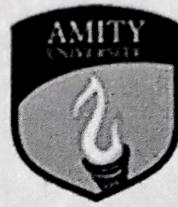




AMITY BUSINESS SCHOOL

F.16 Records of instructional methods and pedagogical initiatives and usage of testcases and innovations done by the faculty in teaching and learning.



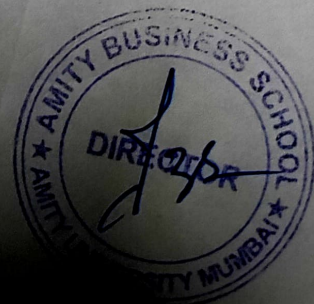


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Faculty Teaching Pedagogy

- **Case Study**
- **Industry Visits**
- **Internship**
- **Dissertation**
- **Live Projects**
- **Research Assignments**
- **LD Lab Activities**
- **E-Cell**
- **Placement Grooming**
- **Guest sessions from Industry Experts**
- **Simulations**
- **Flipped class**



INDIAN STARTUPS: SURVIVAL STRATEGY

- DR. AMITABH BHATNAGAR

Principal Advisor, Centre for Knowledge Management

This Study examines the scenario, various critical bottlenecks hindering progress of Start Ups in India and suggests a multidimensional strategy for improving their survival/ growth.

(I) STARTUPS IN THE INDIAN ECONOMY : MANIFESTATION /CONSTRAINTS

- **India's economic future** lies in encouraging startups which will bring dynamism, new thinking and create jobs to the Indian economy. However the success of the SSI and the growing Start Up sectors has been unsatisfactory- **high failure rate** - estimated. Some studies assert that almost 90% Start Ups in India fail in the first 5 years. This is a matter of grave concern and requires quick and effective redressal.
- In recent years, the **Indian startup ecosystem** has taken off and **acquired greater visibility**. Driven by **factors** such as availability of funding, foreign investors, evolving technology space and a burgeoning demand within the domestic market. Other factors: growing unemployment, declining jobs in organised sector, global trends, largely oppressive / exploitative rather than nurturant govt machinery, few tie ups with established industrial enterprises / large & medium enterprises.
- The **larger problems plaguing the businesses**, such as the unorganised and fragmented Indian market, lack of clear and transparent policy initiatives, lack of infrastructure, lack of knowledge and exposure, complications in doing business, etc. are **at least** now being **identified as issues** that need to be addressed. But various **stakeholders** such as the government, corporate, educational institutions and others have to join hands for the Start Up sector to take off.
- India is amongst the top five countries in the world in terms of Startups. US ranks number one on the list. But the start up ecosystem continues to be **concentrated in regions** like NCR, Bangalore and Mumbai which together contributed to 87% of total investment value and 84% of total investment volume in 2015. Upcoming regions are Chennai, Pune, Jaipur. etc.
- Some of the prominent **global Startups** such as Uber, Cisco, Gram Power have commenced their operations in India. Growing interest in India globally has led to **foreign companies and funds** like Alibaba (China), Softbank (Japan) deploying funds to the new generation entrepreneurs.. **Investors** such as Accel Partners, Blume Ventures, Tiger Global, SAIF Partners, IDG Ventures, Helion Ventures, , Nexus Ventures and the Indian Angel and Mumbai Angel Network dominate .
- **Corporate leaders** like Mr. Ratan Tata, Mr. Narayanamurthy and Mr. Aziz Premji have shown considerable interest in the startup space . Rising number of **corporates** are in search of diverse information, creative people and processes in the smaller companies or start-ups:
- A clear **definition of a 'Startup'** in the Indian context will be affected by the subjectivity / complexity involved, considering various parameters pertaining to any business such as the stage of their lifecycle. Some conceptual definitions are available .The Department of Industrial Policy and Promotion (**DIPP**) **definition** for startups -an entity shall be considered as a Startup for up to 7 years (Biotechnology Startup for up to 10 years) from the date of its

incorporation/ registration, including scalable business model with high potential of employment generation or wealth creation.

