

## **Improving instructional methods and using pedagogical initiatives: -**

The pedagogy adopted for delivering the course content is application based as it gives the student an insight of the corporate working environment. The pedagogy involves the following interventions:

- i) Case Based learning:** Case method is a powerful student-centered teaching strategy that can impart students with critical thinking, communication, and interpersonal skills. Working on cases requires students to research and evaluate multiple sources of data, fostering information literacy. Cases are narratives, situations, select data samplings, or statements that present unresolved and provocative issues, situations, or questions. The case method adopted at JSB PGDM is a participatory, discussion-based way of learning which promotes more effective contextual learning and long-term retention.

**List of few cases adopted in the area of Human Resource Management are mentioned below:**

### **List of Case Studies**

#### **Trimester 1- OB**

1. Case Study of Dell: Driving for Industry Leadership
2. Case study: Tata Motor's Acquisition of Jaguar and Land Rover
3. Differing Perceptions at Clarkston Industries
4. Netflix: Case Study

#### **Trimester 2-HRM**

1. Case Study: Google's Recruitment and Selection Process
2. Case Study: Learning and Development at Choc Co.
3. Case Study of Nestle: Training and Development
4. Case Study: The Expat Dilemma
5. Case Study: Causes of the Recent Decline of Tesla
6. Jobs and Work at R. R. Donnelley
7. Indian Airlines HR Problems

#### **Trimester 3- Negotiation**

1. A Business Negotiation Case Study: Ending the NHL Lockout
2. The Business Negotiation Between Apple, Netflix and Samsung: An Interest-based Analysis

3. CASE STUDY #1: B2B SELLER – PROTECTING MARGIN
4. What’s Your Negotiation Strategy?
5. Negotiation of India USA Nuclear Deal

**ii) Live Projects/Field Projects :** Students are allotted assignments as part of different subjects by faculty with the intent of enhancing their research aptitude for gathering and analysing the data. Such projects/assignments also augment their skills for using software tools such as SPSS or excel to analyze the findings of the research. Subjects like Marketing and BRM (Business Research Methods) make use of this pedagogy to improve the analytical and presentation skills of the students.

**Example of field visit done by students in the area of marketing :**

As per changing marketing and sales scenario and to provide live industry exposure to the students of JSB first year, faculties of Marketing area decided to incorporate field projects in the subject “Sales and Distribution management”. This subject was taught in Trimester III, where students were asked to visit Retailer and Wholesaler of their choice of same sector to understand following issues.

- To understand issues in distribution network
- To understand the conflict management in sales and distribution channels
- How Wholesalers manages the Quota and sales team

This assignment was done in the group of Five members and all groups were supposed to submit a handwritten or printed report. It was mandate for all the group members to submit the report along with following

- A visiting card of the retailer/ Wholesaler
- A group photo of all the members with the owner or authorized personal
- Students were expected to be in collage uniform along with collage Id cards

