural equation modeling, empowering researchers to explore intricate relationships within their data. Its intuitive interface, comprehensive features, and widespread application across various disciplines make it a staple tool for advancing scientific inquiry and understanding complex phenomena. As research methodologies continue to evolve, AMOS plays a pivotal role in fostering a deeper comprehension of intricate relationships in diverse fields of study.


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Anvesh-2023 International conference on - Role of sustainability and innovation in this era of disruption.

Date: January 20th and 21st, 2023

Introduction: In the contemporary landscape marked by rapid technological advancements, geopolitical shifts, and environmental challenges, the business world is facing unprecedented disruptions. The convergence of these factors necessitates a reevaluation of traditional business models and the integration of sustainability and innovation.

Event Overview: International conference on the role of sustainability and innovation in this era of disruption was held in Sai Balaji International Institute of Management Sciences on 20th and 21st January 2023. The topic of the conference has a very broad scope and is immensely important for the coming future. Therefore the conference was very important and informative.

Activities:

Sustainability Activities: Energy Efficiency Audits: Conduct energy audits to identify areas for improvement and implement energy-efficient technologies and practices.

Waste Reduction Initiatives: Implement recycling programs and encourage waste reduction through proper disposal and reuse practices.

Green Procurement: Prioritize purchasing products and services from environmentally responsible suppliers and those with sustainable practices.

Carbon Footprint Reduction: Track and work to reduce the carbon footprint by promoting telecommuting, using energy-efficient appliances, and investing in renewable energy sources




SaiBalaji International Institute of Management Sciences



International Institute of Management and Human Resource Development
(Women)

In Academic Partnership with
Faculty of Commerce & Management,
Savitribai Phule Pune University, Pune

In collaboration with
Acacia University,
Arizona, USA



Organizes

ANVESH 2K23
An International Conference
on
“ Role of Sustainability & Innovation in the era of Disruption-
A Global Challenge”
(In Hybrid Mode)



20th & 21st
January 2023

www.sbiims.edu.in
www.iimhrd.edu.in

Hinjewadi IT Park, Survey No. 34(1-2/1), Near Dattawadi
Pune, Maharashtra-411033





Innovation Activities:

Innovation Hackathons: Organize hackathons or innovation challenges to encourage employees or community members to generate creative solutions to specific problems.


Cross-Functional Collaboration: Foster collaboration between different departments or sectors to encourage diverse perspectives and innovative thinking.

Innovation Labs: Establish dedicated spaces or programs where employees can experiment with new ideas and technologies.

Open Innovation Platforms: Create platforms for open innovation, allowing external individuals or organizations to contribute ideas and solutions

Feedback: All the activities held because of the conference were very interesting and informative for the coming future as the coming times are very futuristic and deals with advanced things like Artificial Intelligence (AI) and the innovation and development is continuous.

Conclusion: All the activities held were very productive and all the members actively participated.


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The Future of Technology in Tourism and Hospitality Management

Resource Person:

Gul Erkol Bayram

Associate Professor

Sinop University School of Tourism and Hospitality Management

Department of Tour Guiding

Date: 16th January, 2023

Venue: APJ Auditorium

MODE: ONLINE

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welcomes



Associate Prof. Gul Erkol Bayram

Sinop University, School of Tourism & Hospitality Management
Department of Tour Guiding

The future of technology in tourism and hospitality is exciting and rapidly evolving. Here are some trends and innovations that will shape the industry have been discussed in session,

1. Artificial Intelligence (AI) and Machine Learning (ML):

- Personalized experiences through AI-powered chatbots and virtual assistants.
- Predictive analytics for demand forecasting and dynamic pricing.

2. Virtual and Augmented Reality (VR/AR):

- Immersive experiences for travelers to explore destinations and attractions.
- Enhanced in-destination experiences with AR-powered guides and information.