- **Stages of the startup lifecycle:-** 1. PRE-STARTUP, 2. STARTUP, 3. GROWTH
- **Startup ecosystem:-** 1. Support organisations, 2. Big companies, 3. Universities, 4. Research organisations, 5. Service providers, 6. Funding organisations
- **Funding** by Angel investors/ Seed funds/ Venture capital / Public markets
- In India though emphasis has been on wage employment, it has been felt essential to promote self-employment or to be specific **Start Up entrepreneurship** as an entrepreneur would be in a position to create more jobs and there is a limitation on increasing wage employment.
- **Entrepreneurship in India** has largely been confined to being own-account workers with one or more helpers and did not expand in size beyond that. Initially the **small scale industries** (SSIs) were regulated by the Industries (Development & Regulation) Act, 1951 which led to absence of an institutional consultative mentoring mechanism. To promote self-employment as a means of job-creation and to promote entrepreneurship for further job creation, the **Micro, Small and Medium Enterprises (MSME) Act, 2006** was enacted.
- **Factors inhibiting entrepreneurial ecosystem :**
 - Handholding is required at the initial stage which is lacking,
 - The entrepreneur is saddled with regulatory hurdles and financial blocks in moving the startup ahead,
 - The availability of risk capital from banks or venture capital companies is limited,
 - Poor infrastructure availability increases the operational costs for the startups.
 - Entrepreneurial culture is also lacking as the institutions of learning train students for wage employment rather than in becoming entrepreneurs.
 - Unfavourable social attitudes towards risk and failure prevail.
- We hear of a so called **Start-up Revolution**, a change due to convergence of technology, integration across diverse fields and people willing to back an idea opened a new world for enterprise. Today there is improvement in financial and other support that provide the initial seed capital incubators, angel funds / venture capital funds - though a **lot more needs to be done**.
- **Policy initiatives-** Indian government aims to build an ecosystem that **promotes entrepreneurship at the startup level** and has recently taken a number of initiatives to ensure that the startup businesses get appropriate support
- **Startup India Action Plan: Key Highlights.**
 - 1. **Defining** the phrase 'Startup' – now, Startups will be 'startups' and not a 'Business' separated in various **policies** of the Government. 2. **Startup India Hub**– A single point of contact for the entire startup ecosystem and enable knowledge exchange and access to funding, Compliance Regime based on self-certification. 3. **Legal Support** and Fast-tracking Patent examination 4. **Relaxed Norms of Public Procurement** for Startups 5. **Funding Support** through a Fund of Funds – with a corpus of Rs. 10,000 Crore managed by a Board with private professionals. 6. **Faster Exit** for Startups 7. **Income Tax Exemption** to Startups for 3 years. 8. **Harnessing Private Sector expertise for Incubator Setup** – in public private partnership.
- The aim is to create a **startup ecosystem** through the new policy initiatives .



Report on Industrial Visit

Venue: JNPA

Program: MBA SEM-3

School: ABS

Date: 20th Dec, Tuesday

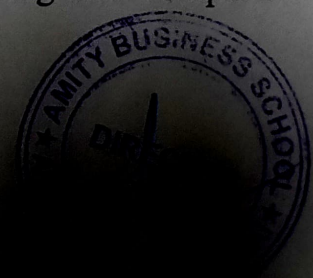
Faculty Coordinator: Dr.Reshma Nair & Dr.Jaymin Shah

Total Students: 40

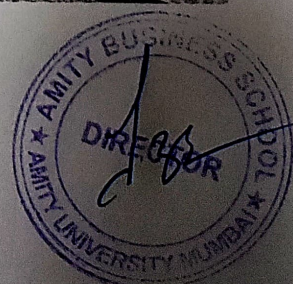
An Industrial Visit to Jawaharlal Nehru Port Authority(JNPA) was organized for the 2nd year students of MBA by Amity Business School on 20th December 2022. A total of 40 students accompanied by faculties Dr.Reshma Nair and Dr.Jaymin Shah went for one day visit to the port. The visit was to help students visualize and understand the various aspects of port operations and other administrative functions.

