



**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**

( Approved by AICTE, DTE & Affiliated to University of Mumbai )

( NAAC Accredited )

# **Five Days Faculty Development Programme organised by Research Cell**

AY 2021-2022  
(Online MODE)

## *A Report*

By

*Dr Shubhi Lall Agarwal*  
*Head- R & D Cell,AIMS,Mumbai*

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## Calendar of FDP

TOPIC	DATE & TIME	RESOURCE PERSON
"How to use Google Classroom?"	11th June, 2021 Friday   4.00 PM to 5.30 PM	Prof. Jagruti Gijare from ITM business school
"Case Based Teaching"	12th July, 2021   1.30 PM to 5.00 PM	Dr. Samant Shant Priya ,MBA and PhD in Marketing, Associated with Lal Bahadur Shastri Institute of Management (LBSIM) as Associate Professor (Marketing)
"Case Based Teaching"	12th July, 2021   1.30 PM to 5.00 PM	Dr. Samant Shant Priya MBA and PhD in Marketing, Associated with Lal Bahadur Shastri Institute of Management (LBSIM) as Associate Professor (Marketing)
"Intellectual Property Rights"	05.03.2022, Saturday 9.30 am-12.30 pm	Dr. Nidhi Jain, Assistant Professor in Engineering Science Department of Bharati Vidyapeeth's College of Engineering, Lavale, Pune.
"Self-Image Management"	1.12.2022   3.30 PM to 5.00 PM	Dr. Harshita Kumar, Director ,Atharva Business School

### Day 1: Report on Faculty Development Program on "How to Use Google Classroom?"

FDP on "How to use Google Classroom?" was conducted on **11th June, 2021 Friday from 4.00 PM to 5.30 PM. Prof. Jagruti Gijare** from ITM business school, conducted this session.

## Objective

This FDP on “How to use Google Classroom” was aimed at orienting the faculties towards the application of google class and how it can be used effectively.

## Introduction

In current pandemic situation as all us are working on virtual platform we really need to upgrade ourselves with new methods, tools and techniques that are available to make the process of teaching and learning more easy, exciting and interactive.

Google has in its ambit numerous products that brings the virtual platform very close to physical platform. Conducting sessions online, sharing assignments, notes with the students, making the sessions more interactive to make sure students are concentrating in the class is really very challenging.

