

PGDM

6.5. Faculty Initiatives on Teaching and Learning (Marks 15)

SR. No.	Name of the Faculty	Program	Specialization	Course/ Subject	Name of the Activity	Objectives of the Activity / Goals	Instruction Delivery	Instructional Methods	Use of ICT	Assessment Technique	Outcome of the Activity	Feedback from Students	Evaluation by Peer Group	Suggestions Received for Development	Remarks	
1	Rabindra Singh, Dr Latha Sreeram	PGDM	Finance	BFSI	Marketing of banking products	Compare Products of two banks and prepare a report	Assignment	Group		Viva and Presentation	Understood the Banking products	Understood the banking sector				
2	Akhilish Kumar Yadav	PGDM	Finance	Corporate Valuation	Valuation of the Companies	To equip students with the knowledge and skills to analyze and apply valuation	Assignment	In class discussion. Exceed using real data.	Yes	Evaluation of the Assignment & Feedback presentation	Students will gain practical expertise in company valuation by applying financial models to evaluate the risk	Students expressed high satisfaction with the method. learn to assess the financial risk				
3	Rabindra Singh	PGDM	Finance	Credit Research Analysis	Calculating Altman's Z score	To understand the financial risk (probability of default)	Assignment	group activity								
4	Dr. Nalini Krishnan	PGDM	Finance	FFA	Live Project	Learn how to analyse a company's finance related practices and policies vvt	Assignment	Classroom guidance and viva	No	Project evaluation and Viva	Project report and calculation Excel file	Good				
5	Melanie David	PGDM	General	Communication Lab	Mock Interviews and GDs	To provide a lab-based environment that sharpens practical communication	Classroom Discussion	Group Activity	Yes	Review and Self-Assessment	Enhance confidence in spoken communication	Improved body language, and greater self-				
6	Dr. Mrinali	PGDM	General	FHRM	Pay Rise - Structure and Design	This activity aims to equip students with the knowledge and skills necessary to design proficiency in analysing contemporary strategic shifts.	Simulation Note	Group Discussion and Design Pay, Rise	no	Pay Rise needs justification	The principles and challenges of designing organizational pay structures. They identify, and analyze contemporary, strategic trends within Indian companies and	Learn how difficult to justify, pay rise				
7	Dr. Mrinali	PGDM	General	FHRM	Leveraging ChatGPT for Real-Time Strategic Analysis in FHRM	To enhance student proficiency in analysing contemporary strategic shifts.	Instruction Scenario	Analysing and Align	Yes	The understanding will be evaluated through oral presentations wherein						
8	Melanie David	PGDM	General	FHRM	Change Navigation	To provide an immersive experience in HR Change Navigation and decisions	Case based	Individual Activity	Yes	NA	Application of HR concepts	Better understanding of HR's strategic role.				
