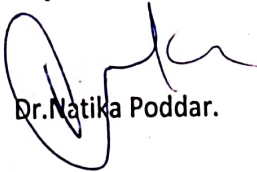# 1.3.2 a. Courses that Include Experiential Learning through Projects.

• Sample Report – MMS Programme

FINANCIAL ACCOUNTING PANEL PRESENTATION FOR MMS I

Panel presentation for MMS I for the Subject Financial Accounting was arranged on 1st and 2nd December 2019. C.A.Mr.Gurunathan Pilai from Vyanketshwar and Associates was called as a external evaluator to evaluate the presentation of students. Total 18 groups presented each comprising of 6-7 members, 9 groups each from DIV A and B respectively. Students were given the topic to present was on "Reading of Annual report", wherein they were told to analyse the Financial of the company, present Directors report, Auditors report and CSR of the company chosen by them. All the groups selected differently companies. To name few were- HUL,Tata Motors, JIO, Welspun etc. Some groups used Prezi as a tool for presentation, one of the group did role play, one of the group had a board room discussion amongst themselves in form of a presentation. Some groups also videos to support their presentation. One of the group has done research on the company and also took interview of the manager from the company to support their analysis.

Groups presented were evaluated based on 3 parameters-Content clarity, Technical skills, presentation skills. They were given the feedback about their body language, attitude by the panelist. Dr.G.Ramesh Deputy Director was also present for some of the presentation. He also gave his valuable inputs to the students in the areas of attitude, concept clarity etc. for further improvement.

Dr.Natika Poddar.

Report on Project Based Study conducted for MMS – II in HR FOR COMPETENCY BASED PERFORMANCE MANAGEMENT

Introduction

As an initiative in learning by doing for students of Semester II for the subject "Competency Based Performance Management" they were asked to conduct a Project Based Study on choosing an Organization, preferably an MNC to study the Performance Management System of the Organization and understand its effectiveness through a questionnaire addressed to the Head HR. This happened through the entire Semester culminating in a submission in the last week of November 2019

Aim

To make learning more interesting, participative and experiential as well as apply the concepts learned in the subject to real life situations in Organizations.

Conduct

This was an individual Project in which students were asked to choose an Organization, preferably an MNC in order to study the Performance Management System of the Organization and understand its effectiveness through a questionnaire addressed to the Head HR This was supposed to be analyzed and the findings were supposed to be summarized in the form of a Report.

Assessment / feedback

The Report was then assessed, and feedback shared with the student on their performance in the Report

Conclusion

Students planned the Project with care, there was a lot of effort put in and it was a great learning for them on the subject and an application of the concepts that they had learnt in class

Introduction

As an initiative in learning by doing for students of Semester II for the subject "International Business", they were asked to conduct a Project Based Study on choosing an Organization, preferably an MNC that does Global business in India or any other country and study the progression of its business This happened through the entire Semester culminating in a submission in the last week of November 2019

Aim

To make learning more interesting, participative and experiential as well as apply the concepts learned in the subject to real life situations in Organizations.

Conduct

This was an individual Project in which students were asked to choosing an Organization, preferably an MNC that does Global business in India or any other country and study the progression of its business by conducting a PESTLE analysis, choosing an Entry Strategy, analyzing the various Marketing and Operational as well as Logistics and finally the HR challenges in establishing and furthering its Business.. This was supposed to be analyzed and the findings were supposed to be summarized in the form of a Report.

Assessment / feedback

The Report was then assessed, and feedback shared with the student on their performance in the Report

Conclusion

Students planned the Project with care, there was a lot of effort put in and it was a great learning for them on the subject and an application of the concepts that they had learnt in class

Report on Project based Study

Project based study was conducted for subject i.e. Compensation & Benefits for **Batch 18-20** MMS semester 3 –HR. Following 5 projects were done by students-

1. A Comparative Study on Compensation & Benefits in banking sector of Bassein Catholic Co-operative Bank & Saraswat Co-operative Bank."
2. Study of compensation and benefits of the Education Sector
3. A Study on Compensation Benchmarking at Pantaloons Fashion & Retail Ltd
4. The comparative study on compensation benefits between KFC & McD.
5. The Study on Compensation and benefits provided to employees at Life Insurance Corporation of India and State Bank of India Life Insurance

LEARNING OUTCOMES

By conducting above research project their learning outcomes are as follows-

1. Compensation and benefits are the most important factor to motivate employees.

2. It takes lot of effort to decide upon the method of performance appraisal.

3. The top management employees prefer non-monetary benefits whereas the lower level and the middle level management prefer monetary benefits.

4. It's the duty of HR Department to brief the employees about the policies and salary structure to the employ

5. How to create and conduct a compensation survey, what are the components we should include in a survey while measuring satisfaction and retaining employees.

6. The importance of compensation and benefits for both employees and employer. How a well-designed compensation and benefit structure keeps the employee satisfied and helps the employer to retain employees.

Submitted By

Dr. Sulbha Raorane

PGDM- Program Head

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT PRESENATATION-MMS II

Finance specialization.-Project Based Presentation

(2019-20)

Security Analysis and portfolio management subject Group Presentation for MMS II was scheduled for the Month of October 2019. Students formed group of 5 each and in all there were 10 groups. Each group were given sector to identify, design ideal portfolio to present. Duration of period to design portfolio was 1 year to do the analysis. Project duration was for 2 months period.