The following were the observations after submission of reports

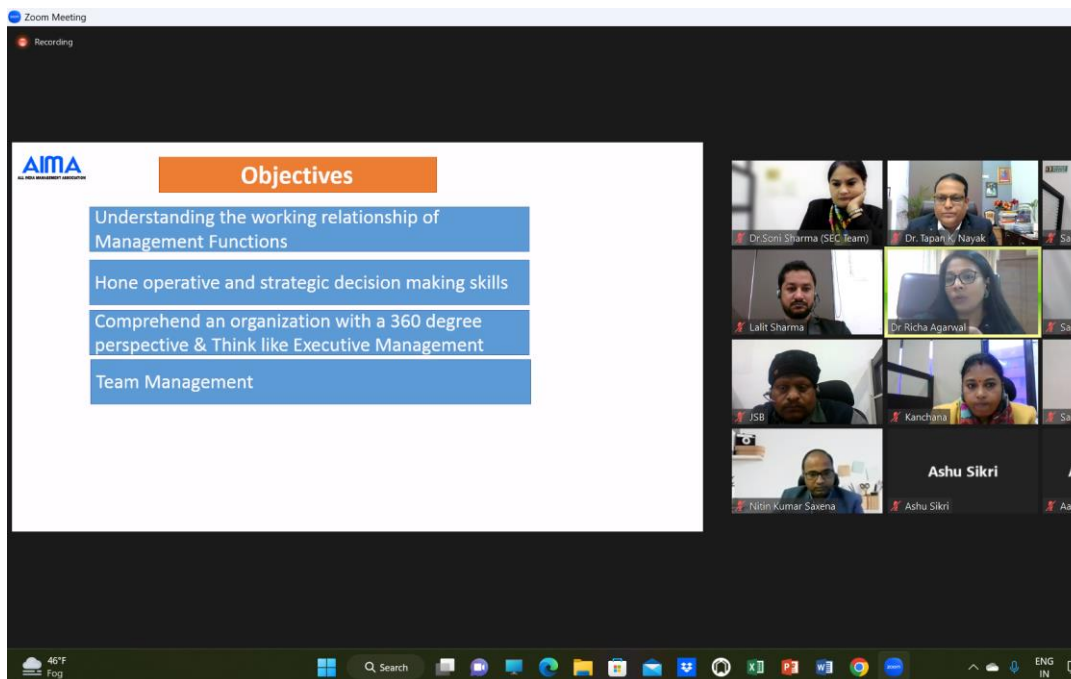
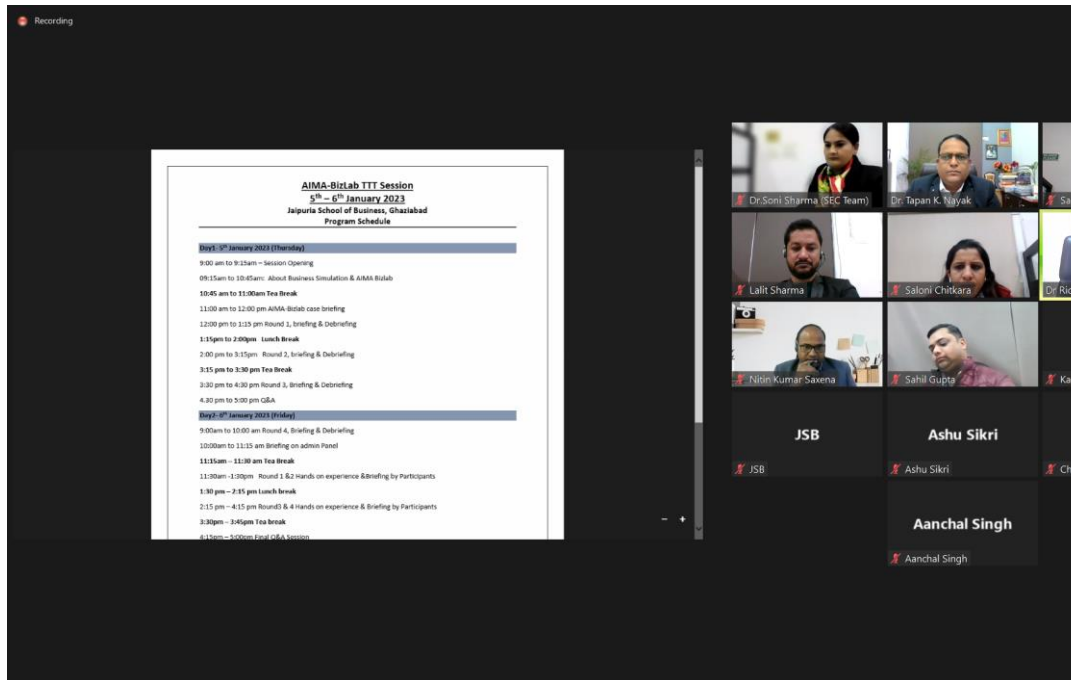
- 1) All the assigned groups submitted their report within stipulated time with few exceptions
- 2) Initially students faced multiple issues in convincing retailers and wholesalers to discuss issue and to have photographs
- 3) Sectors like Pharma, Tire, FMCG, apparels, footwear, Water, telecom and others were covered
- 4) Students were able to relate their classroom concepts with the practical knowledge.
- 5) Students got to know real time issue like undercutting, sales target achievements, bulk order issues, delivery issues, payment challenges.

- iii) **Simulation / Online Games:** Educational games and simulations are experiential exercises that transport learners to another world. They apply their knowledge, skills and strategies in the execution of their assigned roles. These games help students to practice and/or refine already- acquired knowledge and skills, identify gaps or weaknesses in their knowledge and also to develop new relationships among concepts and principles.

