



VJIM

AN INNOVATION DRIVEN B-SCHOOL

BLENDED LEARNING AS A TOOL TO TEACH MARKETING SUBJECTS

INTRODUCTION

Advances in technology, decades of experimentation and refinement have encouraged B Schools to adopt new pedagogical practices, teaching techniques and curriculum to enhance student learning . This program is meticulously structured to turn participants into top-notch faculty expert in using blended learning tools. Participants of this program will not be just listening to lectures but will be involved in a lot of hands-on training activities. The program will coach and bring out the best in every participant through interesting and insightful class activities. It will also hone their power of observation and discretion to use and refine various blended learning tools to achieve expertise and dominance in this competitive market.

Program Objectives

This FDP program aims to

- Help participants develop an appreciation for blended learning approach to meet the new roles and responsibility as a business school faculty.
- Acquaint participants to various teaching methods used by leading B-Schools faculty.
- To train them to use various teaching methods in appropriate learning contexts
- To motivate them to use blended learning tools as much as possible to enhance their teaching skills, employability and job satisfaction

Topics / Modules to be covered

Hands on experience will be provided in using the following teaching methods in various marketing subjects

- Case based teaching
- MOOC Based teaching
- YouTube educational videos and speeches
- Blogs
- Journal articles
- Role Plays
- Class activities
- Field based assignments

Tools to be used

- Case studies, journal articles, Videos, Blog analysis, Lectures and Role Plays will be used
- Pedagogy/Learning Methodology

Who should attend the programme

The workshop is aimed at faculty teaching undergraduate and graduate courses in Marketing, researchers/research scholars who are keen to learn how to design amazing learning programs and eager to create rich learning experiences that your student would love.

Resource Persons

Dr. Usha Seshadri has received her doctoral degree in Management from Pondicherry University (A central University) and her Masters degree in International Management from Pondicherry University (Gold Medallist). She has a blend of teaching and research experience and has been teaching in reputed B Schools in India and abroad for over a decade. She has presented research papers in international conferences and has also published papers in reputed journals. She works as Assistant Professor (Marketing) at Vignana Jyothi Institute of Management.

Dr. Vinit Vijay Dani has 22 years of rich experience in Industry and Academics. He has done triple masters and a PhD in Management Science. He has worked in Symbiosis University for 4 years prior to Joining VJIM. He also had a brief stint as an entrepreneur managing a franchisee operation for a Mumbai based QSR chain. He currently works as Associate Professor at VJIM in marketing department.

Registration Fee: This workshop is designed for 2 days

a) For faculty members: ₹ 4000/- b) For full time research scholars: ₹. 2500/-

The registration fee includes course material, lunch, refreshments on workshop days.

Date and Venue

Jun 17-18, at Vignana Jyothi Institute of Management, Bachupally Hyderabad

Contact

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