Objective : The objective of portfolio management is to invest in securities is securities in such a way that one maximizes one's returns and minimizes risks in order to achieve one's investment objective. A good portfolio should have multiple objectives and achieve a sound balance among them. Students were given task to design sector wise best portfolio.

Learning outcomes: Some groups used Prezi as a tool for presentation, one of the group did role play, one of the group had enacted in form of discussion amongst themselves in form of a presentation. One of the group did in-depth analysis of Cement sector which was given negative returns.

Groups presented were evaluated and given the feedback about their body language, attitude, concept clarity etc. for further improvement.

Dr.Natika Poddar.

Corporate Valuation and M&A

3 Projects were executed:

1) Individual presentation of each student on the latest article about an M&A
2) Group of 6 present a case on M&A
3) Study of 3 M&A and submit your learnings

Guidelines to students:

1. Brief about the Acquiring Company & any Competitors' Bid
   - Market position
   - Financials at the time of Bid
2. Brief about the Target Company
   - Market Position
   - USP(unique selling preposition)
   - Financials at the time of offer
3. Motive / Rationale for Merger/ Acquisition
4. Type of Merger / Acquisition/ Takeover
5. Advantages to the Acquiring & Acquired Company / Synergies, if any
6. Deal Structure and Valuations
7. Defensive Tactics used by the Target Company, if any
8. Public opinion / News reports/ Response to the Merger / Acquisition
9. Stock Price changes of the Acquiring & Acquired Company on announcement of that Merger/ acquisition
10. Regulatory Aspects
11. Future plan of the Acquiring Company
12. Post Acquisition Integration Plan
13. Post Acquisition Position and Learnings

26/10/19

Shilpa Peswani – CVMA – Implementation of Project Based Learning

Report on project based marketing plan assignment for MMS I Sem II - Batch 18-20

Date: The projects were evaluated in Semester II, Jan – Apr 2019.

Subject: Marketing Management

Methodology used: Marketing plan – Group presentation and report submission

Objectives of the project

To enable aspiring management graduates to prepare a marketing plan for a product in a given product category/segment

To develop conceptual knowledge and explain the applicability of theory in a real marketing/business situation

Compiled Feedback of the students about the activity

The project helped us understand how the different Ps of marketing are inter related and how to create, communicate and deliver value to customers through the development of a product. – Amey Nadkarni

Helped us in understanding how the different strategies in pricing, product, promotion, and place, go into making a complete single marketing plan for a product. – Teona

Was extremely helpful in understanding concepts taught in theory classes and how it could be made applicable in real marketing scenarios. – Alston Dias

Learning outcome

The project based study enabled students to assess and improve their ability of problem solving and creative suggestion along with innovation, in a business scenario through the preparation of a marketing plan. It helped them identify key wants and needs of stakeholders involved in the plan development based on the principles of marketing management.

The project also imparted soft skills like effective communication including presentation skills, listening skills, persuading, pitching, etc. and present the solution as a well formulated marketing plan with financials, in an orderly manner.

MMS Sem II Business Research Method Project Report

Objective-

- To make students realize the real aspects of Research in real life setting
- To enhance the knowledge and skills to carry out research for businesses to critically evaluate research
- Better awareness of business research methods enabling the participant

1. Groups were formed with three members and a week's time was given to decide on a topic
2. Once topic is decided, they were taught to do literature review and 10 days' time was given to complete the task
3. Based on the literature students found out the research gap and formulated objectives
4. Based on objectives they developed research methodology including research design, sampling technique, sample size, statistical design etc.
5. Students then developed questionnaire and collected data. 15 days they took to collect responses
6. The data was then analyzed using MS Excel or statistical software like XLSTAT, PSPP etc.
7. Then the prepared the project report according to a given format.
8. Finally a presentation was conducted to check their understanding on the topic.
9. The entire project got completed in 3 months (Time period- Jan 2019 to Mar 2019).
10. Total 41 projects were prepared by students of MMS I (Sem II) students

Final Presentation—04/04/2019 (10 groups/div.) and 11/04/2019 (10 or 11 groups/div.)

Outcome—After the completion of the project, students understood how to do business research, developed understanding of various business research methods and the importance of research in real-time business environment.

