



ASHOKA EDUCATION FOUNDATION'S

ASHOKA BUSINESS SCHOOL

Additional Information for

7.2

For AQAR 2022-23

7.2-Best Practices

7.2.1-Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual.

1. 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.

Objective:

The SRPS has two main objectives.

- Firstly, it aims to orient students about the significance of research and its role in academic and societal settings.
- Secondly, it aims to guide students in presenting their research results in a suitable manner and drawing unbiased conclusions.

Context:

Research is becoming increasingly crucial in today's world, serving as an integral part of organizations, institutes, society and firms. It informs decision-making, provides evidence for theories, and contributes to knowledge development. Engaging in research allows students and faculty members to explore their interests, enhance problem-solving skills, and seek new challenges. Collaborative research projects with mentors, such as experienced researchers or faculty members, provide valuable learning opportunities.

Practice:

To stay competitive in the modern world, research is essential. The SRPS at Ashoka Business School addresses this need by providing students with a platform to conduct research and stay updated and sensitize them regarding social problems. Expert sessions

are planned to guide students at each step of their research journey, ensuring they receive proper guidance and support.

Evidence of Success:

The SRPS has yielded positive results, with 10 papers published in UGC-Care listed journals. 2 of the projects reached to the zonal level of state level Project Competition called Avishkar. Students have benefited from the scheme by developing structured research timelines and frameworks, while faculty members have played a crucial role in mentoring and supporting the students. Due to its success, the SRPS will continue in the upcoming academic years, creating a research-oriented environment within the institution.

By recognizing the Students Research Project Scheme as a best practice under NAAC Criteria 7, Ashoka Business School showcases its commitment to nurturing a research-driven culture, fostering academic growth, and contributing to the overall development of the institution.

2. Title of the practice :- Management Guru

Introduction:

The "Management Guru" event is a dynamic initiative designed to cultivate leadership skills and impart valuable management insights. Through engaging sessions and expert interactions, this event aims to empower participants with the knowledge and skills necessary to excel in the field of management.

Objective:

The primary objective of the Management Guru event is to provide a platform for participants to learn from seasoned professionals, industry leaders, and management experts. The goal is to enhance participants' understanding of contemporary management practices, fostering a proactive and strategic mindset.

Context:

Aligned with CR 7, this event addresses the need for continuous learning and professional development. In the context of management education, it seeks to bridge the gap between theoretical knowledge and practical application, preparing participants for the challenges of the dynamic business landscape.

Practice:

The event features keynote sessions, panel discussions, and interactive workshops led by prominent management figures. Participants have the opportunity to engage in real-world case studies, collaborative projects, and networking sessions, creating a holistic learning experience. Practical application of management theories is emphasized to ensure participants gain actionable insights.

Evidence of Success:

Success will be measured through participant feedback, post-event surveys, and the application of acquired skills in professional settings. Increased participation, positive testimonials, and tangible improvements in participants' managerial abilities will serve as evidence of the event's success. Additionally, tracking the career advancements and accomplishments of participants post-event will provide insights into the event's long-term impact on their professional growth.

3. Title of the practice : CXO Conclaves

A hallmark of excellence within our institute is the strategic incorporation of CXO Conclaves. This innovative practice brings the corridors of academia in direct alignment with the boardrooms of industry giants, fostering a dynamic exchange of ideas, knowledge, and experiences. The CXO Conclaves serve as a beacon of insight, where the visionary leadership of Chief Experience Officers (CXOs) meets with the aspiring minds of our student community. This practice summarizes our commitment to offering an educational experience that extends beyond traditional boundaries, exposing students to the cutting-edge perspectives that define contemporary business landscapes.

Ashoka Business School has been conducting the CHRO, CMO and CFO successfully.

The CHRO

Introduction: Our institute has proudly introduced the CHRO (Chief Human Resources Officer) Forum, a distinctive event that stands at the front position of our commitment to holistic education and industry integration. This initiative facilitates a dynamic dialogue between students and seasoned HR leaders, offering a unique platform to explore the shades of human resource management in contemporary organizational contexts.