**The Institute has collaborated with AIMA Bizz Lab** for management graduates to offer them hands-on-experience on management concepts and make them industry-ready. AIMA’s Biz Lab Software focused on planning, prediction, and analysis in the area of operations, material sourcing/procurement, inventory control, R&D, marketing, HR and finance.

- a.) **Jaipuria School of Business, Ghaziabad organized a Two days’ workshop on “Train the trainer on BizLab” in collaboration with AIMA from January 5-6,2023.**

The faculty trainers were familiarized with the virtual business laboratory designed for management graduates to offer them hands-on-experience on management concepts and make them industry-ready. AIMA’s Biz Lab Software focused on planning, prediction, and analysis in the area of operations, material sourcing/procurement, inventory control, R&D, marketing, HR and finance. The workshop was conducted by Dr. Richa Agarwal, an AIMA Biz Lab certified trainer. The faculties were given hands-on learning about the simulation software. The workshop was highly innovative and will definitely add value to the existing teaching learning pedagogies.



b.) AIMA Bizlab was inaugurated and was a landmark event in the history of Jaipuria Business School. AIMA Bizlab was inaugurated on March 15, 2023, by Mr. Neeraj Kapoor (Director –AIMA). & Mr. Ravi Jangra (Deputy Director, Centre for management development-AIMA) in the distinguished presence of Director

General Dr. Rajiv R Thakur, who also emphasized the updation and enhancing business acumen and skills during his address

**iv.) Group discussion:** Group work is an effective method to motivate students, encourage learning and develop planning, cooperative learning, critical thinking, and decision-making skills. This technique at JSB helps students to learn and contribute effectively as a team. Students are also asked to do specific industry analysis in their groups and present the same as a class assignment.

**v.) Videos / Movies** – Faculty at JSB have found value in the use of video for teaching and learning process. Students can relate better with presented concepts and explore content more deeply during class time. Since faculty found it advantageous to use videos for reinforcing concepts, this has been adopted as an accepted form of pedagogy to aid in more efficient processing and memory recall.

**List of few videos links adopted in the area of Marketing are mentioned below:**

#### MM I

1. Philip Kotler -The Father of Modern Marketing-Keynote Speech-The Future of Marketing <https://www.youtube.com/watch?v=WPetPmlN1Iw>
2. Seth Godin - Everything You (probably) DON'T Know about Marketing [https://www.youtube.com/watch?v=BPK\\_qzeH\\_yk](https://www.youtube.com/watch?v=BPK_qzeH_yk)
3. Don't Listen To Your Customers - Do This Instead | Kristen Berman | TEDxBerlin <https://www.youtube.com/watch?v=2gxnr3r1YVU>
4. Neuromarketing: The new science of consumer decisions | Terry Wu | TEDxBlaine <https://www.youtube.com/watch?v=UEtE-el6KKs>

#### Sales & Distribution

1. **Forbes Article on Retail Strategy and Learning ‘How to Think Big’** <https://www.forbes.com/sites/forbescommunicationscouncil/2021/01/11/retail-strategy-and-learning-how-to-think-big/?sh=5a18e17937fd>
2. **Article on What is Retail Strategy? Different Retail strategies to boost sales** <https://www.marketing91.com/what-is-retail-strategy/>
3. Video link on ‘Personal Selling: Concept and Process’: <https://youtu.be/xuMFep7qd9s>
4. Video link on ‘SPIN Selling Explained’: <https://youtu.be/iE6xkPqBIYo>

5. Video link on ‘Omni-Channel Distribution’: <https://youtu.be/YwfSkCkHUaY>

### Marketing Analytics

1. Marketing Analytics (Daren Business School) <https://www.youtube.com/watch?v=tfHf4VKpxy4>
2. Leveraging Customer Analytics for Business Success (Knowledge at Wharton) <https://www.youtube.com/watch?v=BqZS-govno4>
3. Retail Analytics (ISB Institute of Data Science) <https://www.youtube.com/watch?v=REnBIx6IfUo>

**vi.) Role-plays:** Role-plays as utilized by some faculty in his/her teaching pedagogy serves an effective technique that allows students to explore realistic situations by interacting with other people in a managed way. It allows students to develop an experiential approach and try different strategies in a supported environment for example - demonstrating an effective sales strategy.

