

Practice 1: Students Research Project Scheme (SRPS)

Introduction:

The Students Research Project Scheme (SRPS) at Ashoka Business School represents a pivotal initiative aimed at fostering a vibrant research culture among its students. Rooted in the institution's commitment to academic excellence and innovation, SRPS provides a structured platform for students to engage deeply in research activities that transcend conventional classroom learning.

Designed to instill a profound understanding of research methodologies and their applications, SRPS encourages students to explore diverse fields of study, contribute original insights, and address contemporary challenges. Under the guidance of experienced faculty mentors, participants embark on a journey of intellectual exploration, learning to formulate hypotheses, conduct rigorous research, and present unbiased conclusions.

Objective:

Ashoka Business School's Students Research Project Scheme (SRPS) aims to foster a research-driven culture among students by raising awareness about the academic and societal significance of research. It seeks to familiarize students with the importance of unbiased conclusions and promote innovation through collaborative efforts with experienced mentors.

The Context:

SRPS cultivates an environment where students engage in rigorous academic research, guided by faculty mentors. The scheme is structured to enhance students' research skills and competencies, preparing them for future academic and professional endeavors. Notably, SRPS has yielded substantial outcomes with 10 research papers published in UGC-Care listed journals and 2 projects achieving recognition at state-level Project Competitions.

Evidence of Success:

The success of SRPS is evidenced by its tangible impact on students' research capabilities and the academic recognition garnered through publications and competition achievements. Faculty mentorship plays a pivotal role in sustaining this research-oriented environment, ensuring continued growth and participation.


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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.



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