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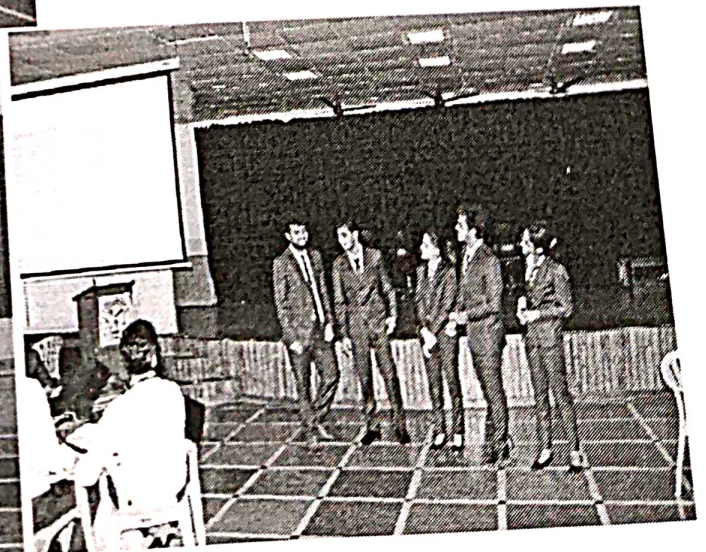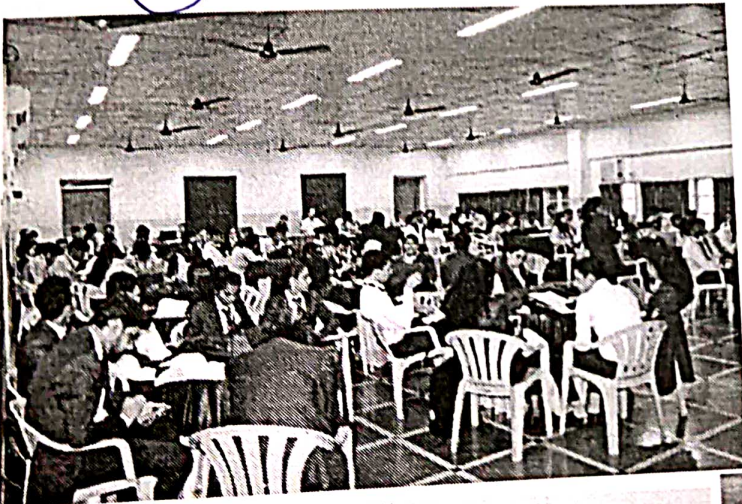
FINANCIAL MANAGEMENT PANEL PRESENTATION FOR MMS I

Panel presentation for MMS I for the Subject Financial Management was arranged on 30th and 31st March, 2019. Mr.Sumit Jain, Associate from BlackRock Services was called as a external evaluator to evaluate the presentation of students. Total 20 groups presented each comprising of 6 members, 10 groups each from DIV A and B respectively. Students were given the topic to present was on "Fundamental Analysis(Ratio Analysis)".

Objective : Students were given task of doing Economy analysis, sector analysis, Industry analysis and Intra performance of past 3 years for selected company All the groups selected differently companies. To name few were- Marico, HUL, Tata motors, Dabur etc.

Learning outcomes: Some groups used Prezi as a tool for presentation, one of the group did role play, one of the group had enacted in form of discussion amongst themselves in form of a presentation. One of the group has done research on the company in depth sing Dupont, Altmans Z Score for further analysis. Students learnt important investment ratios which playsbital role while taking investment decision. Some groups also compared selcetd companies performance with SENSEX,NIFTY 50 .

Groups presented were evaluated based on 3 parameters-Content Clarity, Technical skills, presentation skills. They were given the feedback about their body language, attitude by the panelist. Students were given suggestions in areas of attitude, concept clarity etc. for further improvement.

Dr.Natika Poddar.

Project based study was conducted for subject i.e. Operations Analytics for Batch 18-19 MMS semester 3 –Operations. Project wise learnings from students are as follows-

1. DEMAND FORECASTING OF FOOD ITEMS AT SFIMAR CANTEEN

A canteen i.e. CAFETERIA as known in St. Francis Institute of Management & Research, is a common hangout place for all the students studying here and the only place which serves various variety of food items and snacks throughout the day. The place is run by Ashirwad Caterers under the control of College authority. As this place is the only option to cater the demand of students and faculty members, the canteen has to be ready with all the required ingredients and raw materials to meet the demand. This calls for a demand forecasting for the number of foods items, overseeing the current and past data as to reduce wastage of extra procured goods which are perishable and some are precooked food which gets spoiled after some time. All the collected data was analysed and a suitable forecasting model was suggested to reduce the wastage and increase the savings as preparing only as per forecasted model.

Forecasting in the college canteen business is a challenge. A strong forecast looks at hours, not weeks. It considers real-time conditions, like the weather, and guides owners to smarter, more accurate, more profitable decision-making. We classified the food wastage into three heads: Pre-consumption wastage, Post-consumption wastage, and losses due to excess procurement. Total wastage is classified to be 10 kg per day. The major concern of canteen staff is the unpredictable food wastage. The main objective of the report is to manage the details of Food Items, Sales. It manages all the information about Food Orders. The purpose is to forecast the requirement of materials and to reduce the wastage in the canteen. It tracks all the details about the Sales, Products, and Canteen.

➤ This project will help to forecast the daily demand of the canteen to avoid the wastage of food and raw materials involved in the process.

➤ This will also help to reduce the excess amount of capital invested in the raw materials.

Recommendations

Demand forecasting should be used for forecasting daily demand.

☐ Safety stock should be maintained to avoid order cancellation due to insufficient inventory

☐ Quality of food should be focussed and improved.

☐ Combo offers should be introduced to boost sales.

☐ New items should be included owing to changes in season or religious occasions.

2. A study and Forecast on Air Quality Index

The project signifies the value of the Air Quality Index forecast for the given data. . An increase in air quality index signifies increased air pollution and severe threats to human health. In most cases, AQI indicates how clear or polluted the air in our surrounding is, and the associated health risks it might present. The AQI centers on the health effects that may be experienced within a few days or hours after breathing polluted air. By forecasting the data the future values following the trend of given data will signify if the air is pollutant free or is riskier to breath in that particular air.

Objective

The main objective of this project is to forecast the Air Quality Index for forthcoming hours so as to analyze the trend of the air quality that is provided in the current data set.

Also after forecasting the aforementioned data providing suitable measures to reduce the various involved pollutants which result in the poor Air Quality Index of that particular area.