3. Internet of Things (IoT):

- Smart hotels with automated systems for temperature, lighting, and energy management.
- IoT-enabled luggage tracking and security.

4. Big Data and Analytics:

- Data-driven insights for personalized marketing and customer segmentation.
- Real-time feedback and sentiment analysis for improved customer service.

5. Mobile Payments and Wallets:

- Seamless transactions with mobile payment solutions.
- Contactless payments and digital wallets for easy transactions.

6. Blockchain and Cryptocurrency:

- Secure and transparent transactions with blockchain technology.
- Cryptocurrency payments for international transactions.

7. Robotics and Automation:

- Robot-assisted hospitality services, such as room service and concierge.
- Automated housekeeping and maintenance for efficient operations.

8. 5G Networks:

- Faster data speeds and lower latency for enhanced connectivity.
- Improved streaming and video conferencing for remote experiences.


9. Sustainable Technology:

- Eco-friendly accommodations and sustainable tourism practices.
- Carbon offsetting and green technologies for reduced environmental impact.

10. Accessibility and Inclusivity:

- Technology-enabled accessibility features for travelers with disabilities.
- Inclusive experiences through audio descriptions, sign language interpretation, and more.

These innovations will revolutionize the tourism and hospitality industry, enhancing the traveler experience, improving operational efficiency, and driving sustainability.


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Workshop on Essential of PLS-SEM using SMART PLS 4

Date:15th October 2022

Resource Person: Dr. Sachin Batra (Associate Professor NIKMAR)

To impart technical skills to Academicians/Researchers Workshop on

"Essentials of PLS-SEM using Smart PLS 4. Complimentary SmartPLS 4 license key was provided to all the participants.



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organises

Faculty Development Program (FDP)
Hybrid Mode

2 Months Professional license key
"complimentary 2 month's licence key of SmartPLS 4 will be provided to all the participants"

Essentials Of PLS- SEM using SmartPLS 4

Resource Person
Dr.Sachin Batra
Associate Professor
NICMAR University,Pune

Objectives
One Day FDP on partial least square structural equation modeling (PLS-SEM) using the SmartPLS 4.0 software.
This program has been designed to familiarize participants with the potentials of using the multivariate analysis method PLS-SEM in their research.

Fees		
	Faculty	Research Scholars
Offline :	1500 ₹	1200 ₹
Online :	1200 ₹	800 ₹

Date 15th October 2022 .Time : 10 am to 5 pm



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Drishtikon - National HR meet and HR analytics Conclave

Date: October 15, 2022

Topic: "Challenges and Opportunities for Managers and Leaders in Digital Era"

Panel discussion 1

Panelists -

1. Mr. Sukhdeep Singh Pannu, Vice President - Business Analytics & Insights, BNY Mellon, India
2. Ms. Madhura Lanjekar Head - HR, Apisero Inc. Pune
3. Mr. Jashan Joshi
Head – Talent Sourcing & Research, India, Americas, Europe & APAC, ZS Associates.
4. Mr. Vikas Chimadi, Director - HR, India, Vertiv Global Pvt. Ltd., Pune
5. Mr. Ashish Wasu
Associate Manager - Talent Acquisition
TATA Technologies Ltd. Pune.
6. Mr. Yogesh Khatale
Manager - HR & OD, KSB Pumps Ltd Pune
7. Moderator- Prof. Ekta Ekta Chitnis Joshi

Panel Discussion 2

Topic - " Emerging trends & role of Analytics in various domains"

Panelists -

1. Mr. Atul Pimple, MD & CTO, EPPS Infotech Pvt. Ltd., Pune, India
2. Mr. Nitish Pande, Vice President - AviraInsights Technologies India.
3. Mr. Abhay Dhumal, Head - HR Analytics, Clariant AG, India, Mumbai
4. Mr. Amit Karalia, Senior HR Manager, The Insight Partners, Pune
5. Mr. Onkar Sumant
Research Manager - Business Analytics
Allied Analytics Market Research, Pune
6. Moderator - Prof. Poonam Soni



Introduction: The recently concluded National HR Meet seamlessly integrated discussions on cutting-edge Human Resources (HR) practices with a dedicated focus on HR analytics. This event brought together HR professionals, thought leaders, and experts from across the nation.