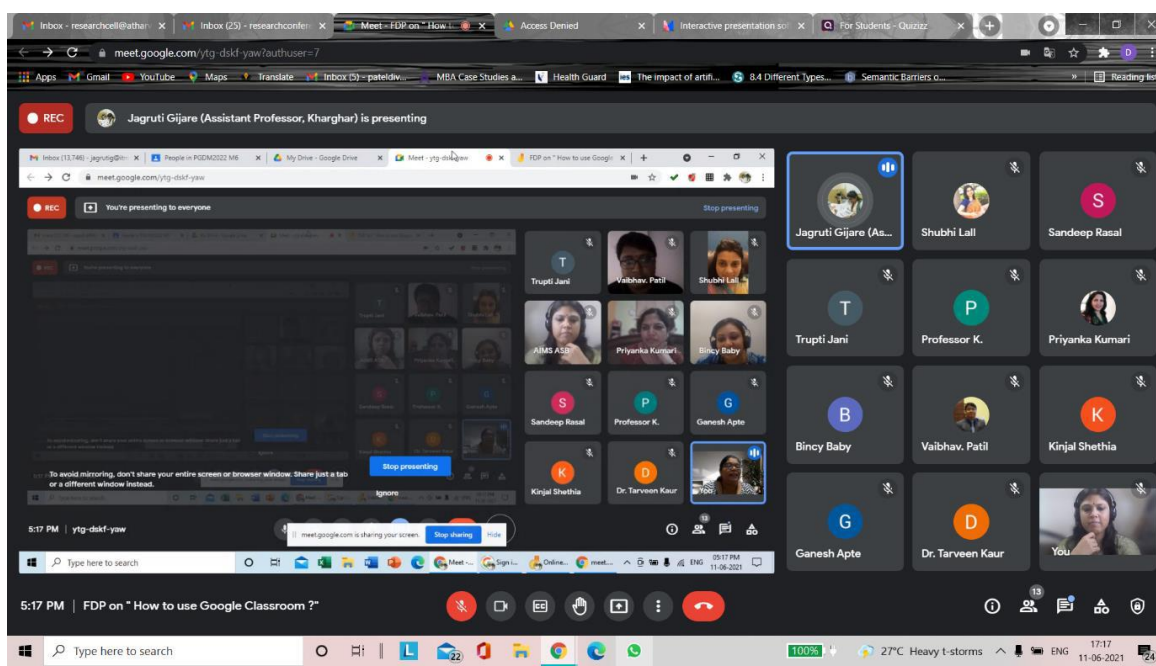
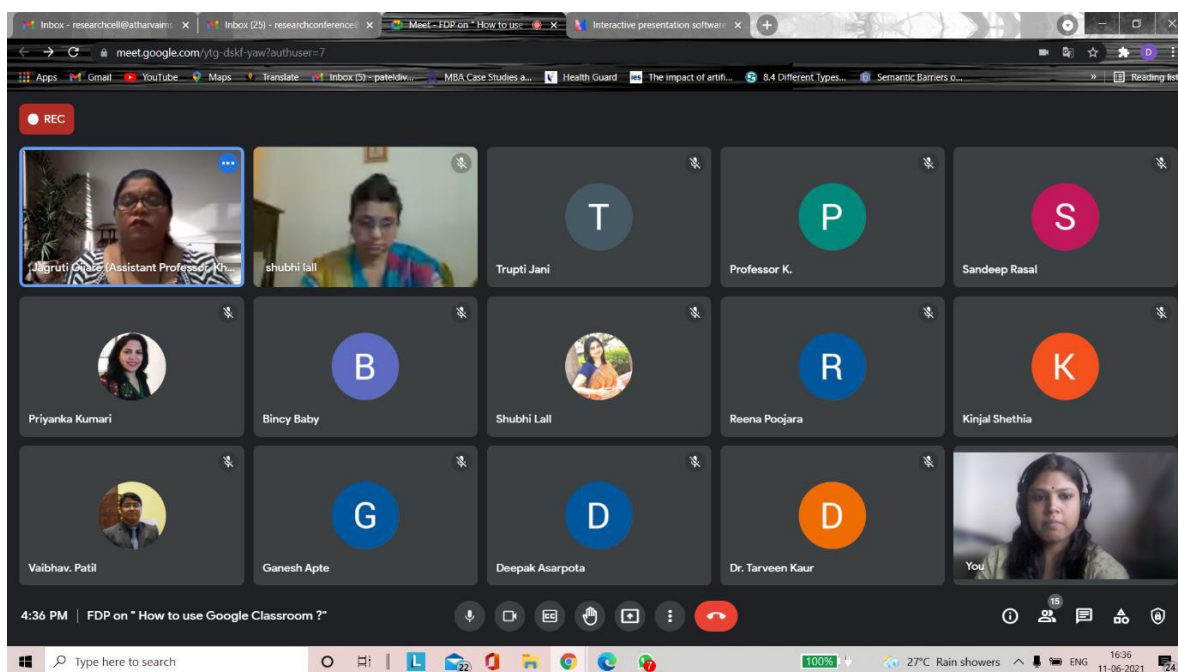
Google meet, Google forms, drives, mail, chats etc. are already being very widely used by not only the academicians but by anyone. Academicians are facing a tough time in sending assignments and receiving them back after completion through emails, as it is very tough to keep track of assignments of many students.

Google classroom is the concept that can be used to send and receive assignments, share notes/material with students, conduct exams, quizzes etc. and it is very user friendly. Using the various features of the google classroom makes the life of the educators bit easy.

## Program Details

The session was highly informative and interactive. Prof. Gijare oriented the faculties towards the use of Jam boards, Mentee-Meter and quizzes.com. Discussed how these can be used to make the session more engaging, lively and highly interactive. She also briefed on how to create a class on google classroom add students and create and share assignments, materials etc.

The questions raised by the faculties were well received and answered to their complete satisfaction.



## Conclusion

As we know that upgrading ourselves has become of utmost importance in the current situation that the whole world has been put into by COVID 19. Conduct of this FDP was a very good initiative by the Research Cell in order to develop its faculty members and raise their bar of knowledge and understanding. The FDP really served its purpose and

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prof. Gijare ensured that all participants present were able to understand everything that was discussed in the session .