Report on training program conducted in MMS-II, Sem-III, HR class

Students of MMS -II (HRM) conducted real time training for all the remaining members of the class. This was as a part of the initiative to make the subject more interesting and learn from real life situations.

All the students were divided into teams of 3-4 members and were asked to work on designing and conducting a training program. This included the preparation of the training budget, program architecture, the training program design and the training content to be delivered to the participants.

This was followed by each group actually conducting the training in the class and also making a project report for the same. These were later shared between the class and questions from these assignments were included in the exam.

Panel presentation for MMS I for the Subject Financial Accounting was arranged on 26,27 and 29th November. C.A.Mr.Gurunathan Pilai from Vyanketshwar and Associates was called as a external evaluator to evaluate the presentation of students. Total 20 groups presented each comprising of 6 members, 10 groups each from DIV A and B respectively. Students were given the topic to present was on "Reading of Annual report", wherein they were told to analyse the Financial of the company, present Directors report, Auditors report and CSR of the company chosen by them. All the groups selected differently companies. To name few were- Marico, HUL, TITAN, Eicher motors, etc. Some groups used Prezi as a tool for presentation, one of the group did role play, one of the group had a board room discussion amongst themselves in form of a presentation. Some groups also videos to support their presentation. One of the group has done research on the company and also took interview of the manager from the company to support their analysis.

Groups presented were evaluated based on 3 parameters-Content clarity, Technical skills, presentation skills. They were given the feedback about their body language, attitude by the panelist. Dr.G.Ramesh I/C Director was also present for some of the presentation. He also gave his valuable inputs to the students in the areas of attitude, concept clarity etc. for further improvement.

Dr.Natika Poddar.

Report on Role Play/Project based Learning - Financial Management subject

Introduction: Financial management subject presentation /Role play was given to students as a part of their continuous evaluation. Objective of the Project presentation was to : **1)** To understand and analyze the company's performance with respect to ratios. 2) To suggest measures of improvement to the company under study for presentation.

Process and Methodology: Students from MMS I for the Subject Financial Management gave presentation for the subject in form of Role play .All the students gave presentation for the subject there were 20 groups in all. Out of which 2 group did presentation in form of Role play. The period of the presentation give was 2 months. Each group gave presented calculated ratios and did analysis for the selected companies in that particular sector. It was altogether new for some of the students. It was based on secondary data. Data was collected by students from annual reports, money control, websites, news etc.

Evaluation: Each students based on their presentation skills will be evaluated as a part of internal assessment which carries 15 marks.

Learning Outcomes:

- Students were able to do the analysis, calculate ratios, and gather data.
- Students were unable to suggest appropriate measures for improvement.
- Some students used graphs, charts for their presentation in appropriate manner.

Testimonials:

1) **Group Member Name:**

- Melbourne D'costa (61)
- Minal Patil (64)
- Nitin Gowda (72)
- Saee Taware (90)
- Sean Braganza (98)
- Mihir Doshi (118)

Topic : Ratio analysis on Indigo and Jet Airways company.

"Having a degree in Finance and accounting helped me to create a presentation that helped me learn more about financial management. It helped me and my team to make a presentation on ratios and compare two companies which made us understand their problems and also the changes they needed to rectify it. It also taught us the past of the company and their financial structure and helped us to present them it in a better way."
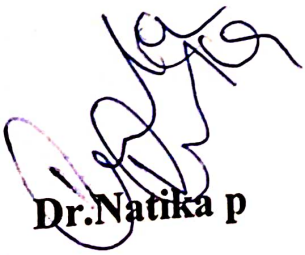
— Mihir Doshi

"As someone with a non background in Finance and accounting, I was looking for a further in-depth understanding of financial management, Presentation done on Ratios done by our team thought us relationships between the financial statement accounts help investors, creditors, and the company management understand how well a business is performing"
                                                                    -Nitin Gowda

2) Presentations/Role play was conducted during the month of March,2018 for Financial management subject was a learning experience for the students of MMS 1 DIV A . Students were divided in 10 groups with 6 members each and were asked to choose any two companies within a particular industry which they wanted to analyses. It involved comparative analysis of how ratios helped in decision making for investors. These presentations required brainstorming and each team came together to interpret which company is best for the investors. The company that our group selected was Asian paints and kansai Nerolac for which we studied both the company and the sector and also recommended Asian paints as the preferred company for investing in Paints & Varnishes sector. After the presentations, groups were given feedback on how to improvise and points that had to be given more consideration by our Prof. Dr.Natika Poddar. The best presentations were awarded and appreciated. The winners for technicality in presentations were Anupama, Diana, Deena ,Gayatri, Lavanya and Jeslina. Overall the students worked actively for the presentations and learning objective was accomplished.

MMS 1 DIV A
DIANA DCOSTA.

Dr.Natika p

Report on Role Play/Porject based Learning - Financial Management subject

Objective of the Project presentation:

To understand and analyze the company's performance with respect to ratios.

To suggest measures of improvement to the company under study for presentation.

Report: Students from MMS I for the Subject Financial Management gave presentation for the subject in form of Role play .All the students gave presentation for the subject there were 20 groups in all. Out of which 2 group did presentation in form of Role play. The period of the presentation give was 2 months. Each group gave presented calculated ratios and did analysis for the selected companies in that particular sector. It was altogether new for some of the students. It was based on secondary data. Data was collected by students from annual reports, money control, websites, news etc.

Learning Outcomes:

- Students were able to do the analysis, calculate ratios, and gather data.
- Students were unable to suggest appropriate measures for improvement.
- Some students used graphs, charts for their presentation in appropriate manner.