9	Dr. Mahesh Luthia	PGDM	General	FHRM	Story Board and Story Telling	To enable students to visualize and narrate the HR activities and outcomes	Creating	Group Activity	No	Immediate Feedback	Story Boards and Narratives based on Employee Life Cycle	Attached for reference	Not Applicable	NA		
10	Dr. Mahesh Luthia	PGDM	General	FHRM	Inquiry-Based fieldwork (IBF) on HR Practices	Develop deeper understanding of the role and major functions associated	Creating	Group Activity	Yes	Marking Rubrics	Develop research and communication skills. Network with industry professionals.	Attached for reference	Not Applicable			
11	Dr. Indira Singh	PGDM	General	FHRM	Role Play	Improve verbal and non-verbal communication by practicing interactions in real	Group Work	Demonstration and presentation	Yes	Role Play, Assessment	Ability to think critically, adapt to dynamic situations, and develop effective solutions in business documentation and formatting using MS Word.	Confidence in applying theoretical concepts to real-world scenarios				
12	Mohd. Osaid Koti	PGDM	General	Information System for Business	Report Creation, Presentation	To equip students with essential digital skills for business applications.	Case study, Pre-Reading, class discussion on	Report Writing and Presentation	Yes	Report Assessment and Presentation Assessment	Improved proficiency in business documentation and formatting using MS Word.	Learned a better way to create reports and present				
13	Dr. Shilpa Kajbojic	PGDM	General	Information System for Business	Case Study, Analysis and Discussion	To enable students to apply theoretical concepts to real-world business scenarios.	Case study, Pre-Reading, class discussion on	Group Discussion / Class participation	yes	Submission of summary report	By examining industry challenges and strategies through case studies, students	Help them understand real-life professional				
14	Melanie David	PGDM	General	Managerial Communication	Boardroom Meeting	To develop students' professional communication skills in formal settings, build	Role-Play	Group Activity	Yes	Students were evaluated on content clarity, tone and body language, engagement	Students demonstrated improved clarity in communication	Improved business presentations, and higher confidence in				
15	Mohd. Osaid Koti	PGDM	General	Managing Business Research	Research & Analytics	To equip students with research analytics skills. To develop the ability to	Case Study - Explanation and Solving	Case Distribution	Yes	Solving the case and coming with answers	Ability to conduct descriptive, diagnostic, and predictive analytics	Able to understand the Research Process				
16	Akhilish Kumar Yadav	PGDM	General	Managing Business Research	Research project	To develop students' practical skills in applying business research methods	In class discussion using casus	In class discussion, hands on training on SPSS	Yes	Evaluation of the Assignment & Feedback	Students would be able to formulate a relevant business research problem, develop	This project gave us hands-on experience in real-world				
17	Dr Partha Pratim Chakraborty	PGDM	General	Marketing Management	Debate	Concept cleared in class and then assigned power	Concept cleared in class and then assigned power	Presentation		Report Assessment and Presentation Assessment	Improved research skills and presentation technique .And handling of instant queries	Learned a better way to create reports and present				
18	Pankaj Kulkarni alongwith Dr Partha Pratim	PGDM	General	Marketing Management-II	Debate	To develop students' presentation, and public speaking skills.	Concept cleared in class and then assigned power	Presentation		Report Assessment and Presentation Assessment	Improved research skills and presentation technique .And handling of instant queries	Learned a better way to create reports and present				
19	Pankaj Kulkarni	PGDM	General	Marketing Management -II	Presentation	To develop students' understanding of application of theory, public speaking	Business situations were given and students were	Group activity		Presentation assessment based on the points presented	Students could connect theoretical concepts of the different competitive strategies	Students expressed high satisfaction with the method.				
20	Mohd. Osaid Koti	PGDM	General	Operations Research	Simulation and Decision Making	To train students in applying quantitative techniques for business decisions.	Case Study - Explanation and Solving	Case Distribution	Yes	Solving the case and coming with answers	Proficiency in optimization techniques for business problems	Required to simulate various scenarios to				
21	Dr Mrinali	PGDM	General	Organisational Behaviour	Herzberg's Two-Factor Theory-in Practice- An Experiential Learning	To teach students Herzberg's Two Factors Theory.	Experience Sharing	Asking questions - Feel good and Feel bad	No	No	Complex understanding of factors job satisfaction and Dissatisfaction	Realization				