The port officials arranged for a very informative session, where the students were taken to show the vessels, seeing loading and offloading process when containers reach the terminal. They explained to students the need and emergence of JNPT port, and the progress it has made so far which has made it one of the top performing and revenue generating ports in India. They further highlighted on the government initiatives to widen many infrastructure projects, like developing SEZ, multilane roads, bridges, dry ports to help manage more capacities at the port. They also highlighted the concept of green ports to help keep the environmental pollution under control. They also spoke about the privatization of the ports and the overall benefits with it.

Students took active involvement in asking questions and exploring the port functioning in detail. Overall it was an enriching and enlightening visit, and all of them enjoyed every part of this Industrial visit. A special thanks to Mr.Dongre and Mr.Sanjay Patil of public relations department at JNPA in rendering their complete support and guidance to the students.



Visit Photos





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Mumbai - Pune Expressway, Bhatan-Panvel, Mumbai, Maharashtra - 410206

Ref No. 69/DEC/2022

Date: 19/12/2022

To,

Mukund. D. Dongare
Superintendent (Marketing)
Jawaharlal Nehru Port Authority

Subject: PERMISSION TO INDUSTRIAL VISIT TO JNPT

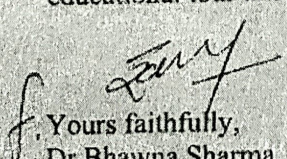
Dear Sir,

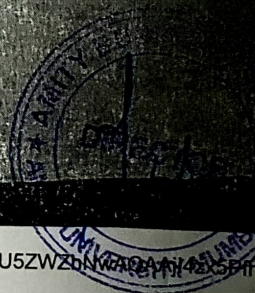
On behalf of Amity Business School, Amity University Mumbai, I wish to request for permission to conduct an industrial visit at JNPT.

We wish to undertake an industrial visit at JNPT on 20th December 2022, Tuesday between 10am to 4pm to acquire practical knowledge in the area of port operations, Logistics, Supply chain, Marketing, Finance and HR. Our academic curriculum focuses on engaging students in practical experiences to observe the implementation of what they are taught in institute. We believe that your company will help our students with relevant knowledge during this visit.

A group of students from MBA -2nd year along with 2 faculty members Dr.Reshma Nair and Dr.Jaymin Shah intend to participate in this industrial visit.

Request the port authorities to provide us the permission for entry to JNPT for an educational tour and meet your skilled employees and learn through them.


Yours faithfully,
Dr. Bhawna Sharma
HOI, Off-Director
Amity Business School,
Amity University, Panvel





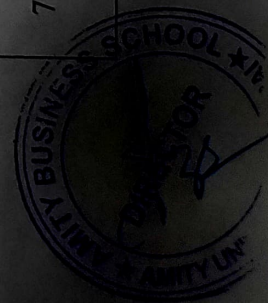
Amity Business School
MBA M&S Batch 2023-2025
Summer Internship Program 2024-2025

S. No	Enrollment No.	Name	Section	Company	Title
1	A70001923022	AYESHA SAEED PAWNE	MBA(M&S)	Dabur India Ltd	A Study on The Role of Product Education and Market Penetration Analysis in FMCG Sales
2	A70001923028	GAURAV BISWAS	MBA(M&S)	Peunier Pvt Ltd	Comprehensive Insights into Digital Marketing Strategies
3	A70001923018	JOHNY GEORGE JOSEPH	MBA(M&S)	NSDL Payments Bank	Study on Business Opportunity Mix, Pertaining to Regulated Entities, with special reference to collaboration between, Payment Bank and PAPG (Payment aggregators and payment gateway license), Insurance Industry and Mutual Fund Industry
4	A70001923010	KHUSHI SARAOGI	MBA(M&S)	YOB Hotel Supplies and Hospitality Solutions	Developing a Strategic Marketing Plan to increase Market share for YOB Hotel Supplies at YOB Hotel supplies and Hospitality Solutions
5	A70001923006	KUNAL DHANKHAR	MBA(M&S)	Peunier Pvt Ltd	Digital Marketing Strategies for a Startup at Coleco Well-Being (OPC) Pvt Ltd
6	A70001923048	Mr PRIYANSHU JAIN	MBA(M&S)	YOB Hotel Supplies and Hospitality Solutions	Market Analysis and Sales Strategy Development for YOB Hotel Supplies in the Hospitality Sector at YOB Hotel Supplies and Hospitality Solutions
7	A70001923017	OM GALLANI	MBA(M&S)	OPA Diamonds	Digital Marketing at OPA Diamonds
8	A70001923033	PATIL SIDDHESH RATNAKANT	MBA(M&S)	Aakruti Industries	A Case Study on Notebook Manufacturing at AAKRUTI Industries
9	A70001923009	RADHIKA MAHESHWARI	MBA(M&S)	Kymin Creations	A Study on the Impact of Social Media Marketing on Brand Promotion at KYMIN