**vii.) Case lets:** To initiate the small group discussions in the class ,faculty often use case lets in their courses. These are small cases in their respective subjects. Current information related to a concept or subject is summarized in the form of a case which support the formal method of teaching. Through this technique students get an insight of the current scenario related to the subject and this helps them to build their knowledge about the various practical aspects of business.

### List of case Developed by Faculties

Sr.no	Case name	Faculty	Case Delivered (Subject)	Term
1	Tax Incidence: Who Is Going To Bear The Rise? What Factors Determine The Burden Of Increase	Dr. Tapan Kumar Nayak	Managerial Economics	I
2	Sexual Harassment And Bullying: Case Of Mathews V Winslow Constructors PVT Ltd	Prof. KP Kanchna	Stress Management	I
3	A Voluntary Product Recall By P&G	Dr. Rajeev Mathew And Dr. Nitin Kumar Saxena	Marketing Management I	I

4	Re Launch of Brand Coca Cola	Dr. Nitin Kumar Saxena and Dr. Sahil Gupta	Managerial Economics	I
5	UK Replica Football Kit Price: Foul	Prof. Sapna Jain and Prof. Aanchal Singh	Cost Accounting	II
6	Paper Boat: Refreshment Via Nostalgic Marketing	Dr. Sahil Gupta & Dr. Soni Sharma	Marketing Management II	II
7	A Colossal; Of Toyota Motor Corporation: Application Of JIT In Time And Lean Principle	Prof. Saloni Chitkara	Operation Management	IV
8	Success Story Of Giant Auto Parts Manufacturer: Motherson Sumi	Dr. Lalit Sharma And Prof. Saloni Chitkara	Production Planning and Control	IV
9	Growth Challenges Human Resource Management: Case Of Starbucks'	Prof. KP Kanchna	Organizational Development	IV
10	Supermarket Under Scrutiny: Competition Policy In Action	Prof. Sapna Jain and Prof. Aanchal Singh	Financial Management	V

**viii.) Project Based Learning:** Project-based learning (PBL) provides students with practical and experiential learning opportunities. PBL incorporates real-world projects that allow students to apply their knowledge and skills in a practical setting. PBL engages students in solving real business problems, either independently or in teams. Projects can range from developing business plans, conducting market research, analysing financial data, or even working with actual companies on specific challenges they face.

Few project reports



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(Approved by AICTE, Ministry of Education, Govt. of India)



# BRICS



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## Abstract-

The aim of this study is to find relation between India and other BRICS nations. India is an active participant in this organization. India uses this platform to strengthen its relationship with Africa and South American continents. This is important as it helps us in economic growth that leads to job creation, GDP growth, etc. Together, the BRICS countries account for 42% of the global population, 33% of global GDP, and 17% of global commerce. BRICS countries contribute to global economic growth, trade, and capital investment.

## Methodology-

Secondary data is used in this research. The study includes data analysis such as Trade Intensity Index, RCA and BRCA. A trend analysis for import and export and about the commodities was also conducted to predict the future development of trade between India and countries like: Brazil, Russia, China and South Africa.

**Keywords:** Trade intensity index, disclosed comparative advantage (RCA), bilateral disclosed comparative advantage (BRCA).

## Literature Review-

- Dated 23 January 2020 a study was done on 23 January 2020 discussing about the export- or import-led growth in BRICS countries.
- I did go through a study before writing this report where the trade among BRICS countries was discussed.
- Few points have been taken from the article dated 23 Mar 2022 Twenty years of BRICS: political and economic transformations through the lens of land. This article consists of the brief introduction about the BRICS, changing economic geographies explains how BRICS have worked together to increase its economic value and high trade.

## Research Objective-

The objectives of the study are –

- To see the main trend analysis of bilateral trade between countries.
- Investigate the possible expansion of trade between countries by calculating the intensity of imports and exports into them.
- Journal article The rise of the BRICS in the global economy from jstor.
- Trend analysis of between China and India has been done based upon the research paper FDI, Exports and Imports: Trend Analysis for India and China dated December 2014.

