

7.2 Best Practices

Describe at least two institutional best practices

1. Title of the Practice: Digital Learning

2. Objectives of the Practice

- a. To provide a very **comfortable learning environment**
- b. **To offer Convenience and flexibility:** Online courses give students the opportunity to plan study time around the rest of their day, instead of the other way around. Students can study and work at their convenience
- c. **To recommend a variety of courses and allow them the opportunity to study a course of their choice from the best faculty in the field**
- d. **To provide an exposure to electronic learning – process, and thereby increase their technical skills**
- e. **To instill an urge for lifelong learning**

3. **The Context** What were the contextual features or challenging issues that needed to be addressed in designing and implementing this practice (in about 150 words) ?

Contextual features

- a. Use of internet, information technology, course content, quality of the course, play important role in the success of online course.
- b. Students can take online course any time; they can see their progress, download course content, get online support and updates anytime on any device.
- c. Online courses are best for those who want to enhance skills to earn extra credits or for their career development.

Challenging issues

- a. Interaction with peers is greatly reduced in an online learning community, and leads to a feeling of isolation.
- b. Time Management - Without the traditional classroom structure, students can easily fall behind if they do not have good time management skills.
- c. Technological issues can occur that make it difficult to complete courses on time. Students must have modern computers to run online classroom systems and educational institutions often require expensive programs. In addition, when there are technological problems, it can be hard to access the classroom or get live help, which can be a major disadvantage when deadlines arrive.

4. **The Practice** Describe the practice and its uniqueness in the context of India higher education. What were the constraints / limitations, if any, faced (in about 400 words)?

The College has made it mandatory for all students to complete two online courses, during their course of study.

Under spoken tutorials IIT Bombay workshops were organized to train 4000 students this year. NPTEL chapter had registered 679 students for various online exams and 592 have cleared the examinations.

215 e content modules were produced this year.

Total modules available in MyKlass room portal are 658 with total views exceeding 15000.

Limitations: Keeping track of the progress of the students, and making sure that the courses are completed on time.

5. **Evidence of Success** Provide evidence of success such as performance against targets and benchmarks, review results. What do these results indicate? Describe in about 200 words.

Each student has completed two online courses each and the course completion / Exam result of the same has been submitted to the Controller of Examinations. The number of students who completed online courses during 2018-2019 is as follows:

	No of Students NPTEL	No of Students ITT
UG	841	872
PG	83	167
TOTAL	924	1039
GRAND TOTAL	1963	

The results indicate:

1. The student who has done courses online is well equipped to take courses anytime in the future to update knowledge and remain a lifelong learner.
2. The flexibility has been beneficial for the student and has also made them responsible to follow their own course of study at their own pace.
3. The students are exposed to expertise worldwide and are able to keep abreast of the latest developments in their fields of specialization.

6. **Problems Encountered** and Resources Required Please identify the problems encountered and resources required to implement the practice (in about 150 words).

- a. Switching from traditional classroom and face to face instructor training to computer-based training in a virtual classroom makes the learning experience entirely different for

students. Their resistance to change prevents them from adapting to the online learning environment, and it takes time for them to get accustomed to Course Management Systems (CMS) and the methods of computer-based education.

- b. After enrolling in online courses, many learners fall behind and nurture the idea of giving up, as difficulties in handling a technological medium also seem insurmountable. Students need to find the motivation to follow the new educational trends and also properly equip themselves for future challenges in their education and careers.

1. Title of the Practice : CAMPUS COMPANY

2. Objectives of the Practice

- a. To provide an opportunity to have a vision and be able to reach their target.
- b. To enable them to make good decisions because they give all their resources to the growth of the business.
- c. To help the students / entrepreneurs develop their skills through training and application of that training.
- d. To instill in the students the quality of making better decisions in the day to day business activities.

3. The Context What were the contextual features or challenging issues that needed to be addressed in designing and implementing this practice (in about 150 words)?

Contextual features

Entrepreneurship education aids students from all socioeconomic backgrounds to think outside the box and nurture unconventional talents and skills. It creates opportunities, ensures social justice, instills confidence and stimulates the economy. It is a lifelong learning process.

Challenging issues

- a. Lack of experience
- b. Inadequate financial resources
- c. Lack of self-confidence

To help young students, aspiring entrepreneurs to overcome all these obstacles the College helped them establish Campus Companies.

4. **The Practice** Describe the practice and its uniqueness in the context of India higher education. What were the constraints / limitations, if any, faced (in about 400 words)?

The objective of campus company is to facilitate the students to undergo an entrepreneurial journey where they will gain expertise in building through ideating, planning, setting up and running a business. Campus Company is an Entrepreneurial venture by students to demonstrate their entrepreneurial spirit.

The first Campus Company **Magical Shades** was established on 19th February 2016. It was organized as a partnership firm formed by 7 students of II MBA with an initial investment of Rs 24,000/-The company comprised of a Managing Partner, Finance Manager, Marketing Manager, Purchase Manager, Designer, Active Partner. The boutique was initiated with the mission of transforming women's life by making them feel good about themselves through customized outfits, which will help them build their self-esteem and reach their highest dreams. Magical Shades basically sells dress materials such as sarees, salwar, kurtis, T-shirts etc.,

One more campus company was set up in 2018 **Vogue & Style Fashion Studio**, specializing in creating designs for bridal blouses saree blouse, and ladies tops etc... adding value to the product by unique designs with the support of an in-house designer crew. To establish a brand and become a market leader, to bring out the innovative ideas of the students, making personalized costumes and accessories based on orders. Designs are shown in advance and selected designs are stitched and delivered on time as per orders.

5. **Evidence of Success** Provide evidence of success such as performance against targets and benchmarks, review results. What do these results indicate? Describe in about 200 words.

Magical Shades : During April 2016 to March 2017 majority of the customers came to know about Campus Company and it strategically positioned itself as a unique customized cloth designers. As a result of all the promotional initiatives taken by Campus Company the customer walk-in rate increased tremendously through word of mouth and resulted in good number of sales and the net margin generated during this period was Rs.68, 905. Ever since the sales has been steadily growing.

Vogue & Style Fashion Studio: The Revenue generation through service sales for 2018-2019 was Rs.1,08,021 with the surplus of Rs.14,470. A market survey has been conducted among 400 students of PSGR Krishnammal College for Women, selected randomly and the data has been collected using the questionnaire method. The data has been collected from 400 respondents, analyzed results are

1. 391 respondents (97.75%) preferred to have the boutique inside campus because of the need and scope for good stitching.
2. 379 respondents (94.75) preferred to give orders

3. 196 respondents (49%) preferred to place orders for salwar, 61 respondents (15.25%) saree with blouse, and 90 respondents (22.5) preferred designer dress
4. 137 respondents (34.25%) preferred to patronize it 5-10 times a year, 216 respondents (54%) preferred to do so once a month.
5. 400 respondents (100%) felt that the rates were reasonable

6. Problems Encountered and Resources Required Please identify the problems encountered and resources required to implement the practice (in about 150 words).

A few problems encountered were

- a. Time Management
- b. Bringing in enough stock for choice