Amity Business School
MBA 2023-2025 (Marketing & Sales)
Dissertation 2024-2025

S. No	Name	Enrollment No.	Section	Faculty Guide	Title
1	AYESHA SAEED PAWNE	A70001923022	MBA(M&S)	Dr. Sameer	Shelf Placement Impact: Analyzing How Product Placement at Eye Level Affects Sales
2	GAURAV BISWAS	A70001923028	MBA(M&S)	Dr. Sameer	Understanding the Marketing Strategies of Sugar Cosmetics in Indian Market
3	JOHNY GEORGE JOSEPH	A70001923018	MBA(M&S)	Dr. Sameer	Market Penetration Strategies for Electrical Control Panels in Emerging Markets
4	KHUSHI SARAOGI	A70001923010	MBA(M&S)	Dr. Sameer	Impact of Influencer Marketing on Brand Loyalty: A case study of Nike
5	KUNAL DHANKHAR	A70001923006	MBA(M&S)	Dr. Bhojraj	Flipkart Vs Amazon in India: How Flipkart Pulled Ahead
6	Mr PRIYANSHU JAIN	A70001923048	MBA(M&S)	Dr. Bhojraj	Impact of Social Media on Online Shopping
7	OM GALLANI	A70001923017	MBA(M&S)	Dr. Bhojraj	The Role of Sustainability in Consumer Preference for Electronics Devices



Amity Business School
MBA Live Project Report
Details for the Batch
2023-25

List of
the Batch

Sl No	ENROLLMENT NO.	Name of the Students	Domain Specialisation	Company Name	Topic of Live Projects	Date
1	A70001923018	JOHNY GEORGE JOSEPH	MBA(M&S)	Amazon	A Study on the Use of Artificial Intelligence in Marketing: A Focus on Amazon	20-04-2025
2	A70001923010	KHUSHI SARAOGI	MBA(M&S)	Kotak Mahindra	Customer Satisfaction in Life Insurance Corporation (LIC): A Study on Kotak Mahindra	20-04-2025
3	A70001923006	KUNAL DHANKHAR	MBA(M&S)	Amazon	A Study on the Role of Digital Marketing and Its Impact on Customer Satisfaction: A Focus on Amazon	20-04-2025
4	A70001923048	Mr PRIYANSHU JAIN	MBA(M&S)	ZOMATO	A Study on the Role of Digital Marketing on Sales: A Focus on Zomato	20-04-2025
5	A70001923017	OM GALLANI	MBA(M&S)	Walmart	Study on AI in Mobile Marketing: Focus on Walmart	20-04-2025