Objective: The primary objective of the CHRO Forum is to provide students with insights into the dynamic field of human resources, fostering a deep understanding of industry practices and trends. This event aims to bridge the gap between theoretical knowledge and practical application by facilitating direct interaction with CHROs, thereby preparing students for the evolving demands of the HR landscape.

Context: The CHRO Forum addresses the imperative for institutions to offer students a holistic educational experience. In the context of management education, this event ensures that students are not only academically equipped but also exposed to the intricacies of human resource management as elucidated by accomplished professionals in the field.

Practice: The CHRO Forum incorporates panel discussions, keynote addresses, and interactive sessions featuring prominent CHROs. Topics range from talent acquisition and employee engagement to HR technology and workplace diversity. The forum also serves as a platform for students to gain practical insights through case studies, workshops, and networking opportunities with HR professionals.

Evidence of Success: Success of the CHRO Forum is measured through participant feedback/ report, student engagement, and tangible applications of HR principles in professional settings. Positive testimonials from students, as well as tracking their

subsequent achievements and career advancements, serve as evidence of the event's success.

The CMO:-

Introduction: Our institute's distinguished event, the CMO (Chief Marketing Officer) Symposium, where academia converges with industry expertise to illuminate the path to success in the dynamic realm of marketing. This strategic initiative summarizes our commitment to providing students with a transformative learning experience, directly connecting them with accomplished marketing leaders.

Objective: The primary objective of the CMO Symposium is to equip students with a comprehensive understanding of contemporary marketing practices, trends, and challenges. By facilitating direct interactions with CMOs, this event aims to bridge the gap between academic theory and practical applications, preparing students for the ever-evolving landscape of marketing in the business world.

Context: The CMO Symposium addresses the imperative for institutions to foster holistic education. This event ensures that students are not only well-versed in marketing theories but are also exposed to real-world insights shared by influential CMOs, enhancing their preparedness for the competitive marketing domain.

Practice: The CMO Symposium features illuminating panel discussions, keynote addresses, and interactive sessions led by accomplished CMOs. Topics range from digital marketing strategies and brand management to consumer behavior and market trends. Practical applications are emphasized through workshops, and networking opportunities, providing students with a well-rounded perspective on the marketing profession.

Evidence of Success: Success of the CMO Symposium is judged through participant feedback, student engagement in different events for enhancing practical knowledge, and the application of marketing principles in professional settings. Positive testimonials from students, coupled with tracking their subsequent achievements and career advancements, serve as tangible evidence of the event's success. Additionally, strengthened collaborations with marketing professionals and organizations, along with the symposium's positive impact on the institute's reputation, contribute to the overall evidence of success.

The CFO:-

Introduction: Our institute's important event, the CFO (Chief Financial Officer) Forum. This exclusive initiative symbolizes our commitment to providing students with unparalleled insights into the complex world of finance, connecting them directly with accomplished CFOs for a transformative learning experience.

Objective: The primary objective of the CFO Forum is to enrich students with a profound understanding of contemporary financial practices, strategies, and challenges. By fostering direct interactions with CFOs, this event aims to bridge the gap between theoretical knowledge and practical applications, preparing students for the dynamic landscape of finance in the corporate realm.

Context: The CFO Forum responds to the imperative for institutions to provide holistic education. In the context of management education, this event ensures that students are not only well-versed in financial theories but also exposed to real-world insights shared by influential CFOs, enhancing their readiness for the competitive financial domain.

Practice: The CFO Forum unfolds through insightful panel discussions, keynote addresses, and interactive sessions led by accomplished CFOs. Topics span financial management strategies, risk assessment, investment decisions, and emerging trends in the financial landscape. Practical applications are emphasized through case studies, workshops, and networking opportunities, providing students with a comprehensive view of the financial profession.

Evidence of Success: Success of the CFO Forum is measured through participant feedback, heightened student engagement, and the application of financial principles in professional settings. Positive testimonials from students, coupled with tracking their subsequent achievements and career advancements, serve as tangible evidence of the event's success. Additionally, strengthened collaborations with financial professionals and organizations, along with the forum's positive impact on the institute's reputation, contribute to the overall evidence of success.