

FACULTY INITIATIVES FOR ENHANCED LEARNING AND TEACHING

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Rachita Rana
Dr. Rachita Rana
Director

Institute of Information Technology &
Management New Delhi





INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT

Accredited 'A' Grade by NAAC & Recognised U/s 2(f) of UGC act

Rated Category 'A+' by SFRC & 'A' by JAC Govt. of NCT of Delhi

Approved by AICTE & Affiliated to GGS Indraprastha University, New Delhi

Faculty Initiatives for Enhanced Learning and Teaching

IITM is constantly evolving to incorporate innovative methods and technologies to enhance both teaching and learning experiences. Here are some key initiatives being implemented by faculty:

- 1. Use of AI/ML Tools:** Integrating Artificial Intelligence and Machine Learning tools into the curriculum allows for advanced data analysis and predictive modeling, enabling personalized learning experiences and fostering a deeper understanding of complex concepts.
Use of AI to create Online Quiz and award of certificate to the students



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2. **Case Studies:** Incorporating real-world scenarios into teaching provides students with practical understanding and develops critical thinking and problem-solving skills. It bridges the gap between theoretical knowledge and real-life applications.

Case Study Based Assignments	Cases for Reference
Stress Management- A Case Study	WhatsApp: Creating & Communicating Value for WhatsApp Payments
Yes Bank: Innovation in money transfer	Social Salary Setting at Spiber
Data Power Ltd.: Innovation in Financing Growth	Energy Gel: A New Product Introduction
Implementation of ERP System at ABC Manufacturing	Cases Developed by Students
Case Study-CSRHYE	Case Study on Green Innovation & Sustainable Business Development
Case Study on Tata Sons on Leadership	Initial Public Offer: A Case Study on Avenue Supermarts Ltd.
The Golden Bay: Enigma	Private & Public Investment In Post Harvest Agricultural Activities for Viksit Bharat
Case Study on BoAt	Case Study on A Study of Stress Among Students of Professional Colleges Due to Academic Pressure
Service Quality and Student Satisfaction: A Case Study at Private Higher Education Institutions	Women Entrepreneurship in the Indian Start Up Ecosystem
Case Study-TTM	Case Study: Sustainable Social Enterprises: Built by Empowering Women Artisans
Case Study on The Clash of Traits on Ethical Considerations in Enterprise	Case Study: Financial Performance Analysis of HUL
Annual Report-Reliance Retail Ventures Limited	Introduction to NEP 2020 and its Impact on Higher Education
Students' Case Studies Presentations	Online Food Delivery Aggregators: A Case Study of Zomato
ERP Implementation	Navigating Trade Relations & Bilateral Agreements in the Automobile Industry: A Case Study of the US-China Trade War
Sustainable Development-Case Study of AMUL Cooperative	Rural Economy & Agrarian Distress
How Shark Tank increased interest in Entrepreneurship	Talent Retention Practices for Students amongst various institutions & colleges around Delhi/NCR
Thrifty Lane	AI & Automation in Retail
Case of Blackberry	Impact of GST on the Fast Moving Consumer Goods Sector in India
Marketing Strategy: A Case Study on Relaxo	A Comparative Analysis of Regional Rural Bank & Cooperative Bank
Case Study on the Importance of Market Research in Product Development	Foreign Direct Investment: Various Changes Introduced in Recent Years
Case Study on NYKAA	Predictive Analytics for Forecasting Consumer Behavior
Motivating People: A Case Study on Infocys	

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3. **Projects and Knowledge Portal:** Creating an online portal for collaborative projects and sharing resources facilitates teamwork, knowledge sharing, and hands-on learning. It also serves as a repository for valuable academic content.

Summer Training Report
 On
 Business analysis and mapping of the pest control
 category to arrive at the actionable learnings
 And
 Gen-Z project which will be involving Qualitative and
 Quantitative Data

Submitted in partial fulfillment of the requirements
 for the award of

Master of Business Administration (MBA)
 To
 Institute of Information Technology and Management



Guide: Dr. Gopal Singh Labwal (Professor)	Submitted by: Shivani Singh Roll No.: 04213703920 Batch [2020 - 2022]
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ITM
Nurturing Excellence

Vision
 "The Institute aims to be a Centre of Excellence, promoting value based quality education in the contemporary areas of advanced professional studies in Information Technology, Management and Media studies."

Mission

ITM endeavours:

- 1. to provide a learning environment that delivers students with up-to-date curriculum & pedagogy, equipping them with strong analytical mind, thinking ability, entrepreneurial and organisational skills required in a dynamic professional environment.
- 2. to foster strategic alliances with industry for real-time business exposure.
- 3. to inculcate human values like ethical, social, and moral values amongst students.

Knowledge Portal

Email ID or Educational Number

Password

Login

[Forgot your password?](#)

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 Director
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 Management New Delhi



5. **Mentor-Mentee Relationship:** Establishing a formal mentor-mentee program provides personalized guidance, career advice, and support. This initiative fosters strong relationships and enhances the overall learning experience.

6. **MOOCs (Massive Open Online Courses):** Encouraging faculty and students to take MOOCs expands access to a wide range of topics and expertise from global educators. It promotes lifelong learning and continuous professional development.



7. **Advanced Software:** Utilizing advanced software tools in teaching and research, such as simulation software and data analysis tools, enhances learning with practical applications and up-to-date technology.



8. **Workshops:** Regular workshops on innovative teaching methods, technology in education, and subject-specific advancements ensure continuous professional development and skill enhancement for faculty.

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Dr. Rachita Rana
Director

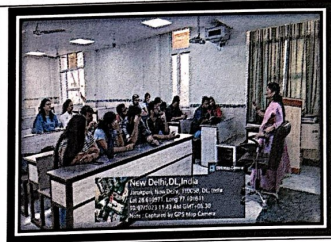
Institute of Information Technology &
Management New Delhi



Glimpses of few seminars/Workshops/Guest Lectures

Topic: Synthetic datasets

Dr. Tripti Lamba, Associate Professor, Maharaja Agrasen Institute of Technology, was the resource person of this session.



Topic: Psychometric Testing

The resource person was **Ms. Shweta Jha**, Associate Professor from Apeejay School of Management, Dwarka



Session on financial technology (fintech) was conducted by **Dr. Kamini Bhutani**, Professor, Department of Commerce at Bharati College, University of Delhi



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Business Simulation

The Resource Person for the session was **Mr. Rahul Jain**, Founder & Director, Bizwiz Learning.



These initiatives aim to modernize education, making it more interactive, practical, and technology-driven, ultimately benefiting both faculty and students.

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Dr. Rachita Rana
Director
Institute of Information Technology &
Management New Delhi



INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT

Date: 10th October, 2023

Notice No.: 108

Workshop on "Business Simulation"

Management Club of IITM is Organising a Workshop on "Business Simulation" with the objective to provide participants with a hands-on and experiential learning opportunity to develop and enhance their business acumen and decision-making skills.

Expected Outcome: Participants will be able to solve complex business challenges, and contribute more effectively to their organizations' success in the real world.

The details are as follows:

Resource Person: Mr. Rahul Jain

Bizwiz Learning, Founder and Director

Venue: Room No.205

Timings: 12:30 pm to 3:30 pm

Date: 27th October, 2023

Registration Link:

<https://docs.google.com/forms/d/1K8qzCBoOrlvn5mUZHgUhh60JQCbuT84et-9i7QFqil/edit>

Student Coordinators:

Revanth (MBA 2022-24 batch)

Mohd: Saami (MBA 2022-24 batch)

Saksham Rana (MBA 2022-24 batch)

Saaniya Tanwar (MBA 2022-24 batch)

Ms. Adeeba Khan, (MBA 2023-25 Batch)

Dr. Sunitha Ravi

Mr. Puneet Chawla

(Member)

Dr. Deepika Arora

(Coordinator)

Prof. (Dr.) Rachita Rana

(Director)

Rachita Rana

Dr. Rachita Rana

Director

Institute of Information Technology &
Management New Delhi



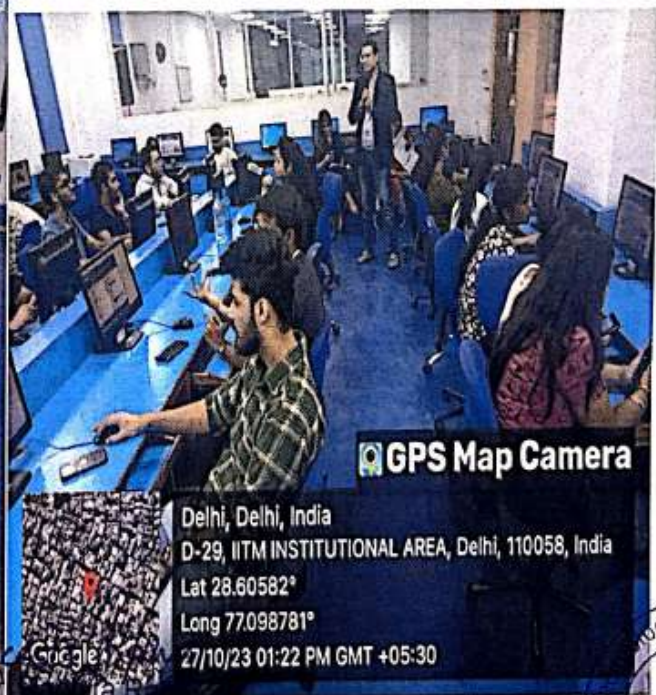
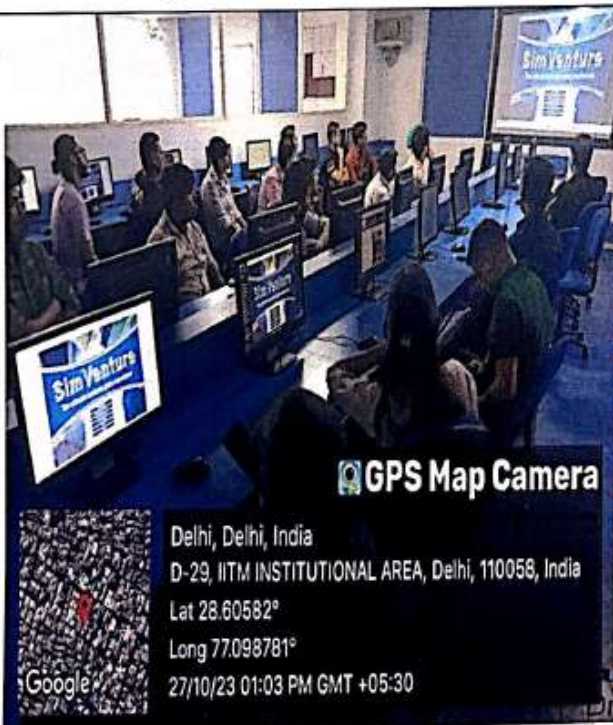
Institute of Information Technology & Management

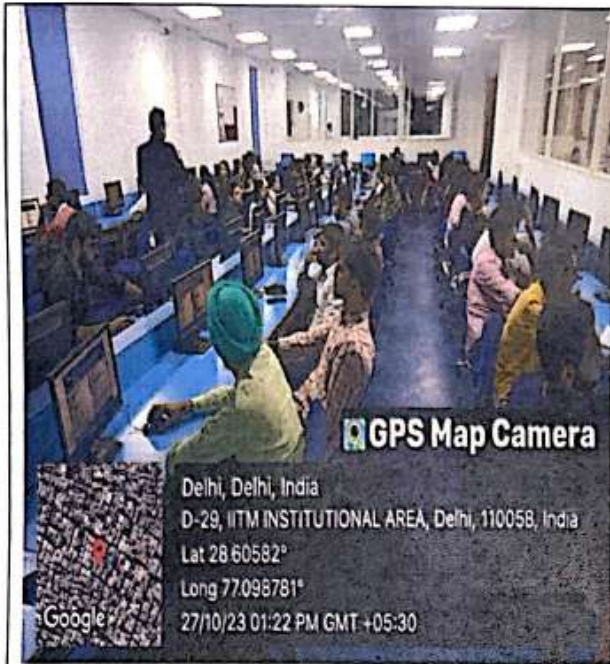
Guru Gobind Singh Indraprastha University, New Delhi

Type of Event	Workshop		
Topic	Business Simulation		
Duration (in hrs)	3 Hour (12:30 pm to 3:30 pm)		
Date(s) of Event	27 th October, 2023	No. of Participants attended	60

Brief Description of the Activity

Department of Management Studies of IITM organised a Workshop on Business Simulation with the objective to provide valuable insights into various business growth and development. The Resource Person for the session was Mr. Rahul Jain, Founder & Director, Bizwiz Learning. During the session students practised various fundamental area research on marketing, finance, Human Resource, Operations etc. Business Simulation Software by Bizwiz learning includes all areas of management. The speaker demonstrated the students about how to use the software for enhancing critical thinking skills. He also conducted one simulation game for students. All students participated and enjoyed the workshop. The workshop not only provided the knowledge of theoretical concepts whereas also provided hands on experience.

