

. Title of the practice - SRPS- Students Research Project Scheme.**Introduction:**

Ashoka Business School, Nashik, has implemented the Students Research Project Scheme (SRPS) to foster research among students. The scheme aims to familiarize students with the importance of research in academia and society and equip them with the skills to effectively present their findings.

Objectives of the Practice:

- To foster a research-oriented mindset among students.
- To orient students about the significance of research.
- To guide students in effectively presenting their research findings.
- To provide expert guidance throughout the research journey.
- To encourage students to publish their research in reputed journals and participate in competitions.

3. The Context: Research is a crucial aspect of academic growth and development. Recognizing its importance, Ashoka Business School, Nashik, implemented the SRPS to inculcate a research culture among students. This initiative aims to bridge the gap between theoretical knowledge and practical application by guiding students through the entire research process. The diverse backgrounds and varying levels of research exposure among students posed a challenge, necessitating structured guidance and support.

4. The Practice: SRPS involves a series of expert sessions that provide proper guidance to students throughout their research journey. These sessions cover various aspects of research, including topic selection, methodology, data collection, analysis, and presentation. Students are encouraged to present their findings at conferences and publish their work in reputed journals. As a result of this initiative, 10 papers were published in UGC-Care listed journals, and 2 projects reached state-level competitions. The success of SRPS has created a research-oriented environment within the institution, significantly contributing to its overall academic growth.

5. Evidence of Success:

- Publication of 10 research papers in UGC-Care listed journals.


COORDINATOR
Internal Quality Assurance Cell
Ashoka Business School, Nashik



- Two student projects reached state-level competitions.
- Increased student engagement in research activities.
- Creation of a research-oriented environment within the institution.
- Enhanced academic reputation of Ashoka Business School.

6. Problems Encountered and Resources Required:

- Initial reluctance and lack of confidence among students regarding research.
- Need for continuous motivation and support from faculty members.
- Requirement of access to research databases and journals.
- Time management issues among students balancing coursework and research activities.



COORDINATOR
Internal Quality Assurance Cell
Ashoka Business School, Nashik



COORDINATOR
Internal Quality Assurance Cell
Ashoka Business School, Nashik

Practice 2: Management Guru**Introduction:**

The "Management Guru" initiative at Ashoka Business School is crucial for blending theoretical knowledge with practical insights needed for managerial success. It's a key part of the school's holistic education approach, focusing on teaching leadership and management principles through interactive workshops, keynote sessions, and interactions with industry leaders.

This initiative understands how business constantly evolves. It aims to give students practical skills and knowledge that go beyond what's taught in classrooms. By exploring the life stories and careers of top management experts, students learn valuable lessons in making strategic decisions, understanding different leadership styles, and applying management theories in real-world situations.

Objective:

The "Management Guru" initiative at Ashoka Business School aims to enrich students' understanding of leadership and management through keynote sessions and interactive workshops. It bridges the gap between theoretical knowledge and practical application in management education, preparing students for dynamic roles in the corporate world.

Context:

This initiative is designed to provide students with insights into the roles and responsibilities of leaders in various domains of management. By engaging with industry experts and experienced practitioners, Management Guru sessions empower participants with real-world perspectives and skills essential for managerial success.

Evidence of Success:

The impact of Management Guru is assessed through participant feedback, post-event surveys, and observed improvements in students' managerial abilities. Long-term professional growth of participants is tracked to evaluate the initiative's effectiveness in preparing students for the challenges of the business landscape.



COORDINATOR
Internal Quality Assurance Cell
Ashoka Business School, Nashik



Practice 3: CXO Conclaves (CHRO, CMO, CFO)**Introduction:**

The CXO Conclaves at Ashoka Business School are pivotal events designed to connect students directly with industry leaders across various domains such as HR (CHRO), marketing (CMO), and finance (CFO). These conclaves exemplify the school's commitment to providing holistic education by offering deep insights into key functional areas of business.

Each conclave—whether focusing on the Chief Human Resources Officer (CHRO), Chief Marketing Officer (CMO), or Chief Financial Officer (CFO)—serves as a platform for students to engage with and learn from top executives. Through panel discussions, keynote speeches, and interactive sessions, students gain firsthand knowledge about the challenges, strategies, and best practices in their respective fields.

Objective:

The CXO Conclaves at Ashoka Business School aim to provide holistic education by directly connecting students with industry leaders in Human Resources (CHRO), Marketing (CMO), and Finance (CFO). These events offer deep insights into industry trends, challenges, and best practices in respective domains.

Context:

By facilitating interactions between students and CXOs, these conclaves enrich students' understanding of practical applications of HR, marketing, and finance theories. They serve as platforms for networking, learning, and professional development, enhancing students' preparedness for future career opportunities.

Evidence of Success:

Success metrics for CXO Conclaves include participant feedback, engagement levels among students, and the practical application of insights gained in professional settings. These events contribute significantly to bridging the gap between academic learning and industry expectations, reinforcing Ashoka Business School's commitment to comprehensive education.


COORDINATOR
Internal Quality Assurance Cell
Ashoka Business School, Nashik

Best Practices 2022