Research Assignment



9	Ms. Aditi Sharma, Dr. Priya Satsangi	The Effectiveness of Hybrid Working on the Productivity of Employees	Volume 6 Issue 4	2025	International Journal of Research Publication and Reviews	ISSN: 2582-7421
10	Ms. Anamika Singh, Dr. Priya Satsangi	The effectiveness of Digital Recruitment Tools in Hiring Quality Candidates	Volume 6 Issue 4	2025	International Journal of Research Publication and Reviews	ISSN: 2582-7421
11	Harsh Mehta, Dr. Priya Satsangi	The Impact of Reward System on Employee Motivation & Retention in the Workplace	Vol (6), Issue (4), April (2025) Page – 11228-11231	2025	International Journal of Research Publication and Reviews (IJRPR)	ISSN 2582-7421
12	Riya Pooja Shriprasad Kulkarni, Dr. Reshma Nair,	Future of Work: Perceptions of Remote Work and Flexibility Among Employees	Volume 31, page no. 231	2025	History Research Journal	0976-5425(P)
13	Saptorshi Paul Chaudhuri, Dr. Reshma Nair	To study the impact of global competitiveness and cultural diversity on strategic human resource management	volume 6, issue 4	2025	International Journal of Research Publication and Reviews	ISSN 2582-7421
14	Shivam Sharma, Dr. Neha	IMPACT OF JOB SATISFACTION ON THE EMPLOYEE ENGAGEMENT IN VIRAL FISSION"	International Journal of Research Publication and Reviews Journal homepage: www.ijrpr.com ISSN 2582-7421	2025	International Journal of Research Publication and Reviews Journal homepage: www.ijrpr.com ISSN 2582-7421	ISSN 2582-7421
15	Ms. Tanvi Sham Kandpile, Dr. Bhawna Sharma	Perceptions and adoption of Artificial Intelligence in Recruitment: A Comparative Study of Job seekers and HR Professionals	Volume 6 Issue 4	2025	International Journal of Research Publication and Reviews	ISSN: 2582-7421
	Dr. Saeed Khan, Dr. Sameer A Kulkarni, Dr. Bhawna Sharma	Impact of Defining Employability Skills for Recruitment Selection in Current Large Organization	ISSN 2278-9308, Issue (DXVII) 517	2025	B Aadhar International Peer Reviewed Indexed Research Journal	2278-9308
		Shelf Placement Impact: Analyzing How Product Placement at Eye Level Affects Sales	Volume 6 Issue 4	2025	International Journal of Research Publication and Reviews	ISSN: 2582-7421



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LD LAB Events Index AY 2024-25			
Sr. No.	Date	Organised By	Title of the Event
1	6-Apr-25	Economics and Finance Forum	International Finance Symposium
2	4-Apr-25	Cultural and Theatre Committee	Cultural Fashion Walk- Celebrating India's Diversity
3	3-Apr-25	Environmental and Social Committee	Renewable Future Campaign
4	3-Apr-25	Sports Committee	BGMI Tournament
5	3-Apr-25	LensComm Committee	Frame Your Story & Click to Win
6	3-Apr-25	Marcom Committee	Marcade Event
7	3-Apr-25	HR Committee	HR Blitz
8	2-Apr-25	Placement Committee	Nukkad Naatak
9	4/2/2025 & 3/4/2025	Marcom Committee	Vypaar Mela Event
10	2-Apr-25	Biznovation & Branding Committee	Fun Tank
11	9-Dec-24	Marcom Committee	Beyond like & share: Unlocking ROI in Digital Marketing
12	7-Dec-24	Placement Committee	Resume Making & Placement Preparation
13	7-Dec-24	Cultural and Theatre Committee	Christmas Chronicles
14	5-Dec-24	Economics and Finance Forum	Navigating the Evolving Landscape of Finance
15	4-Dec-24	Sports Committee	Check and Strike Fest
16	3/12/24 to 5/12/24	Environmental and Social Committee	Donation Drive 2024
17	3-Dec-24	LensComm Committee	A Beginner's Guide to Photography

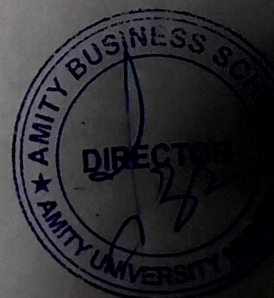


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1	Aptitude Building	17/10/2022	
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3	Resume Building	13/12/2022	
4	Communication Skills	20/02/2023	
5	Interview Skills	27/03/2023	
6	Personal Grooming	19/04/2023	
	CSS Workshop		
7	Non-Verbal Communication in Business	17/09/2022	
8	Crisis Communication in Business	20/02/2023	
Academic Year 2023-2024			
	Grooming & Aptitude Workshop		
9	Negotiation Skills	12/10/2023	
10	Networking Skills	16/11/2023	
11	Public Speaking	19/12/2023	
12	Cross-Cultural Communication	20/02/2024	
13	Professional Etiquette	18/03/2024	
14	Storytelling for Business	16/04/2024	
	CSS Workshop		
15	Internal Communication	23/10/2023	
16	Social Media Communication	22/11/2023	
17	Emotional Intelligence in Communication	6/2/2024	
18	Writing Reports & Proposals	29/03/2024	
	CRC Workshop		
19	Professional Grooming	11/9/2023	
20	Interview Techniques	15/10/2023	
21	Group Discussion	29/11/2023	
22	Mock interviews	7/12/2023	
23	Domain Training	22/12/2023	
24	Business communication	16/02/2024	
25	Telephonic Etiquette	22/03/2024	
26	Objection Handling	19/04/2024	
27	Project and Internship Presentation	24/05/2024	



