2025-26

St. Francis Institute of Management & Research - PGDM

IDEA - DETAILS OF PEDAGOGY Academic Year 2025-26

Sr. No.	Faculty Name	Name of the Subject	Specialization/ Core	Name of the Pedagogy	Title	Trimester	Batch
	Dr. Monali Sharma	Marketing Research	Marketing	Report	Writing a Research Paper	IV	2024-26
		Marketing Research	Marketing	Assignment	Survey on Studying gap between employability and student expectations	IV	2024-26
		International Business	General Management	Presentation	Presenting on different sectors and industries	IV	2024-26
		International Business	General Management	Simulation	Manual stimulations based on IB Modules	IV	2024-26
		Marketing Analytics	Marketing	Report and presentation	Research paper	V	2024-26
		Marketing Analytics	Marketing	Report and presentation	Calculation of CLTV and implementation	V	2024-26
		Digital Marketing	Marketing	Website	Designing website	V	2024-26
		Digital Marketing	Marketing	Google ads	Designing ads for their websites	V	2024-26
		Digital Marketing	Marketing	Audio Podcast	Making audio podcast	V	2024-26
		Product and Brand Management	Marketing	Presentation	Product idea	III	2024-26
		Product and Brand Management	Marketing	Presentation	Jingle making	III	2024-26
		Retail Management	Marketing (Minor)	Presentation	Designing a retail structure	III	2024-26
		Retail Management	Marketing (Minor)	Live Project	Study of Retail Technology	III	2024-26

	Dr. Archita Pal Choudhury	Fixed Income Securities	Specialization-Banking-Minor	Case study	Different bond types and their implications giving special focus on green bonds	IV	2024-26
		Fixed Income Securities	Specialization-Banking-Minor	Real-time data analysis	Real-time data analysis to understand different parameters associated with fixed income securities and its	IV	2024-26
		Fixed Income Securities	Specialization-Banking-Minor	News session	Analysis of different business news to understand impact of macroeconomic parameters on fixed income securities	IV	2024-26
		Corporate Valuation & Mergers & Acquisitions	Specialization-Finance	Project based learning- (Equity research report)	Preparation of equity research report taking live examples of companies	IV	2024-26
		Corporate Valuation & Mergers & Acquisitions	Specialization-Finance	Due Diligence Report Preparation	To Understand the imporatmnce of Due diligence In M&A	IV	2024-26
		Corporate Valuation & Mergers & Acquisitions	Specialization-Finance	Finance crossword	Crossword on financial knowledge on Merger & Acquisition	IV	2024-26
		MSME & Family Business Management	Specialization-Entrepreneurship-Minor	Project based learning	Analysis of the Journey of an Entrepreneur having a family business of at least 10 years	IV	2024-26
		MSME & Family Business Management	Specialization-Entrepreneurship-Minor	Project based learning	Business Plan Preparation	IV	2024-26
		Financial Analytics & Modeling	Specialization-Finance	Project based learning	Excel based Financial Modeling	V	2024-26
		Financial Analytics & Modeling	Specialization-Finance	Real-time data analysis	Financial reporting using PowerBI/ Financial Performance Dashboard	V	2024-26
		Sustainable Finance & ESG Investing	Specialization-Finance open elective	Project based learning	ESG-driven Portfolio rebalancing	V	2024-26
		Sustainable Finance & ESG Investing	Specialization-Finance open elective	Project based learning	Pre & Post- ESG financial performance analysis	V	2024-26
		Financial Management	Core	Real-time data analysis	Excel based Financial Statement Analysis	II	2025-27
		Financial Management	Core	Project based learning	3D model in Financial snapshot	II	2025-27
		Financial Management	Core	Project based learning	Study of financial performance analysis of an MNC	II	2025-27
		Security Analysis & Portfolio Management	Specialization-Finance	Project based learning	Portfolio rebalancing strategy	III	2025-27
		Security Analysis & Portfolio Management	Specialization-Finance	Project based learning	Stock Selection Strategy using technical charts & indicators	III	2025-27
		Principles & practices in Banking	Specialization-Finance	Project based learning	Bank demo software	III	2025-27
		Principles & practices in Banking	Specialization-Finance	Project based learning	RBI Monetary museum visit	III	2025-27

