TEACHING AND LEARNING INITIATIVES

ACADEMIC YEAR-2023-24

Course: Statistics for Management, Term-I, PGDM-Gen/M/SM, Batch 2023-25

1)

The group project is aimed at facilitating PGDM students specializing in the areas of applied statistics and data analysis with an integrated field-work approach. The project captures the learning expectation of the course by collecting primary data using Google Forms survey, performing data cleaning and organizing in spreadsheet, and conducting descriptive analysis. The submission of the project is to be done in three phases. In phase 1, students were provided with the questionnaire link by the instructor, and they are supposed to get the data from the respondents. Each group needs to collect the data from 50 respondents. The data sheet is compiled by the instructor and each group was given data on approx. 100 data points. In phase 2, the students analyze the data after cleaning and coding the data. In phase 3, students prepare a report in word format that includes a title page with student's name and roll numbers, table of content, introduction to the topic, objective of the study, literature review, coding, statistical analysis, results, and interpretation. The final report document needs to be submitted on Moodle.

Questionnaire links

Group Number	Project Title	Link for questionnaire	Respondents (who can fill the questionnaire)
1,7	Students Perception	https://docs.google.com/forms/d/15p8ZvcT0MHfgRZOdd802WXPrmFn9qImw2m0Du6SMECc/edit	Students outside Jaipuria, Noida
2,8	OTT Services	https://docs.google.com/forms/d/1ygMytoDw-LSd9pVrRDzjoWKXKW7DKYcl44_EmYbC0Uo/edit	Anyone having OTT subscription
3,9	Online multiplayer games	https://docs.google.com/forms/d/1-7BVrWUXIQMr30fpUZ9CNbfvcmWIKOSSMryoj-RPXAQ/edit	Kids aged 8-15 who play online multiplayer games and watch livestreaming of such games and part of some gaming community like discord
4,10	Financial identity and wellbeing	https://docs.google.com/forms/d/11SxtgUiGIR7hGset1l08ex4txd2SsJJdp814qnvY2pw/edit	young consumers less than 35 years of age, working or students
5,11	Organizations' Sustainable Practices	https://docs.google.com/forms/d/1pMzHPDyUKP53b0klNhqjPcxVkGCauLaFfN3NFx7Rxj4/edit	Employees of any organization which has CSR policy in place
6,12	Academic Satisfaction	https://docs.google.com/forms/d/1iMv_H6bsX1ZWLveiTXGoXzjGdZqj27_OReUdpIjU3bs/edit	Students outside Jaipuria, Noida

Instructions (Data collection):

- Refer to the demographic profile of respondents asked in the questionnaire. While choosing your respondents we need to choose the ones with different demographic profile for e.g. Few should be males and few should be females or people with different age, occupation, income group etc.
- Students will not be given access to the questionnaire so please don't request for it. Once the questionnaire is being filled the data for analysis will be provided to students by the instructor on submitting the list of mail ids of the respondents. So, you are required to prepare the list of e-mail ids of the respondents you approached (to submitted in excel format and groupwise) and submit the compile list for your study group to the instructor.

Submissions are to be done in three phases

Phase One – Each study group is required to administer the survey provided by instructor. Each group need to collect minimum of 50 responses (minimum 10 responses per student). The submission for the phase would be the excel file with the name and email address of respondents to be uploaded on Moodle. The deadline for Phase 1 submission is 7th Septrember 2024.

Phase Two - Data Coding and Data Analysis. The mentioned statistical tools may be used for data analysis -descriptive statistics and hypothesis testing. The submission for the phase would be the excel file with statistical analysis. There must be at least 5 hypotheses defined and tested. In excel file there has to be different worksheets (sheet 2 onwards) for each hypothesis. Coded data to be present in Sheet 1. The excel file needs to be uploaded on Moodle. The deadline for Phase 1 submission is 13th September 2024.

Phase Three – Project Report. The report should include a title page with student's name and roll numbers, table of content, introduction to the topic, objective of the study, literature review, coding, statistical analysis, results, and interpretation. The submission for the phase would be the word file. Both hard copy and soft copy need to be submitted. Students will be required to upload soft copy on Moodle and submit hard copy in proper folder. The deadline for Phase 1 submission is 23rd September 2024.

Submission – Submission deadlines for all three phases to be followed strictly as mentioned on Moodle.