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22	Dr. Mirmali	PGDM	General	Organisational Behaviour	Identification of Needs	Students will gain self-awareness by identifying their various types of needs To bridge theory and practice by allowing students to experience organizational	Through Need Questionnaire	Fill the Form and Identify	NO	Higher Marks indicate dominant Need	Students will gain valuable insight into their needs. They can generalise the three theories into group dynamics, leadership, and organizational awareness about own dominant style	Realization			
23	Mélanie David	PGDM	General	Organisational Behaviour	Role-Play	Identify own Style	Questionnaire	Group Activity	Yes	Case Study	Students gained deeper insights into group dynamics, leadership, and organizational awareness about own dominant style	They reported better conceptual clarity and could relate			
24	Dr. Mirmali Tikare	PGDM	General	Organisational Behaviour	Conflict Management Style	To enhance students' ability to solve project management problems using MS Project	Case Study - Explanation and Solving	Case Distribution	Yes	Solving the case and coming with answers	Improved problem-solving skills in project scheduling and resource allocation	Self Awareness			
25	Mohd. Osaïd Koti	PGDM	General	Project Management	Case-based Analysis	To help students understand and apply SPIN selling for real-life sales situations	Demonstration followed by student-led role-play	Case Distribution	Yes	Rubric-based evaluation with peer feedback and reflections	Enhanced communication, sales skills, and confidence in B2B selling	Learning Analysis			
26	Abhishek Shukla	PGDM	General	Selling & Negotiation Skills	SPIN Selling Role-play using real-world B2B examples	To help students apply analytics tools in HR decision-making	Case Study - Explanation and Solving	Case Distribution	Yes	Solving the case and coming with answers	Enhanced ability to analyze workforce trends using analytics tools	Students found the activity engaging and preferred it over dashboards and visualise the trends			
27	Mohd. Osaïd Koti	PGDM	HR	HR Analytics	Real-World Business Case - HR and Dashboard Creation	To address industry problems based on benchmarking	Research and Presentation	Case Distribution	Yes	Presentation to Industry Expert	Practical Solutions to industry based on industry problem statement	able to create dashboards and visualise the trends			
28	Dr. Mahesh Luthia	PGDM	HR	HR Lab	Live Project	In this experiential activity, students collaboratively designed and simulated an of the new AI tools that are used in academics, research, and decision-making	Instruction Delivery	Research and Presentation	Yes	Presentation to Industry Expert	Students learn the theory, apply it creatively, and reflect critically	Experience Sharing			
29	Dr. Mahesh Luthia	PGDM	HR	HR Lab	The Brain Box	Students will become aware of the new AI tools that are used in academics, research, and decision-making	Instruction Delivery	Step by Step Usage	No	Groups evaluate each other's labs, provide constructive feedback, and The individual presentation was conducted and evaluation was done by	Feedback from other students who participated in the				
30	Dr. Mirmali	PGDM	HR	OTSD	Usage of AI in Learning, Research & Presentation	To cultivate a systematic approach to decision-making To effectively utilize the	Discussions and Presentations	Step by Step Usage	Yes	Application of Wheel	Through this activity, participants developed a proficiency in effective decision-making				
31	Dr. Mirmali	PGDM	HR	Transition	Decision Making Wheel	To effectively utilize the	Instruction Scenario	Presenting each case and applying the decision-making wheel	no	Rubrics	The activity equips students with practical industry knowledge, enhances	DM Skill			
32	Dr. Rinku Sharma&Dr. Pankaj Kulkarni	PGDM	Marketing	Services Marketing	"Industry Insights: Bridging Theory and Practice in Services"	Understanding Real-world Applications and getting insight into Industry Trends	Group Work	Presentation	Yes	Review and actual performance	Students appreciated this pedagogy as they				
33	Reetu Bhatia	PGDM	Marketing	Digital Marketing	Website Creation	To understand practical applications of Content	Creating	Group Activity		Review and actual performance	Students learnt to create website	Students felt upskilled			
34	Reetu Bhatia	PGDM	Marketing	Digital Marketing	Live campaign Execution	To understand campaign setup, budgeting, bidding strategies, and performance	Creating	Group Activity		Review and actual performance	Students learnt business tools of Meta	Real time business understanding			
37	Shalini Kakkar	PGDM	Marketing	Marketing Research & Analytics	Data Analysis using Software tool (SPSS)	Students were given detailed case studies along with Selection of Topic: Finding news or cases: Visit to	Students were given detailed case studies along with Selection of Topic: Finding news or cases: Visit to	Individual		Evaluation of the Assignment & Feedback	Students learn to structure the problem and approach systematically to analyze it	Students expressed high satisfaction with the method.			