Dr.Natika p

19/4/18

Security Analysis and Portfolio Management

62 finance students were divided in 10 groups.

10 projects were executed by Finance specialization students

Group No. Topic

Group 1: Momentum Investing

Group 2: Value Investing

Group 3: Low Volatility Investing

Group 4: Low Risk Investing (Beta)

Group 5: Small cap investing

Group 6: Mid cap Investing

Group 7: Investing using multiples

Group 8: Investment in IPOs

Group 9: Investing using F-score

Group 10: January effect

Steps-

1. The strategy of investing was explained in the class as well as to each group separately.
2. The theory behind each investment strategy was explained
3. The type of data to be collected, the various variables, frequency of data and source of data was communicated to the students
4. The data processing methodology was explained
5. Problems related to data analysis were solved in the class.
6. Each group was asked to show me the project before presenting it in the class. Data analysis, findings and conclusion was discussed.
7. Mistakes in the project, if any, were communicated to the group and the group implemented the changes.
8. The group presented the project findings and learnings in the class

Report on International Finance Subject – Project Work

Project work was a course assessment tool for the subject of International Finance in MMS Second Year, Batch 2017 – 19, Semester III Finance Specialisation. The projects were imparted to develop the knowledge and skills of the students in the area of International Finance.

Methodology

The students were expected to form the teams that consist of seven members and that will work on the project. The project is oriented on discussion of special topics related to international financial markets. The Project should be inclusive of the following topics -

1. International Bond Markets

   Features of Foreign Bonds, Eurobonds, Types, Risks

2. International Equity Markets

   Market Capitalisation, Measures of liquidity and Concentration, Market Structures – Trading Practices and Cost, Trading in International Equities (ADR, GDR, FCCB, FDI and portfolio investments, participatory notes)

3. Euro-currency markets

   Eurocurrency deposits, loans, bonds and notes

Students were required to choose any one of the countries listed below for carrying out the project.

1. Australia
2. Canada
3. China
4. France
5. Germany
6. Hong Kong
7. Japan
8. Belgium
9. USA
10. UK

Students are expected to actively seek for guidance and advice from the Faculty In-charge and refer to various secondary resources regarding the knowledge of the topic.

The project should take the form of a report essay (60 pages), should be facts and analytical oriented and should be based not only on the textbooks but also on new sources of information that can be found in the last published research papers, books or on www pages.

The final presentation should in short review of the main topic of the project and discuss in detail the project's results and conclusions. It's expected that the presentation will take about 15 minutes and all members of the team will be prepared to react on the questions of Faculty In- charge and their classmates.

Final Project Presentation

The final presentations were on 15th and 16th October, 2018.

Team Members

Team 1: Australia

Afreen Khan – 3

Darshini Mehta – 28

Divya Bavdekar – 33

Harshil Shah – 41

Joel Rebello – 49

Lolita Dsouza – 58

Team 2: Canada

Annet Mudaliar – 9

Anushka Naidu – 12

Carolyn Mathew – 22

Juelee Dalvi – 54

Neeraja Surve – 68

Sagar Mehta – 91

Sowmya Acharya - 110

Team 3: China

Diane Dale – 32

Abel George – 39

Johann Henriques – 50

Joyna Dsouza – 53

Larentia Nunes – 56

Priyesh Chamudia – 79

Sheldon Farrow - 101

Team 4: France

Clayton Gomes – 25

Elaine Alva – 34

Joel Correia – 48

Marvin Nunes – 120

Nasline Dmello – 67

Sasha Dias – 97

Sharon Dsilva – 100

Team 5: Germany

Melbourne Dcosta – 61

Princelee Dsilva – 78

Salen Dbritto – 92

Sampras Alphanso – 94

Siju Kuzhiturayil – 105

Mihir Doshi – 118

Yogita Naik – 119

Team 6: Hong Kong

Anupama Aryal – 11

Deena Dcosta – 29

Diana Dcosta – 31

Gayatri Sawant – 38

Lavanya Jose – 57

Mrunali Deshmukh – 65

Team 7: Japan

Bhushan Kadam – 18

Onkar Patole – 73

Ryan Mendonca – 89

Smisha Verghese – 106

Swati Surendhranath – 114

Vipul Shetty – 116

Minal Patil – 64

Team 8: Belgium

Ashley Fargose – 15

Carol John – 21

Erica Pinto – 35

Jagruti Bhoir – 42

Jordan Tuscano – 51

Maxwell Tuscano – 59

Meghna Kanchan -60

Team 9: USA

Akshay Pawar – 4

Joann Correia – 47

Merwyn Pinto – 62

Neha Bole – 69

Neha Yadav – 70

Pranay Bisht – 75

Shalet Binu – 99

Team 10: United Kingdom

Mukul Sharma – 66

Nestor Sequeira – 71

Prerana Rao – 77

Rini Aranha – 82

Rohan Dsouza – 83

Sandesh Mohite - 95

Learning Outcomes

Upon successful completion of the project and presentation, the students are able to -

1. Demonstrate understanding of the international financial markets with respect to bond, equity and euro-currency markets.

2. Develop proficiency in applications pertaining to market structures, products, trading practices, mechanisms, settlement and risks.

3. Demonstrate an awareness towards the latest trends and patterns of the international financial markets for fact finding, problem identification and problem solving.