All the best!

Course: Operations Management, Term-II, PGDM-Gen/M/SM, Batch 2023-25

1)   **COMPREHENSIVE FIELD BASED GROUP PROJECT:**

Group Project Guidelines were revised for the present year. Group Project consisted of 3 parts i.e. Part A, Part B and Part C. For the project, each group selected real world business organisations , manufacturing or service organisation from any industry of interest. Each group studied in detail the operations being performed in the selected business organization and applied the principles, methods, tools and techniques of Operations Management for process improvement in order achieve better business performance. The groups conducted field visit and secondary research for the project.

In Part A, the group studied the competitive strategy of the selected business organization and role of operations in achieving competitive strategy. Group also examined and documented various strategic, planning and operational decisions taken under operations function in the selected business organization.

In Part B, based on field visits and interview with the Manager and/or employees of the selected organization alongwith secondary research, the student group discussed the existing Quality Management System and practices and tried to identify the quality problems faced by the selected business organization. Group also identified and examined major processes responsible for transforming inputs into outputs of goods/services. Group also documented few justifiable ideas and provided recommendations for process improvements.

In part C, each Group will also prepared a 3-5 minutes video which summarized various learnings & outcomes of the Group Project as per Part A & Part B. The clip included videos clippings & photographs of actual site visit, short interviews with Manager and/or employees. Groups posted the video on YouTube.

Illustrative Field visit photos by Group: (Report on Pigeon India Private Limited, Noida; Submitted by:Ashish jangid JN23SM016; Sakshi JN23SM047;Bhavya JN23SM019;Abhishek Gupta JN23SM003;Aditya Tiwari JN23SM004)

