



AISSMS
INSTITUTE OF MANAGEMENT
GRAFTING VALUED CORPORATE PROFESSIONALS
Approved by AICTE New Delhi, DTE Govt. of Maharashtra,
Permanently Affiliated to Savitribai Phule Pune University
Accredited by NAAC with 'A+' Grade



BEST PRACTICE 1:

- 1) **Title: Specialization Club Competition for Student Enrichment**
- 2) **Objectives of the Practice:**
 - a) To develop holistic personality of students to transform them into valued management professionals.
 - b) To foster student learning and development by participating in activities.
 - c) To enhance various qualities and skills liketeam spirit, creativity, innovativeness, planning, decision making, communication skills, presentation skills, leadership skills amongst the students.
 - d) To provide platform for students to participate in competition, showcase talent and learn from peers.
- 3) **The Context:**
 - a) The management professionals are required to work in teams and lead the organization towards achievement of goals.
 - b) The management professionals are require ability to effectively communicate in cross-cultural settings, especially in the business context and with society at large.
 - c) Effective Communication, Leadership and Teamwork are Program Outcomes for MBA Program. The Specialization Club Competition is an attempt to develop communication skill, leadership ability and teamwork among students.
 - d) Business world is very competitive. The future management professionals need to learn how to have healthy and fair competition. It also gives them classic opportunity to learn from competitors by setting benchmarks.
- 4) **The Practice:**
 - a) In Specialization Club Competition first year students are divided in various groups like Div A, Div B, Div C and second year students are divided in Marketing, HR, Finance, Operations and Supply Chain, Business Analytics specialization groups. In this activity students compete in groups.

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- b) Under Specialization Club Activity students showcase their talent through various competitionsthroughout the year like Book Review, Movie Review, Poster Making, Budget Analysis, Skit Presentation, Presentation and Video-Making Competition on UN Sustainability Goals, Ad- Mad Competition, Inculcating Social Responsiveness Through Drama, Gender Equality etc.
- c) The students are given time for preparation in teams.
- d) The students perform in front of the expert judges from the industry and academia.
- e) Two prizes are given for the Specialization Club Competitions- Winner and Runner up Teams and Rolling Trophy.

5) Evidence of Success:

- a) The Specialisation Club Competition lead to learning and acquisition of qualities like communication skills, presentation skills, teamwork, leadership skills, creativity, collaboration, flexibility etc.
- a) The Specialisation Club Competition lead to learning and acquisition of managerial qualities like planning, organizing, motivation, direction, control etc.
- b) The Specialization Club Competitionis remarkably successful because students learntowork in teams. They don't hesitate to work with anyone from any group. The studentsform a strong bond amongst themselves.
- c) Students become ready to work even for long hours as they enjoy each other's company while working in teams.
- d) The students have developed a healthy spirit of competition and fair play.

6) Problem Encountered and Resource Required:

- a) In case of Specialization Club Competition students wanted to work with their friends from other specialization according to their comfort zone. It is difficult to make the students come out of their comfort zone and work with peers. It takes some time but at the end all students become ready to work in teams and their performance improves over time.
- b) The resources required for the activity are less.

7) Notes:

The practice of Specialization Club Activity results in enriching holistic personality of students and transforming them into competent management professionals.

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BEST PRACTICE 2:

- 1) **Title: I-Connect Activities for Industry-Readiness**
- 2) **Objectives of the Practice:**
 - a) To provide industry-relevant knowledge and skills to students and transform them into valued professionals.
 - b) To enhance employability of students and make them corporate ready.
 - c) To enhance entrepreneurial skills of the students.
 - d) To establish linkages with industry for internship and placement opportunities.
 - e) To provide MDP, Consultancy and Research and other services to industries.
 - f) To seek feedback from the industry professionals for improving the quality of education.
- 3) **The Context:**
 - a) Management education is expected to bridge the gap between concepts and practices.
 - b) Management education is aimed at enhancing the employability and entrepreneurial ability of students.
 - c) Management education aims at building professional human resources to take sustainable business decisions through sound knowledge, skills and positive attitude.
 - d) A Strong Industry connect is expected to generate employment and entrepreneurial opportunities for students.
- 4) **The Practice:**
 - a) MoU's are signed with reputed industries and activities are conducted in collaboration.
 - b) Seminars and Workshops are organized where industry professionals are invited as resource persons. It gives students opportunity to learn from stalwarts of corporate field.
 - c) Industrial Visits are organized. It gives students an awareness about emerging trends and practices in the industry. It also gives students practical exposure.

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- d) Value Added Certification Programs are organized in collaboration with industry. These programs include Soft Skills, Corporate Skills, Employability Enhancement, Connect with Work etc. Domain specific programs are organized which includes – Digital Marketing, HR Analytics, Research Analyst, Business Analytics using Python, Operations Management etc. These programs are beyond University curriculum and are designed keeping in mind industry trends.
 - e) The students are required to do Summer Internship Projects for 8 weeks in the industry. In addition to this, the students are also encouraged to do winter projects. These projects gives students an opportunity to get hand-on training and practical exposure.
 - f) Alumni Association Meeting, Alumni Meet, Coffee with Alumni, Invitation to Alumni as Resource Persons for various co-curricular, extra-curricular and extension activities help the students to interact with successful alumni and learn from their experiences.
 - g) Start-up and Innovation Cell and IPR Cell Activities are organized. It includes Certificate Course on Entrepreneurship, Business Idea Presentation Competition, Srujan: An Entrepreneurial Fair, Seminars and Workshops on IPR. These activities inculcate entrepreneurial spirit among students.
 - h) Industry-experts are invited to conduct Faculty Development Programs and Staff Development Programs.
 - i) Research, Training and Consultancy services are provided to industries through Industry Institute Interface Cell.
 - j) The Institute has formed committees like – CDC, GB, Corporate Advisory Board, Alumni Association, IQAC and Mandatory Committees in which corporate professionals are members.
 - k) Internship and placement opportunities are provided to the students through network of industry professionals.
 - l) Feedback is collected from alumni, industry professionals which in turn help to improve quality of education.
- 5) Evidence of Success:
- a) These initiatives bridge gap between academic learning and industry requirements leading to employability enhancement.
 - b) These initiatives lead to developing industry relevant knowledge and skills among students.


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- c) These activities generate lucrative employment and entrepreneurial opportunities for students.
 - d) These activities lead to providing MDP, Consultancy and Research services for industries.
 - e) These activities generate inputs for improving the quality of education.
- 6) Problem Encountered and Resources Required:**
- a) Availability of industry professionals as a resource person is one of the most important problem encountered.
 - b) Time constraint to accommodate these activities in the activity calendar poses challenge.
 - c) The resource requirement is more.
- 7) Notes:**
- a) The practice of I-Connect enrich knowledge, skills and experience of students leading to their industry-readiness.

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