

MBA BEST PRACTICE

1. TITLE: THE HINDU NEWS PAPER CLUB

2. Goals:

- To motivate and develop an inclination among the students to read and to have general awareness about Society, economy and business.
- To enhance the communication skills of the students.

3. Context:

Jobs in today's competitive market have become professional. The candidates who need to perform the jobs need a professional approach with more emphasis on better communication and strong understanding of environment with which they are going to work. To have a better understanding of society, economy, politics and Business, students should be encouraged to take up 'newspaper reading', a daily practice. This habit will help them to have a general awareness of environment, based on which they will develop their own perspectives. The Department strongly believes that such a culture if cultivated properly will transform the students as professional managers with necessary skills. Hence the department has collaborated with the leading English daily 'the Hindu' to achieve the about said objectives.

4. The practice:

The Hindu newspaper will be distributed to the students daily and they are instructed to read the paper. Every day few selected students will have to speak on the given topics. Such as Business, Economics, Marketing, Human resources, Finance & Banking related topics. This practice will help them in developing comprehension, articulation and presentation skills as well as updated knowledge in the domains of MBA.

5. Evidence of success:

This practice has produced encouraging results in the first semester of its introduction in Nov 2017 – April 2018. The students are confident now and are comfortable in the expression of their views on various topics taken up for discussion in the class room. The Department is planning to push this practice with more energy in the coming academic years.

6. Problems Encountered:

one of the major hurdle faced was, the inability of the students to read and understand the English daily, as majority of them have studied in telugu medium till their graduation However, with great encouragement from faculty members, the students started realizing the importance of communicating in English in the globalized environment, and took part in the programme with enhanced enthusiasm.

PHOTO GALLERY



PAPER REVIEW BY THE STUDENTS



TOPIC PRESENTATIONS



