

School of Business and Management

Innovative Pedagogical Tools Adopted

Course Facilitator	Pedagogical tool	Highlights of the assessment
Dr. Jacob Joseph K	Interactive theatre	This initiative applies to course marketing management. It is all about uses theatre format to create role plays, brainstorming and solution to address a specific problem. Performance capsules of 30 seconds to maximum 5 minutes are created pertaining to specific issue and problem is taken to the spectators for brainstorming.
Prof. Phinu Mary Jose	Role play	This is a part of course organisation behaviour. Students in a group of six to seven people enact the role of different people in the organisation.
Dr Ranjit P V	Student Exchange through X Culture	<p>Most X-Culture trainees are students who take a course at their university where X-Culture is a required or optional part of the course. These trainees do not need to submit individual X-Culture applications.</p> <p>Companies Involved Bergplaas Nature Reserve South Africa, Eco Blu Brazil, Garne Ukraine, EAFIT Universidad, Atwix USA were some of the companies where students from executive MBA Christ did the project. The students got different projects related to PESTEL, Modes of entry, means of doing business in a global market, and other functional areas of management. They came out with their</p>

		<p>reports giving a detailed explanation of the different modalities of international business.</p> <p>Benefits</p> <p>Students could get international exposure. They were involved in global business. They applied theories into practice. The biggest advantage was that they collaborated with international students and learned to adjust their timings with different time zones. Flexibility and adaptability are the other key learnings.</p>
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