38	Dr. Sandeep Nandekar	PGDM	Operations	Operation Management	Assignment of News, Cases, Adv. and Visit to Expo	Learning through external messages / information / views	Case Study - Explanation and Solving	Presentation		Justification and Alignment	Equipped with Current Practices	Forced to Think			
39	Mohd. Osaïd Koti	PGDM	Operations	Operations Analytics	Real-World Business Case - Operations	To enable students to interpret and visualize operational data effectively	Case Study - Explanation and Solving	Case Distribution	Yes	Solving the case and coming with answers	Proficiency in data visualization and analytics for operations management	able to develop reports and generate insights			
40	Kunal Purohit	PGDM	Operations	Operations Applications and Case Studies	Group discussions on selected case studies, where students analyze	To apply operations management principles to real business scenarios and to foster collaborative learning and apply theoretical concepts to practical	Case Study method	Case Identification and Explanation		Group-based case study analysis, where students are assessed on their ability	Students enhanced their analytical, collaboration, and communication skills through	Students appreciated the interactive nature of The use of Solver was well-received for its practical			
41	Kunal Purohit	PGDM	Operations	Operations Management	Group discussions and student-selected case studies	To foster collaborative learning and apply theoretical concepts to practical	Group Work	Presentation	Yes	Rubrics based evaluation	Students developed critical thinking, teamwork, and problem-solving skills by using optimization tools to solve practical business	Students appreciated the interactive nature of The use of Solver was well-received for its practical			
42	Kunal Purohit	PGDM	Operations	Operations Research	Use of Excel Solver for optimization problems	To master mathematical modeling and optimization techniques for real-world	Windows Excel and Powerpoint	Computer Lab Sessions on Excel		Assignments and Classwork	Students gained proficiency in using optimization tools to solve practical business	Students appreciated the interactive nature of The use of Solver was well-received for its practical			

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43	Indrani Sengupta	PGDM	Systems	Software Engg	UI and UX design Workshops	Helps in design documentation	Case study and example	Software STAL UML							
44	Dr. Shilpa Kajbaje	PGDM	Systems	Systems Specialisation subjects	Guest Sessions and Workshops	To enhance teaching and learning, guest sessions and workshops are organized on	Sessions provide students with direct exposure to	Online/ Offline sessions and workshops	Yes	Assignment submission and Learning summary report	Engaging with professionals and industry leaders helps students develop a broader	Help them stay updated on real-world business			
45	Dr. Shilpa Kajbaje	PGDM	System	Systems Specialisation subjects	Alumni Sessions and Industry Problem-Solving Projects	Alumni sessions provide students with valuable industry insights, career	Guidelines and instructions on the format of report	Online / Offline interaction with the alumni	yes	Feedback and discussion on progress the	Working on live business challenges from the industry helps students apply their	Good			
46	Dr. Shilpa Kajbaje	PGDM	System	System	Industry Expert Interviews	To connect students actively with industry experts through interviews to gain insights	Guidelines and instructions on the format of	Conducting Industry Expert interviews	yes	Presentation and submission of final report on the project assigned	By interacting with professionals, students develop critical thinking.	Good			
47	Kunal Purohit	PGDM	Operations	Manufacturing Resource Planning & control	Simulation games where students manage a virtual manufacturing	To provide hands-on experience in resource planning, production	Online Free Source games like Beer Game and Csim	PPT and Group activity		Performance in the simulation, focusing on decision-making efficiency.	Students developed practical skills in manufacturing resource planning and gained insights	Students found the simulation engaging and valuable.			