Event overview: The HR meet was held in Sai Balaji International Institute of Management sciences on 15th October 2022. The event led to a great influence and the knowledge about the topic human resource.

Activities: Strategic Discussions: The meet commenced with strategic discussions addressing the evolving role of HR in the context of rapidly changing work environments and global economic shifts.

Diversity and Inclusion: Dedicated sessions emphasized the significance of fostering diverse and inclusive workplaces. Attendees engaged in thought-provoking dialogues on strategies to promote equality and eliminate bias in HR practices.


Future of Work: Keynote speakers explored the future of work, discussing how emerging technologies, remote work trends, and evolving employee expectations are reshaping traditional HR paradigms.

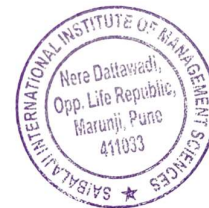
Networking Opportunities: Networking sessions facilitated valuable connections among HR professionals, providing a platform for sharing experiences, challenges, and innovative solutions.

Professional Development: Workshops and training sessions covered various aspects of HR management, equipping attendees with practical skills and insights to enhance their professional capabilities.

Feedback: The feedback was quite positive and all the members felt that the event was very informative and very interactive which made it easier to understand the concept of human resource.

Conclusion: The National HR Meet and HR Analytics Symposium successfully amalgamated strategic HR discussions with a focus on data-driven decision-making. Attendees left the event equipped with valuable insights, practical skills, and a network of professionals, ready to contribute to the ongoing transformation of the HR landscape. The integration of HR excellence and analytics underscored the importance of staying at the forefront of industry advancements for organizational success in the ever-evolving world of human resources.


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Workshop on Research Methodology and IPR (Intellectual Property Rights)

Date:23/07/2022

Resource Person: (Prof.) Dr. Amod Markale

About the IPR Workshop

Intellectual Property Rights (IPR) plays a vital role in enhancing the socio-economic prosperity of the country. Creativity and innovation are new drivers of the world economy. With the increasing relevance of Intellectual Property (IP) in this era of globalization, it is important to recognize the role which IP systems play in the growth of the Nation. Thus, there is a need to create large public awareness about the pivotal role of IPR in globalized knowledge economy. With the view to create awareness on the significance of IPR SBIIMS organized a one day Workshop on Intellectual Property Rights at SBES Campus. The Workshop is intended to cover various aspects of IPR like Patents, Copyrights, Trademarks, etc.



This workshop would focus on: Importance and scope of IPR in Academic Researches.


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Effective Mentoring of Students

Date: June 10, 2022

Resource Person: Prof. Dhananjay Salunke

Introduction: Effective mentoring plays a pivotal role in fostering the academic, personal, and professional development of students. This report highlights the key components of successful mentoring relationships and their positive impact on student outcomes.

Event overview: Effective mentoring is a very essential topic for teachers and students equally. Students spend most of their youth time in schools and colleges where they develop and grow. Therefore its very essential for the teachers to guide the students effectively through mentorship.

Activities:

Keynote Addresses on Mentorship: Educators or experts in mentorship deliver address to provide valuable insights and set the tone for the program.

Panel Discussions: Panel discussions featuring experienced mentors, mentees, and educational leaders. This provides a platform for sharing success stories, challenges, and best practices in mentorship.

Workshops on Effective Communication: workshops focusing on communication skills for mentors. Topics may include active listening, constructive feedback, and how to create a positive mentoring relationship.

Interactive Sessions on Goal Setting: Engage teachers in interactive sessions that guide them in setting realistic and achievable goals for mentorship, both for themselves and their mentees.