## **Day 2: Report on Faculty Development Program on “Case Based Teaching”**

**Date:** 12th July, 2021 | **Time:** 1.30 PM to 5.00 PM

**Resource Person:** Dr. Samant Shant Priya ,MBA and PhD in Marketing, Associated with Lal Bahadur Shastri Institute of Management (LBSIM) as Associate Professor (Marketing)

### **Objectives**

- To Orient the faculty members two how to conduct case studies in the classroom on online as well as offline mode.
- To understand how and what preparation to do before taking a case in the class.
- To understand how to select a case for the class.

### **Introduction**

Case-based teaching is a pedagogical approach that engages students in the process of making real-world decisions. You create cases that represent authentic workplace situations to encourage students to apply knowledge gained from the classroom or through additional research in order to solve the case.

This faculty development program organized for the faculty members keeping this need in mind. Case study method is a very integral part of management education and this approach helps the students to get a feel of the real-life problems and situations at the workplace and also how to deal with it.

### **Program Details**

Program started with an icebreaking session in which Dr. Samant started by making all the participants interact and give their inputs on the questions raised by him. Then the program progress towards how to learn to learn and ways of learning. The program then included discussion on what steps should be taken to make case session more interactive and how should the faculty prepare for discussing a case in the class. Use of

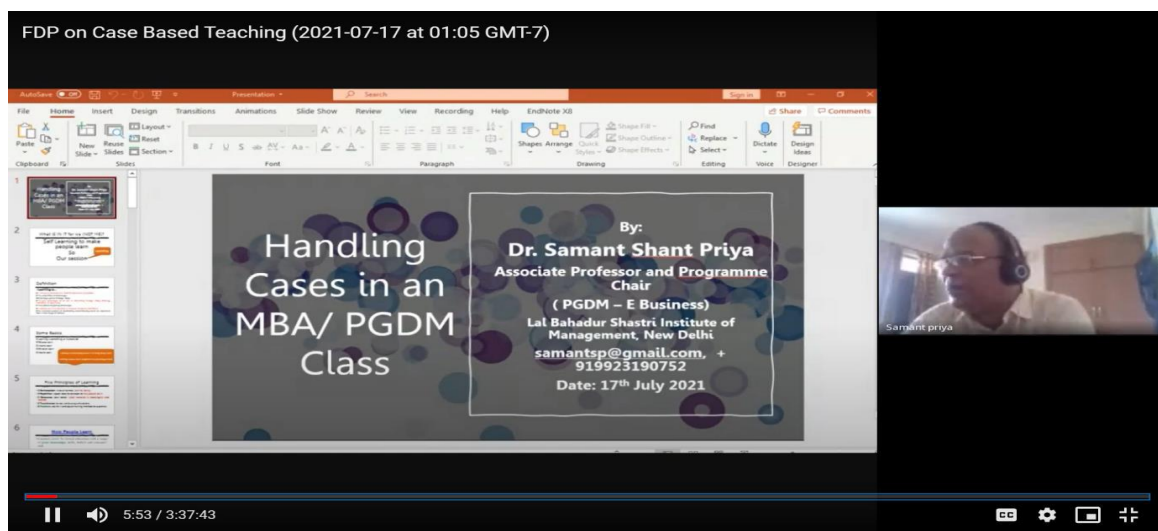
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breakout rooms on online platform and making physical groups on offline platform was suggested by the resource person.

