

Best Practice I

Title of the Practice: - FIP- Field Immersion Program (Batch: 2023-25, AY 2024-25)

Objectives of the Practice

- To provide a platform to students for developing managerial competencies through a judicious mix of classroom learning and field application in parallel form.
- To help startup companies and SMEs find solutions to their business problems, explore new business opportunities and resolving business dilemmas.
- To bridge the gap between classroom learning and practical implementation.
- To give students a realistic preview of the corporate world and prepare them for their upcoming summer internship program and final job placement.

The Context

The smooth transition of budding managers from campus to the corporate world is very vital for their successful career. Therefore, it is crucial to bridge the gap between theory and practice. The Field Immersion program of Jaipuria Institute of Management is envisioned as an opportunity for students to interact with the industry. It was aimed at enabling practical and application-based learning for all first-year students through a weeklong industry exposure in the form of field immersion program. The Field Immersion not only exposes students to the actual day-to-day functioning of an organization but also allows them to apply managerial know-how that they learn in their curriculum to real-life issues. Thus, FIP focuses on better preparing the students for the corporate world and final placements.

The Practice

The Field Immersion Week, scheduled from February 26 to March 2, 2024, provides first-year students at Jaipuria Institute of Management with an opportunity to gain practical exposure in real-world organizational settings. By this time, students complete 25% of their coursework and developed a foundational understanding of subjects like accounting, finance, HR, operations, IT, strategy, marketing, and entrepreneurship, equipping them to analyze organizational scenarios effectively. Sixty Learning Teams (LTs), each comprising 6-7 students, were assigned to 30 organizations, with two teams per organization. Over six consecutive days, students will work 48 hours, guided by a Single Point of Contact (SPOC) from the organization. They observed operations, interact with management, analyze challenges, and undertake tasks to recommend improvements in functional areas. Students explored sectors such as industry, SMEs, startups, government, and infrastructure. At the end of the immersion, each team will prepare a presentation and executive summary, sharing their learnings with both the organization's officials and their faculty mentor. These evaluations contributed 30% to the students' Holistic Development Index (HDI), with equal weightage given to assessments by the industry and faculty mentor. Successful participants will also receive certificates from their respective organizations.

Evidence of Success

The Field Immersion Program has successfully bridged the gap between theory and practice by enabling students to interact with industry professionals, analyze real-world challenges, and recommend actionable solutions. Evidence of success includes improved conceptual clarity, positive feedback from faculty mentors and industry mentors. Measurable contributions to the students' Holistic Development Index (HDI) for better employability.

Problems Encountered and Resources Required

The Field Immersion Program faced challenges in coordinating schedules with organizations, ensuring active participation across diverse sectors, and managing logistics for 60 Learning Teams. Adequate resources such as industry partnerships, trained faculty mentors, transportation, and tools for analysis were essential to ensure seamless execution and meaningful learning outcomes for students.

Best Practice II

Title of the Practice: - SOP- Social Outreach Programme – (2023-24)

Objectives of the Practice

The Structured Onboarding Program (SOP) is designed to prepare first-year students for their academic and professional journey to be sensitive towards solving the social issues in rural areas as well related to health, education, food and safety etc. The program aims to bridge the gap between undergraduate education and the rigorous demands of management studies. Its key objectives are:

1. Familiarizing students with essential management concepts and terminologies.
2. Enhancing communication, teamwork, and critical thinking skills.
3. Encouraging self-awareness and adaptability to build holistic professionals.

The Context

Transitioning to an MBA program often presents challenges for students from diverse academic and professional backgrounds. This program ensures a smooth onboarding experience by equipping students with foundational skills and instilling confidence for the journey ahead. It also fosters a sense of belonging, encouraging them to participate actively in academic and co-curricular activities related to current social concerns and issues.

The Practice

A 2-credit Social Internship Program was introduced in the curriculum, administered in Term 2 for the 2023–25 batch. As part of the program, students visited designated villages to identify issues and propose remedies related to key areas such as ensuring access to quality early

childhood development, care, and pre-primary education for boys and girls to prepare them for primary education. The program also focused on promoting equal access for women and men to affordable and quality technical, vocational, and tertiary education, including universities. Students explored the necessary technical and vocational skills required for employment, decent jobs, and entrepreneurship. Additionally, the program emphasized eliminating gender disparities in education and ensuring equal access to education and vocational training for vulnerable groups, including persons with disabilities, indigenous peoples, and children in vulnerable situations. Students documented their findings in detailed reports and presented their work through formal presentations, showcasing their insights and solutions for these critical social issues.

Evidence of Success

The SOP has consistently enhanced student performance, with participants displaying improved academic preparedness and professional competencies. SPOC of the villages with the help of students could bring some awareness about these issues and possible solutions of them. Feedback highlights increased confidence in management concepts and stronger teamwork capabilities. A comprehensive report submitted by the students substantiates the evidence of success.

Problems Encountered and Resources Required

Challenges include managing diverse learning paces and ensuring engagement for all students. Initially, inhabitants were hesitant and fearful to respond. Resource constraints, such as time availability and expert scheduling, are addressed through meticulous planning. Faculty commitment and industry support have been instrumental in the program's success.