

# CIBMRD

## Best Practices

### 1. Industry Mentoring

#### Objectives of the practice:

- The objective of the industrial mentoring program is to make the students aware of the trends in the industry. The objective is to also to make them make a judicious choice of the areas of specialization.
- This practice also helps the students to decide in which areas they would like to build their careers.
- This practice helps the students in their summer internships as well as winter internship.

#### The context:

The students are mostly fresher's and need the bridge from campus to corporate. They all follow a herd mentality when it comes to selecting the area of specialization in the final year. Based on their interest and aptitude and guidance from industry mentors the students are able to understand industry norms, culture and industry expectations from them.

#### The Practice:

Industry mentoring is done in the following ways:

Sr. No.	Activity	Duration	Content
1	Personality Development session during induction & orientation	1 ½ hours	Apprising students about mentoring sessions purpose
2	Industry Mentoring fortnightly in the ratio of 1:20	1 hour in every 15 days in each sessions thus 6 months in a year	Apprising students trends in Industry expectation of industry students
3	10% of syllabus teaching	As per faculties time-table	Practical approach theoretical syllabus contents
4	Subject Specialization Seminar	Half day workshop before selection of specialization	Finance expert guidance, Marketing expert guidance, HR and Operations guidance.

**Evidence of success:**

- This is reflected in the feedback of the students.
- The students are guided in their winter internship and summer internship.
- The students are able to understand their area of career development better.

**Problems encountered:**

These sessions are usually held on Saturdays. However, the institute is required to adjust the date and timing as per the availability of the mentor. A lot of these mentors, being the alumni spend time in discussing their college days and how it was during their times. At such times there is digression from the basic purpose.

## **Best Practices - II**

### **“Gyan Ganga” Alumni talks**

**Objectives of the practice**

- The main objective of this practice is to connect the alumni together.
- The passed out students who are working in the industry have practical knowledge to share. Their experience of the industry can be shared with other passed and students as well as current students.
- The current students can learn about expectations of the industry.
- This is an excellent way of networking among the alumni.
- The alumni too would want to give back something to their Alma Mater. By this practice we can have very good knowledge sharing.

**Context:-**

The institute has a vibrant alumni association. Most of the alumni are always interested in giving guest lectures. This pandemic has given us an opportunity of connecting with each other through online mode. Thus this practice serves dual purpose:-

- Connecting and networking all the alumni and
- Knowledge beyond the curriculum is given to the current batch of students.

**Practice –**

The second Saturday of every month is fixed and the calendar is already prepared for the alumni talks. All those who volunteer in this project give their topics in advance and the same is shared

with the alumni as an announcement in the Whats App group. This is also announced in Whats App group of the current batch of students as well as faculties. The online link is provided by the institute, session is recorded and is also available on the 'You Tube' for those students who may have missed joining the session.

#### **Benefits:-**

The alumni feel proud in associating with their Aluma Meter in this project. Not only does it connect and network well amongst the alumni, it also brings a pool of knowledge beyond the curriculum for the current students.

#### **Problems encountered:-**

The only issue which arises as a problem sometimes is that there can be last moment cancellation due to unavoidable reasons by the resource person. The another issue is that the audience is aware that the recording would be made available and accessible at a later stage and so they may not remain prompt

## **Best Practice - III**

### **Student Development Program:**

#### **Objectives of the Practice:**

Every college/Institute has the practice of providing value-addition to the basic curriculum. This institute too has focused in providing co-curricular and extracurricular activities to the students. The basic

Objective of providing for such activities is the fact that:

- Most of the students admitted are from the mofussil areas.
- They lack in communication skills and confidence.
- They need to focus on personality development
- Students need to also understand their strengths, so that they can capitalize on that, they need to understand their weaknesses also so that they learn to overcome them.
- The objective is to update students on current events and aptitude tests.
- The objective is to improve their communication skills as well.

#### **The context:**

The Institute carries out the above by way of these two activities

1. **WAD** (Workshop on aptitude development) during Induction: Attitude Development Goal-setting, content writing, public speaking

2. **SDP** (Student Development Program): is a regular feature in the time-table, common for all. Earlier, this was conducted by in-house faculties later the Institute has had a tie-up with “Vikalp Education” to Execute this program. Sessions on Aptitude Communication conducted.

### **The Practice:**

Although there are other practices conducted in our institute which are more unique in nature this activity is highly appreciated by the students. In today's times when there are thousands of students with a degree, a little extra smartness is required, especially to our kind of students who majorly come from rural areas and some of them have not had the opportunity to do their schooling in English medium. By this, they are better able to answer their papers/exams in English medium and also face interviews.

### **Evidence of Success:**

This activity has spread good word of mouth publicity that personality development is done for the students in the college free of cost. This has resulted in brand building and consistency in admissions for MBA, at a time when the demand was low and increase in admissions for BBA after the re-launch of the program. These programs have given our students more confidence and better communication skills enabling them to qualify for placements. The feedback of the students for these activities is very encouraging

### **Problems encountered:**

Since this activity does not carry marks and since it is free of cost, the commitment of the students in terms of regular attendance wavers. This activity incurs extra expenses but the additional expenditure seems justified. Earlier in house faculties were conducting this activity. Later it was realized that students took the experts to whom the task was assigned more seriously.

## **Best practices – IV**

**Title of the Practice** – Institute Loyalty --- Referring Siblings / Relations/ friends for admission.

**Objectives of Practice** ➔

- The Institution believes that the best advertisement is one of word of mouth publicity.
- Satisfied students should refer for admission to our Institutions.
- Thus the existing students should bring in new students.
- This way students may generate a sense of goodwill from the referred friends.

**The Context →** Now a days, running an Institution with full admissions is also a challenge. There is lot of competition and many institutions try to woo the students in many ways.

On the other hand, advertising for the institute is also a very expensive affair.

We believe that the existing students have a perception towards the institutes resources i.e. infrastructure, placement record etc., and thus use positive word of mouth for the institute. This perception is passed on to the new students by referring them through word of mouth. Not only the students are the best spoke persons but they also know other people who could benefit by taking admission in our institute.

Here, we try our level best to have a good relationship which is generated by new physiological and emotional bonds.

**The Practice →** When the student comes to the institute for the first time, they are counseled by our team, staff members. They are given complete information about the courses, Institute facilities, faculty members, placement record, co-curricular and extracurricular activities and fee structure.

The students are asked to fill the admission form which contains information about the source from where the students got to know about the Institute. This information of the source helps us trace the existing students who are satisfied. Student's loyalty towards institute depends upon perceived service quality which leads to satisfaction, trust commitment and loyalty.

**1. The data of students who are admitted through reference is as follows: -**

Sr. No.	Academic Year	Total No. of Students Admitted	Students to Admitted through Reference	Percentage
1				
2				
3				
4				
5				

**2. The problems encountered and resources requires →**

The Institute is required to maintain a high level of satisfaction among the faculty and administrative staff as well, so that they in turn generate goodwill towards students. The institute also has to provide for and maintain facilities to keep the satisfaction level of the students high.

At such times, the problems encountered are that the students do not mention the reference and at times mention more than one reference. Another problem is that students expect either cash discount or financial incentive for reference which is a practice followed by other institutes.