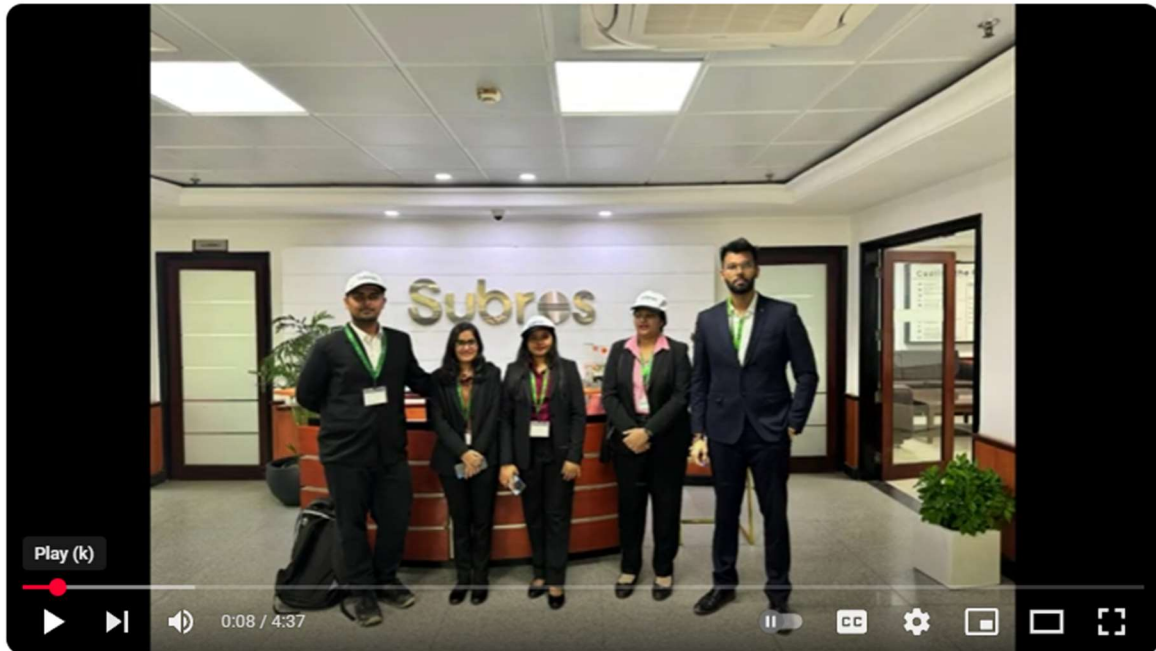## 11. <u>Plant Visit Photos</u>

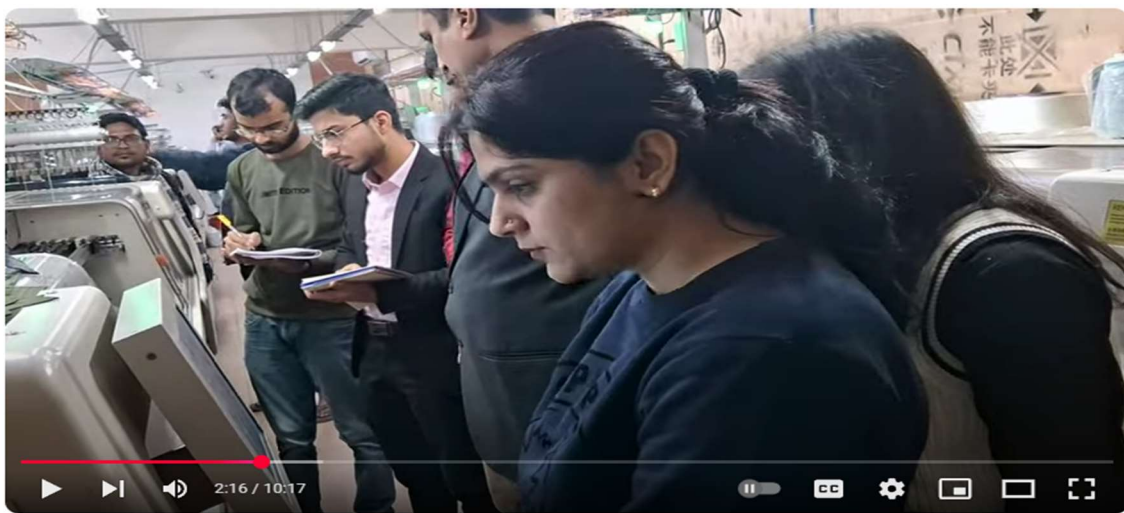Field Visit as part of Group Project

Illustrative Field visit photos by Group - (Report on Subros Limited, Noida; Submitted by: Sakshi Singh- JN23SM048; Madhu Kumari –JN23SM032; Navneet – JN23SM039;Prakhar Sinha – JN23SM041;Saumya Prasad- JN23SM050

Illustrative Field visit photos by Group -

Full Video- **https://www.youtube.com/watch?v=9oO5OQo9REU**

Course: Business Research Methods, Term-III, PGDM-Gen/M/SM 2023-24

1)   Comprehensive Research Skill Development via integration of literature review and field survey

The assessment moves beyond theoretical understanding by incorporating survey design, data collection, and analysis, which are crucial in Business Research Methods (BRM).Requiring students to administer surveys via Google Forms and collect a minimum of 60 responses provides hands-on experience in data handling, statistical analysis, and interpretation—key skills for market research and consulting roles. The inclusion of email tracking for respondents ensures data authenticity and credibility, reinforcing ethical research practices.

The reports are submitted via Moodle including the plagiarism and AI detection screening criterion. PFB the screen shot of project description

Research Survey Based Project

In this part of the class, you will review the literature based on the topic given, administer a survey on Google Docs, analyze the data, and write up the results. Each group must fill out sixty questionnaires. Please keep a record of your respondents' email addresses. Data collection to be completed by 10 March

An exhaustive literature review needs to be carried out

- At least 15 Research papers from journals
  Newspaper / Magazine articles
  Case Studies
- Prepare Objectives of your Research Study (at least 3-4)
- Frame the Research Questions / Hypotheses that you would be testing for your research study

PFB the list of projects group wise:

1-Cosmetics and AR
https://docs.google.com/forms/d/1cKBb-Hw9J2JE3meAGCr_xVxHOEZZbBeBSV1H8C8YtFg/edit?usp=drivesdk

2- Branded Jewellery 1
https://docs.google.com/forms/d/e/1FAIpQLScOrqj7LuP41R632KG2OKaQoanae1yggfIYlu R7UHitNL7uBg/viewform

2) Contextualized Case-Based Learning: with Indian Business Scenarios

Incorporating Indian case study applications, such as Tupperware's market entry and expansion strategies in India, as part of a **Business Research Methods (BRM)** course is an innovative pedagogical approach. Traditional BRM courses rely on Western case studies, which may not align with the unique business dynamics in India. Using Indian case studies provides students with a **culturally and economically relevant** learning experience. This approach makes business research more **engaging, relevant, and practical** for students aspiring to work in India's dynamic business environment.