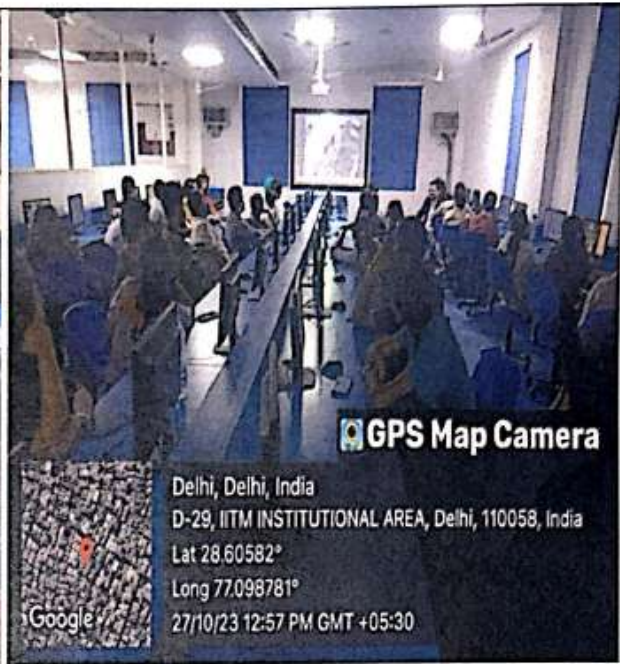




GPS Map Camera

Delhi, Delhi, India
 D-29, IITM INSTITUTIONAL AREA, Delhi, 110058, India
 Lat 28.60582°
 Long 77.098781°
 27/10/23 01:22 PM GMT +05:30



Google



GPS Map Camera

Delhi, Delhi, India
 D-29, IITM INSTITUTIONAL AREA, Delhi, 110058, India
 Lat 28.60582°
 Long 77.098781°
 27/10/23 12:57 PM GMT +05:30

Google

Dr. Sunitha Ravi 
 Dr. Puneet Chawla 
 Member- Mgmt Club


 Dr. Deepika Arora
 Convenor-Mgmt Club


 Prof. (Dr.) Rachita Rana
 Director

Rachita Rana
 Dr. Rachita Rana
 Director
 Institute of Information Technology &
 Management New Delhi



SUNDEEP GLOBAL PVT LIMITED

1 E/22, Swami Ram Tirath Nagar, Jhandewalan Extn., New Delhi - 110 055

TO : Institute of Information Technology & Management
D-29, Institutional Area, Janak Puri,
New Delhi- 110058

Invoice No 41
Dated : 3-Oct-23

Sr. No	Particulars	Amount
1	Simulations Charges	45,000.00
Sub Total		45,000.00

Rupees- Forty Five Thousand Only-

For Sundeep Global Pvt Limited

Rahul Jain
RAHUL JAIN
(DIRECTOR)



Terms of Payment : Within two days from the date of Invoice.

Please make the cheque or RTGS in the name of SUNDEEP GLOBAL PVT LTD

Our Bank Details :

ICICI Bank, New Delhi Branch.

A/c No : 000705012661

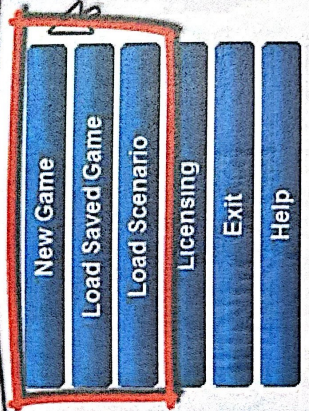
IFS Code : ICIC0000007

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Dr. Rachita Rana
Director
Institute of Information Technology &
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simVenture

The ultimate business game experience



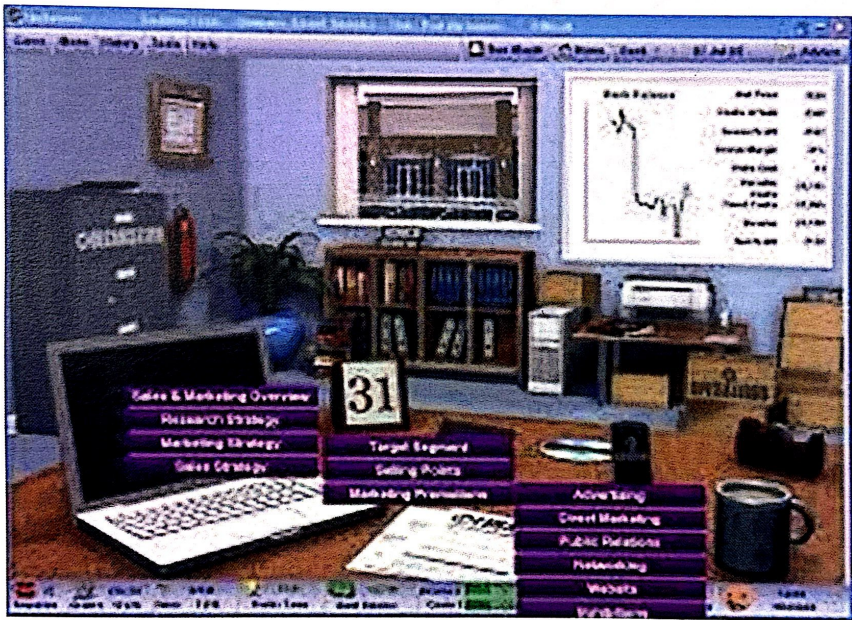
Licensed

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Dr Rachita Rana
Director

Institute of Information
Management New Delhi



Business Simulation Software Interface



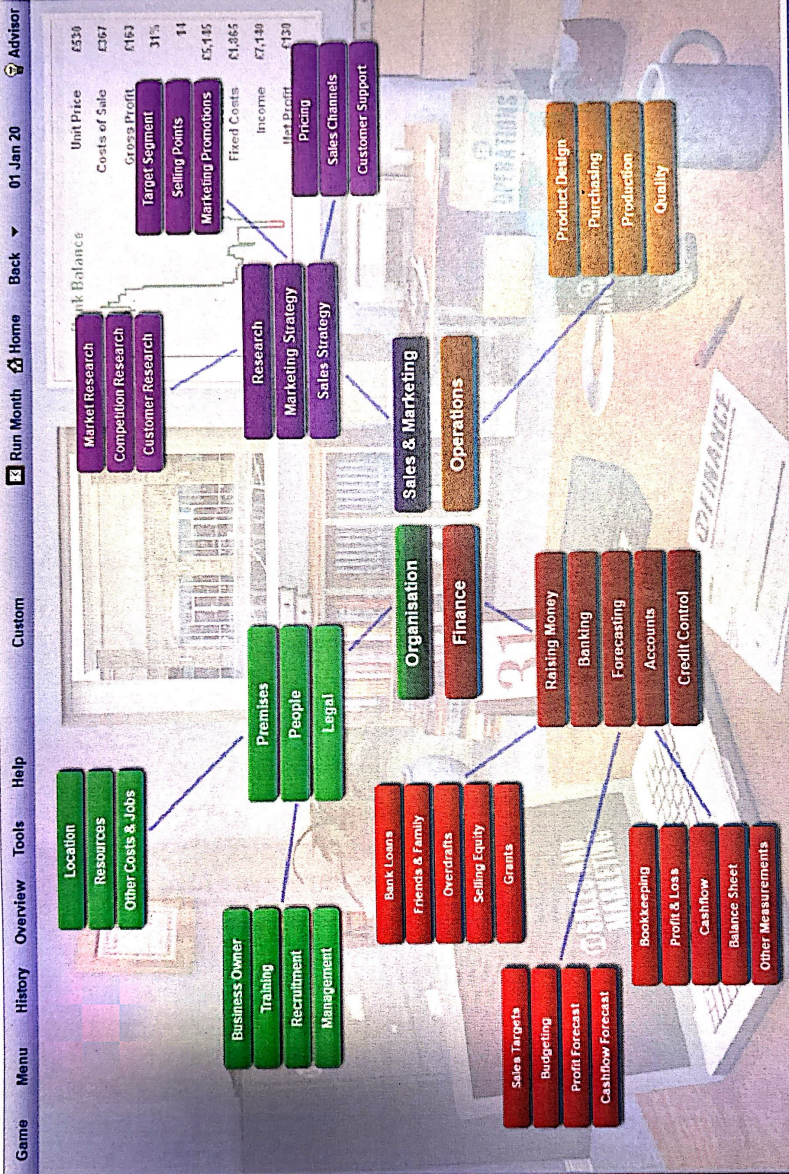
Rachita Rana

Dr. Rachita Rana

Director

Institute of Information Technology & Management New Delhi





1 Enquiries
Orders 1(1)
£403
Sales 0(0)
Profit/Loss
£0
Bank Balance
£16,000
Income £
403
Costs £
482
Time
46
Effort
13
90% Efficiency
Refreshed
Happy

Rachita Rana
 Dr. Rachita Rana
 Director
 Institute of Information Technology &
 Management New Delhi





Bizwiz Learning

CERTIFICATE

OF PARTICIPATION

This certificate is awarded to

VALUSHA VERMA

for the participation in One day Workshop on "*Business Simulation*" on October 27th, 2023.

Mr. Rahul Jain
Bizwiz Learning, Founder & Director

Live Projects: MBA 2023-24

S.No.	Name of Student	Batch	Organization
1.	Swati Sharma	2022-24	NITI Aayog
2.	Muskan	2023-25	WNS
3.	Nandini Prakash	2023-25	WNS
4.	Jai Solanki	2023-25	Scoutbizz International
5.	Muskan Sharma	2023-25	Scoutbizz International
6.	Paras Kumar	2022-24	Scoutbizz International

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Director

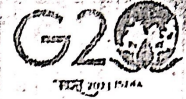


सुरेन्द्र मेहरा, भा.व.से.
सलाहकार
Surender Mehra, I.F.S
Adviser
Tel.: 011-23096811
E-mail: surenmehra@nic.in



आजादी का
अमृत महोत्सव

भारत सरकार
नीति भवन, संसद भवन
नई दिल्ली - 110 001
Government of India
National Institution for Transforming India
NITI Bhawan, Parliament Street
New Delhi - 110 001



CERTIFICATE

This is to certify that Ms. Swati Sharma, Student of M.B.A, completed her internship with NITI Aayog, Government of India, in the Social Justice & Empowerment Division from 6th September 2023- 31st October 2023.

During the period of her internship, she worked under Shri R.N Mundhe, Senior Research Officer. In her capacity as Intern, she has worked in the following area:

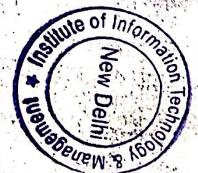
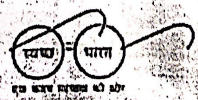
“Standardization of Geriatric Care Courses run by the National Institutes”

Her performance in the preparation of the report has been rated as excellent. She has shown a special flair for understanding the Research Methodology and data analysis.

Her conduct and attendance during the Internship were good.

SP. 13/12/23
(Surender Mehra)
Adviser

Rachita Rana
Dr. Rachita Rana
Director
Institute of Information Technology &
Management New Delhi



Dear Nandini Prakash,

We are pleased to offer you the opportunity to participate in a live project with **WNS Global Services Pvt. Ltd.**, focused on **Transaction Monitoring for M&T Bank**. This project will be based at our **Gurgaon - NH8 (GURNH8)** office and will span a duration of **6 months**. Upon successful completion of the project, there is a possibility of a Pre-Placement Offer (PPO) based on your performance and the business requirements.

Role: Transaction Monitoring Project Participant
Location: Gurgaon - NH8 (GURNH8)
Duration: 6 months
Career Band: Professional
Role Band: A

Joining Date: You are expected to join us by **16th Jan 2024**.

During this live project, you will gain hands-on experience working on real-world transaction monitoring tasks for M&T Bank. You will be an integral part of our operations team, applying your skills and knowledge to contribute to the project's success. Your performance will be evaluated regularly, and exceptional contributions may lead to a **full-time** role with **WNS Global Services Pvt. Ltd.**

We look forward to your participation and valuable contributions to our team.

For WNS Global Services Pvt. Ltd.

Accepted and Agreed

Adil nargolwala

Adil S Nargolwala
Corporate SVP - HR
Head Talent Acquisition

Nandini Prakash
Candidate's Name & Signature

Rachita Rana
Dr Rachita Rana

WNS Global Services Pvt. Ltd, Plant No. 10, Gurgaon & Boyce Complex, Pirojshanagar, Vikhroli (west), Mumbai 400072 | Tel: +91 22 4095 2100 |
Management New Delhi



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INDIA

THE PHILIPPINES

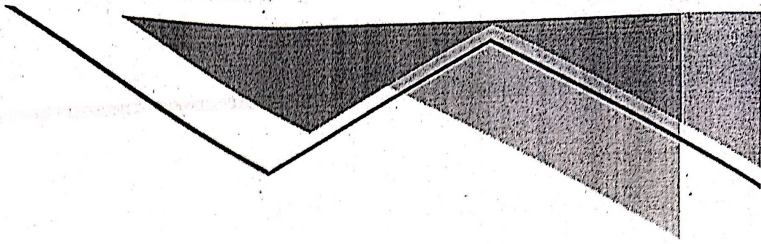
ROMANIA

SRILANKA

UAE

UK

USA



Dear Muskan,

We are pleased to offer you the opportunity to participate in a live project with **WNS Global Services Pvt. Ltd.**, focused on **Transaction Monitoring for M&T Bank**. This project will be based at our **Gurgaon - NH8 (GURNH8)** office and will span a duration of **6 months**. Upon successful completion of the project, there is a possibility of a Pre-Placement Offer (PPO) based on your performance and the business requirements.

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We look forward to your participation and valuable contributions to our team.

For **WNS Global Services Pvt. Ltd.**

Adil nargolwala

Adil S Nargolwala
Corporate SVP - HR
Head Talent Acquisition

Accepted and Agreed

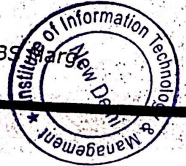
Muskan
Candidate's Name & Signature

Rachita Rana
Dr. Rachita Rana

WNS Global Services Pvt. Ltd, Plant No. 10, Godrej Boyce Complex, Pirojshanagar, LBS Vikhrol (west), Mumbai Management - New Delhi 112201 | 095 2100 1172201

www.wns.com

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- UAE
- UK
- USA





Balani Infotech Pvt. Ltd.

