



Deccan Education Society's
Institute of Management Development & Research (IMDR®), Pune
Faculty Teaching Initiatives

Dr. Suraj Kamble, Associate Professor

Sell a Product

Course: Personal Selling and Sales Management

Batch: PGDM I – Semester III

Activity: Sell a Product.

Participants: All students who opted for this course.

Overview:

Hard-core selling required skills and such skills cannot be learnt only through theoretical knowledge from the class. One must go into the market and sell a real product to a real customer and understand the selling process.

Activity:

- Students are supposed to select any shop of their choice and spend the entire day at the shop counter, learning the selling skills from the salesman, handling the customer, and selling the products.
- Prepare a detailed report on the same and submit for an evaluation

Outcome

Students learnt the sales process in detail, they also learnt the techniques, and skills required to handle various types of customers and their objections.

Dr. Giribala Dewasthale, Associate Professor

Use of feature films as a learning resource.

Course: Business Ethics

Batch: PGDM2, Semester IV.

Participants: All students

Overview: The course objectives of the subject are as follows:

1. Apply ethical principles towards resolving ethical dilemmas
2. Suggest and justify solutions to ethical dilemmas based on ethical principles and theories.

Feature films are used as a projective technique to help students express their opinions and beliefs.

Activity:

- Students are asked to see the film and address questions given to them based on the film.
- The questions propel students to apply ethical principles to analyse and evaluate situations and behaviours of characters in the films.
- Films: “A Few Good Men”, “Gods Must Be Crazy”, “Sully”.

Outcome: Students learn to apply ethical principles in a specific context and analyse and evaluate solutions to ethical dilemmas.

Dr. Shilpa Kulkarni, Assistant Professor, IMDR.

Comparative Analysis of National Culture

Course: Sociology for Managers

Batch: PGDM I – Semester I

Activity: Cross-cultural understanding using Hofstede's cultural compass

Participants: All PGDM I students participated.

Overview:

Culture is a deep concept and has an impact on the business environment. Every manager should understand and respect the local culture and implement business strategies accordingly.

Activity:

- Students were divided among groups where an organization and origin country were selected.
- The student applied the Hofstede culture compass tool to understand the culture of the country and the Competitive Value Framework for organizations to understand the organizational culture.
- Later in the presentation they explained the relationship between the two cultures.

Outcome

Students learnt about the national and organizational culture and learned about the scales to assess both.

Prof. Pradnya Mahajan, Assistant Professor, IMDR.

Case Study Approach

Course: Business Information Systems

Batch: PGDM I – Semester I

Activity: Analysing the case to answer questions related to concepts of information requirement at various levels of management and sources of data.

Participants: All students must participate

Overview:

Information has become the key currency of this century. Businesses to differentiate themselves from their competitors need to find insights from their own data. Not always the data is structured and available on time for making decisions. Information systems designed as per the business processes and data requirements will give businesses a better way to plan, control and grow.

Activity:

- Students were asked to analyse the case of D-Mart required to migrate to online businesses along with the brick-and-mortar business.
- They were asked to analyse the data requirement of the overall business to make this transition.

Outcome

Students understood that the data requirements of a business are complex and detailed, and managers play an important role in assessing these data requirements.

Note : The detailed document is available on campus and can be accessed on request