4. Develop critical and analytical skills and the ability to work independently.

5. Demonstrate communication and written skills (e.g. the ability to write quality reports).

Attributes Developed from the Project Work

- Knowledge
- Critical thinking and problem solving
- Teamwork and communication skills
- Career and leadership readiness
- Intercultural and ethical competency
- Self-awareness and emotional intelligence

Student Feedback

Juelee Dalvi (Roll No 54)

The project work made us understand the nexus between the financial markets for bond, equity and euro currency in Canada. The project work was demonstration of theory into reality. What worked for one market, did not work for the other. It was proven that market movements were dynamic and not static. We learnt the use of statistical tools and how to interpret its results in the context of the study. We learnt to compile the results and frame a project work report. It would not have been possible without the co-operation of the team members.

Lolita Dsouza (Roll No - 58)

The project provided insights into the functioning of bond, equity and euro-currency markets in Australia. The study found that risks has to be borne as they are operating in a global village and the thumb rule is to mitigate the risk as no can avoid it. Moreover, the project work taught us to share our knowledge in a team and be receptive to others ideas.

Erica Pinto (Roll No - 35)

The project work was on the country Belgium with respect to the international financial markets. It was amazing to know the various factors affecting the markets in Belgium. Our team became aware of the latest happenings in the area and opened our eyes towards the various secondary sources from which data was considered for the study. What we once thought was paucity of data on the topic, later umpteen amount of information was available. We learnt to improve on our time management for the completion of the project presentation.

Report on Project based Study- MMS II (IT)

Project Name: IT Asset Mapping for Asset Monitoring and Tracking

Start Date: 7 Sept 2018   End Date: 17 Oct 2018

Student of MMS II were given Projects in Sept. 2018 related to IT Asset Mapping for the Subject IT Audit. The project focussed on identifying various IT assets available in Campus, Understanding their Tags for Tracking and Monitoring.

The students interviewed the IT Personnel's available in campus for understanding various IT assets purchased by the Institute. The Students personally tracked all the Assets installed and Stored in campus by visiting various departments and locations. The students reviewed the Physical state of the hardware installed across the campus and were asked to make necessary suggestions for improvements.

The students then mapped the entire IT assets floor-wise on the Floor Planner and Network flow on E-draw software. The students were also asked to devise a brief BCP (Business Continuity Plan) for the IT Assets and Suggestions to improve traceability on Campus.

A brief discussion on the findings were done in class to evaluate the projects.

Prepared by

Prof. Vasudha Rao

Facilitator – IT & Opts 2018

Introduction

Understanding a concept by doing is always higher than that of just by learning. Keeping this in view, a project was conceptualized on the Marketing Research Process which is a part of the syllabus of the subject Marketing Research and Analysis in the Semester III for MMS II students of Marketing specialization.

Objective

The Primary objective of the project is to make the student participants to gain insights from firsthand information obtained through field research and interaction with stakeholders.

The secondary Objective is to make the students to get involved in a team work as the project is group based project and intra group activities are more emphasized.

Methodology

The entire class was divided into 07 groups and the project was divided into 3 steps of the _proun_ which each group to undertake. The description of each step is appended below.

TOPICS (Choose any one topic on first cum first serve basis)

1. A Study on the effects of consumer response to in-store promotion on brand image and purchase intention

2. A Study on the factors behind brand switching in the telecom industry

3. A Study on the understanding consumer response towards sales promotion in the fast food industry

4. A Study on the consumer perception on various investment opportunity and the associated risk involved in the Market

5. A study of waste management and recycling in Borivali and Dahisar area

6. A Study on the effects of search engine optimization on marketing performance of the products

7. A study of consumer behavior on the factors behind use of plastic money in India:

8. A Study on the consumer buying of a detergent in the Market

9. A study on the effects of housewife quality perception of ready to cook meal on their preference to use

10. A study on the effects of brand recall of specific brands through a semiotic analysis

11. A Study on the consumer buying of a new toilet cleaner in the Market

12. A Study on the consumer perception on the LED Television in the Market (Choose a specific brand of LED TV)

13. A Study on the consumer preferences in the noodles market (with a focus on the Maggi controversy)

14. A Market research study to get a fair idea about the general effect of TVC for (Choose a product and a specific brand) has had on its sales.

15. A study on the buying behavior of the detergent market of any specific area (Choose the area)

16. A Study to find out the clothing preferences of youth in Mumbai (A specific area may be chose

17. A Study on Consumer perception (rational and emotional values) of Bathroom and Sanitary wa

SYNOPSIS OF THE MICRO PROJECT

1. Background/Introduction

2. Problem/ Opportunity statement

3. Research Questions and Hypotheses

4. Research Objectives

5. Methodology

6. Data Analysis and Interpretations

7. Summary of Findings

8. Suggestions/Recommendations

9. Limitations

10. Conclusion

11. References

12. Appendix

Evaluation

The evaluation of the project was done on a phased manner with 3 initial progress evaluation at the end of each month from project commencement. The final evaluation was done through a group presentation on the completion of the project. The evaluation was done by an external examiner who is an entrepreneur.

…re, outcome of the project is measured through a 10 parameter based evaluation each on a 5 point scale an external person. The 10 parameters are as follows

(a) Problem/ Opportunity statement

(b) Research Questions and Hypotheses

(c) Research Objectives

(d) Methodology

(e) Data Analysis and Interpretations

(f) Summary of Findings

(g) Suggestions/Recommendations

Period and Duration of the Project

The period of the project was from 01 Aug 2018 to 31 Oct 2018 for a duration of 3 months.