# India's Trade with Greece

## IBG Report

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## Bilateral Relation: A Comprehensive Analysis of India's Trade with Greece

### Abstract

This paper conceptualizes the relationship between India and Greece in respect of imports and exports from 1997 until 2023. The methodologies used by us to analyze the trade between the two countries are RCA, BRCA, and t-tests. The research paper talks about India-Greece trade relations, which are beneficial for both countries and play a crucial role in the development of both economies. We used secondary data in our research. A trend analysis was also done to predict the future growth of trade between India and Greece. Through this analysis, we got to know the reason behind the increase or decrease in imports and exports between India and Greece from 1997 until 2023. The trade relationship between India and Greece has been somewhat fluctuating in recent years. Over the past five years, India's trade balance with Greece has been in favour of Greece, meaning that India imports more goods from Greece than it exports to Greece. We had also seen growth in various sectors such as tourism, technology, and renewable energy.

**Keywords:** disclosed comparative advantage (RCA), bilateral disclosed comparative advantage (BRCA)

### Introduction

India and Greece have maintained diplomatic and trade relations for several decades. The two countries have signed a number of bilateral agreements and have established diplomatic missions in each other's capitals. The bilateral trade between India and Greece has been steadily increasing over the years, with both countries showing interest in enhancing their trade relations.

India's major exports to Greece include refined petroleum, pharmaceuticals, organic chemicals, textiles, and automobiles, while Greece's major exports to India include aluminium, mineral fuels, pharmaceuticals, plastics, and fertilizers. India's exports to Greece have been dominated by refined petroleum, which accounted for more than half of India's total exports to Greece in 2019.

- ix.) **Problem-based learning:** Quantitative analysis and finance based courses often use a problem/solution-based approach. The assignments are present in the course file of the faculties.
- x.) **Presentations/Group Discussions** – Core concepts and functional area subjects are based on presentations/ group discussion format to develop communication skills, listening skills, logical thinking, and team –work.
- xi.) **Quizzes:** Especially in the first year, students must face frequent announced or surprise quizzes, some of which may be in-class and some held separately.

**xii.) Mid-term and end-term exams:** These exams help provide a period of reflection, revision and reinforcement of concepts learned in each half of the trimester.

**xiii.) Workshops/Conferences/I lead :**

JSB regularly holds **Guest Lectures/Workshops/Conferences** as part of its commitment to abreast students about new technologies being used by the Industry 4.0. i-Lead platform is used to deliver such sessions for all students and faculty members.

Some glimpses of I lead sessions:



xiv.)



**xiv) Webinars:** Being a contemporary tool in teaching pedagogy, JSB PGDM has incorporated webinars in the methodology for teaching. A webinar is an event held on the internet which is attended exclusively by an online audience. Webinars are interesting because of the very high degree of interaction, helping participants to learn and understand more quickly.

### List of International Webinar held during AY 2022-23

Title of the Webinar/Seminar /Talk	Name of the International Speaker	Date	Brief about the topic
International Career Opportunities & Employability	<b>Dr. Geoffrey Clements</b> , Chairman, Common Wealth Infrastructure Partners.	19 January 2023	He also emphasized how India is the only country with an immense workforce capacity that is capable to fulfil international needs and massive global requirements for talented professionals
Contemporary Marketing in the Connected world.	MS. Nadia Touil Louis, Head of Digital & eCommerce Asia Oceania Africa, Nestlé, Singapore	20 January 2023	She mentioned growing awareness of the interconnectedness of people and places around the world. Modern marketing theory involves co-creation. This theory suggests building a bridge between customers and businesses through gamification.
An interaction with Thoren Business School, Sweden	John Sennstrom , Daniell Ulusoy, Carmen Angel, and Max Elden	09 February 2023	This interaction aimed to develop international exposure with the vision to diversify student's perspective broader in terms of international outlook by developing synergy with different nationalities.
International Business Relations with France	Mr. Amair Farooqui Léa Parmentier Assistant Manager – French Desk	20 February 2023	They apprised students about business law perspectives of France, way of doing business in France and also how France believes in strengthening trade relations and ties with India which will encourage international job opportunities for Indian students.
Responsible Businesses & Sustainable Development Goals	Prof. Hiram Ting (Associate Professor, UCSI University)	22 February 2023	Dr.Ting's session on Responsible Business and SDG goals and its attainment, being responsible with values towards business, tourism and environment kindled our young learners with

			boundless enthusiasm and motivation.
“Importance & Relevance of First Impression ”	Dr. Christopher Walsch, Director (English Program) Krirk University, Thailand	23 March 2023	Dr. Christopher Walsch, Director (English Program) at Krirk University, Thailand delivered this program and apprised students about the international standards and expectation of creating first impressions.
International Guest Lecture Mr. Mark Lennon FINTECH & Youth Empowerment”	Dr. (Prof.) Mark Lennon, Professor of Innovation, Pennsylvania Western University, USA	14 April 2023	During his engaging and informative session, he emphasized the current generation to be skill-enabled. He shared his insights on how Finance has become technology enabled service. He mentioned ChatGPT to create a big financial impact.

