

## **Dr Surabhi Singh**

I have introduced various pedagogical innovations to enhance the quality of education and ensure continuity in learning, especially in remote settings. The approaches I implemented across different subjects include:

- **Problem-Based Learning**
- **Field-Based and Experiential Learning**
- **Inquiry-Based Learning**
- **Case-Based Instruction**

### **New Teaching Methodologies**

#### **1. Gaming Techniques:**

- In *Marketing Management*, I introduced a "Marketing Escape Room" game. Conducted after course completion, it allowed students to apply their knowledge to solve real-world problems interactively and engagingly.

#### **2. Case Studies and Practical Projects:**

- In *Strategic Management*, each class involved case study discussions followed by practical projects to deepen understanding.
- Additionally, a *Global Expert Talk* was organized to offer global perspectives on the subject.

#### **3. Role Play and News Articles:**

- In marketing, students engaged in role-play based on news articles. This was complemented by a viva session to enrich the learning experience.

#### **4. Expert and Alumni Talks:**

- Sessions like *Expert Talks* and *Alumni Talks* were organized in *Marketing Management* to provide experiential learning opportunities.

#### **5. Live Projects:**

- Meritorious students worked on live projects in the *Digital Marketing Lab* and earned certificates from *Digital Training Jet*.

### **Digital Tools**

- Computer labs adopted innovative pedagogies to teach digital marketing strategies.
- A workshop on *Programmatic Advertising* introduced students to emerging trends in the field.
- Students created digital marketing campaigns and worked on live projects.

- As a facilitator, I developed course content, including resources shared via platforms like [this blog](#).

### **Assessment Techniques**

Unique approaches were employed, such as:

- Role-play evaluations.
- Digital marketing certifications.
- Group-based tasks with individualized role assessments.

### **Classroom Innovations**

- **Interactive Teaching:** Instead of traditional lecture-based methods, I adopted discussion-driven sessions to foster critical thinking and engagement. Slides were used minimally, focusing on visual aids like figures and charts.
- **Soft-Copy Submissions:** Projects were student-developed with originality and submitted digitally, eliminating handwritten assignments.
- **Personalized Interaction:** Randomized questioning encouraged attentiveness and personalized learning. Students were not required to memorize but to thoroughly understand concepts.

### **Impact on Teaching-Learning**

- Feedback scores consistently exceeded 75% in all the courses taught by me, with *Strategic Management* and *Digital Marketing* receiving over 80%.
- Innovations led to better student engagement, deeper understanding, and collaborative learning.

### **Improvements in Student Performance**

- I fostered an interactive, student-centred learning environment. Teaching was tailored to students' receptivity, ensuring concepts were understood rather than memorized.
- Group-based projects promoted collaboration, ensuring equitable participation.
- Effective course management within scheduled timelines sets an example for students.
- My courses achieved consistent attainment levels of 1.75 to 2.2, with fewer defaulters in assessments.

In conclusion, I believe teaching and learning are collaborative processes that flourish when innovation, adaptability, and student engagement are prioritized.