48	Dr. Nandita Mishra	PGDM	General	Environment of Business	Managing a Business Enterprise	Provide knowledge about Indian and Global economic Environment	Life Examples and key macro	Field Visit to World Trade expo	Yes	Students attended the world trade expo, focussing on trade, students identify and group their values, so that they understand	concepts, managed time bound projects. Students develop				
49	Dr. Nandita Mishra	PGDM	General	Managerial Economics	core business Strategy	Examine and apply practices related to Ethics for successful business	Analysis of Real Life Examples	ethical business practices and their	Yes	Immovative thinking for value propositions					



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PGDM - Marketing

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52	Abhishek Shukla	PGDM (Marketing)	Marketing	Marketing Management	Marketing Plan Creation	To apply marketing concepts in a creative and strategic planning context	Case study discussion followed by	Video-based learning, brainstorming, group projects	Yes	Rubric-based evaluation on creativity, concept use, feasibility, and clarity	Improved conceptual application, creativity, and strategic thinking	Students appreciated the real-life case and			
53	Dr. Mahesh Luthia	PGDM Marketing	General	Organisational Behaviour	Goal communication Gamification	Help students to understand significance of setting clear, achievable goals and	Gamification		No	Not Applicable	Understanding of importance of Goal Setting, Communication and application of Equity	Reflective feedback after the session			
54	Dr. Mahesh Luthia	PGDM Marketing	General	FHRM	Designing Brand Strategy for Employee Brand Strategy	Use concepts of Marketing and apply them to develop employer brand through EVP	Presentations and Discussions		Yes	Presentation	Brand Strategies for new age firms	Student Feedback			
55	Kapil Bhatia	PGDM Marketing	Marketing	Consumer and Industrial Buying Behaviour	Book Review	Improve reading habits			Yes	Presentation assessment based on rubrics	Increase Library, usage and reading of non academic, yet curriculum based books	Wow	Yes, Student groups	More such assignments needed	Overall good
56	Kapil Bhatia	PGDM Marketing	Marketing	Consumer and Industrial Buying Behaviour	Linking Model to Library	Increase usage of resources in library	Class Assignment (after class)	Individual / Group	No	In class discussion	Enjoyed	Good	Not required	No suggestions	Enjoyed
57	Dr. Padma Singhal	PGDM Marketing	Marketing	Managing Products and Brands	Packaging and Branding	To introduce the concept of Product mix, Line stretching, Branded House and House of Different pricing strategies implemented by retail outlets	During the session they were asked to read the package	Individual	Yes	After the entire activity was done, an oral quiz was conducted to assess the understanding and interest of the students.	Students were able to identify line extension and brand extension examples. Further	This was an interesting activity for the students as it			
58	Dr. Padma Singhal	PGDM Marketing	Marketing	Marketing Management - II	Visit to Retail Outlets to Study Various Pricing Strategies	To observe and analyze different pricing strategies implemented by retail outlets	Experiential Learning through Field Visit	Pre-visit briefing session to explain pricing concepts. On-	Yes	Individual presentation and discussion, report submission.	Students identified and categorized multiple pricing strategies (e.g., psychological)	learning helped apply theoretical			
59	Shalini Kakkur	PGDM Marketing	Marketing	Marketing Research & Analytics	Data Analysis using Software tool (SPSS)	To apply statistical packages in real world scenarios so that decision making can be	Students were given detailed case studies along with	Individual		Evaluation of the Assignment & Feedback	Students learn to structure the problem and approach systematically to analyze it.	Students expressed high satisfaction with the method.			