By analysing Indian business scenarios, students **apply research techniques** (surveys, focus groups, regression analysis, etc.) to real-world problems. The case was uploaded in **Moodle** and discussed in classes. Study groups presented the case to the class often following different methods like **Role play** to make it **interesting and relevant** for everyone.

3)   Bringing Research to Life: Guest Lecture by Senior Alumni

Online Corporate Session || BRM_D_RM || Mr. Bijit Ghosh || 1st April, 2024 || 9:00am to 10:30am ✏

Inviting a senior alumnus, currently pursuing a PhD at a top Canadian university, adds a valuable real-world dimension to the **Business Research Methods (BRM)** course. This session gives students a chance to see how research is applied beyond the classroom—whether in academia, industry, or global business environments. By sharing their doctoral research experience from a **top Canadian university**, the guest lecturer has delivered **comparative insights** into how research is conducted in India versus global contexts.

4)   Forum: Enhancing Learning in Business Research Methods

This forum explores The Role of Surveys and Interviews in Business Research, focusing on their effectiveness as data collection methods. Participants will discuss best practices, potential biases, and strategies to enhance reliability and validity. Are surveys more efficient, or do interviews provide deeper insights? How can we minimize response bias, interviewer influence, or sampling errors? Share your thoughts, experiences, and case studies to deepen our understanding. Let's collaboratively develop guidelines for designing high-quality surveys and interviews that yield actionable business insights. Engage in critical discussions to refine research methodologies and improve decision-making in business contexts.

5) Detailed Group Project

Detailed group project guidelines were provided to students at the beginning of the course. Each group was given two options to choose from, following the outlined criteria. Students selected real-world business organizations and conducted an in-depth analysis of their business research topics, focusing on data collection, analysis, and decision-making processes. Each group compiled a comprehensive project report, incorporating key findings, methodological approaches, and insights aligned with the project requirements.

Dear Students,

We hope this message finds you well and enthusiastic about the ongoing academic journey. We'd like to provide you with essential details regarding your individual project (BUSINESS RESEARCH METHODS), a pivotal component carrying significant weightage in your academic evaluation.

Below, please find a breakdown of the project stages along with their respective weightages:

Stage	Description	Weightage
Stage-1	Research Problem and Literature Review	7%
Stage-2	Questionnaire Design, Data Collection, Analysis, Interpretation	7%
Stage-3	Project Report Submission	6%
Stage-4	Presentation/Viva	20%

Note: While you have the freedom to choose your own topic, assigned groups are encouraged to prioritize their given topics, unless a compelling reason for change arises. For instance, Group 1 has been tasked with PIP, Group 2 with EI, and Group 3 with value

Course: Supply Chain Management, Term-IV, PGDM-Gen/M/SM, Batch 2022-24

1)

Industrial visit : DHL logistics park

An Industrial visit was conducted in SCM course during AY-2023-24 to DHL logistics park. This visit enriched the students the learning experience to various contemporary challenges and opportunities in changing logistics industry in India.

In modern times, whenever people in industry come forward and help academia in bridging the gap; the slow disjointed change takes the form of integrated and transformative for students learning experience. One such kind of bridging exercise was organized in the form of industry visit cum OJT by DHL at their Sikandrabad logistics park for our Supply Chain Management students of Jaipuria Institute of Management, Noida. Our students spent a long time in their facility in learning about the real-time processing right from inbound, pre-packaging, quality checks, freight movements, and outbound.