- xv.) **Practitioner Sessions:** All courses in PGDM program have to schedule at least two practitioner sessions every trimester. Speakers from academia and industry are invited to deliver lectures and share their experiences with the students.

**Participation of Industry Professionals in JSB Practitioner Sessions  
(AY: 2022-2023)**

S.No.	Session Details	Resource Person	Date & Time	Trimester
1	Practitioner Session for the Course “Marketing Management-I (T1CMM01)” - Topic: “Experiential Marketing”	Mr Vineet Arora, Group Business Manager, Ingram Micro	October 18, 2022 (Tuesday)	I

2	Practitioner Session for the Course “Organizational Behavior (T1CHR01)” - Topic: “Organizational change and development - how corporations are able to manage change”	Ms. Reena Singh, Chief Facilitator & Training Director, Ananta Intellect Private Ltd.	November 5, 2022 (Saturday)	I
3	Practitioner Session for the Course “International Trade Operations & Export Import Documentation (T4EIB23)” - Topic: “India is the Next World Factory”	Mr. Karan Girotra, Growth Manager-North America, Mrs Bector’s Food Specialities (Cremica)	December 1, 2022 (Thursday)	IV
4	Practitioner Session for the Course “International Trade Operations & Export Import Documentation (T4EIB23)” - Topic: “Problems in dealing with International clients and the risk involved in International Trade”	Ms. Vandana Madan, Export Manager-Gulf, US & EU, Victoria Foods Pvt. Ltd. (Rajdhani Group)	December 2, 2022 (Friday)	IV
5	Practitioner Session for the Course “Learning & Development (T4EHR23)” - Topic: “Learning and Development Interventions by Corporate”	Ms Anjali, Vice President-HR	December 2, 2022 (Friday)	IV
6	Practitioner Session for the Course “Data Analytics using R (T4EBA23)” - Topic: “Power BI”	Dr. Durgansh Sharma, Associate Professor, Christ University	December 3, 2022 (Saturday)	IV
7	Practitioner session for the Course "Production Planning and Control (T4EOM23) / Business Statistics Using Excel (T1COM01)" - Topic: "Supply Chain can make or break a Business"	Mr. Vijay Wadhvani, Asst. Vice President (Head)-Supply Chain Management, Relaxo Footwear Limited	December 9, 2022 (Friday)	II & IV
8	Practitioner Session for the Course “Marketing Management-II (T2CMM02)” - Topic: “Role of Marketing in the Fin-Tech Industry”	Mr. Deepak Sharma, Marketing Head: Fintech & Payments, Flipkart	February 8, 2023 (Wednesday)	II

9	Practitioner Sessions for the Course "Human Resource Management (T2CHR02)" - Topic: "Talent acquisition and competency mapping for succession planning of employees in HSBC"	Mr. Varun Bhatnagar, Global Talent Consultant at HSBC	February 17, 2023 (Friday)	II
10	Practitioner Sessions for the Course "Marketing Management-II (T2CMM02)" - Topic: "Social Media Marketing: Principles and Methodology"	Mr. Anand Sengupta, Global ERP Delivery Leader, Carrier	February 17, 2023 (Friday)	II
11	Practitioner Session for the Course "Business Research Methodology (T2COM02)" - Topic: "Research in Business Decision Making: Futile or Fertile"	Dr. Karan Sabharwal, Credit Analyst, Sony Electronics, Canada	February 20, 2023 (Monday)	II
12	Practitioner Session for the Course "Financial Management (T3CAF03)" - Topic: "How to manage Finances"	Mr. Piyush Mishra, CEO - M&M Prime Wealth Private Limited	April 11, 2023 (Tuesday)	III
13	Practitioner Session for the Course "Sales & Distribution Management (T3CMM03)" - Topic: "Sales and Distribution Strategy in Insurance and NBFC Sector"	Mr Sudhanshu Shekhar, Deputy Regional Manager, SBI Life Insurance Co Ltd, Ghaziabad	April 14, 2023 (Friday)	III
14	Practitioner Session for the Course "Business Ethics, Values & Corporate Governance (T6CGM07)" - Topic: "Corporate Governance Issues in the Modern World"	Dr. Abhishek Sharma, Assistant Vice President, NatWest Bank (UK)	April 17, 2023 (Monday)	VI
15	Practitioner Session for the Course "Sales & Distribution Management (T3CMM03)" - Topic: "Sales Management: Managing beyond Boundaries"	Mr Hardarshdeep Singh Madan, Director Business Management-TOFEL	May 1, 2023 (Monday)	III