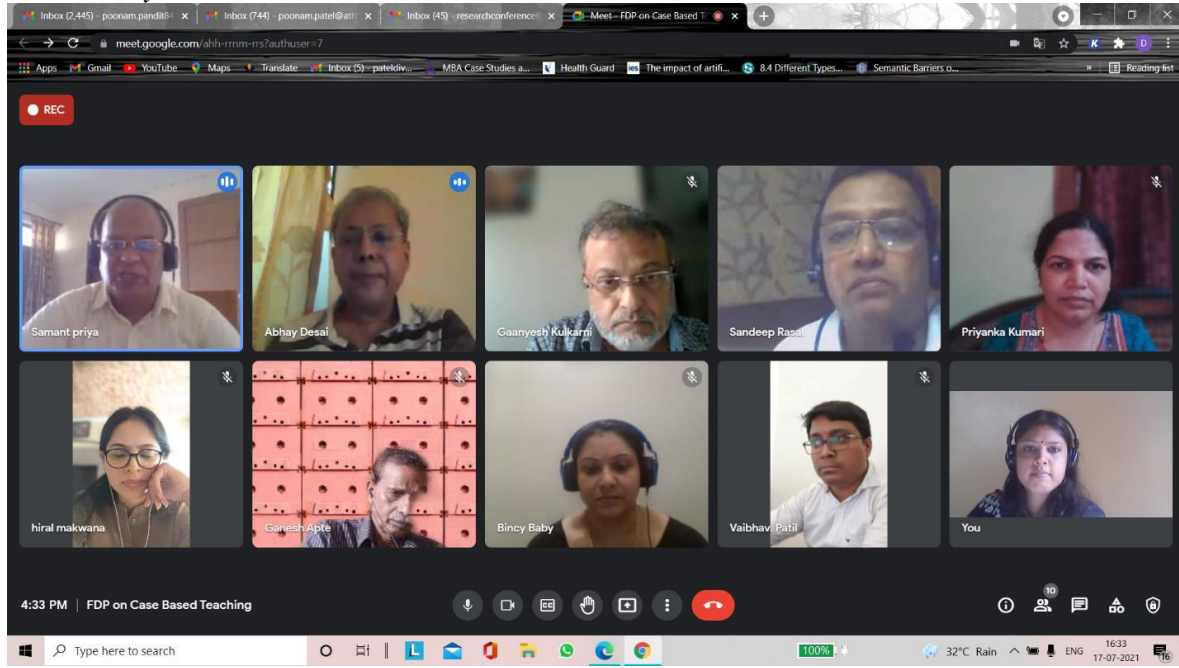
Dr. Samant also laid stress on preparation of questions for conducting quiz in the class to understand the preparedness of the students and whether they have read the case before coming to the class or not.

Learning strategies for case handling, infrastructure required for case teaching, alignment of case teaching with course objectives, 4 Ps of case analysis in class, role of the instructors etc. were the topics that were discussed in the session in detail.

The session started at 1:30 PM with the introduction of the resource person Dr. Samant Shantpriya followed by a break off 15 minutes from 3:15 to 3:30 and it concluded at 5:00 PM with the feedback from the participants and vote of thanks.







## Conclusion:

The program helped the members to have a fair idea of what kind of preparation is required by the faculties to conduct a case in the class and also gave a different approach as to how to look at the case methodology. It was a very insightful session and all the knowledge that was shared by Dr. Samant and during the session was really very well taken by the participants.

## Day 3: Report on Faculty Development Program on “Case Based Teaching”

**Date:** 12th July, 2021 | **Time:** 1.30 PM to 5.00 PM

**Resource Person:** Dr. Samant Shant Priya

MBA and PhD in Marketing, Associated with Lal Bahadur Shastri Institute of Management (LBSIM) as Associate Professor (Marketing)

## Objectives:

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- To understand how and what preparation to do before taking a case in the class.
- To understand how to select a case for the class.



## Introduction

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This faculty development program organized for the faculty members keeping this need in mind. Case study method is a very integral part of management education and this approach helps the students to get a feel of the real-life problems and situations at the workplace and also how to deal with it.