(Library Information Services)

CIN No: U72300DL2007PTC164136
GSTIN: 09AACB1970E12V

PROFORMA INVOICE-NEW

Reverse Charge : N	Subscription Period : 01 Year From the Date of Activation
Invoice Number : PI127/N/BLJ22-23	Exchange Rate : INR
Invoice Date : 6-Mar-23	Exchange Rate Base : INR
State : Uttar Pradesh State Code 09	Reference No. :
	Reference Date :

Details of Receiver Billed To	Details of Consignee Shipped to
Institute of Information Technology & Management, Delhi D-29, Janakpuri Institutional Area, Janakpuri, New Delhi, Delhi 110058	Institute of Information Technology & Management, Delhi D-29, Janakpuri Institutional Area, Janakpuri, New Delhi, Delhi 110058
State : Delhi	State : Delhi
State Code : 07	State Code : 07
GSTIN :	GSTIN :

Sl. No.	PRODUCT DESCRIPTION	HSN	QTY	RATE	Disc %	TAXABLE	IGST	TOTAL	
						VALUE	18	Amount	Rs.
1	Lanquill Software licensing (For 100 Licences @ 350 Per Licence)	998431	1	35,000.00		35,000.00	18.0%	6,300.00	41,300.00

TOTAL INVOICE AMOUNT (IN WORDS)	
Rupees Forty One Thousand Three Hundred Only.	Total Amount Before Tax : 35,000.00
	Total Amount:GST 6,300.00
	Total Amount After Tax 41,300.00
	GST Payable On Reverse Charges : Nil

Terms and Condition:
 1. The Invoice is valid for payment within a period of 21 days from the date of issue. In case of delay in payment the amount shall be payable as per the exchange rate prevalent on the date of receipt of payment.
 2. Bank Charges, if any, Shall be borne by the Customer. In case of short payment, order will not be processed.
 3. 100% advance payment required, after receipt of payment, account required 5-7 working days for the activation
 4. Please mention Invoice number in Description / Remarks while making NEFT / RTGS Payment.

Bank Details:	For BALANI INFOTECH PRIVATE LIMITED
Beneficiary Name : BALANI INFOTECH PRIVATE LIMITED	
Bank Name : RBL BANK LIMITED	
Branch Name : NOKIA BRANCH (P-7, SECTOR 18, NOKIA)	
Account No : 1383774	
RTGS/NEFT Code : RATN0000114	
PAN : AAACB1970E	

B-116, Sector-67, Noida - 201301
 Distt. Gautam Budh Nagar,
 Uttar Pradesh
 Regd. Office: 119, Vinoba Puri, Lajpat Nagar II
 New Delhi-110024



iGroup Infotech India Pvt. Ltd

(Information for Education)

CIN No: U74120DL2007PTC166894
GSTIN: 09AABC1221B120

TAX INVOICE

Reverse Charge : N
 Invoice Number : IGI/MI/24-25/03
 Invoice Date : 18-Apr-24
 State : Uttar Pradesh State Code 09

Subscription Period : 01 May 2024 to 30 April 2025
 Exchange Rate : INR
 Exchange Rate Basis : INR
 Reference No. : Payment Received
 Reference Date : 15-Apr-24

Details of Receiver | Billied To
 Institute of Information Technology & Management, Delhi
 D-29, Janakpuri Institutional Area,
 Janakpuri, New Delhi, Delhi 110058
 State : Delhi
 State Code : 07
 GSTIN :

Details of Consignee | Shipped to
 Institute of Information Technology & Management, Delhi
 D-29, Janakpuri Institutional Area,
 Janakpuri, New Delhi, Delhi 110058
 State : Delhi
 State Code : 07
 GSTIN :

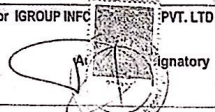
S&L	PRODUCT DESCRIPTION	HSN	QTY	RATE	Disc %	TAXABLE VALUE	IGST Rate	IGST Amount	TOTAL Rs.
1	Lanquill Software Licensing Grammar Checking & Learning Tool (60 Licenses @ Rs.350.00 Per License)	958431	60	350.00/pcs		21,000.00	12%	3,780.00	24,780.00

TOTAL INVOICE AMOUNT (IN WORDS)
 Rupees Twenty Four Thousand Seven Hundred Eighty Only.

Total Amount Before Tax :	21,000.00
Total Amount:GST	3,780.00
Total Amount After Tax	24,780.00
GST Payable On Reverse Charges :	No

- Terms and Condition:**
- The Invoice is valid for payment within a period of 21 days from the date of issue . In case of delay in payment the amount shall be payable as per the exchange rate prevalent on the date of receipt of payment.
 - Bank Charges , if any , Shall be borne by the Customer , In case of short payment , order will not be processed .
 - 100% advance payment required, after receipt of payment, account required 5-7 working days for the activation
 - Please mention Invoice number in Description / Remarks while making NEFT / RTGS Payment

Bank Details:

Beneficiary Name	: IGROUP INFOTECH INDIA PVT. LTD	For IGROUP INFOTECH INDIA PVT. LTD  Signatory
Bank Name	: RBL BANK LIMITED	
Branch Name	: HUDA BRANCH (P-7, SECTOR 1A, HUDA)	
Account No	: 1356695	
RTGS/NEFT Code	: RATN000114	
PAN	: AABC17221B	

B-116, Sector-67, Noida - 201301
 Distt. Gautam Budh Nagar
 Uttar Pradesh
 REGD. OFFICE: 110, VINOBA PURI, LAJPAT NAGAR II
 NEW DELHI-110024
 CIN. U74120DL2007PTC166894

CERTIFICATE OF COMPLETION

This is to certify that *Mr/Ms Mayank Gothwal* has successfully completed Lanquill Level 1 certification in English Language which indicates an understanding of everyday expressions for general conversation and the ability to speak slowly and clearly using short sentences.



Name: Mayank Gothwal

Lanquill Level 1

Certificate Number: 658ecde6-b1d4-4fc9-993d-d245c5719a79

Score Card

Module Name	Passing Score (%)	Score Obtained (%)	Status
Grammar	50	83	Pass
Vocabulary	50	100	Pass
Listening	40	85	Pass
Reading	40	50	Pass
Speaking	40	81	Pass
Writing	30	90	Pass

MOOC Development Studio



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Dr. Rachita Rana
Director
Institute of Information Technology &
Management New Delhi



Rubric for Case Study Analysis for MBA Students (Total: 20 Marks)

Phase	Unsatisfactory (1)	Satisfactory (2)	Good (3)	Excellent (4)
1. Understanding of Case Background & Issues (4 Marks)	Minimal or no understanding of the case background and key issues.	Basic understanding of the case but misses some key issues or facts.	Adequate understanding of the case and identification of key issues.	Comprehensive understanding of the case, with all key issues thoroughly identified and critically analyzed.
2. Application of Concepts & Theoretical Framework (4 Marks)	Little or no application of relevant concepts or theories to the case.	Basic application of theoretical concepts, but lacks depth or clear connection to the case.	Adequate application of concepts/theories to explain case issues; moderate depth.	Exceptional application of multiple concepts/theories with deep analysis and innovative perspectives on the case.
3. Data Analysis & Interpretation (4 Marks)	Insufficient or incorrect analysis of data; fails to interpret key data insights.	Basic analysis; some data is interpreted but lacks depth and clear relevance to the case.	Adequate data analysis with reasonable interpretation; some insights are drawn but may lack depth.	Outstanding data analysis; deeply insightful and provides critical conclusions from data interpretation.
4. Problem Solving & Decision-Making (4 Marks)	No or poor decision-making; fails to address the main problem(s) in the case.	Basic problem-solving approach; solutions are provided but lack depth or feasibility.	Reasonable solutions presented with moderate analysis of pros and cons; some practical feasibility.	Exceptional problem-solving and decision-making; innovative, well-supported, and feasible solutions addressing all aspects of the case.
5. Recommendations, Action Plan and Articulation (4 Marks)	Recommendations are vaguely articulated, impractical, or irrelevant to the case context.	Basic recommendations provided; some lack feasibility or relevance to the case.	Good recommendations; reasonably practical and linked to the case issues, but lacking in some depth.	Highly practical, relevant, and innovative recommendations with a well-defined and well-articulated, actionable plan.


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Case Study

Programme: MBA Semester: II Paper Code: MS 106 Academic Year: 2023-24

Subject Name: Business Research

Max. Marks: 20

Course Objectives and mapping with Course Outcomes

S. No	Course Objectives	Course Outcomes (COs)
1.	To acquaint the student with the concepts of research, research design, research process, concepts	CO2, CO5, CO6
2.	Students should be able to use tools and techniques of data analysis.	
3.	To understand process of effective report writing to conduct research and analysis for effective decision making.	

Expected Course Outcomes (COs)

- CO2:** Formulate and articulate research questions and specify research objectives and hypothesis.
- CO5:** Analyse quantitative data by identifying and applying various statistical tests and interpret the result for drawing generalizations
- CO6:** Write a report and Present the finding in a structured manner with coherent argument in logically persuasive style and analyse the implications for bot practices and future research.

Case study "**Data Driven Decision Making at NovaTech Solutions- Addressing Declining Customer Retention through Research**" attached.

Rubrics

Assessment Criteria	Weightage
Information and understanding of the problem	25%
Application/Synthesis of concepts/ Practical Implementation/ Critical Thinking	50%
Conclusion/ Implication/Discussion/Presentation	25%

Guidelines for submission

- The assignment should be typed in word processed or legibly handwritten
- 1.5 line spacing should be used with text justified in word processor.
- Tables and figures should be named properly.
- For all assignments make sure pages are securely fastened, preferably with a staple in the top left-hand corner and placed in a folder

The following information should appear on the cover page of the assignment:

- Assignment No
- Submitted to
- Submitted by (Name & Enroll No)
- Date of submission

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Case Study

on

Data-Driven Decision Making at NovaTech Solutions - Addressing Declining Customer Retention through Business Research

Company Overview

NovaTech Solutions is a software-as-a-service (SaaS) company that provides cloud-based business management solutions for small and medium-sized enterprises (SMEs). Their flagship product is a project management platform that integrates various tools for task management, communication, and analytics. Over the past five years, NovaTech had achieved steady growth, building a strong base of clients across various industries.

Despite NovaTech's initial success, the company began facing significant customer retention issues. Over a 12-month period, their churn rate increased from 10% to 25%, which was alarming given the importance of retaining clients in the SaaS industry. With higher churn, the company's acquisition costs also increased as it became more expensive to replace lost customers.

Key challenges identified:

1. **High Customer Churn:** Customer retention had dropped sharply, leading to a negative impact on revenue.
2. **Unclear Customer Behavior:** NovaTech had limited insight into why customers were leaving, as their internal customer data wasn't being effectively analyzed.
3. **Inconsistent Product Usage:** Data showed that customer engagement with the platform was inconsistent, but there was no clear understanding of which features were most valued or underutilized.
4. **Lack of Personalized Support:** Customers often cited in feedback surveys that they felt the platform wasn't tailored to their specific needs, but there was no structured approach to handle this information.

Research Objective

NovaTech's goal was to:

- Identify patterns in customer churn and pinpoint the main reasons for dissatisfaction.
- Use customer and usage data to understand which features were underperforming.
- Implement data-driven solutions to improve customer retention.

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Research Methodology

To address these challenges, NovaTech initiated a business research project focused on customer data handling and analysis. The research was conducted in three phases:

1. **Customer Data Analysis-** NovaTech examined its customer database to identify key trends. The research team segmented customers based on various factors such as company size, industry, length of time using the platform, and interaction patterns. Data such as login frequency, feature usage, and customer support interactions were pulled from the platform's analytics tools.
2. **Churn Analysis with Machine Learning-** A predictive model was built using machine learning techniques to identify patterns in customer churn. Variables such as declining platform engagement, support ticket volume, and feature adoption were used to predict the likelihood of a customer churning. The model aimed to provide early warnings so that NovaTech could take preemptive measures.
3. **Qualitative Research: Customer Interviews and Surveys** To complement the quantitative data, NovaTech conducted in-depth interviews and surveys with customers who had recently canceled their subscriptions. The goal was to uncover qualitative insights on user experience, perceived value, and reasons for leaving the platform. This feedback was analyzed alongside the churn model to identify common themes.

Findings

1. **Low Engagement with Core Features:** The data revealed that many users were only engaging with a small portion of the platform's features. The project management and task-tracking tools were widely used, but advanced features such as analytics, team collaboration tools, and integrations with third-party apps were underutilized.
2. **Customer Onboarding Issues:** The research identified a strong correlation between poor customer onboarding and higher churn rates. Customers who didn't receive sufficient training or guidance on using the platform's full capabilities were more likely to leave within the first six months.
3. **Feature Overload:** Many customers felt overwhelmed by the number of available features, leading to frustration. The data indicated that companies with fewer than 50 employees found the platform overly complex for their needs.
4. **Inadequate Customer Support Customization:** The qualitative interviews revealed that many customers felt the support provided by NovaTech was too generic. Smaller businesses, in particular, wanted more personalized assistance in setting up and optimizing the platform for their specific workflows.

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Solution Implementation

Based on the research findings, NovaTech implemented several data-driven strategies to address the identified problems:

- 1. Feature Optimization and Simplification-** NovaTech reorganized the platform to create tiered service plans. Basic plans offered core project management and task-tracking features for smaller businesses, while advanced plans included the more complex tools (such as analytics and third-party integrations) for larger enterprises. This simplified the user experience for smaller clients and made it easier for them to adopt the platform.
- 2. Enhanced Onboarding Process-** A revamped onboarding process was implemented. NovaTech introduced personalized onboarding sessions for new customers, offering one-on-one training to help them become familiar with the platform. A dedicated customer success team was created to check in with users at key milestones during their first six months, ensuring they were fully utilizing the platform's features.
- 3. Proactive Retention Measures Using Predictive Analytics-** The predictive churn model was integrated into NovaTech's CRM system. When the model flagged a high-risk customer, the retention team could proactively reach out with offers such as additional training, a personalized consultation, or discounts. This helped prevent churn by addressing issues before customers decided to leave.
- 4. Customer Support Personalization-** NovaTech improved its customer support by creating industry-specific support teams. These teams specialized in tailoring solutions for customers in different sectors, offering more relevant guidance and recommendations based on industry needs. The support team also started gathering feedback from customers during regular check-ins to identify areas for continuous improvement.