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Detail of Guest Lectures - Even Semester 2024-2025

S.No	Resource Person	Designation & Organization	Topics Covered	Session Date & Time	Mode(Online-Offline)
1	Mr Sohail Shah	Entrepreneur (Shah software)	Strategies to develop Business cases	13th march 2025 at 2 pm	Online
2	Mr Jaimine	Sr.Consultant (Indian Libertarian Organisation)	International Business Environment: Decoding Border Trade and Informal	25th March 2025 11am	Online
3	Mr Sitanshu	Entrepreneur (Surat Alloys Industries LLP)	Discrimination at work place, Ethical Issues in marketing, Advertising & the	1st April 2025 11am	Online
4	Mr Jitendra	Sr.Consultant (KPMG)	Effective strategies in Negotiating with foreign partners	24th March 9.10am	Online
5	Mr. Manthan Mehta	Director- JVM Spaces	The Art of Storytelling in Marketing: Connecting with your Audience	12th March, 2025 Time: 11:00am	Offline
6	Mr. Shibashis Bhadra	Vice President- ICICI Lombard	Customer Centricity in the Digital World	27th March, 2025 Time:10 to 11am	Offline
7	Adv. Vivek N. Machha	Proprietor, Machha & Co.	"Mastering Company Law: From Incorporation to Governance and Compliance"	26th March, 2025 Time: 2:00 to 3:00 pm	Online
	Mr. Bhushan Sawant	Training Consultant-Digital Marketing, Director-DigiTutors India LLC	"SEO for Brand Awareness: Building a Strong Online Presence"	28th March, 2025 Timing: 9:30 am	Online
9	Simran Francis	Cibeles Pharmaceuticals: HR Associate	Recruitment & Selection	25-04-2025	Online
10	Simran Francis	Cibeles Pharmaceuticals: HR Associate	Strategies and Policies	02-05-2025	Online
11	Ms.Perna Pednekar	HR Head - Proficient HR Services	Role of Strategic HRM	8th April, Time:10am to 11am	Offline
12	Ms.Perna Pednekar	HR Head - Proficient HR Services	Importance of Performance Indicators	8th April, Time:9am to 10am	Offline
13	Mr.Rakesh Pathak	Research Scholar	Outsourcing Strategies	17th April. Time:10am-11am	Offline
14	Abhinava Shrivastava	Reliance Ltd	Importance of Ethical Practices in Organization	8th May 12pm to 1pm	Offline
15	Dr. Nithya	Ph.D. Placement Coordinator, Career Pathway Centre, IIT Madras	Emerging Issues in Organizational Behaviour	2nd April 2025	Online
16	Jaya Chandra Prasath	Supervisor Project Finance, ICON Plc ltd	Bank Accounting	23rd April 2025 ,11am-12pm	Online
17	Dr. Shreeja Joji	TATA STRIVE	Understanding Corporate Communication	28/3/2025	Offline
	HR Broadway	Proprietor	Basics of Interview Preparation	04-01-2025	Online
18	Ms. Sharvari Rane	Media Planner ABP maza	Media Planning	2 April 10-11	Online
20	Ms. Deepika Jain	Director, Wall care	Retailing	15 April 10-11	Online
21	Dr. Arunachalam Vivek	MD - German Indian Trade Advisory (GITA)	International Marketing Middle East and Africa	24th March 2025	Online
22	Mr. Rohit Kale	Owner - Kalansh Udyog Samuha	Rural Marketing- Retailing and Distribution	27th March 2025	Online
23	Mr. Prasad Kulkarni	Adrise-	Role of Brand Manager	26th March 2025	Offline
24	Mr. Atul Ramteke	Management Consulting Practice -Head at Argus Media	Strategic Planning and Implementation	25th March 2025	Offline