## Program Details

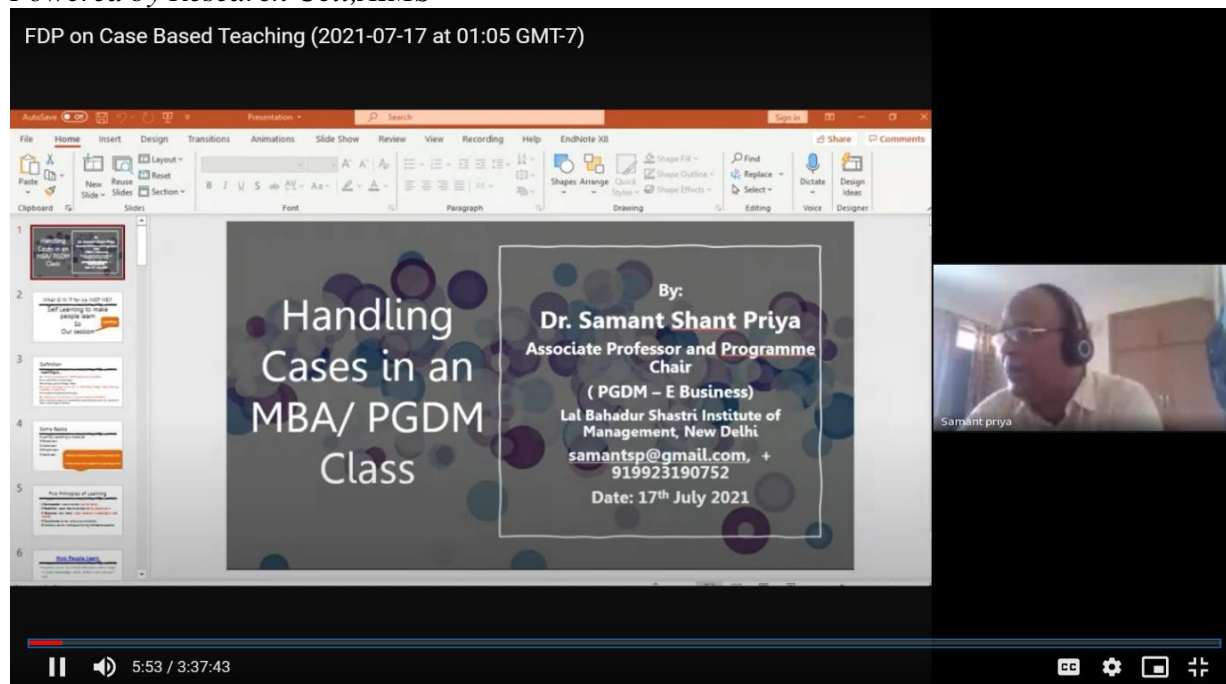
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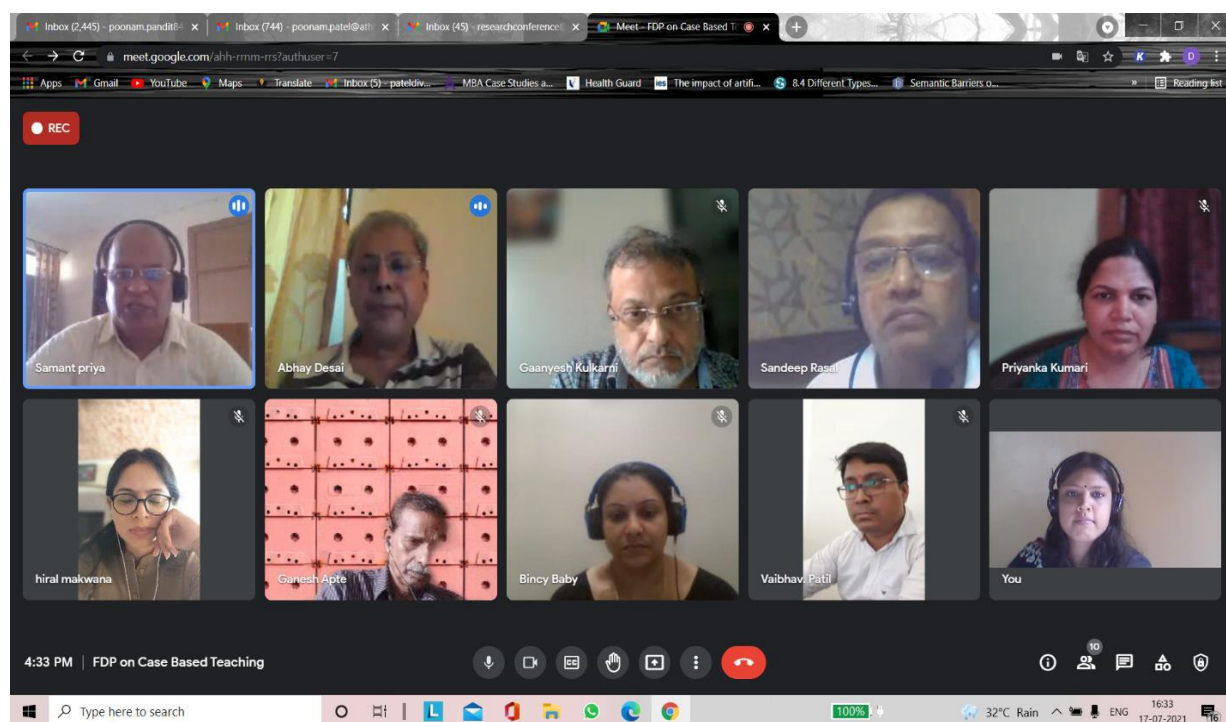
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FDP on Case Based Teaching (2021-07-17 at 01:05 GMT-7)