Within nine months of implementing the changes:

Reduced Churn Rate: NovaTech successfully reduced its churn rate from 25% to 12%, with many customers who were previously at risk renewing their contracts.

Increased Feature Engagement: Feature adoption improved by 30%, especially for advanced features, after the introduction of tiered service plans and the enhanced onboarding process.

Customer Satisfaction: Surveys showed a 25% increase in customer satisfaction, with clients particularly appreciating the personalized support and tailored training sessions.

Revenue Growth: Despite reducing churn, NovaTech also managed to grow its customer base by 15%, driven by the improved customer experience and increased referrals from satisfied clients.

Conclusion

By leveraging business research and effectively handling data, NovaTech Solutions was able to identify key issues related to customer churn and feature underutilization. Through predictive

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analytics, customer segmentation, and personalized support, NovaTech significantly improved customer retention and engagement, leading to enhanced customer satisfaction and revenue growth. This case highlights the importance of data-driven decision-making in addressing business challenges and optimizing performance.

- Q1. How did NovaTech's use of predictive analytics and machine learning help in identifying at-risk customers, and what impact did this have on customer retention?
- Q2. What role did customer segmentation and qualitative research play in uncovering the mismatch between product offerings and customer needs?
- Q3. How did NovaTech's approach to feature optimization and personalized support contribute to both reducing churn and improving overall customer satisfaction?

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**Business Research
MS-106**

**MBA-II
Batch 2023-25**

**Adeeba Khan
03503703923**

[Handwritten signature]
[Circled date: 15/20]

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Institute of Information Technology &
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Case Study: Resolving Customer Retention Issues through Business Research and Data Handling NovaTech Solutions

Company Overview

- **Company:** NovaTech Solutions (SaaS for project management tools)
- **Target Audience:** Small and medium-sized enterprises (SMEs)
- **Initial Success:** Strong client base due to product quality and integration of tools.
- **Problem:** Increasing customer churn and inconsistent product usage leading to declining revenue.

Problem Statement

- **High Customer Churn:** 25% churn rate (up from 10%).
- **Unclear Customer Behavior:** Lacked insights on why customers were leaving.
- **Inconsistent Feature Use:** Certain product features underutilized.
- **Generic Customer Support:** Customers felt services weren't tailored to their needs.

Research Objectives

- Understand customer churn patterns.
- Identify product feature usage and misalignment.
- Analyze customer behavior to improve retention.
- Enhance support for personalized customer experiences.

Research Methodology

1. **Customer Data Analysis**
 - Segmented customers by behavior, usage, and support data.
2. **Churn Analysis Using Machine Learning**
 - Built predictive models to identify churn indicators.

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3. Qualitative Feedback

- Customer interviews and surveys for deeper insights into dissatisfaction.

Key Findings

- **Low Feature Engagement:** Advanced features underused.
- **Poor Onboarding:** Correlated with high churn (especially in the first 6 months).
- **Feature Overload:** Platform complexity overwhelmed smaller clients.
- **Generic Support:** Clients needed more personalized solutions.

Solutions

1. Feature Optimization

- Introduced tiered service plans: Simplified offerings for small clients, advanced features for larger ones.

2. Enhanced Onboarding

- Personalized onboarding and check-ins to improve product adoption.

3. Proactive Retention

- Integrated predictive churn model to identify and address at-risk customers.

4. Personalized Support

- Specialized teams for industry-specific customer support.

Results

- **Churn Reduction:** Reduced churn from 25% to 12%.
- **Increased Feature Adoption:** 30% increase in advanced feature use.
- **Higher Customer Satisfaction:** 25% improvement in customer satisfaction scores.
- **Revenue Growth:** Customer base grew by 15%, driven by improved retention.

Conclusion

- **Data-Driven Decisions:** Business research and data analytics were critical in identifying key problems.

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- **Customer-Centric Approach:** Personalizing support and simplifying features improved satisfaction and retention.
- **Long-Term Impact:** NovaTech turned around its churn issue and positioned itself for sustainable growth.

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Dr Ravi K. Sharma
Director

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Q 1. How did NovaTech's use of predictive analytics and machine learning help in identifying at-risk customers, and what impact did this have on customer retention?

Solution:

NovaTech employed **predictive analytics** by building a machine learning model that analyzed customer behavior data such as login frequency, feature usage, and support requests. This model identified patterns that signaled a customer was at risk of churning, such as declining platform engagement or an increase in support tickets.

By integrating this model into their CRM system, NovaTech's customer retention team was able to take **proactive measures** to prevent churn. They would reach out to high-risk customers before they decided to leave, offering personalized interventions like additional training, consultations, or discounts.

Impact:

This approach significantly reduced the churn rate from 25% to 12%, as NovaTech could address issues early, improving customer experience and satisfaction.

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Q 2. What role did customer segmentation and qualitative research play in uncovering the mismatch between product offerings and customer needs?

Solution:

NovaTech conducted **customer segmentation**, dividing customers based on factors such as company size, industry, and usage patterns. This allowed them to see clear differences in how various groups were interacting with the platform. For example, smaller businesses found the platform too complex, while larger businesses used more of the advanced features.

In addition, **qualitative research** through customer interviews and surveys provided direct feedback on user experience and specific pain points. This revealed that many customers were overwhelmed by the number of features, while others were not fully utilizing the advanced tools due to poor onboarding or lack of understanding.

Impact:

These insights led to the realization that the product was not aligned with the needs of smaller businesses. By simplifying the product for smaller customers and offering more advanced features for larger clients, NovaTech was able to create a better product-market fit, leading to higher satisfaction and engagement.

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Q 3. How did NovaTech's approach to feature optimization and personalized support contribute to both reducing churn and improving overall customer satisfaction?

Solution:

NovaTech implemented **feature optimization** by introducing tiered service plans. Basic plans were simplified for smaller businesses, focusing on core project management tools, while advanced plans offered more sophisticated features for larger enterprises. This helped ensure that the platform was right-sized for each customer segment, reducing overwhelm and increasing satisfaction.

Additionally, **personalized support** became a key part of their retention strategy. NovaTech created industry-specific support teams that could provide customized guidance and recommendations to clients based on their specific workflows and needs. They also enhanced the onboarding process with personalized training, helping customers get the most out of the platform.

Impact:

These changes resulted in a 30% increase in feature adoption and a 25% improvement in customer satisfaction. Clients appreciated the simplified user experience and personalized support, which strengthened customer loyalty and reduced churn.

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Role Play Activity Rubric

Criteria (Marks Range)	Poor (0-2)	Below Average (3-4)	Average (5-6)	Good (7-8)	Excellent (9-10)
Decision Making Abilities(10)	Fails to make decisions or makes decisions that hinder the group's progress.	Struggles to make decisions; choices are often uninformed or inappropriate for the situation.	Occasionally makes good decisions, but some are based on assumptions or incomplete information.	Makes sound decisions most of the time; decisions are thoughtful but may lack full depth or insight.	Demonstrates strong analytical thinking; consistently makes informed, effective decisions that align with role objectives and constraints.
Teamwork & Collaboration (10)	Displays little to no teamwork; may isolate from group or disrupt collaboration.	Limited teamwork; contributes minimally and may not actively engage with others.	Participates in team efforts but contributes inconsistently; collaboration is somewhat lacking.	Collaborates well, fosters a positive environment, but may not fully capitalize on group synergies.	Proactively works with team members, ensures cohesive group dynamics, and enhances others' contributions.
Articulation & Communication (10)	Fails to communicate ideas effectively; disrupts the flow of discussion.	Struggles to articulate ideas; communication lacks clarity or is inappropriate for the context.	Communicates basic ideas but may be unclear or disorganized at times.	Articulates ideas well but may lack some conciseness or clarity; communication is mostly effective.	Communicates ideas clearly, confidently, and concisely; excellent use of language tailored to the context of the role.
Diverse Perspectives & Innovative Thinking (10)	Fails to consider any diverse viewpoints; no evidence of creativity or innovative thinking.	Rarely acknowledges other perspectives or innovative solutions; mostly conventional thinking.	Acknowledges diverse perspectives but struggles to integrate them; limited innovative thinking.	Considers different perspectives and shows some innovation; generates a few creative solutions.	Actively integrates diverse viewpoints and demonstrates creativity; consistently brings innovative, out-of-the-box solutions.

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MBA- II Professional Skill Development (NUES)

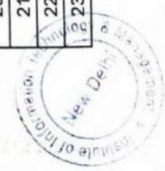
Role Play Evaluation

S. No.	Enroll. No.	Name	Decision Making Abilities (10)	Team Work & Collaboration (10)	Articulation & Communication (10)	Diverse Perspectives & Innovative thinking (10)	Total (40)
1	113703923	Ansh Sehgal	10	10	10	10	40
2	213703923	Mayank Kapoor	9	9	8	9	35
3	313703923	Muskan Sharma	8	8	7	8	31
4	413703923	Anurag Mishra	9	9	8	9	35
5	513703923	Akshat Nayyar	9	9	8	9	35
6	613703923	Adarsh Singh	10	10	10	10	40
7	713703923	Shyam Aggarwal	8	9	8	8	33
8	813703923	Jatin Kumar Jha	7	8	7	7	29
9	913703923	Ambuj Garg	8	9	8	8	33
10	1013703923	Sahil Ansari	8	9	8	8	33
11	1113703923	Valusha Verma	10	10	10	10	40
12	1213703923	Varsha Papnoie	9	8	8	9	34
13	1313703923	Nikhil Gohlan	7	7	7	8	29
14	1413703923	Nitisha Kumari	8	8	8	9	33
15	1513703923	Muskan	9	8	8	9	34
16	1613703923	Jatin Rawat	10	10	10	10	40
17	1713703923	Tushar Choudhary	8	9	9	9	35
18	1813703923	Dushyant Kumar	8	7	8	7	30
19	1913703923	Rahul Lakra	7	8	9	8	32
20	2013703923	Aparna Tikkoo	9	9	9	9	36
21	2113703923	Rajat Singh			0	0	0
22	2213703923	Anurag Singh			10	10	40
23	2313703923	Rahul Pal	7	7	8	7	30

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Instructor

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24	2413703923	Muskan Sejwal	10	10	10	10	10	10	10	40
25	2513703923	Kartikay Sonkar	10	10	10	10	10	10	10	40
26	2613703923	Sarthak Tyagi	8	8	8	8	8	7	7	31
27	2713703923	Hansika Sharma	10	10	10	10	10	10	10	40
28	2813703923	Divya Pawar	9	8	8	9	9	8	8	34
29	2913703923	Yash Jahagirdar	8	8	8	8	8	8	8	32
30	3013703923	Vansh Khatter	7	7	7	9	9	7	7	30
31	3113703923	Amanpreet Singh	7	9	9	9	9	9	9	34
32	3213703923	Arnaw Kumar	8	8	8	9	9	8	8	33
33	3313703923	Pooja Sharma	8	9	9	8	8	9	9	34
34	3413703923	Gursimar Kaur Arora	9	8	9	9	9	9	9	35
35	3513703923	Adeeba Khan	10	10	10	10	10	10	10	40
36	3613703923	Akansha Diwedi	8	7	7	8	8	8	8	31
37	3713703923	Rohit Sharma	7	7	7	7	7	8	8	29
38	3813703923	Deepthi Jain	10	10	10	10	10	10	10	40
39	3913703923	Priya Gupta	10	10	10	10	10	10	10	40
40	4013703923	NAKUL SEJWAL	8	7	7	8	8	7	7	30
41	4113703923	ANKIT	7	7	7	7	7	6	6	27
42	4213703923	TRIPTI PRAKASH	8	8	8	7	7	8	8	31
43	4313703923	TARANJEET SINGH	6	7	7	6	6	6	6	25
44	4413703923	ZAIN AHMAD	10	10	10	10	10	10	10	40
45	4513703923	DEEPAK KUMAR	9	9	9	9	9	9	9	36
46	4613703923	ROMIL CHOPRA	10	10	10	10	10	10	10	40
53	70113703923	NANDINI PRAKAS	8	8	8	8	8	7	7	31
47	35113703923	TUSHAR SEHGAL	7	8	8	6	6	7	7	28
48	35213703923	UJJWAL GUPTA	8	7	7	7	7	7	7	29
49	35313703923	AMAN GARG	8	7	7	7	7	7	7	29
50	35413703923	GEETIKA BHARD	9	8	8	9	9	8	8	34
51	35513703923	JAI SOLANKI	10	10	10	10	10	10	10	40
52	35613703923	ADITI KATOCH	10	10	10	10	10	10	10	40

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Role Play Marks & Attainment

Course:MBA 2023-25

Sem:II

Subject Code:116

Role Play Evaluation

S.No	Enrollment No.	Student Name	Marks Allotted	
			Marks (40)	Percentage)
1	00113703923	Ansh Sehgal	40	100
2	00213703923	Mayank Kapoor	35	87.5
3	00313703923	Muskan Sharma	31	77.5
4	00413703923	Anurag Mishra	35	87.5
5	00513703923	Akshit Nayyar	35	87.5
6	00613703923	Adarsh Singh	40	100
7	00713703923	Shyam Aggarwal	33	82.5
8	00813703923	Jatin Kumar Jha	29	72.5
9	00913703923	Ambuj Garg	33	82.5
10	01013703923	Sahil Ansari	33	82.5
11	01113703923	Valusha Verma	40	100
12	01213703923	Varsha Papnoie	34	85
13	01313703923	Nikhil Gohlan	29	72.5
14	01413703923	Nitisha Kumari	33	82.5
15	01513703923	Muskan	34	85
16	01613703923	Jatin Rawat	40	100
17	01713703923	Tushar Choudhary	35	87.5
18	01813703923	Dushyant Kumar	30	75
19	01913703923	Rahul Lakra	32	80
20	02013703923	Aparna Tikkoo	36	90
21	02113703923	Rajat Singh	0	0
22	02213703923	Anurag Singh	40	100
23	02313703923	Rahul Pal	30	75
24	02413703923	Muskan Sejwal	40	100
25	02513703923	Kartikay Sonkar	40	100
26	02613703923	Sarthak Tyagi	31	77.5
27	02713703923	Hansika Sharma	40	100
28	02813703923	Divya Pawar	34	85
29	02913703923	Yash Jahagirdar	32	80
30	03013703923	Vansh Khatter	30	75
31	03113703923	Amanpreet Singh	34	85
32	03213703923	Arnaw Kumar	33	82.5
33	03313703923	Pooja Sharma	34	85

