

INSTITUTIONAL BEST PRACTICES

Best Practice 1

Title of the practice: Students operating food stalls during Deepawali celebrations and Movie Shows

Objective of the practice: Provide student opportunities to apply their knowledge in practical situation and develop entrepreneurial abilities.

The Context: In an increasingly competitive world future managers are expected to demonstrate problem-solving skills, decision making and entrepreneurial capabilities. The basic framework for these abilities may be demonstrated in class-room setting; however, these skills can only be hone through practice. Therefore, the institute promoted the idea that students run these stalls considering the ideas of fixed cost, variable cost and uncertain demand.

The Practice: The students managed food & beverages stalls, Games Stall, Diwali gift stall, Cupcake stall and Handmade/ creative stall during Diwali on 02 November, 2021. They did environmental scanning to understand what kind of products would be in demand considering the festive season. They worked on the estimated cost of goods and overhead costs to evaluate feasibility of their plan considering the price that customers were willing to pay.

Similarly during the movie show organized at the institute the students put up food and beverage stalls in light of audience taste and price they were willing to pay.

Evidence of Success: Students reported their satisfaction after the event. They were able to implement concepts learnt during their PGDM Program. Understanding customers taste, estimating costs, estimating prices customers were willing to pay, pitching their products to customers and in some cases they learnt the art of negotiation.

Problem encountered and Resource required: Some of the students could not timely procure the products. In one or two cases they did not get the desired quality products. The resources required for managing these stalls were generated by students themselves. Institute provided them space and tables etc for creating stalls.

Best Practice 2

Title of the practice: International study tour to Dubai aimed at introducing students to the world at large, other cultures, and best business practises.

Objective of the practice: The goal of the international study tour is to familiarise the students with the socioeconomic and cultural context of other countries. The tour helps students understand the differences between domestic and foreign country environment and thus helps them prepare to work in domestic and MNC firms.

The Context: The world is growing in its demand for global employees, and one of the best ways to achieve this is exploration. Participation in an international study tour enables students to build their personal and social competence and intercultural understanding, including language skills. GHS-IMR has been providing opportunities to its students to gain international exposure through foreign educational and industrial trips.

The Practice:

- The Students of PGDM second Year (Batch 2020-22) went to a 6 days study tour to Dubai (UAE) from 15th March, 2022 to 20th March 2022. The International study tour include visits to the capital city of **Emirates Dubai**, where students visited **Dubai Dhow Cruise creek Experience**, experience **Emirates culture**, enjoyed adventurous desert comprise safaris, wildlife-watching on a Land Rover. Students also participated in **Great Dubai Expo 2022**.
- The study tour started on 15th March, 2022 with Dubai Dhow Cruise creek Experience. Dhow cruises usually center on traditional dhow vessels. They are an interesting way of enjoying a piece of Dubai's ancient maritime heritage. They usually combine sumptuous buffet dinners and traditional Arabic heritage. Post this great experience students had come together for dinner on cruise.
- The Second day started on 16th March, 2022 with city tour in which students were exposed to the emirates cultural & historical tour to Dubai City with a blend of glittering cityscape. Students get the chance to see some unique & world's renowned tourist destinations including Atlantis-The Palm, Burj Khalifa, & Jumeirah mosque, Jumeirah beach, Burj-Al-Arab, Sheikh Zayed road, Dubai Frame and Old Dubai.
- The students were able to realize that the city has many cultural highlights and things to do, as well as all the glamorous modern add-ons. The Sheikh Zayed road is home to most of Dubai's skyscrapers, including the Emirates Towers. The highway also connects other new developments such as the Palm Jumeirah and Dubai Marina. The road has most of the Red line of Dubai Metro running alongside it.
- The third of the study tour started on 17th March, 2022 was planned to be one adventurous Desert comprise safaris, wildlife-watching on a **Land Rover**, spending an evening submerged in entertainment in the midst of the desert in an Arabic tent accompanied by the grandeur of nature. Students experienced desert safari which provides about 20 minutes of exciting dune bashing along with an electrifying camp journey where one can enjoy quad biking, camel ride and sand skiing.
- The Fourth Day of the trip started on 18th March, 2022 with one of the adventures which is Dubai biggest Atlantis waterpark. Waterscape of Aqua venture, the incredible center-piece of Atlantis, Paradise Island. It's home to dozens of pools, rivers and slides—like the six-story Mayan Temple where you plummet down into a shark-filled lagoon—that will take your body, mind and spirit on a wild ride.
- The Atlantis Aqua venture water park was simply amazing and students had a wonderful time there. There are over thirty slides of all different sizes and types, including vertical drops, dual water slides for racing on, and even a tube-slide that passes through a Perspex viewing section within a shark tank. They are all tremendously different but are all great fun in their own unique way. Each slide has been given a rating, which indicates exactly which type of slide you are looking at.
- On the last day of study tour on 19th March, 2022 students experienced 2 International industrial visit and Great Dubai Expo 2022. The first Industry was Kannan Mechanical Services, a professional engineering machine shop providing solutions to various sectors including aerospace, oil & gas and other industries. The second industry which is based in DP world. DP world is a global logistics provider with operation in over 69 countries and across every continent. A leading provider of smart logistics solutions, enabling the flow of trade across the globe.

- The students visited Automotive ancillaries limited in Jebel Ali free Zone, which is basically based on Leaf Springs. Leaf springs is to provide comfort to the passengers by minimizing the vertical vibration caused by the nonuniformity of road geometry.



Evidence of Success:

Students received a well-rounded education from the international study tour. Students were able to view and understand things from a global perspective thanks to the study excursion. Aspiring managers' global business awareness is boosted by such knowledge of a country's historical, cultural, social, geopolitical, and economic dimensions. Every student in the group had a safe, educational, comfortable, and enjoyable trip.

Problem encountered and Resource required:

An international study tour poses many challenges. Identification of industries, institutions and other itineraries that offer the requisite learning is important. More resources are needed to make the International study tour with larger duration and inclusion of more cities or countries as part of the study tour.