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Date: 17<sup>th</sup> July 2021



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Samant priya, Abhay Desai, Gaanyesh Kulkarni, Sandeep Rasal, Priyanka Kumari, hiral makwana, Ganesh Appte, Bincy Baby, Vaibhav Patil, You

4:33 PM | FDP on Case Based Teaching

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all the knowledge that was shared by Dr. Samant and during the session was really very well taken by the participants.

## **Day 4: Report on Faculty Development Program on “Intellectual property Rights”**

Research and Development Cell organized a Faculty Development Program on “Intellectual Property Rights” on 05.03.2022, Saturday from 9.30-12.30. This Program was conducted by Dr. Nidhi Jain, Assistant Professor in Engineering Science Department of Bharati Vidyapeeth’s College of Engineering, Lavale, Pune. She introduced the basic types of Intellectual property rights and discussed as to which one is most applicable to the academicians in the field of management. She also explained the procedure to file for patents and copyrights in detail. This session was attended by eight faculty members

### **Objective**

- To bring focus about the significance of IPR
- To enhance competencies of Atharva Institute of Management Studies & Atharva School of

Business faculty for engaging in significant research

- To inspire faculties to record IP for their research, Inventions and Innovative project.

### **Introduction**

Intellectual Property Rights (IPRs) are legal rights that defend creations and/or innovations attributable to highbrow interest within the industrial, scientific, literary, or inventive fields. The most common IPRs include patents, copyrights, marks, and trade secrets. The main social purpose of protection of copyright and related rights is to encourage and reward creative work.