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34	03413703923	Gursimar Kaur Arora	35	87.5
35	03513703923	Adeeba Khan	40	100
36	03613703923	Akansha Diwedi	31	77.5
37	03713703923	Rohit Sharma	29	72.5
38	03813703923	Deepti Jain	40	100
39	03913703923	Priya Gupta	40	100
40	04013703923	Nakul Sejwal	30	75
41	04113703923	Ankit	27	67.5
42	04213703923	Tripti Prakash	31	77.5
43	04313703923	Taranjeet Singh	25	62.5
44	04413703923	Zain Ahmad	40	100
45	04513703923	Deepak Kumar	36	90
46	04613703923	Romil Chopra	40	100
47	70113703923	Nandini Prakash	31	77.5
48	35113703923	Tushar Sehgal	28	70
49	35213703923	Ujjwal Gupta	29	72.5
50	35313703923	Aman Garg	29	72.5
51	35413703923	Geetika Bhardwaj	34	85
52	35513703923	Jai Solanki	40	100
53	35613703923	Aditi Katoch	40	100

Students scoring more than 60%	52
Attainment	3

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- 4 Training Methods
- 5 Training Evaluation
- 6 Learning and Development Opportu...
- 7 Training Budget and Resources
- 8 Training and Development Trends
- 9 Importance of Continuous Learning
- 10 Multiple Choice
- 11 Circle the answer
- 12 Chat
- 13 Carousel
- 14 Multiple Choice
- 15 That's it!
- New slide

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SUBTITLE

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Introduction to Training, Learning and Development

7:30 ☆ 5

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 - 10 Multiple Choice
 - 11 Circle the answer
 - 12 Chat
 - 13 Carousel
 - 14 Multiple Choice
 - 15 🔒 That's it!
- ⊕ New slide

📖 Overview

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Lessons



Introduction to Training, Learning and Development

7:30 ☆ 5

- 1 Introduction to Training, Learning a...
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 - 6 Learning and Development Opportu...
 - 7 Training Budget and Resources
 - 8 Training and Development Trends
 - 9 Importance of Continuous Learning
 - 10 Multiple Choice
 - 11 Circle the answer
 - 12 Chat
 - 13 Carousel
 - 14 Multiple Choice
 - 15 🔒 That's it!
- ➕ New slide

Overview

Settings

Theme

Horizontal series

background color is set, that color will be used.

BACKGROUND COLOR

This color (eg. "orange", "#f90", "rgb(255,160,0)") will be used for the background in lightbox mode.

PROMPT

Swipe to continue

DONE TEXT

Continue

Social Learning

+

Narration

-

Add an audio track to play when the slide is shown. Note: Narration settings will be disabled when previewing on the admin portal.



Supported file type: mp3

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Institute of Information Technology
& Management, New Delhi



Training and Development Methods i...

Lesson 7/7



Introduction to Emplo...

12 / 12

That's it!

You've completed this lesson.

Exit Lesson



AA

trainingpreview.edapp.com



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Institute of Information Technology & Management, New Delhi





Institute of Information Technology & Management
Guru Gobind Singh Indraprastha University, New Delhi

Course Module: Strategic Business Communication

Duration: 28 Hours

Course Objectives:

1. To give students excellent corporate communication skills for use in international companies
2. To incorporate digital and creative tools for efficient communication.
3. To hone persuasive, critical thinking, and negotiating abilities for professional situations.
4. To promote cooperative teamwork and intercultural communication.
5. To improve crisis management, communication, and leadership skills.

Unit	Topics	Content Details	Tools/Innovative Practice	Hours
Unit 1	Foundations of Business Communication	1. Principles of Effective Communication - Clarity, brevity, tone, and structure. - Overcoming barriers in business communication. 2. Business Communication Models - Verbal, non-verbal, and written communication. 3. Professional Email Writing - Crafting impactful, concise, and formal emails for business scenarios.	Tools: Grammarly, ChatGPT for drafting emails. Activity: Email writing and peer feedback session.	7 Hours
Unit 2	LinkedIn Profile Development and Personal	1. Optimizing LinkedIn Profiles - Creating professional	Tools: LinkedIn Creator Mode, Canva (for banners),	7 Hours

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Director

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	Branding	<p>headlines, summaries, and experience sections.</p> <ul style="list-style-type: none"> - Adding certifications, skills, and networking strategies. <p>2. Content Creation for Thought Leadership -Sharing insights through LinkedIn posts.</p> <p>3. Video Introductions for Professional Branding</p> <ul style="list-style-type: none"> - Creating 60-second video pitches for LinkedIn. 	<p>Activity: Profile optimization and content creation challenge.</p>	
Unit 3	Business Pitch Development and Storytelling	<p>1. Developing Business Pitches</p> <ul style="list-style-type: none"> - Crafting impactful elevator pitches (60-90 seconds). - Structuring formal business proposals and investor presentations. <p>2. Storytelling for Business Impact</p> <ul style="list-style-type: none"> - Using the “Hero’s Journey” framework for brand stories and ideas. <p>3. Designing Visual Aids for Pitches</p> <ul style="list-style-type: none"> - Creating pitch decks and infographics. 	<p>Tools: Canva, PowerPoint</p> <p>Activity: Pitch presentation with real-time feedback and peer evaluations.</p>	7 Hours
Unit 4	Digital Communication and Negotiation Practice	<p>1. Digital Branding Across Platforms</p> <ul style="list-style-type: none"> - Aligning personal branding across LinkedIn, blogs, and professional portfolios. <p>2. Conflict Resolution and Negotiation</p> <ul style="list-style-type: none"> - Practicing communication strategies for negotiation scenarios (salary, sales deals, partnerships). <p>3. Virtual Communication Best Practices</p>	<p>Tools: MS Teams, Zoom.</p> <p>Activity: Simulated negotiation role-plays and virtual presentations.</p>	7 Hours

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		- Handling virtual meetings, video conferences, and online presentations.		
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Assessment Criteria:

1. **LinkedIn Profile Development (20%)** – Completed and optimized profiles.
2. **Business Pitch Presentation (25%)** – Delivery of elevator pitches and storytelling.
3. **Email Writing Assignments (15%)** – Formal and professional email submissions.
4. **Negotiation Role-Play (20%)** – Performance in simulated negotiation scenarios.
5. **Digital Branding Capstone (20%)** – Integrating LinkedIn, video introductions, and pitch decks.

COURSE OUTCOME

- Students will exhibit outstanding corporate communication skills customized for global business settings, harnessing digital and innovative instruments for effective communication.
- Students will adeptly employ persuasive communication, critical thinking, and negotiation abilities in various professional contexts.
- Students will cultivate collaborative teamwork and adeptly surmount intercultural communication obstacles in multicultural work settings.
- Students will also refine their crisis management, communication, and leadership proficiencies to thrive in professional domains.

glossary

Suggested Readings and Resources:

1. "Business Communication Today" by Courtland L. Bovee and John V. Thill
2. "Made to Stick" by Chip Heath and Dan Heath
3. Harvard Business Review (HBR) Articles on Crisis and Leadership Communication
4. Tools: Grammarly, Canva, MS Teams,

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Rated Category 'A+' by SFRC & 'A' by JAC Govt. of NCT of Delhi
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Policy Design on CSR

CSR Performance Matrix

Select any organization of your choice. As part of the CSR performance evaluation process, make a **CSR Performance Matrix** to measure and analyze the impact of these initiatives. Make a CSR Performance Matrix that includes: (PO3, PO5, PO7)

- Identify the Key focus areas.
- Find out the Measurable targets or benchmarks.
- Methods to collect and evaluate performance data.
- Highlight areas of improvement and provide recommendations to enhance CSR performance.

Objective of the Activity:

- To enable students to identify and develop measurable Key Performance Indicators (KPIs) for evaluating CSR initiatives. (PO5)
- To enhance students' ability to collect, analyze, and interpret CSR performance data to evaluate its impact on business and society. (PO5, PO7)
- To develop the skills to design a CSR Performance Matrix aligned with business strategies and sustainability goals. (PO3, PO7)
- To encourage critical thinking for providing actionable recommendations to improve CSR performance and align it with stakeholder needs. (PO5)

Outcome of the Activity:

- Students identify and define measurable KPIs for key CSR focus areas such as environmental and social impact.

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- To equip students with skills for stakeholder engagement, legal compliance, and resource planning to ensure effective CSR implementation. (PO2, PO7)

Outcome of the Activity:

- Students demonstrate the ability to critically analyze and design CSR policies that align with business goals and sustainability standards.
- Students effectively integrate ethical, legal, and social considerations into CSR strategies to address organizational and societal needs.
- Students showcase strategic decision-making skills by creating comprehensive CSR plans that align with sustainable development goals and regulatory requirements.

Guidelines for Submission:

- Design a comprehensive CSR policy for the company selected.
- Use A4-sized sheets for all submissions.
- Ensure that the content is legible, well-organized, and authentic.
- Use Times New Roman font, size 12, with 1.5 line spacing.
- Late submissions will not be accepted without prior approval.
- Maintain originality; plagiarism in any form will result in disqualification.

The cover page should include the following information:

- Assignment No.
- Activity Title:
- Submitted to (Faculty Name and Designation)
- Submitted by (Student Name, Enroll No.)

CSR Policy for Ekal Vidyalaya Foundation (Ekal.org)

1. Introduction

Ekal Vidyalaya Foundation (Ekal.org) is a non-profit organization dedicated to holistic development in rural India, focusing on education, healthcare, livelihoods, women's empowerment, and integrated village development. Ekal has been operating for over three decades, with a mission to empower rural communities by providing resources, education, and support for self-sufficiency. This CSR policy outlines Ekal's commitment to ethical business practices, sustainable development, and social responsibility in its operations.

2. Vision and Mission

- **Vision:** Empowering rural India's changemakers by providing education, healthcare, and economic opportunities to underserved communities.
- **Mission:** To bring education, healthcare, and economic prosperity to the rural villages of India, promoting self-reliance and sustainable development.

3. Key Focus Areas

Ekal's CSR efforts are aligned with its mission to improve the quality of life in rural areas. The key focus areas of Ekal's CSR initiatives are:

- **Education:** Providing primary and digital education to children in rural villages, enabling them to become agents of change in their communities.
- **Healthcare:** Offering health services, including telemedicine, nutrition programs, and health awareness to improve the well-being of rural populations.
- **Livelihoods:** Supporting rural communities with vocational training, skill development, and access to employment opportunities.
- **Women's Empowerment:** Enabling rural women to become micro-entrepreneurs through training in various skill sets, such as tailoring, leadership, and business.
- **Integrated Village Development:** Creating self-reliant, sustainable rural villages through a comprehensive approach that includes education, health, and economic development.

4. Strategic Initiatives

Ekal has developed several strategic initiatives to achieve its CSR goals:

- **Ekal Schools:** Establishing over 86,000 one-teacher schools to provide primary education to more than 2.27 million children.
- **Digital Education:** Introducing E-Shiksha, an initiative for e-learning and digital literacy in remote villages.
- **Telemedicine and Health Camps:** Providing healthcare services and nutrition programs to rural areas with limited access to medical facilities.

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- **Vocational Training:** Conducting training programs in areas such as tailoring, computer literacy, and leadership to provide sustainable livelihoods.
- **Women Empowerment Programs:** Promoting women's entrepreneurship through skills development and microfinance support.

5. Stakeholder Engagement

Ekal's approach to CSR emphasizes strong stakeholder engagement:

- **Community Involvement:** Engaging with local communities to assess needs, implement programs, and encourage participation in sustainable development.
- **Volunteer Network:** Leveraging a vast network of volunteers for outreach and community development.
- **Donor and Partner Relations:** Maintaining transparency and ethical standards in dealing with donors and partners, ensuring accountability and effective use of resources.

6. Legal Compliance

Ekal Vidyalaya Foundation is committed to complying with all legal requirements related to CSR, environmental regulations, and labor standards. The organization will:

- Follow all applicable laws governing non-profit operations in India.
- Ensure the ethical deployment of resources in line with local and international regulatory standards.
- Adhere to all CSR provisions as per the Companies Act, 2013, ensuring that donations and funding are used effectively for social causes.

7. Budget Planning and Resource Allocation

Ekal's CSR initiatives are funded through donations, grants, and voluntary contributions. The foundation ensures that:

- Financial resources are allocated efficiently, prioritizing high-impact initiatives in education, healthcare, and livelihoods.
- Budgeting is done with careful planning to ensure sustainability and transparency, focusing on maximizing the social impact with available resources.
- Resources are allocated with a focus on long-term sustainability, such as investing in renewable energy solutions and community-driven development.

8. Alignment with Sustainable Development Goals (SDGs)

Ekal's CSR initiatives directly support several United Nations Sustainable Development Goals (SDGs), including:

- **Quality Education (SDG 4):** Providing inclusive and equitable education to rural children.

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- **Good Health and Well-being (SDG 3):** Improving access to healthcare and nutrition in remote villages.
- **Gender Equality (SDG 5):** Empowering women through training and economic opportunities.
- **Decent Work and Economic Growth (SDG 8):** Promoting livelihoods through skills development and entrepreneurship programs.
- **Sustainable Cities and Communities (SDG 11):** Fostering sustainable, self-reliant communities in rural areas.