Learnings from participants

Some of the learnings from the student participants are appended below

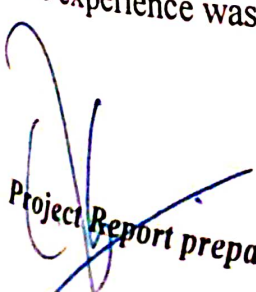The understanding of the research is more clear because of the practical application of the project
- Rohini Save

I learnt a lot from the sessions conducted. The entire process of the project was understood: right from how to identify the problem or opportunity, how to go about the research from qualitative and quantitative process and how to analyze and incorporate the findings in the report for the management to take a decision.

- Sean Braganza

Conclusion

Project based learning is one of the prominent pedagogy adopted in B-Schools as this pedagogy will not only emphasizes on collection and analyzing real time data but also encourages the students to increase their participation in the learning process. Also there is group dynamics and a sense of achievement prevails among the student participants as it motivates a strong involvement by each of the participants. Overall the entire experience was related to a great journey.

Project Report prepared by Dr. G Ramesh

— Prof. Sanchayita B.

MMS Sem III Consumer Behavior Project Report

Objective-

- To make students realize the real aspects of Consumer Behavior (varied behavior of different consumer for same cause) in real life setting
- To observe and understand what all CB concepts work as the base of certain behavior and how to handle them
- To help students understand how marketers make use of these displayed behavior of consumer in marketing

1. This study is mainly observation based, where students decide a (brick and mortar) retail store brand on which they opt to do the study.
2. They chose 3 outlets of the same store brand located in 3 different area.
3. They were asked to do 3 visits per store: one in peak hour, one in slack hour, and one during festival time.
4. They observed for an hour every time, noticing the layout of the shop, stacking of merchandise, changes of product/brand placing on different days/time etc. and how customers behave/react at these places.
5. Every time they came back, they discussed among them what all they observed and what more could be observed.
6. They also discussed with subject faculty about their experience so that they get further guidance on the observation method.
7. After 1st visit they decided 5 to 7 important factors on which they focused for the study.
8. They were also allowed to ask few questions to the customers, store sales people, or management, if required.
9. They also tried to analyze the demographics and psychographics of customers, and how they differ from store to store, along with comparison of other factors that they had chosen for the study (refer point 7)
10. It is done in 3 phases, and after every visit they report their experience, after discussing among group members.
11. Students tried to relate the theory with the real life, to understand concepts better.

12. At the end of semester students compiled the whole thing in the form of a report and presented in the class.

13. They converted the observation in quantitative data, based on the number of repeat of a certain behavior, to prepare visual communication in the form of graphs and charts in the report.

Retail Outlets covered: D-Mart, Big Bazar, Central, Mc Donalds, Dominos, Westside, Pantaloons, Bata

Final Presentation—13/10/2018

Outcome—After completion of the project students understood how to analyze consumer behavior, critically analyze the application of the components of CB and its use to a marketer.

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Report on Project based Study

Project based study was conducted for subject i.e. Compensation & Benefits for Batch 17-19 MMS semester 3 –HR. Following 3 projects were done by students-

1. A Comparative Study on the Compensation and Benefits of Oil & Natural Gas Corporation Limited and Raychem RPG Oil & Gas Division

2. A study on Compensation & Benefits practices in the Banking Sector –Axis & Kotak Mahindra Bank

3. A study on the compensation & Benefits at Deloitte & Ernst & Young

LEARNING OUTCOMES

By conducting above research project their learning outcomes are as follows-

1. Compensation and benefits are the most important factor to motivate employees.

2. It takes lot of effort to decide upon the method of performance appraisal.

3. The employees and management views, choices and perception vary.

4. The top management employees prefer non-monetary benefits whereas the lower level and the middle level management prefer monetary benefits.

5. Employees must be given training and alternative work schedule benefits so as to perform better.

6. It's the duty of HR Department to brief the employees about the policies and salary structure to the employees.

7. The employees should be given freedom to give suggestions.

8. How to create and conduct a compensation survey, what are the components we should include in a survey while measuring satisfaction and retaining employees.

9. The importance of compensation and benefits for both employees and employer. How a well-designed compensation and benefit structure keeps the employee satisfied and helps the employer to retain employees.

Submitted By

Dr. Sulbha Raorane

PGDM- Program Head

Introduction

Understanding a concept by doing is always higher than that of just by learning. Keeping this in view, a project was conceptualized on the New Product Development process (NPD Process) which is a part of the syllabus of the subject Product and Brand Management in the Semester III for MMS II students of Marketing specialization.

Objective

The Primary objective of the project is to make the student participants to gain insights from firsthand information obtained through field research and interaction with stakeholders.

The secondary Objective is to make the students to get involved in a team work as the project is group based project and intra group activities are more emphasized.

Methodology

The entire class was divided into 07 groups and the project was divided into 8 steps of the NPD process which each group to undertake. The description of each step is appended below.

1. **Idea Generation**

   Idea Generation was done through brain storming of ideas. The focus was on the problems existing in and around and the product based on the idea should be able to provide reasonable and realistic solution. Each group was asked to generate a minimum of 3 ideas.

2. **Idea Screening**

   Each group was asked to put the generated ideas through a check list called Osborne check list also referred as S.C.A.M.P.E.R technique in order to check which idea pass through majority of the check list and that idea gets screened in.