Simulation

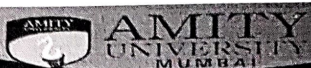
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3	Simulation Workshops on Introduction to Python, Human Resource Processes	2023-24
4	Simulation Workshops on Business Processing and Analysis	2022-23
5	Simulation Workshops on Decision Making Enabler, Critical Thinking & Decision Making, Impact Programme	2021-22
6	Simulation Workshops on Export- Import Financing, Financial Modelling, Market Forecasting Strategy, HR Analytics	2020-21



Business Simulation Photograph



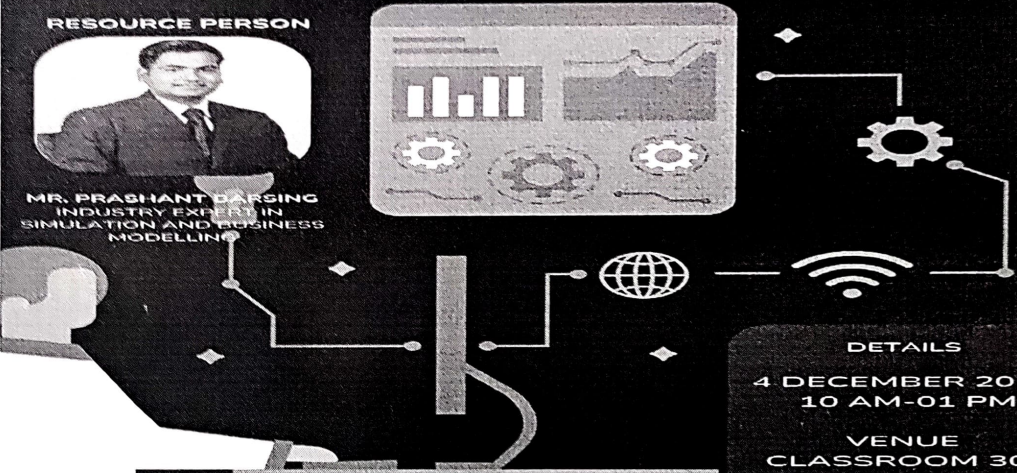
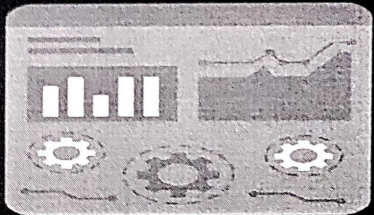
AMITY BUSINESS SCHOOL
presents