60	Dr. Padma Singhal	PGDM Marketing	Marketing	Selling and Negotiation Skills	Application of Selling and Negotiation Tools and Strategies to Industry Insights	To understand and apply key selling techniques and negotiation strategies in real-world	Case-based Experiential Learning and Role	Case discussions and group assignments to apply tools like SPIN	Yes	Rubric-based evaluation of sales pitch and negotiation performance	Students gained hands-on experience in structuring and delivering a compelling sales pitch.	Reflective discussions helped improve self-			
61	Dr. Rinku Sharma & Mr. Paikar Kulkarni	PGDM Marketing	Marketing	Services Marketing	Bridging Theory and Practice in Services	Applications and getting insight into Industry Trends	Group Work	Presentation	Yes	Rubrics	The activity equips students with practical industry knowledge, enhances	Students appreciated this pedagogy as they			
62	Akhilish Kumar Yadav	PGDM	General	Managing Business Research	Research project	To equip students with practical skills in applying business research methods	In class discussion using cases	In class discussion, hands on training on SPSS	Yes	Evaluation of the Assignment & Feedback	Students would be able to formulate a relevant business research problem, develop Entrepreneurship Management, the students of PGM are encouraged to explore free AI	This project gave us hands-on experience in real-world			
63	Dr. Sandeep Nemlekar	PGDM-M	Marketing	Entrepreneurship management	Application of AI/ML	For Business model canvas student teams choose small scale organizations	Live session on Business Model Canvas	Business Model Canvas	Yes	Evaluation based on Individual discussion	Students apply functional concepts, managed time bound projects. Students develop innovative thinking for value proposition dilemma	This activity enabled students to apply cost			
64	Dr. Latha Sreeram	PGDM-M	Marketing	Finance in Marketing Environment of Business	Ascertainment and Break Even analysis	Provide knowledge about Indian and Global economic Environment and apply practices related to Ethics for successful business	Analysis of Real Life Examples and key macro	Field Visit to World Trade expo	Yes	Students submit a marginal cost statement and a viva is conducted focusing on trade, technology and tourism and submitted reports so that they understand and apply ethical principles	Students apply functional concepts, managed time bound projects. Students develop innovative thinking for value proposition dilemma	This activity enabled students to apply cost			
65	Dr. Nandita Mishra	PGDM-M	Marketing	Managerial Economics	Managing a Business Enterprise Ethics as a core business Strategy	Encourage students to carry out inquiry based field study	Collection of structured data from SME about their	Trade expo students explore ethical business practices and their presentations that reflect their experiences	Yes	They discuss their experiences including challenge and learning outcome	Students develop innovative thinking for value proposition and problem solving				
66	Dr. Nandita Mishra	PGDM-M	Marketing	Managerial Economics	Innovative Practices or Activity initiated Teaching	Examine and apply practices related to management, innovation and ethics in both	Working with Core values	Activity in the classroom	yes	Develop innovative thinking for value proposition and problem solving					
67	Dr. Mahesh Luthia	PGDM-M	Marketing	FHRM	Examine and apply practices related to management, innovation and ethics in both										
68	Dr. Nandita Mishra	PGDM-M	Marketing	Innovative Management Practices	Examine and apply practices related to management, innovation and ethics in both										

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Course	AI/ML & Digital Tools	Pedagogical Method	Learning Outcomes
MBR, HR	Chat GPT, Gemini, Zotero, Mendeley, Scite ai, Research Rabbit, Elicit, Scholarcy	Use of AI tools for literature review and HR processes, including reference management, article evaluation	Ability to conduct AI-aided literature reviews and manage references effectively for academic research.
Software Engineering	Draw.io, Star UML, Creately, Canva, WiX, Kahoot	Design modeling using digital tools, interface design, activity-based diagramming, and interactive assessments	Proficiency in using digital tools for software modeling and system design tasks.
Communication Skills	Gemini, ChatGPT, Slides.ai, Simplified	Use of AI for ethical content generation, presentation development	Capability to generate ethical, structured presentations using AI tools for marketing communication.
Organisational Behaviour	Chat GPT	Used cases of Gen AI impacting Group dynamics and data-based decision making	Understanding the influence of AI on organizational behavior and team dynamics.
HR Lab	Ambition Box, Albus (Chat Aid), Elicit, LinkedIn, Naukri.com, Hyring	Case studies and practical tools for talent management and employee life cycle	Application of AI tools for managing HR lifecycle processes and employee engagement strategies.