3. **Concept Testing and Development**

   Based on the idea, the groups were asked to frame the description of the idea in an easy, understandable language. This description is referred as 'concept' which is used for testing from a sample of the prospective consumers. The concept can also have a design of the product for increasing the consumer's connect with the product idea. The testing is carried out as a field survey with a standard questionnaire provided to them. The objective of this field survey is to get inputs from the prospective consumers based on their understanding of the concept, design and potential pricing. The parameters identified and provided to the groups are as follows

Intended Purchase measures : Purchase intention is measured on a likelihood scale such as

1. Definitely would buy, (ii) Probably would buy, (iii) Might or Might not buy, (iv) Probably would not buy, (v) Definitely would not buy

Overall Product Diagnostics: This measures the product's perceived uniqueness in relation to the ones that are currently available in the market using a 5 point likert scale and believability of the product that it can do what it claims using the Strongly believe to Strongly disbelieve 5 point scale.

3. **Special Attributes diagnostics:** This measures which attribute/benefits significantly contribute distract from purchase intention from among a set of attributes.

4. Marketing Strategy Development

Each group was made to develop the Marketing Strategy through a three prong mode which follows

1. Initiating the STP strategy in order identify the prospective Target Segment/TG
2. Developing Marketing Mix strategy with respect to the 4 P's
   (c) Establishing the Sales Goal for a minimum period of 5 years based on the pricing of the pro

5. Financial Feasibility Analysis

Using the Sales projection/goal, each group was asked to conduct a financial feasibility anal using the NPV method with the aim of establishing the following

1. Financial feasibility/viability of the product using the NPV figure
2. Breakeven point of the business
3. Potential Fund to be invested.

6. Product Development

Although this step is the most crucial as it involves the prototype development, owing to t circumstances where the group members were not in a position to build the prototype, the groups, applicable, were asked to put up only the product design

7. Test Marketing

As this step also requires the prototype, the groups were asked to understand the various Test marketing methods adopted in the Market from a theoretical perspective.

8. Commercialization

Each group was asked to prepare hypothetically a prelaunch plan, launch strategy and a rollout plan of the product with specific focus on 5 W and 1 H – What, Where, Why, Who, Whom and How. For describing the timeline, each group was also asked to use the Gantt chart.

Consumer Adoption Process

Apart from the above mentioned steps, each group was also asked to understand the Consumer Adoption Process specifically with respect to the Awareness, Interest, Evaluation, Trial and Purchase/Reject and also to study the rate of adoption determinants (Characteristics). This will help to identify the adopter categories under the diffusion of innovation

Evaluation

The evaluation of the project was done on a phased manner with 3 initial progress evaluation at the end of each month from project commencement. The final evaluation was done through a group presentation on the completion of the project. The evaluation was done by an external examiner who is an entrepreneur.

Outcome

The outcome of the project is measured through a 10 parameter based evaluation each on a 5 point scale by an external person. The 10 parameters are as follows

(a) Level of Idea
(b) Impact of Concept Testing
(c) Description of Target Market and Market Potential
(d) Description of Product
(e) Pricing Appropriateness
(f) Level of Promotion
(g) Strategy for distribution
(h) Feasibility analysis
(i) Prototype development, if any
(j) Prelaunch and Rollout plan

Period and Duration of the Project

The period of the project was from 01 Aug 2018 to 31 Oct 2018 for a duration of 3 months.

The groups and the ideas

There were a total 09 groups who presented 09 different product ideas through the NPD process. They are listed as follows

(a) MAP   - Smart Mouse
(b) MedApp   - Medical Application
(c) Charger +   - Charger cum Power bank
(d) Airlite   - Smart Suitcase
(e) Car-Tech   - Biometric Car lock and Ignition system
(f) Fumeefree   - Smoke free gums
(g) PSR   - Pen cum Stain Remover

Learnings from participants

Some of the learnings from the student participants are appended below

The understanding of the product life cycle and particularly extension strategies is based on adding value through product development and competitive pricing.

1.   Aditya Shashidharan, Queeni Colaco, Rohini Save, Romario Gomes

I learnt a lot from the sessions conducted. The entire process of new product development was understood: right from how to identify how good the idea is, how to go about screening the idea using SCAMPER, concept testing and how to analyze and incorporate the findings in the business plan to prototyping, market testing and how to schedule the product roll out.

This entire process helped shape the business plan that we have and use management terms and concepts to make it a proper business plan

2.   Sean Braganza , Smitesh Paralkar , Soumya Sunish , Stanessa Fernandes

Conceptual in puts conveyed in the lectures were crisp and precise and very much applicable in my own planned start up. The idea that was generated in my mind was in its radical stage for so long. The subject helped me apply management concepts to the idea generated To name a few the major impactful concepts were that of Brand Equity, SCAMPER, Product Life Cycle, Feasibility analysis

The research case study type of lectures conducted were best ion its class

3.   *Anns Joseph, Binoy D'Silva, Jeena Thomas, Jigar Shah*

Conclusion

Project based learning is one of the prominent pedagogy adopted in B-Schools as this pedagogy will not only emphasizes on collection and analyzing real time data but also encourages the students to increase their participation in the learning process. Also there is group dynamics and a sense of achievement prevails among the student participants as it motivates a strong involvement by each of the participants. Overall the entire experience was related to a great journey.

Project Report prepared by Dr. G Ramesh