Workshop on **BUSINESS SIMULATION**

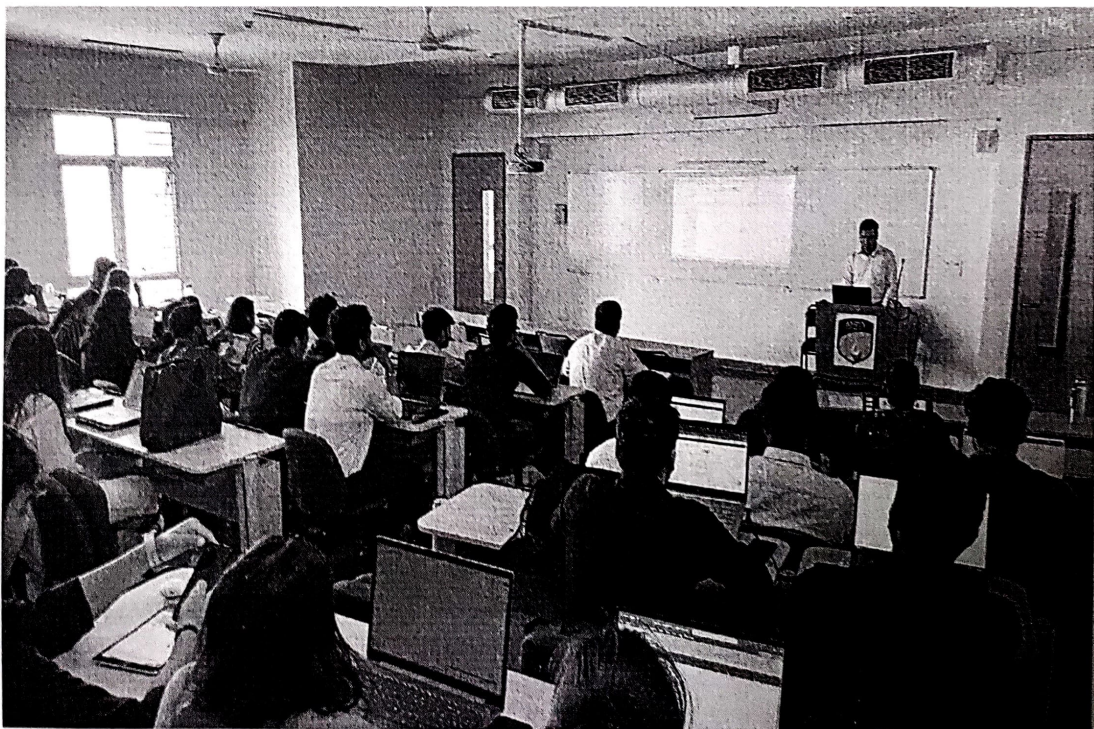
RESOURCE PERSON



MR. PRASHANT BARSING
INDUSTRY EXPERT IN
SIMULATION AND BUSINESS
MODELLING



DETAILS
4 DECEMBER 2024
10 AM-01 PM
VENUE
CLASSROOM 306



Sr No.	NAME OF THE FACULTY	PROG/SEM	STUDENT COUNT	SESSION BRIEF	SIGN
01	LINU GEORGE	<u>Sec C</u> BBAG BCOM H BCOM (FRA) BSc (F6) Sem III (23-7-25) Time: 10 to 11 Sub: Comm- unication III	14	The Syllabus for the subject - Communication III was discussed in detail (along with course objectives and outcomes). The various pedagogies to be used throughout was also discussed.	<i>Linu</i>
02	LINU GEORGE	<u>Sec B</u> BBAG BBA BAF (25-7-25) Sub: Comm- unication III Time: 11 am to 12 pm	10	The students engaged in two activities: decoding memes/juergis to understand the Osgood-Schramm model, and a group marketing task where one member tracked team communication using Poble's model to identify task talk, relational talk & topic shifts.	<i>Linu</i>
03	LINU GEORGE	<u>Sec A</u> BBAG BBA Int BBA 3L (29-7-25) Sub: Communi- cation III Time: 11 to 12		The Syllabus for the subject - Communication III was discussed in detail (along with course objectives and outcomes). The various pedagogies to be used throughout was also discussed.	<i>Linu</i>



NAME OF THE FACULTY BOOKING THE FACULTY	PRG/SEM	STUDENT COUNT	SESSION BRIEF	SIGN
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INDU GEORGE	BBA G Bcom H Bcom FRA BS (Economics) Date: 30/7/25 Time: 10am to 11am Title: Communication III	28	Students participated in two engaging tasks - one involved interpretation of memes and emoji to explore the Osgood-Schramm communication cycle, while the other was a group activity where a peer observed and categorized team interactions based on Podes model into task-focused, relational, and off-topic discussions.	
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INDU GEORGE	BBA G & BSC (31-7-25) Date: 31/7/25 Time: 10am to 11am	23	In the previous session of ABC, the SWOC framework was taught. Students were then asked to read the Nokia and SpiceJet case studies and prepare SWOC analyses at home. In the following class, their analyses was discussed and their insights shared.	
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INDU GEORGE	BBA G Bcom H Bcom FRA BS (Eco) Sem III (31-7-25) Time: 11 to 12pm Title: Analyzing Business Cases	27	In the previous session of ABC, the SWOC framework was taught. Students were then asked to read the Nokia and SpiceJet case studies and prepare SWOC analyses at home. In the following class, their analyses was discussed and their insights shared.	
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Flipped Classroom Photographs: MBA Sem-1