16	Practitioner Session for the Course “Negotiation (T3CHR03)” - Topic: “The actual negotiation processes in corporate and rational and emotional elements of trust, cultural and psychological differences involved in negotiation”	Mr Varun Bhatnagar, Global People Capability, HSBC	May 02, 2023 (Tuesday)	III
17	Practitioner Session for the Course “Sales & Distribution Management (T3CMM03)” - Topic: “Challenges in Sales and Distribution” (ONLINE)	Dr. Vivek Kumar, Director and Head Strategy, X-Factors	May 5, 2023 (Friday)	III
18	Practitioner Session for the Course “Operations Management (T3COM04)” - Topic: “Capacity Planning” (ONLINE)	Dr. Sunayana Jain, Scrum Master, Rocketfuel Blockchain Inc., USA	May 6, 2023 (Saturday)	III
19	Practitioner Session for the Course “Sales & Distribution Management (T3CMM03)” - Topic: “Sales and Distribution Challenges: Energy Sector Perspectives”	Mr Vikas Uppal, Retail Engineering Head (North), Nayara Energy Ltd.	May 6, 2023 (Saturday)	III
20	Practitioner Session for the Course “Sales & Distribution Management (T3CMM03)” - Topic: “Sales and Distribution Challenges in FMCG Sector: A Territory Management Overview”	Mr Kapil Maheshwari, Sales Associates, Pepsico India Holdings Pvt. Ltd.	May 9, 2023 (Tuesday)	III
21	Practitioner Session for the Course “International Business & Geopolitics (T3CEC03)” - Topic: “Current & future trade potential of spices from India to different regional economic groupings of the world”	Dr. Dinesh Singh Bisht, Scientist ‘C’, Scientist In-Charge, Spices Board, under Ministry of Commerce	May 10, 2023 (Wednesday)	III

22	Practitioner Session for the Course “Sales & Distribution Management (T3CMM03)” - Topic: “Sales Strategies and Insights: Real Estate Market” ONLINE	Mr Amol Agrawal, Manager - Channel Partner Sales, Middle East & Western Europe, DAMAC PROPERTIES, U.A.E.	May 10, 2023 (Wednesday)	III
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#### xvi.) MOOCS

Students are also encouraged to do (Massive Online Open Courses) **MOOC** of their preference. MOOC which is a recent addition to online courses has quickly gained interest and support in higher education world-wide. It allows students to complete full courses of study in a non-traditional format MOOCs are driven using technology and include video lectures, discussion forums, tests, and assignments. MOOCs are built on efficiency of scale, giving access to the teaching of a world class professor to thousands of students at once.

S.No	Name of the MOOC course enrolled or completed	NAME OF STUDENT (WITH SURNAME)	Batch
1	Hiring & On-boarding Employees with ClickUp (Coursera)	Kanika Rawat	2021-23
2	Human Resources Analytics (Coursera)	Kanika Rawat	2021-23
3	PowerPoint for Beginners (Great Learning Academy)	Nisha	2022-24
4	Soft Skills (NPTEL)	Nikhil Tayal	2021-23
5	Foundations of Project Management (Coursera)	Manish Sharma	2021-23
6	Accounting Fundamentals (Corporate Finance Institute)	Deepanshu Gaur	2022-24
7	Accounting Fundamentals (Corporate Finance Institute)	Paras Jain	2022-24
8	Accounting Fundamentals (Corporate Finance Institute)	Harshit Agrawal	2022-24
9 10	Human Resource management training  Google Analytics	Palak Chaudhary Entire Class of 76 students have done this course in the subject of Social Media marketing	2022-23

11	Content Marketing	Entire Class of 76 students have done this course in the subject of Social Media marketing	2021-23
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