9. Implementation and Monitoring

- **Implementation Mechanism:** Ekal will implement its CSR initiatives through a combination of grassroots efforts, community-based programs, and strategic partnerships.
- **Monitoring and Evaluation:** Regular monitoring will be conducted to assess the effectiveness of CSR initiatives. This includes tracking key performance indicators (KPIs) such as school enrollment rates, healthcare service delivery, vocational training success rates, and women's empowerment outcomes.
- **Reporting and Transparency:** Ekal Vidyalaya Foundation will provide periodic reports on CSR activities, ensuring transparency in its operations and the use of funds. These reports will be made available to stakeholders, including donors, volunteers, and community members.

10. Conclusion

This CSR policy reflects Ekal Vidyalaya Foundation's ongoing commitment to improving the lives of rural communities through education, healthcare, economic empowerment, and sustainable development. The foundation will continue to work collaboratively with stakeholders to drive positive social impact and align its initiatives with national and global sustainability goals.

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Case Based Activity

CSR Performance Matrix

Select any organization of your choice. As part of the CSR performance evaluation process, make a **CSR Performance Matrix** to measure and analyze the impact of these initiatives. Make a CSR Performance Matrix that includes: (PO3, PO5, PO7)

- Identify the Key focus areas.
- Find out the Measurable targets or benchmarks.
- Methods to collect and evaluate performance data.
- Highlight areas of improvement and provide recommendations to enhance CSR performance.

Objective of the Activity:

- To enable students to identify and develop measurable Key Performance Indicators (KPIs) for evaluating CSR initiatives. (PO5)
- To enhance students' ability to collect, analyze, and interpret CSR performance data to evaluate its impact on business and society. (PO5, PO7)
- To develop the skills to design a CSR Performance Matrix aligned with business strategies and sustainability goals. (PO3, PO7)
- To encourage critical thinking for providing actionable recommendations to improve CSR performance and align it with stakeholder needs. (PO5)

Outcome of the Activity:

- Students identify and define measurable KPIs for key CSR focus areas such as environmental and social impact.

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- Students demonstrate the ability to collect and evaluate CSR performance data using structured tools and methods.
- Students design and implement a CSR Performance Matrix that integrates business strategies with sustainability objectives.
- Students provide strategic recommendations for improving CSR initiatives, aligning them with stakeholder expectations and sustainability goals.

Guidelines for Submission:

- Based on the data collected, you are required to make a CSR Performance Matrix of your selected company.
- Use A4-sized sheets for all submissions.
- Ensure that the content is legible, well-organized, and authentic.
- Use Times New Roman font, size 12, with 1.5 line spacing.
- Late submissions will not be accepted without prior approval.
- Maintain originality; plagiarism in any form will result in disqualification.

The cover page should include the following information:

- Assignment No.
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- Submitted by (Student Name, Enroll No.)

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CSR Performance Matrix for Ekal Vidyalaya Foundation (Ekal.org)

Focus Area	KPI	Target	Data Collection Method	Recommendations
Education	Number of schools established	Increase by 5% annually	Program records and enrollment data	Expand outreach to underserved regions
	Student enrollment numbers	Achieve 2.5 million enrollments by next year	Enrollment databases	Enhance community engagement to boost enrollments
Healthcare	Number of telemedicine consultations	Provide 100,000 consultations annually	Telemedicine platform analytics	Increase awareness campaigns about telemedicine services
	Number of nutrition programs implemented	Implement in 500 villages annually	Program implementation reports	Collaborate with local health workers for wider reach
Livelihoods	Number of individuals trained in vocational skills	Train 50,000 individuals annually	Training attendance records	Develop partnerships with local businesses for employment opportunities
	Percentage of trainees employed or starting a business post-training	Achieve 70% employment/self-employment rate within six months of training	Follow-up surveys and interviews	Provide post-training support and mentorship
Women's Empowerment	Number of women trained in entrepreneurship	Train 20,000 women annually	Training program records	Introduce advanced training modules and access to micro-financing
	Number of women-led businesses established	Establish 5,000 new businesses annually	Business registration data	Create networking platforms for women entrepreneurs
Integrated Village Development	Number of villages achieving self-reliance status	Develop 1,000 villages annually	Village development assessments	Implement comprehensive development plans tailored to each village's needs

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Business Responsibility and Sustainability Report (BRSR) for Ekal Vidyalaya Foundation (Ekal.org)

1. Company Overview and General Disclosures

- **Name:** Ekal Vidyalaya Foundation
- **Established:** 1989
- **Mission:** Bringing literacy, healthcare, and economic prosperity to remote villages in India.
- **Vision:** Empowering Rural India's Changemakers.
- **Focus Areas:** Education, healthcare, livelihoods, women's empowerment, and integrated village development.

2. Management Processes for ESG Integration

- **Governance:** Led by a dedicated board and a vast network of volunteers, ensuring transparency and accountability.
- **Environmental Initiatives:** Promoting sustainability through digital education, reducing resource consumption, and eco-friendly practices in project implementation.
- **Social Responsibility:** Enhancing rural development through education, healthcare, and economic empowerment programs, with a focus on marginalized communities.
- **Ethical Practices:** Adherence to high ethical standards in all operations and stakeholder engagement.

3. Detailed Principle-Wise Performance Data

Principle 1: Businesses should conduct and govern themselves with integrity, and in a manner that is Ethical, Transparent, and Accountable

- Conducted over 1,000 awareness programs on ethical practices and transparency.

Principle 2: Businesses should provide goods and services that are safe and contribute to sustainability throughout their life cycle

- Operated over 86,000 one-teacher schools, using community-supported low-cost models.

Principle 3: Businesses should respect and promote the well-being of all employees

- Engaged a vast network of volunteers and community members, promoting local employment and skills development.

Principle 4: Businesses should respect the interests of and be responsive to all stakeholders

- Collaborated with local communities for program implementation, ensuring alignment with their needs.

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Principle 5: Businesses should respect and promote human rights

- Empowered rural women with leadership and entrepreneurship training, ensuring gender equality.

Principle 6: Businesses should respect, protect, and restore the environment

- Reduced the carbon footprint by using digital tools and promoting sustainable practices in rural projects.

4. Summary of Findings

- **Strengths:**
 - Comprehensive coverage of rural areas with impactful education and healthcare programs.
 - Strong alignment with Sustainable Development Goals (SDGs).
 - Active community participation in program implementation.
- **Areas of Improvement:**
 - Enhance digital literacy reach in remote areas.
 - Strengthen post-program tracking mechanisms to measure long-term impact.
- **Recommendations:**
 - Expand collaborations with corporate partners for increased funding and resource allocation.
 - Introduce advanced training modules in digital literacy and vocational skills.
 - Focus on integrating renewable energy solutions in rural development initiatives.

This comprehensive report reflects Ekal Vidyalaya Foundation's commitment to social and environmental sustainability, transparency, and ethical business practices. It also serves as a model for other organizations aiming to make a significant impact in rural and underserved areas.

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Programme- MBA

Subject: Accounting For Management (MBA-I)

Activity: Mock Stock

Date: 20/11/2023

Mock stock ppts

Evaluation Criteria-Case study, Rubrics& Marks list

Attendance sheets with marks

Screen shots

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Activity 2: MOCK STOCK (Group Activity)

OBJECTIVE: To enhance the trading skills and knowledge of students in the Financial Markets.

- Number of members in a team: Maximum 2
- Each team will be given fixed amount of 'Virtual Money' at the beginning of the competition.
- The trading in Mock stock exchange will be allowed for 1 hour which would include buying and selling of securities. This time limit may change depending upon time availability.
- The goal of each team is to maximize the total earnings in the form of securities and virtual cash in hand. The team which would have maximum Assets at the end will be declared the winner.

Trading platform: Neostox

Outcome: Students will develop a **comprehensive set of financial, strategic, and analytical skills** that will help them better understand the dynamics of stock markets, enhance their ability to make quick, informed decisions, and manage risk while collaborating in a team-based environment.

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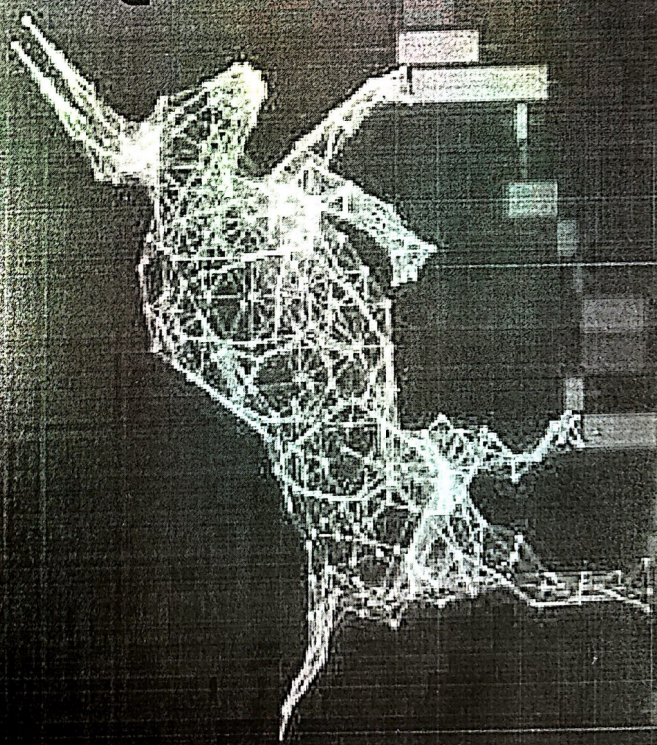
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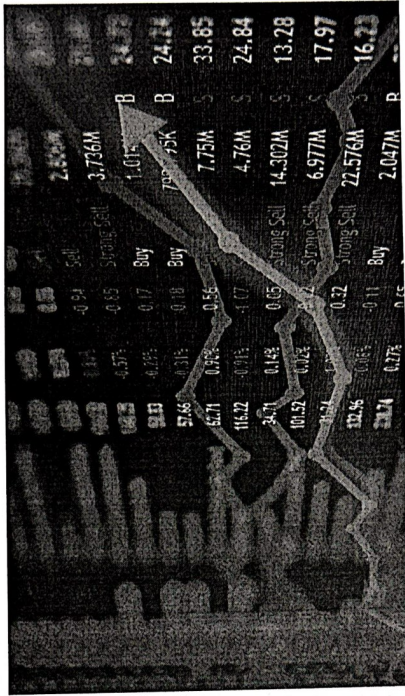
Workshop cum Competition

“Mock Stock”



What Is Stock Market

It is a place where shares of
Public Listed Companies are
traded.



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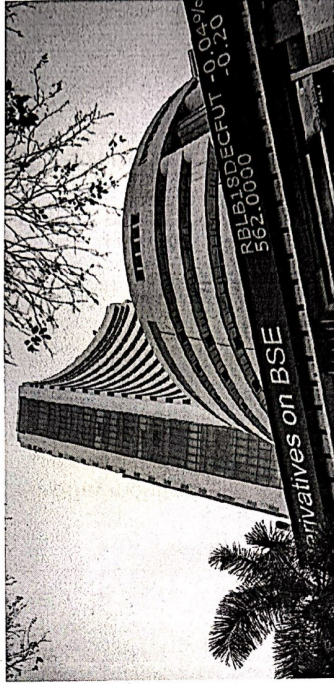
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Stock Exchange

Stock Exchange is a marketplace where buyers and sellers come together to trade financial instruments like stocks, bonds and other tradable instruments.

India we have NSE and BSE.



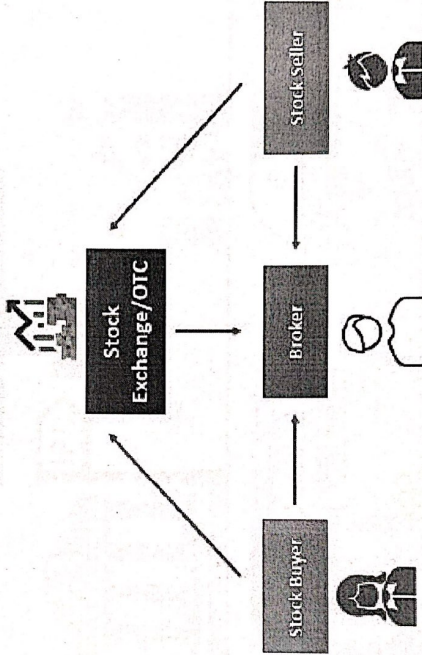
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How does it works?

What Is A Stock Market?