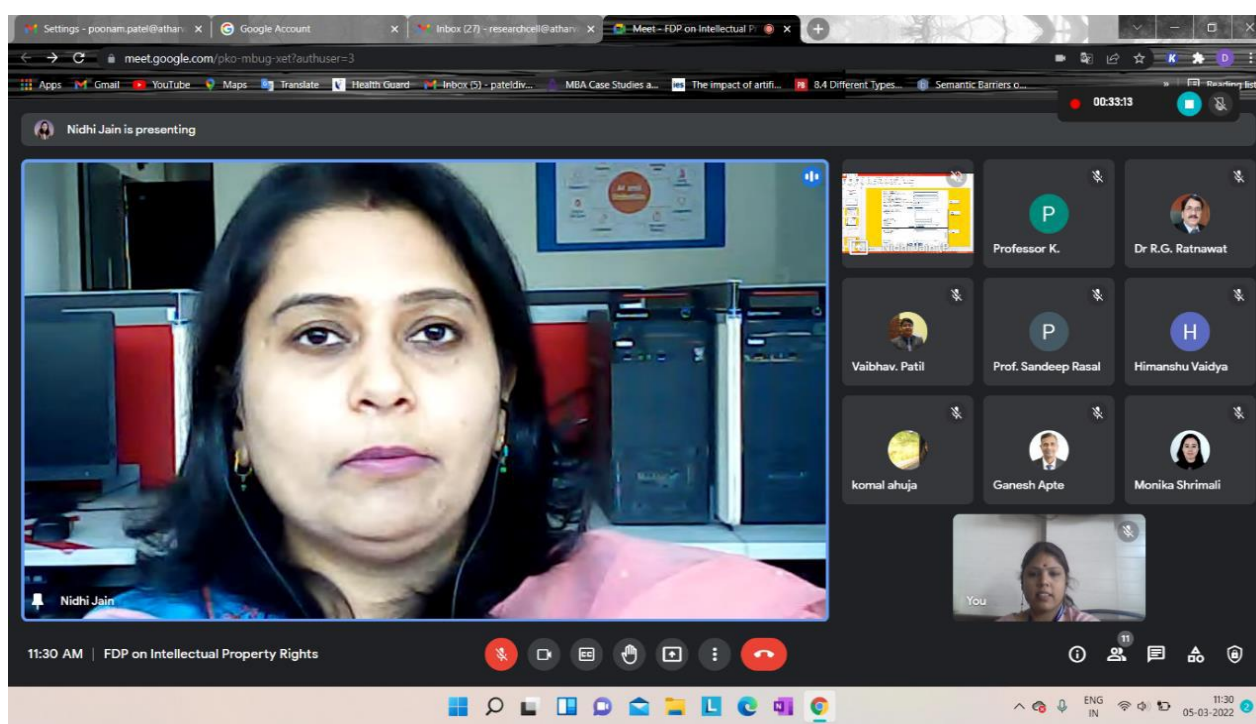
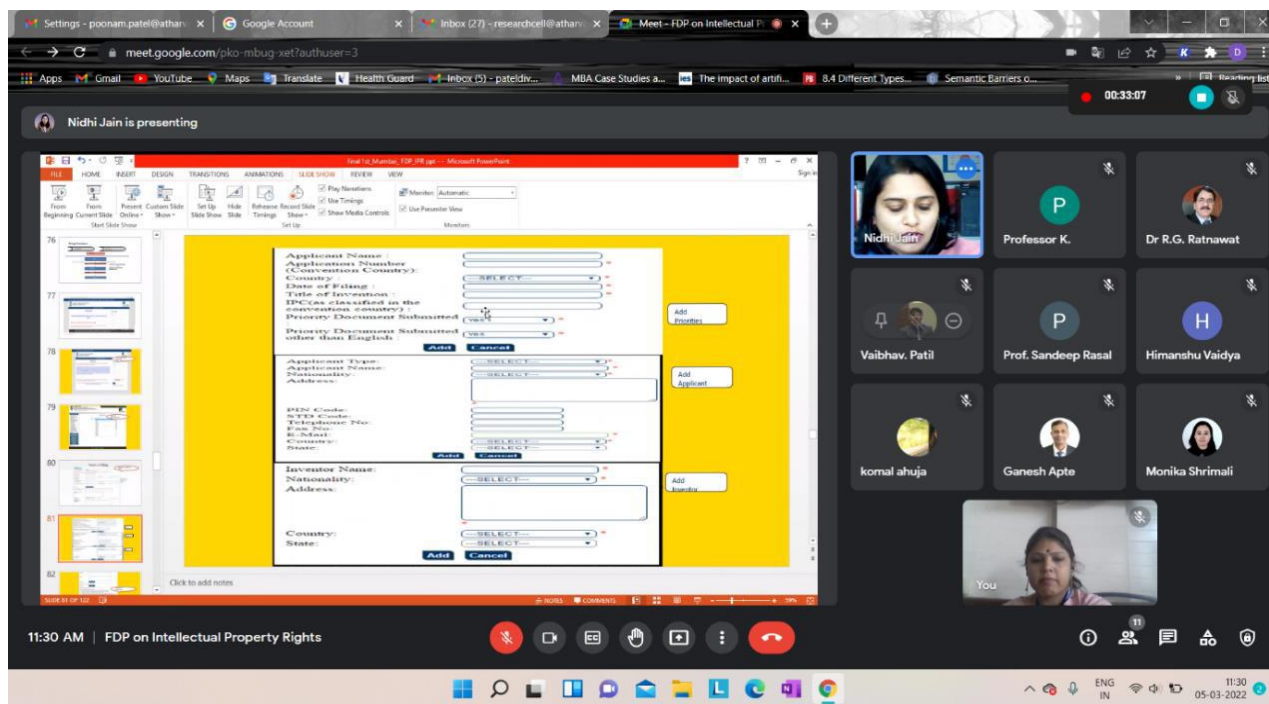
### **Topics to be covered**

- Overview on Intellectual Property Rights.
- How to convert the research and project works into IPR.
- Overview of patent filing and documentation procedures

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- Copyrights and Trademarks.
- Patent search & Analytics.
- Industry institute collaboration for commercialization of technology.

## Program Details



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**Conclusion:** The program was very effectively conducted by the resource person and the participants got a good idea about the various intellectual property rights and the procedure to file for them.