	Prof.Sujata Salvi	Orginisation Behaviour	Core	Case Study	Understanding People at Work: Case Studies in Organizational Behavior	I	2025-27
		Orginisation Behaviour	Core	Quiz Compition	OB Quest: The Organizational Behavior Quiz Challenge	I	2025-27
		Big Data Analytics	BA Minor and Major	PBL	Exploring Data Analytics: Techniques and Tools in Practice	IV	2024-26
		Big Data Analytics	BA Minor and Major	Case Study	Applied Business Solutions: A Case Study Approach in HR, Finance, and Marketing	IV	2024-26
		SHRP and Audit	HR	PBL	Designing HR Strategies for Excellence in Healthcare: A Multi-Specialty Hospital Plan	IV	2024-26
		SHRP and Audit	HR	Case Study	Human Resource Strategies in Action: Case Studies from Diverse Sectors	IV	2024-26
		Talent Management and Acquisition	HR	PBL	HR Shark Tank	V	2024-26
		Talent Management and Acquisition	HR	PBL	Understing the HR software using trail version	V	2024-26
		HR Analytics	HR	PBL	Dashboard Making using POwerBI	V	2024-26
		HR Analytics	HR	PBL	Case Analysis using SPSS	V	2024-26
		Quantitative Methods	Core	Case Study	Case Analysis using statistical methods	II	2025-27
		Quantitative Methods	Core	Quiz	Quiz - Data analysis Competion	II	2025-27
		Research Methodology	Core	Group based presentation	an interactive exploration of statistical test	III	2025-27
		Research Methodology	Core	Quiz Quest	Interactive quiz on research fundamentals	III	2025-27
		Learning and Development	HR	Case Study Presentation	Learning in action: case study application	III	2025-27
		Learning and Development	HR	PBL	HR Hakathon	III	2025-27

	Ashley Sequeira	Consumer and industrial Buying behaviour	Marketing	role-play based experiential activity	Buyer Persona Simulation & Role-Play Marketplace	IV	2024-26
		Consumer and industrial Buying behaviour	Marketing	Live project-experiential learning	Live Digital Ethnography Project	IV	2024-26
		Event Management	Minor Retail Managament	Role play	Sponsorship Pitching for College Events	IV	2024-26
		Event Management	Minor Retail Managament	Experiential Learning	Live Experiential Project on event management	IV	2024-26
		Marketing Management	Genaral Management	Experiential Learning Pedagogy	Learning Marketing Concepts through Student-Generated Digital Content	II	2025-27
		Marketing Management	Genaral Management	Case Study–Based Learning	Application of BCG Matrix for Product Portfolio Evaluation	II	2025-27
		Global Marketing	Marketing	Analytical Learning	Analysis of Global Trade Dynamics Using IMF World Economic Outlook	V	2024-26
		Global Marketing	Marketing	Contextual Learning	India's Economic Recovery Post COVID-19: An International Perspective	V	2024-26
		Services Marketing	Marketing	Role play on Service Recovery	Role Play Simulation on Effective Service Recovery Strategies	III	2025-27
		Services Marketing	Marketing	Field-Based Learning	Service Quality Assessment using SERVQUAL Model	III	2025-27
		Supply chain and Logistics Management (minor)	Marketing	Problem-Based Learning	Optimizing Last-Mile Delivery for Urban Logistics:	III	2025-27
		Supply chain and Logistics Management (minor)	Marketing	Stimulation - Based Learning	DESIGNING A SUPPLY CHAIN CHANNEL	III	2025-27
	Dr. Neha Kothari	Employment Laws	HR	Project Based Learning	Forms and Formats	IV	2024 - 26
		Employment Laws	HR	Case Study Method	Case Study Review & Analysis	IV	2024 - 26
		Competency based HRM	HR	Project Based Learning - Model	Iceberg Model	IV	2024 - 26
		Competency based HRM	HR	Project Based Learning	Evaluation Forms	IV	2024 - 26
		Marketing and HR concepts in entrepreneurship	BA - Entrepreneurship	Project Based Learning	Creating a new product and digitally promoting that product	IV	2024 - 26
		Marketing and HR concepts in entrepreneurship	BA - Entrepreneurship	Project Based Learning	Study the Performance Management System of Start ups	IV	2024 - 26
		Legal Aspects of Business	First Year - All	Movie Screening	Jolly LLB - 2 - Court Case	I	2025 - 27
		Legal Aspects of Business	First Year - All	Project Based Learning	Forms and Formats	I	2025 - 27