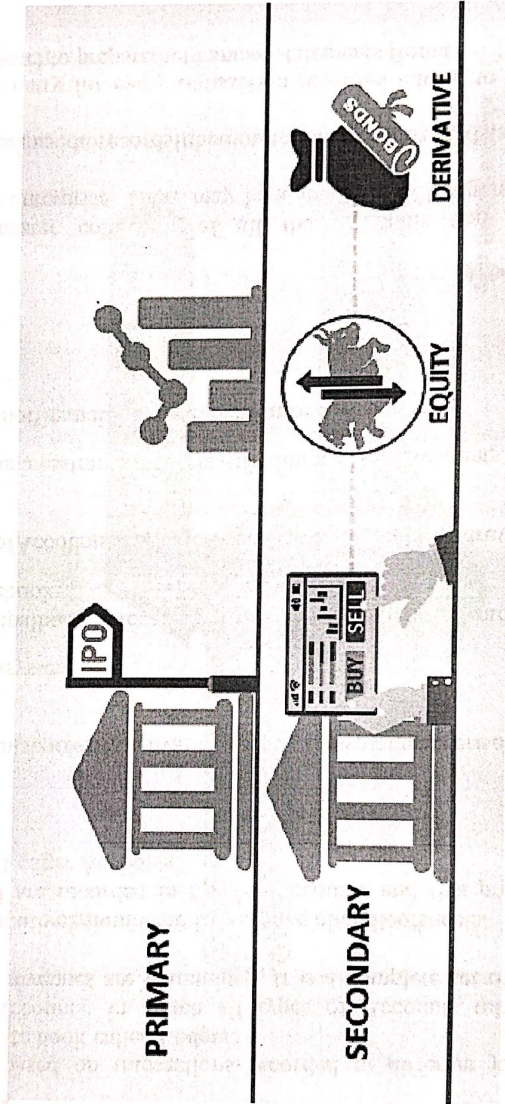


WallStreetMojo

Rachit Dima
Dr. Anshu Kalia
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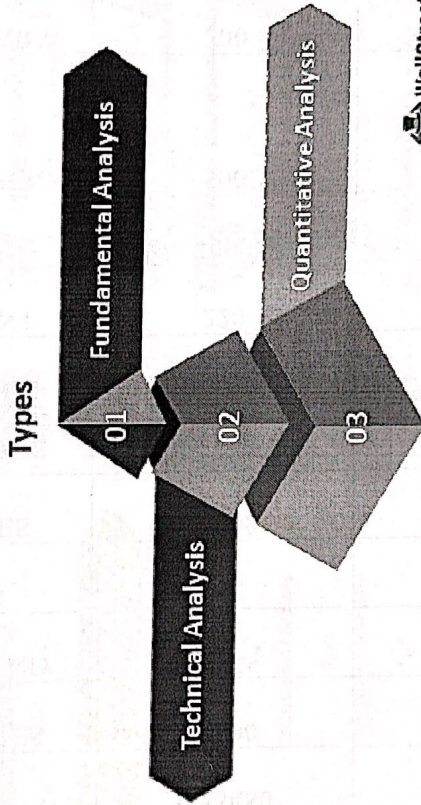
Types of Markets



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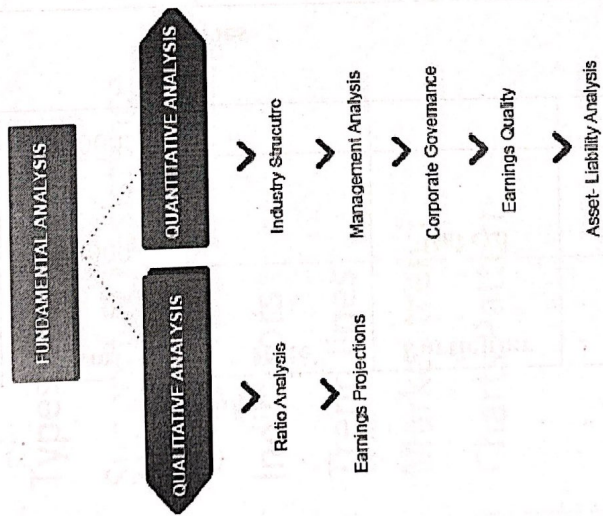


Types of Market Analysis



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Fundamental Analysis



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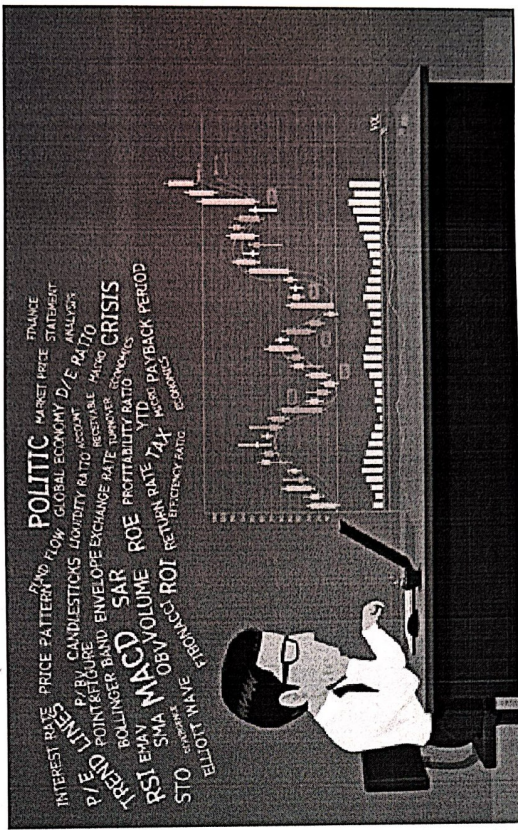


Technical Analysis

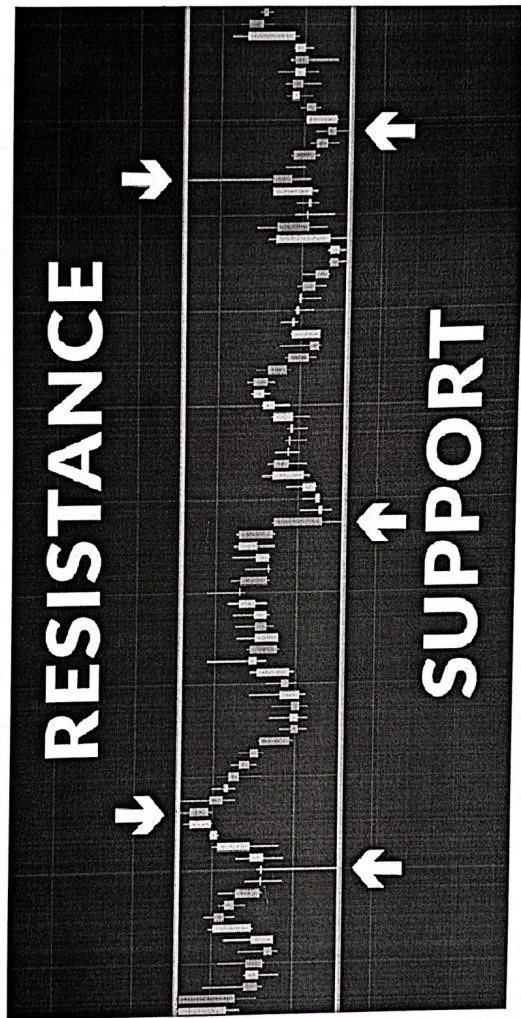
- Types of charts
- Support & Resistance
- Candlesticks
- Indicators
- Trend lines
- Market trend
- Charts Pattern

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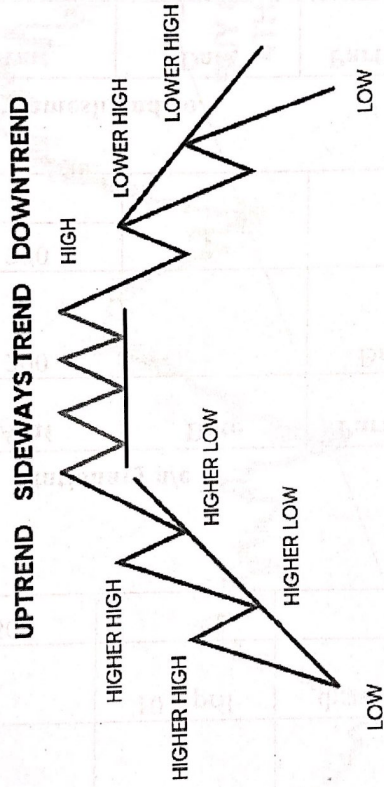
Support & Resistance



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Dr Rachita Chandra
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Market Structure



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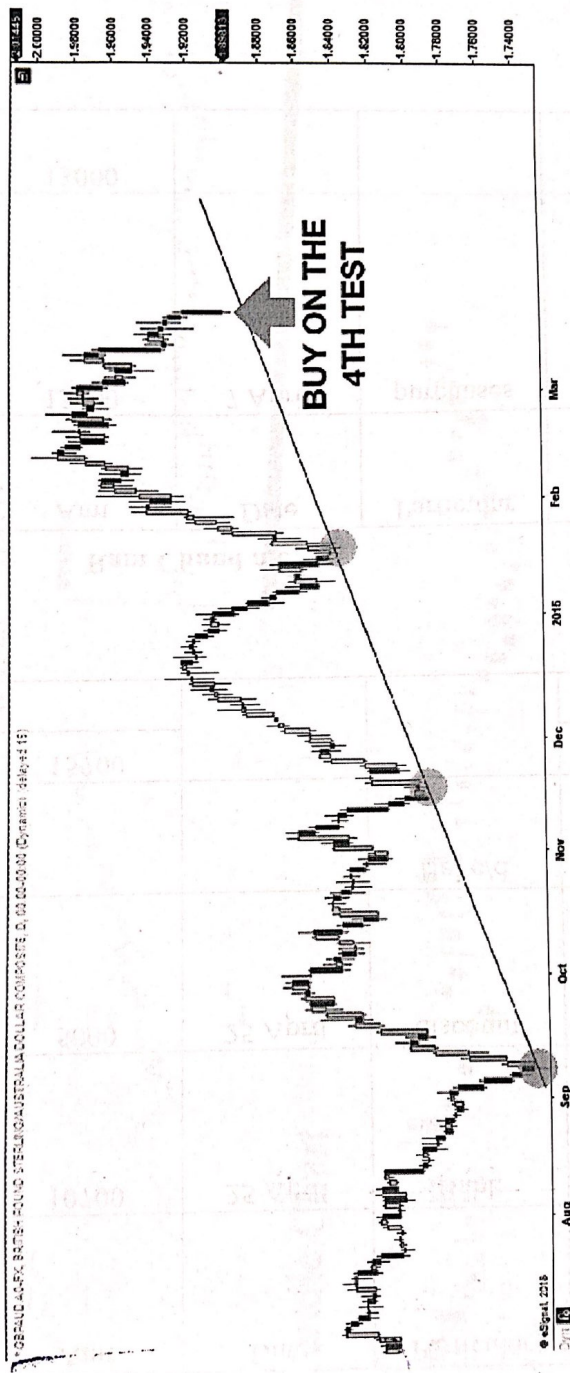
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Trend Lines



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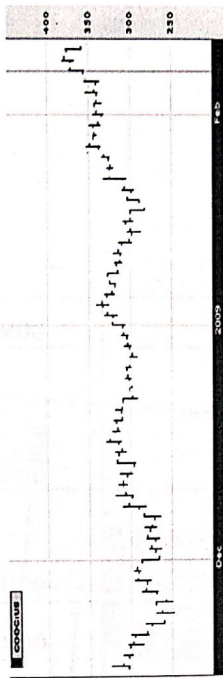


Types of charts

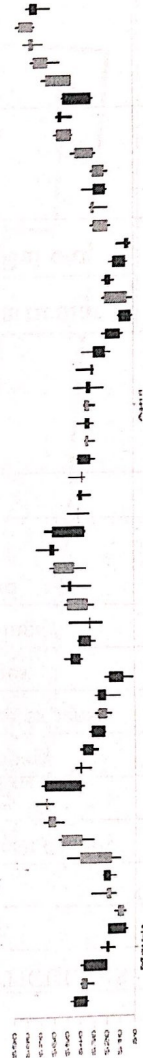
1. Line Chart



2. Bar Charts



3. Candle Chart

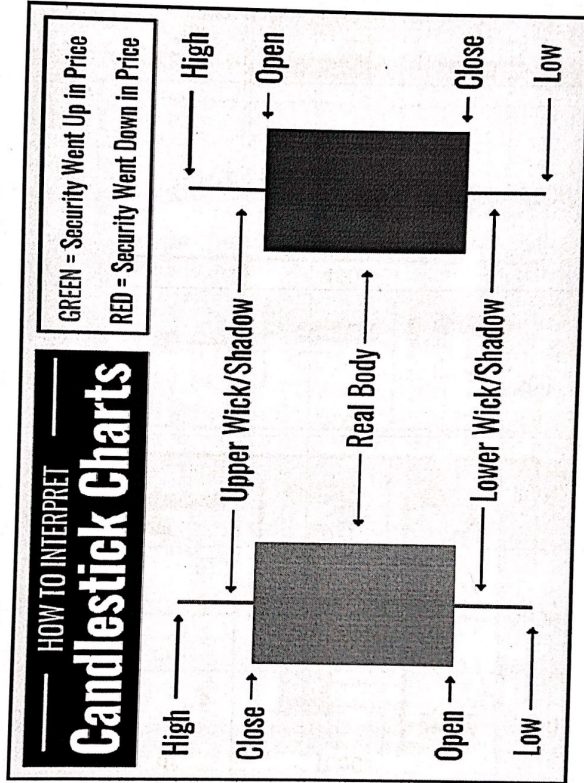


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Candlestick



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Candlesticks Patterns

Bullish		Continuation	
Reversal			
Hammer	Inverted Hammer	Bullish Three Line Strike	
Bullish Engulfing	Twister Bottom	Rising Three Methods	Bullish Mat Hold
Morning Star	Three Stars in the South		

Bearish		Continuation	
Reversal			
Hanging Man	Shooting Star	Bearish Three Line Strike	
Bearish Engulfing	Twister Top	Falling Three Methods	Bearish Mat Hold
Evening Star	Advance Block		

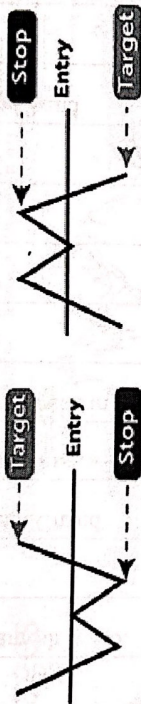
Neutral	
Doji	
Gravestone Doji	
Dragonfly	

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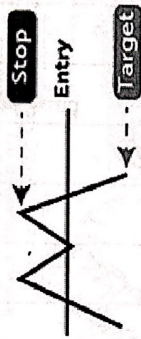
the Institute of Information Technology & Management New Delhi