Human Resource Management	LinkedIn Jobs, Naukri.com, Indeed and Glassdoor	Used cases and practical experimentation to develop job descriptions and use Application Tracking System (ATS) for Talent Management	Skills to craft job descriptions and use ATS for recruitment using professional job platforms.
Training and Development	ChatGPT, Albus (Chat Aid), Canva and Case studies on AI adoption	Practical Tools and Case Studies for Training Need analysis, Develop Training Content and Templates for L&D	Design and implement training programs using AI tools for needs assessment and content delivery.
OTSD	ChatGPT, Copilot, Power BI, Grammarly, Deep ai, Research Rabbit, Otter ai, Kickresume ai, Jenni ai, Elicit ai, adobe firefly, Canva, Slidesgo, Gamma ai, ryr, bibcitaiton, Napkin ai, Glasp ai, Duolingo, Replika ai, storynest ai	Individual tool-based assignments, process mapping, rubric-based evaluation	Hands-on experience in using a wide variety of AI tools for academic, professional, and competency development.
Human Resource Management	ChatGPT, Copilot	Leveraging ChatGPT for Real-Time Strategic Analysis of Indian Companies	Strategic HR analysis skills using AI tools to evaluate Indian companies in real-time.
Project Mgmt, Ops Analytics, HR	AI simulation tools, ML algorithms, Power BI, Power Query, Smart Data Insights	AI-based simulations, sentiment analysis, resource forecasting, anomaly detection	Capability to apply ML and AI tools in project planning, HR analytics, operations research, and data forecasting.

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Marketing I & II, Selling Skills, Tr	Storyblocks, ChatGPT, Meta Ads, Semrush, Blockchain, AI-generated influencers	Brand case studies, class debates, technology trend analysis, AI tools application like Storyblocks and content creation through AI tools, Workshops	Familiarity with AI-enhanced marketing content creation, influencer analysis, and campaign planning.
Technology & Retail	Metaverse (mvfw.org), decentraland.org, IoT use cases (Levi's, Sensoria)	Videos, concept demos, tech trend analysis	Awareness of emerging retail technologies like Metaverse and IoT, and their marketing implications.
Ops, Supply Chain, MRP	Google Forms, YouTube, Canva, Tableau Public, Excel Solver, Perplexity, Gemini	AI-driven assessments, ERP demos, case analysis using ML tools	Application of AI for supply chain and ERP-based assessments with analytical tools.
Digital Marketing	Canva, SEMrush, Similarweb, Google Ads, ChatGPT, Mailchimp, Meta Business Suite	AI-powered campaign planning, prompt-based marketing content	Competence in AI-driven campaign management and digital strategy development.
Trends in Marketing (Luxury)	Case studies (Richemont, Burberry, Ralph Lauren, Larusmiani), AI Fashion Week, Zyleer	Real-life AI application examples in branding, inventory, phygital commerce	Application of AI in luxury marketing, inventory planning, and hybrid commerce environments.
ISB / IT Enabled Strategies	AI/ML concepts and Cases, AI/Cloud strategy, Gartner, McKinsey reports, Microsoft Copilot in Excel, Google Forms, CRM tools like Salesforce, Zoho, editGPT, ChatPDF, Keenious	Case studies, industry expert interviews, group presentations, recorded session analysis, Industry insights and problem statements	Knowledge of enterprise AI integration strategies through expert interviews and real-world tools.
Entrepreneurship Management	Business Model Canvas	Live session on classes	Understanding of business model development using canvases and lean entrepreneurship methods.
Finance	App based learning for Financial Accounting - Numera App	App based learning - Financial Accounting- Concepts and Quizzes	Grasp of accounting fundamentals using app-based learning and interactive financial simulations.
Finance	6hr workshop for Students of Finance specialization on R, Python and SQL during Transition programme		Competency in programming tools (R, Python, SQL) to analyze financial datasets for business insights.

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