My special thanks to Dr. Ashish Negi, Senior Vice Presedent, Service Operrations, DHL and other staff members - Mr. Amandeep Singh, and Mr. Vikram Mehra for their immense contribution in making it a wonderful learning experience for all of us.
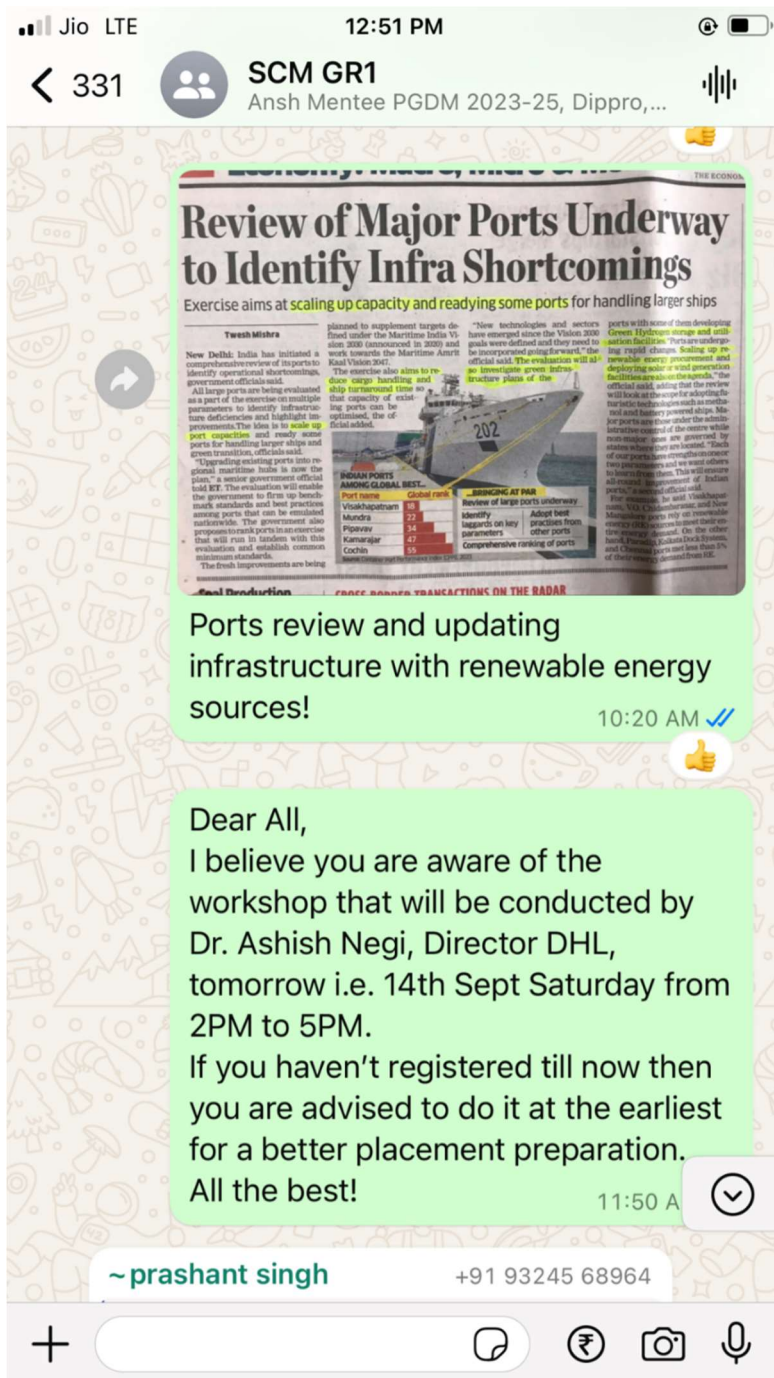
2)

Learnings from Real Life Business Situations:

As part of this activity, faculty shared contemporary news articles / reports about supply chain decisions & developments from India and globe on a continual basis.   Same was discussed during class sessions for enhanced learnings.

3)

Logistics Management Workshop:

To provide students exposure to and understanding of best industry practices and trends in supply chain and logistics industry, a workshop on "Logistics Management" was conducted on 7th Oct'23 on campus. The workshop sessions were delivered by Dr. Ashish Negi, Senior Director-Service Logistics, DHL Supply Chain India Pvt. Ltd.