## **Day 5: Report on Faculty Development Program on “Personal Branding”**

Faculty Development Program on “Self-Image Management” was organised by the research and development cell of Atharva Institute on 1.12.2022 from 3.30 PM to 5.00 PM by Dr. Harshita Kumar, Director Atharva Business School.

### **Objective:**

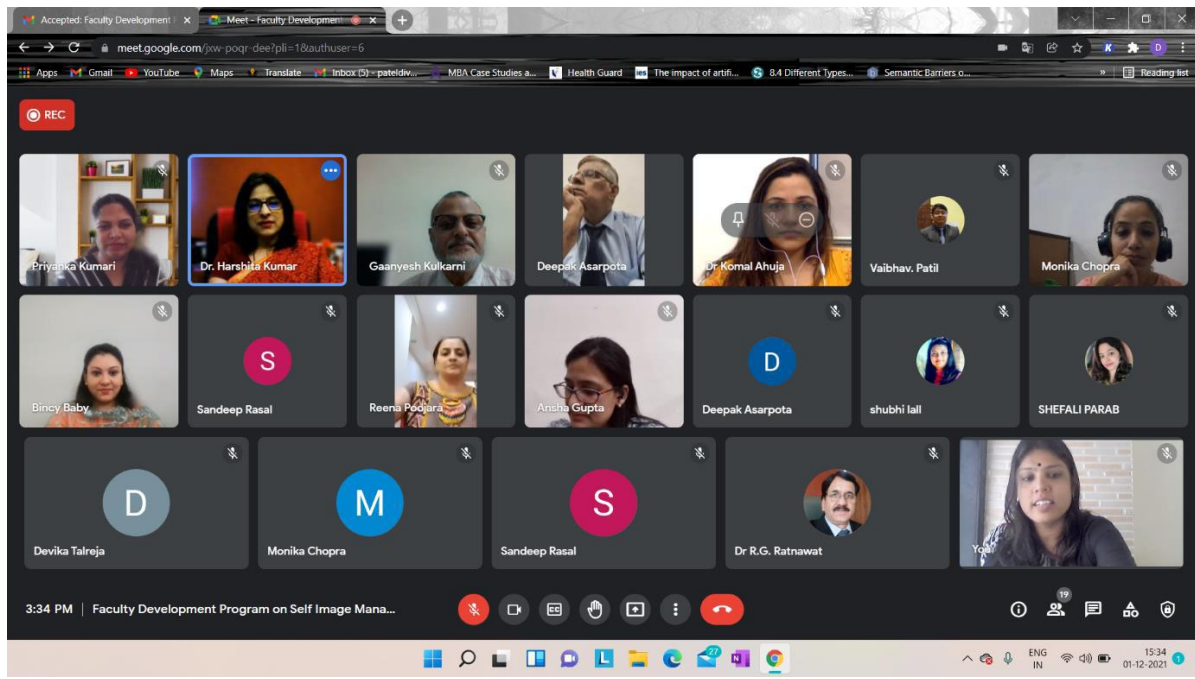
- To create awareness about the concept of personal branding and its benefits
- To help participants understand the importance of personal branding in academia in current times.
- To share knowledge with the participants on how to do personal branding.

### **Introduction**

People frequently express a desire to develop their personal brand. In this digital age, where everything, good and bad, lives forever on the internet, personal branding is more vital than ever. The way you promote yourself is through your personal brand. You want the world to see you as a unique combination of skills, experience, and personality. It's how you tell your story and how it reflects your actions, words, and attitudes, both stated and unsaid. You use your personal branding to set yourself out from others. If done correctly, you can bind your personal branding to your firm in ways that no corporate branding can. Your personal brand is the image that others have of you professionally. It might be a combination of how they see you in person, how the media depicts you, and the impression people make based on online information about you.



## Program Details



Self-Image Management concept is built on the notion that you never get a second chance to make a first impression-make it one that will set you apart, build trust and reflect who you are Dr. Kumar very well explained the importance of managing self-image in today's world and also gave ideas and shared Techniques to do the same. The FDP was attended by 19 participants from Atharva Institute of Management Studies and Atharva School of Business.

## Conclusion

The session enriched the participants with the detail understanding and knowledge of what is meant by personal branding, how much is it important for the academicians as well to brand themselves in the industry and also with all the techniques how can branding be done very effectively.