	Minal Parekh	Financial Accounting	core	Quiz	-“Golden Rules in Action”	I	2025-27
		Financial Accounting	core	Annual Reports analysis	Decoding Annual Reports: A Practical Approach	I	2025-27
		Behavioural Finance	Minor Banking	Picture based activity	Picture based activity and Case Study on - system 1 thinking & Overconfidence Bias image-based understanding	IV	2024-26
		Behavioural Finance	Minor Banking	Investor Behavior and Market Dynamics	"Investor Behavior and Market Reactions: Analyzing 10 Key Business Events and Their Impact on Stock Prices"	IV	2024-26
		Derivatives and Risk Management	Finance	Live video of RBI Monetary Policy	Live Learning: RBI Monetary Policy and Market Dynamics	IV	2024-26
		Derivatives and Risk Management	Finance	Option strategy paper trading	“Simulated Markets: Mastering Option Strategies through Paper Trading”	IV	2024-26
		Treasury & Risk Management	Finance	Live project-experiential learning	field Project and Presentation on Treasure and Risk management role in companies	V	2024-26
		Treasury & Risk Management	Finance	News session	Analyzing of Treasure Management Articles	V	2024-26
		International Finance	Finance	Live project-experiential learning	Risk Management in International Finance	V	2024-27
		International Finance		Project based learning	Students Presentation on crises in world economy and its impact on finance	V	2024-26
		Operations Management	core	Video Screening	amazon competitive strategy by evaluating the video	II	2025-27
		Operations Management	core	Live project-experiential learning	field Project and Presentation on operations management of a company	II	2025-27
		Financial markets, regulations and Products	Finance	Live project-experiential learning	Company Analysis from Investment Prospective	III	2025-27
		Financial markets, regulations and Products	Finance	Experiential learning	Design a Portfolio as per the current market Scenario	III	2025-27
		Business Environment and ethics	core	Opinion Poll	Business Environment situations opinion Poll	VI	2024-26
		Business Environment and ethics	core	Case Study	Business Dilemma in case of Business Environment in form of case study	VI	2024-26
		PERSPECTIVE MANAGEMENT	CORE	ROLE PLAY	LEADERSHIP STYLE	1	2025-2027
		PERSPECTIVE MANAGEMENT	CORE	PROJECT AND ITS PRESENTATIO N	CRISIS MANAGEMENT	1	2025-2027
		PERSPECTIVE MANAGEMENT	CORE	CASE STUDIES	ORGANISATIONAL STUDY	1	2025-2027
		CUSTOMER RELATIONSHIP MANAGEMENT	MARKETING	ROLE PLAY	SOLVING CUSTOMER ISSUES	4	2024-2026

	MERIN JOSEPH	CUSTOMER RELATIONSHIP MANAGEMENT	MARKETING	PROJECT AND ITS PRESENTATIO N	CRM LOYALTY PROGRMME	4	2024-2026
		CUSTOMER RELATIONSHIP MANAGEMENT	MARKETING	CASE STUDIES	CRM SOFTWARE	4	2024-2026
		FINANCIAL ASPECTS OF MARKETING	MARKETING	CASE STUDIES	USAGE OF FINANCIAL TOOLS FOR MARKETING DECISION MAKING	4	2024-2026
		FINANCIAL ASPECTS OF MARKETING	MARKETING	ROLE PLAY	DEPICTING FINANCIAL AND MARKETING DECISION MAKING FOR A NEW PROJECT	4	2024-2026
		STRATEGIC MANAGEMENT	CORE	PROJECT BASED LEARNING	Porter's Five Forces Framework.		2024-2026
		STRATEGIC MANAGEMENT	CORE	CASE STUDY	Strategic Intent of Organizations	5	2024-2026
		HUMAN RESOURCE MANAGEMANT	CORE	CASE STUDY	real-life organizational case study		2025-2027
		HUMAN RESOURCE MANAGEMANT	CORE	PROJECT BASED LEARNING	Preparation of an HR Manual		2025-2027
		SALES AND DISTRIBUTION MANGEMENT	MARKETING	ROLE PLAY	STAGES OF SALES AND DISTRIBUTION	3	2025-2027
		SALES AND DISTRIBUTION MANGEMENT	MARKETING	VIDEO SCREENING	LOGISTICS OF INDIA VS CHINA	3	2025-2027
		COMPENSATIO N,BENEFITS AND REWARDS	HR	ROLE PLAY	NEGOTIATION OF SALARY	3	2025-2027
		COMPENSATIO N,BENEFITS AND REWARDS	HR	PROJECT BASED LEARNING	OFFER LETTER	3	2025-2027
	Dr.Aashish Joshi	Python for Data Analysis	Business Analytics	Movie Screening	Hands-On Skill Development Activity like in movie for data analysis	4	2024-26
		Strategic Cost Management	Finance	Movie Screening	Concept Learning Through Real-World Exposure	4	2024-26
		Legal Aspects of Business and Taxation	Finance	Movie Screening	Learning Through Case-Based Media Analysis	1	2024-26
	Dr. Bristi Biswas	Managerial Economics	Core	Experiential learning	Innovative Business Idea showing Managerial Strategies	I	2025-27
		Managerial Economics	Core	Case Study	Consumer Preferences and Utility showing Managerial Skills	I	2025-27
		Managerial Economics	Core	Group Disscussion	Live case solving on Macroeconomic issues	I	2025-27
	Ms. Abhilasha Gupta	Personal Effectiveness and Corporate Communication	Core	Role Play	Perform Role play to depict various communication issues	I	2025-27
		Personal Effectiveness and Corporate Communication	Core	Book Review	Book Review and presentations of various books authored by international authors	I	2025-27
		Effectiveness and Corporate Communication	Core	Group Discussion	Learning to conduct and participate in a group discussion	I	2025-27