In the interactive workshop, Dr. Negi discussed and provided the students with an understandingh of Logistics Industry, Industry Structure, present status , issues and challenges, policy framework of Govt. of India and major logistics projects undertaken in the country. Further, Dr. Negi also deliberated on Logistics Networks, various entities/players including 3PL/4PL etc in logistics industry, service level agreements and overview of Logistics Parks/ DCs, warehousing, Multi-Modal Terminals & transportation. Towards the end, Dr Negi discussed in detail growth potential, career opportunities and job profiles for PGDM Students.
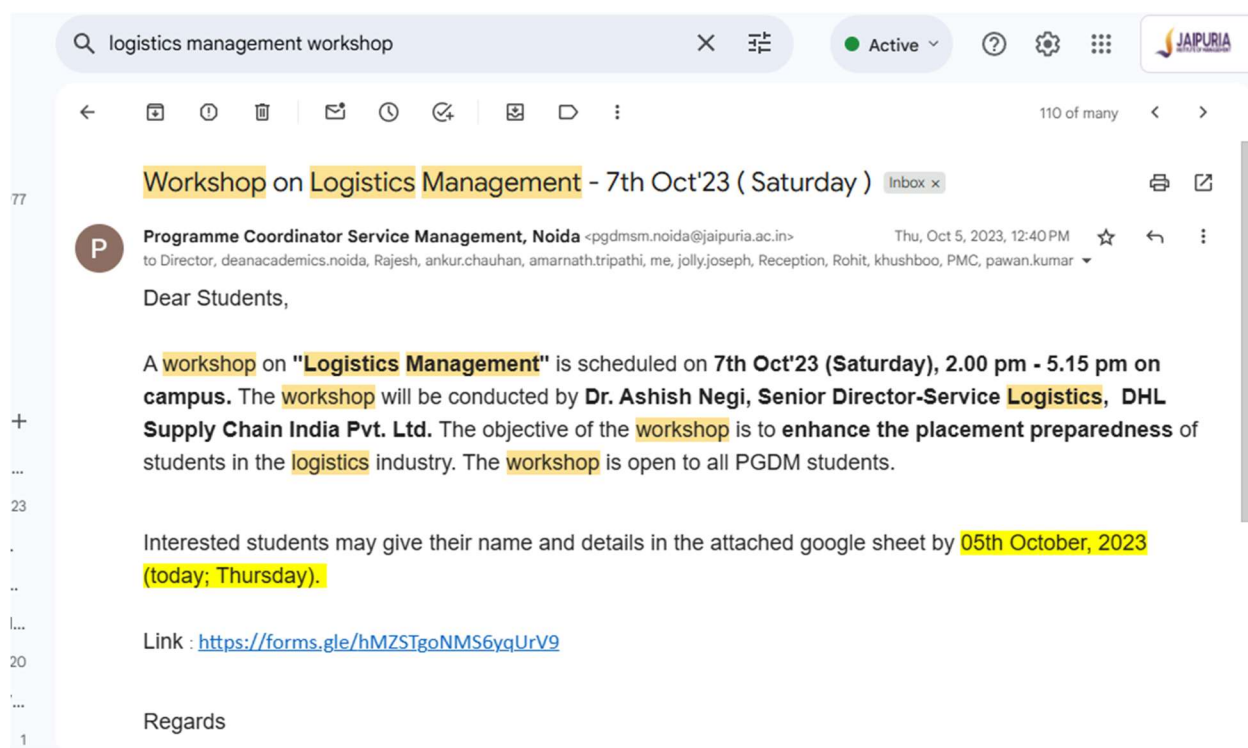
Course: Project Management, Term-VI, PGDM-Gen/M/SM, 2022-24

Hands –on Training workshop on MS PROJECTS: A one-day hands-on training workshop on MS PROJECTS (Project Management Software by Microsoft) was organized for Term VI students as part of Project Management course on 26th Mar'24, Tuesday for Gr-1 and 27th Mar'24 for Gr-2. Students received hands-on training on project planning, scheduling, monitoring and controlling using MS PROJECTS software. The objective of the workshop was to train students in the aforesaid software which is widely used in the industry. The workshop was conducted by external expert alongwith course faculty. The topics covered in workshop included:

- ✓ Preparing Project Schedule
- ✓ Setting Project calendar, Project Start Date
- ✓ Defining Tasks, Replicating WBS, Task Hierarchy / Summary tasks & sub-tasks

- ✓ Entering Task durations, precedence relationships
- ✓ Task Information, Task Constraints etc
- ✓ Setting Resources (Types, Resource rates); Assigning Resources to activities, Resource Usage View
- ✓ Setting Project Baselines
- ✓ Tracking Project Progress, Tracking Gantt
- ✓ Project Cost Reports, Dashboard for Project Monitoring & Control including EVM Values