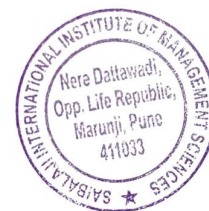
Role-Playing Exercises: Introduce role-playing scenarios to allow teachers to practice mentorship skills in a simulated environment. This helps build confidence and prepares them for real mentoring situations.



Feedback: The program opened a lot of ways in which the teachers could work on their mentorship and showed them how and why proper mentorship is important for the students and their professional careers.

Conclusion: In conclusion, effective mentoring is a powerful tool for student success, encompassing academic, personal, and professional dimensions. By fostering a supportive and enriching mentor-mentee relationship, educational institutions can contribute significantly to the holistic development of their students. Recognizing the importance of mentorship and investing in structured mentorship programs can lead to a more empowered and resilient student body prepared for the challenges of the future.


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Workshop on Intellectual Property Rights: Trademark Law in India

Date: 29/09/2022

Time: 11:00am to 1:00pm

Resource Person: Prof Hasina Kadekar

Objective:

- To understand the basics of Intellectual Property Rights (IPR) and Trademark Law in India
- To learn about the importance of trademark registration and protection
- To gain insights into the latest developments and best practices in trademark law

Agenda:

- Introduction to Intellectual Property Rights (IPR)
- Overview of Trademark Law in India
- Types of Trademarks and registration process
- Importance of Trademark registration and protection
- Case studies and examples of trademark infringement
- Q&A Session

Outcome:

Participants gained a comprehensive understanding of IPR and Trademark Law in India

- Participants learned about the significance of trademark registration and protection
- Participants were updated on the latest developments and best practices in trademark law
- Participants were able to clarify their doubts and queries through the Q&A session
- Participants gained knowledge on how to protect their brand and intellectual property

Report:

The workshop on Intellectual Property Rights: Trademark Law in India was held on 29/09/2022 at Paras Hall, SBIIMS. Dr. Hasina Kadekar an expert in the field, was the resource person. The workshop aimed to educate participants about the basics of IPR and Trademark Law in India, the importance of trademark registration and protection, and the latest developments in the field.

The workshop began with an introduction to IPR and an overview of Trademark Law in India. Dr. Kadekar explained the types of trademarks and the registration process, highlighting the importance of trademark registration and protection. She also discussed case studies and examples of trademark infringement, which helped participants understand the practical implications of trademark law.

The Q&A session was interactive, with participants asking questions and clarifying their doubts. Dr. Kadekar provided valuable insights and guidance, helping participants gain a deeper understanding of the subject.

Overall, the workshop was a success, and participants gained a comprehensive understanding of IPR and Trademark Law in India. The workshop achieved its objectives, and participants left with a newfound knowledge of how to protect their brand and intellectual property.


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Effective Learning and Teaching Method

Date: July 13, 2022

Resource Person: Dr. Gayatri Deshpande

Introduction: Effective learning and teaching are fundamental components of a successful educational system. As the landscape of education evolves, it becomes imperative to identify and implement methods that enhance the quality of learning outcomes. This report examines diverse strategies to promote effective learning and teaching, taking into consideration both traditional and innovative approaches.

Event overview: The conclave on the topic Effective learning and teaching method was held in Sai Balaji International Institute of management sciences on 13th July 2022. The overall participation was 100% and every member present was equally involved



Activities:

Active Learning:

- Encouraging student participation and engagement through activities, discussions, and hands-on experiences.
- Utilizing techniques such as problem-solving, case studies, and group projects to promote critical thinking skills.

Technology Integration:

- Leveraging educational technologies to enhance the learning experience, including online resources, simulations, and virtual reality.
- Blended learning models that combine in-person instruction with online platforms for flexibility and accessibility.

