

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

The Annual Quality Assurance Report (AQAR) of the IQAC

June 1, 2016 to May 31, 2017

Annexure 4: Best Practices

Best Practice 1:

1. Title of the Practice: New Method of Student Seminar Assessment

2. Goal: To improve the quality of the seminar pattern followed by the students.

3. The Context: The pattern followed by the students earlier is non competitive and just for the sake of completing their turn and for many of the students it was not at all an effective presentation. In this context the institute decided to innovate the standard of seminar presentations.

4. The Practice: Seminar presentations on topics assigned from the scientific literature or on subjects related to a current research project are an integral part of the course curriculum. The efforts made by the institute were quite clearly reciprocated by the students by greater willingness to actively participate in their own learning process.

I. A clearly written abstract of the seminar will be submitted by the student three days before the seminar to the seminar coordinator and the it will be displayed on the departmental notice board for the reference all students and faculty members

II. An innovation found particularly useful by the faculty was the feedback evaluation of the seminar presentation.

III. Besides the name of the speaker, topic, the faculty have included the following criteria for the evaluation purpose.

- a) Selection of topic
- b) Literature review
- c) Presentation skill
- d) Objectives of the talk
- e) Novelty of methodology
- f) Effectiveness of discussion

IV. For each of the above mentioned criterion, three grade points were given as - poor/average/fair.

V. The student who scores an overall three 'poor' grade will be asked to retake the seminar on another date after better preparation.

VI. If the student score less than 3 'poor' and 'fair' and 'average' for most of the criterion, the student is considered as "pass".

VII. It further gives a student an opportunity to communicate and respond to an audience.

5. Evidence of Success: Students begin to show better performance during the seminar sessions. All of them were able to get the "pass" score during seminars. Communication skill of the students increased. Moreover awareness on the need for presenting scientific data confidently is developed among students.

6. Problems Encountered and Resources Required

There are no problems encountered for achieving this objective. The seminar coordinator takes the charge of printing and distributing evaluation form during seminar sessions. The forms were collected after seminars and further assessment were made during faculty meeting for determining the score of the student

Best Practice 2:

1. Title of the Practice: Digital Marketing Campaign

2. Goal: To provide the students with real time experience of running a digital marketing campaign.

3. The Context: To encourage students to take up socially relevant activities and actively in them.

4. The Practice: The students were divided into groups of 10 in each class . Each group had to choose a socially relevant topic. The groups were given 60 days to run a campaign offline and online. They had to simultaneously hold activities related to their topic at college and outside as well as execute a digital marketing campaign on multiple platforms.

5. Evidence of Success:

Major Activities done

No	Online	Offline
1	Facebook and Instagram pages	Visits to rescue homes/ abuse victim centers and orphanages
2	YouTube channels with videos	School visits for campaign and workshops
3	Websites with articles and links	Awareness campaigns and contests within the college
4	Blogs with content on the cause	Distribution of pamphlets, seeds, badges.
5	Posting photos, videos and articles	Interaction with transgenders and victims
6	Posting offline activities regularly	Visits to govt., non Govt offices
7	Updating digital platforms with content multiple times a day to gain Likes, Comments and Shares	Interaction with Govt. employees, Police, Fire and Rescue Officers, Doctors, Welfare officers, Lawyers, Local administration, students, Teachers and General public

Outcomes:

1. The students gained hands-on experience in planning, executing and monitoring live digital marketing campaign on their own using multiple platforms.
2. The students learned to implement digital marketing tools to attain their objective of increasing the likes, shares and comments received by their contents.
3. The students understood how to showcase the offline activities done by them through the online campaign by using them to create attractive content and uploading them regularly.
4. the students understood the value of interacting with the society and their ability to make a change through their online and offline activities.

6. Problems Encountered and Resources Required

There are no problems encountered for achieving this objective. The resources were raised by the students collectively.