Personalized Learning:

- Tailoring instruction to individual student needs, recognizing diverse learning styles and preferences.
- Incorporating adaptive learning platforms and assessments to track and respond to student progress.

Effective Teaching Strategies:

Clear Learning Objectives:

- Communicating clear and achievable learning objectives to provide direction and purpose for students.
- Aligning teaching methods with stated objectives to enhance relevance and comprehension.


Professional Development for Educators:

Recognizing the importance of continuous professional development for educators to stay informed about new methodologies and technologies.

Encouraging collaboration and the exchange of best practices among educators to enhance teaching effectiveness.

Feedback: The conclave was a success and every individual was enlightened with the information provided in the conclave and the members were quite happy with the skills they were able to add in their bag.

Conclusion: In conclusion, effective learning and teaching methods are multifaceted and dynamic, adapting to the evolving needs of students and the educational landscape. Educators play a pivotal role in creating an environment that promotes active learning, leverages technology, and fosters a positive and inclusive culture. By embracing a diverse range of strategies and committing to ongoing professional development, educators can contribute to the enhancement of learning outcome and overall educational experience.


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Dr. L.K. Tripathy

Director

Digital Marketing and Marketing Analytics

Date: 1st and 2nd July 2022

Resource Person: Mr. Yuvraj Arya - Business head, Melius Integrated Pvt. Ltd., Mumbai

Mr. Hitesh Motwani - Digital Marketing Trainer and Consultant, Virtual Chief Marketing Officer

Introduction:

Digital Marketing is the creation of advertising campaigns for online audiences. The Workshop enables students to become proficient in the practices and techniques used in modern marketing environments. Students learn how to combine traditional marketing and communication practices with digital marketing applications to insure a successful marketing campaign or strategy.

Digital Marketing Session was delivered by Mr. Yuvraj Arya - Business head, Melius Integrated Pvt. Ltd., Mumbai

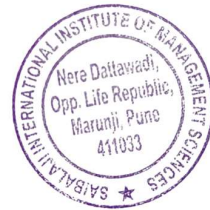
Marketing Analytics session was delivered by Mr. Hitesh Motwani - Digital Marketing Trainer and Consultant, Virtual Chief Marketing Officer

Both the session were very informative and students got to learn a lot about Digital Marketing and Marketing Analytics.






Director
Sai Balaji Education Society's
Sai Balaji International Institute
of Management Sciences
Pune



Dr. L.K. Tripathy

Director

Management Games as Teaching tools

Date: June 25, 2022

Resource Person: Prof. Pooja Karekar

Introduction: Management games can be effective teaching tools for various skills, including leadership, decision-making, strategic thinking, teamwork, and problem-solving. These games simulate real-world scenarios and allow participants to apply theoretical knowledge in a practical and engaging way.

Event overview: This innovative event was held in Sai Balaji International Institute of Management Sciences on 25th June 2022. This is an interesting event was organized to learn in a fun way.

Activities: Team-building Exercises: Trust falls, problem-solving challenges, and other team-building activities can help develop trust and collaboration among team members.

Role-playing Scenarios: Create scenarios that require individuals to take on different leadership roles. This can help participants understand different leadership styles and practice effective communication.

Case Studies: Analyze real or hypothetical business cases. Participants can work individually or in groups to identify problems, propose solutions, and discuss potential outcomes.

Simulation Games: Use business simulation games to simulate decision-making in a competitive environment. This allows participants to make strategic choices and see the consequences of their actions.

Time Management Game: Create a time management simulation where participants must prioritize tasks and manage their time effectively to meet deadlines.



Feedback: All the participants were enjoying and at the same time learning a lot about management skills and important pointers about how a manager needs to be attentive and quick with their actions.

Conclusion: In conclusion, incorporating management games and activities into teaching environments offers a dynamic and experiential approach to developing essential skills. The provided activities cover a spectrum of management-related competencies, fostering leadership, decision-making, strategic thinking, teamwork, communication, and more.


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