Chart Pattern



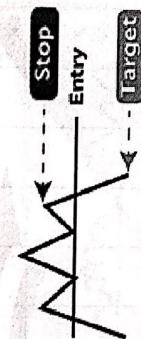
DOUBLE BOTTOM



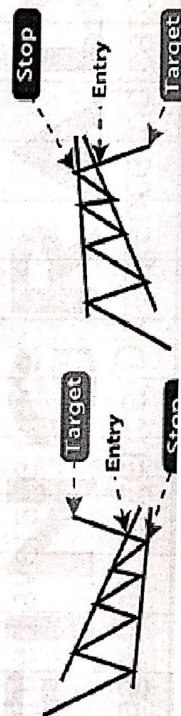
DOUBLE TOP



REVERSE HEAD & SHOULDER



HEAD & SHOULDER

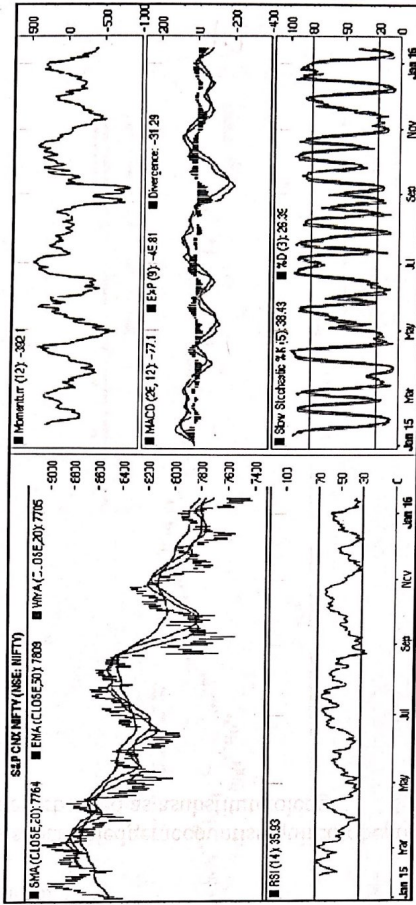


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Technical Indicators

1. Moving Averages
2. Super trend
3. RSI
4. Pivot Points
5. Volume-weighted average price
6. Moving Average Convergence/Divergence indicator



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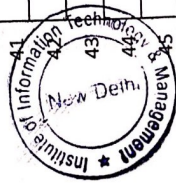


Evaluation Sheet for Mock Stock

Course: MBA		Sem: I	Batch:2023-25	Date:20/11/2023				
S.No	EnRoll No.	Name	Activity Details	Understanding		Decision Making	Profit Maximization	Total
				level 1	level 2			
1	113703923	ANSH SEHGAL	Activity -1 MOCK STOCK	4	4	level 3	level 4	16
2	313703923	MUSKAN SHARMA	Activity -1 MOCK STOCK	3	4	3	4	14
3	00413703923	ANURAG MISHRA	Activity -1 MOCK STOCK	5	5	5	3	18
	00513703923	AKSHIT NAYYAR	Activity -1 MOCK STOCK	4	5	4	4	17
	00613703923	ADARSH SINGH	Activity -1 MOCK STOCK	4	4	5	4	17
	00813703923	JATIN KUMAR JHA	Activity -1 MOCK STOCK	3	5	4	5	17
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	01013703923	SAHIL ANSARI	Activity -1 MOCK STOCK	4	5	5	4	18
9	01113703923	VALUSHA VERMA	Activity -1 MOCK STOCK	5	5	4	5	19
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45	35513703923	JAI SOLANKI	Activity -1 MOCK STOCK	5	4	5	4	18

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46	35613703923	ADITI KATOCH	Activity -1 MOCK STOCK	5	4	5	4	18
47	70113703923	NANDINI PRAKASH	Activity -1 MOCK STOCK	3	5	3	3	14
Percentage > 75				Level 1	Level 2	level 3	level 4	Average
Level Achievement				38	40	41	41	40
% Attainment				0.808510638	0.8510638	0.8723404	0.8723404	0.85

Dr. Deepika Arora

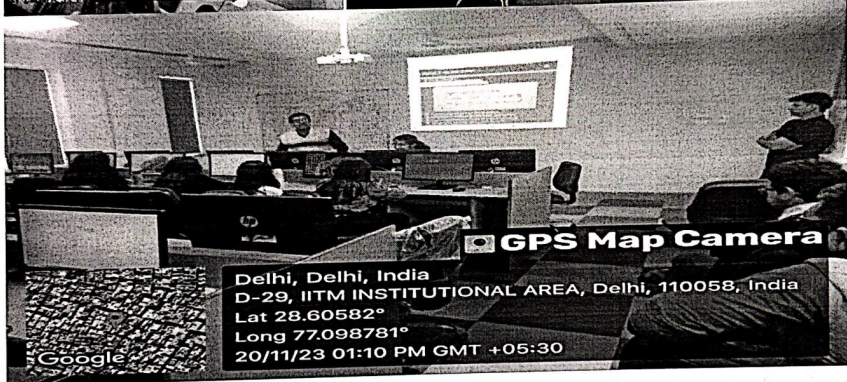
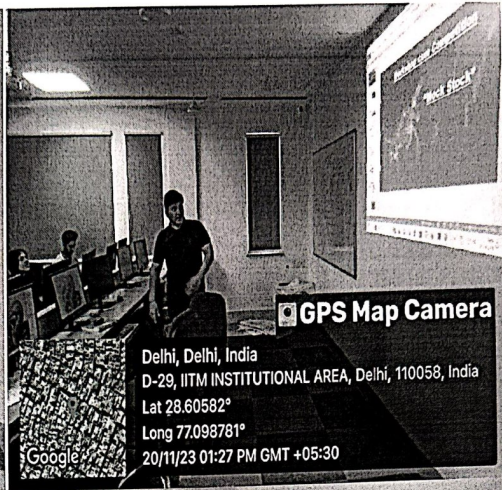
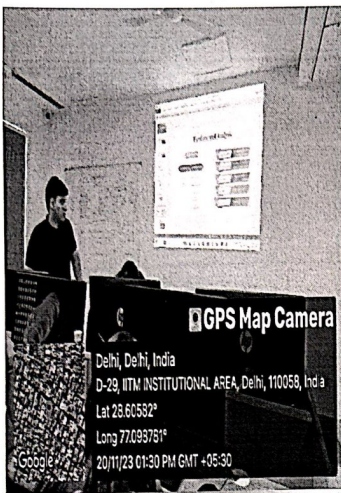
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Geo-Tag Photographs of Event



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Activity 1: Create and explain 7Ps of Marketing

Q: Visit a Salon nearby (Select a salon nearby you based on Google Ratings and Reviews) and identify the 7Ps of Marketing and answer the following questions- (PO1, PO2, PO3)

Product Strategy: How does the selected salon differentiate itself from competitors in terms of the services it offers? Provide examples of how the salon tailors its services to meet the needs of its affluent clientele.

Price Strategy: Explain which pricing strategy the salon has adopted. How does this pricing model reflect the salon's brand image and target market?

Place Strategy: Discuss the significance of selected salon location and its interior design in shaping the customer experience. How does the salon's physical environment enhance its brand positioning?

Promotion Strategy: Evaluate the role of digital marketing and influencer partnerships in selected salon's promotional efforts. How do these strategies contribute to building brand awareness and attracting new clients?

People Strategy: Why is the selection and training of staff critical to the success of the selected salon? How does the salon ensure its staff provides high-quality service to meet the expectations of clients?

Process Strategy: Describe the key elements of selected salon's service delivery process. How does the salon ensure a seamless customer experience from booking to post-service follow-up?

Physical Evidence Strategy: Analyze how Glamour Studio uses physical evidence (such as salon design, uniforms, product displays, online physical evidences like website, mobile application UI etc) to reinforce its brand image. How do these elements contribute to customer perception and satisfaction?

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Objective of the Activity:

S.No	Objectives	Program Outcomes (POs)
1.	To enable the students to take practical decisions related to the service businesses.	PO1,PO2
2.	To foster critical thinking and analytical skills among students.	PO2
3.	To enable the students towards entrepreneurial thinking into the service sector	PO5

Outcome of the Activity:

S.No	Outcomes
1.	Students will able to take practical decisions based on deep understanding of marketing concepts.
2.	Students' critical thinking and analytical skills will be enhanced.
3.	Students will be motivated towards entrepreneurship in service sector.

The Report should include

- Overview of selected salon
- Create a comparison table of salons near you based on the criteria of comparison written on, Google reviews and rating.
- 7Ps chart of salon business
- Detailed explanation of the questions asked related to respective Ps of Marketing.

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INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT
Accredited 'A' Grade by NAAC & Recognised U/s 2(f) of UGC act
Rated Category 'A+' by SFRC & 'A' by JAC Govt. of NCT of Delhi
Approved by AICTE & Affiliated to GGS Indraprastha University, New Delhi

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Marketing Management
Best Practice Activity

Academic Year 2023-24

Submitted To

Dr. Himanshu Matta

Associate Professor

Submitted By

Jai Solanki

35513703923

MBA

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Overview of Salon Service Business

A salon business offers beauty and personal care services, which include haircuts, hairstyling, facials, massages, manicures, pedicures, skin treatments, and other wellness services. These services are delivered through professional skills, high-quality products, and a pleasant environment. The salon industry thrives on creating memorable customer experiences by offering high-quality service, personalized attention, and a relaxing ambiance. A successful salon business combines expert service delivery with an appealing environment and strong customer relationships.

As the marketing manager, it's important to focus on all aspects of the business, particularly the *7Ps of Marketing*: Product, Price, Place, Promotion, People, Process, and Physical Evidence. In this report, we will dive deeper into the *Physical Evidence* and *Processes* for a salon business, as these components play a pivotal role in customer perception and satisfaction.

7Ps of Salon Business

P	Description
Product	The variety of beauty and wellness services offered (e.g., haircuts, color treatments, skin facials).
Price	Pricing strategy based on service packages, market competition, and target demographic (e.g., premium, budget).
Place	Location of the salon (e.g., city center, mall, upscale neighborhoods) and availability of online booking.
Promotion	Advertising and promotional tactics (e.g., social media marketing, influencer partnerships, referral discounts).
People	The staff's expertise, customer service, and professionalism (e.g., hairstylists, estheticians, customer service team).
Process	The steps involved in delivering the service (e.g., booking appointments, consultation, service delivery).
Physical Evidence	Tangible elements that customers see, touch, and feel during the service (e.g., salon decor, products, branding).

Detailed Explanation of Physical Evidence Strategy for Salon Business

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Physical Evidence refers to the tangible cues that help customers evaluate the quality of the service even before they experience it. It includes the ambiance, physical environment, branding, and any other visible indicators that convey professionalism and quality to customers. In the salon business, Physical Evidence is crucial because it influences customer perception and plays a significant role in attracting new clients and retaining existing ones.

Here's how to leverage Physical Evidence for a salon business:

1. Salon Interior Design and Ambience

- **Aesthetic Appeal:** The first physical evidence that customers encounter is the salon's interior design. The space should be aesthetically pleasing, clean, and reflect the salon's branding. Whether it's a luxurious, high-end spa environment or a trendy, minimalist space, the design should align with the salon's target audience and the type of services offered.
- **Comfort and Relaxation:** Comfortable seating, soothing lighting, calming colors, and pleasant fragrances all contribute to a relaxing atmosphere. An inviting environment enhances the customer experience, making clients more likely to return.

2. Branding and Signage

- **Logo and Color Scheme:** The salon's logo, signage, and color palette should be consistent throughout all aspects of the business—from the exterior signage to business cards, staff uniforms, and promotional materials. This reinforces brand recognition and credibility.
- **Service Menu Display:** The menu of services should be clearly displayed in the salon, either on a wall, tablet, or in a printed brochure. Pricing transparency, combined with attractive service descriptions, can reassure customers of the professionalism of the business.

3. Quality of Products and Equipment

- **High-Quality Products:** The salon's choice of hair, skincare, and beauty products is another form of physical evidence. High-quality, reputable product brands can convey luxury and professionalism. It is essential to display the products used and sold in the salon so customers can associate them with the services they are receiving.
- **Modern Equipment:** Ensure the salon has the latest equipment in hair care, skincare, and nail treatments. The appearance of high-end equipment like styling chairs, manicure stations, or hairdryers can also indicate the level of quality the salon offers.

4. Uniforms and Grooming of Staff

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- **Professional Attire:** Staff should wear uniforms that align with the salon's branding. Clean, professional, and stylish uniforms create a polished appearance that contributes to the overall perception of quality.
- **Staff Grooming:** The staff should be well-groomed and maintain a professional appearance. This directly impacts the perception of the salon and reinforces the commitment to quality service and professionalism.

5. Customer Touchpoints

- **Appointment Booking System:** A seamless and 'easy-to-use' appointment booking system, whether online, through an app, or via phone, offers customers a professional, hassle-free experience from the outset.
- **Reception Area:** The reception area should reflect the salon's overall aesthetic and be inviting to customers. This is where the customer's experience begins, so it's important to make sure it is clean, well-organized, and welcoming.

6. Packaging and Amenities

- **Gift Cards and Packaging:** Offering gift cards, branded products, or retail services in premium packaging can elevate the customer experience. Packaging should reflect the brand's identity and create a lasting impression on clients.
- **Complimentary Amenities:** Providing complementary items such as refreshments, magazines, or soothing music helps create a more enjoyable visit. These details contribute to customer satisfaction and reinforce the salon's dedication to quality service.

7. Customer Feedback Tools

- **Surveys and Comment Cards:** Physical tools like customer feedback cards or survey forms provide customers with a chance to share their experiences. They should be conveniently located and easy to fill out, helping the business gather valuable insights to improve service.
- **Digital Feedback:** Encourage clients to leave reviews online or share experiences on social media, showcasing the salon's commitment to customer satisfaction.

Detailed Explanation of Process Strategy for Salon Business

Process refers to the procedures and steps involved in delivering the salon's services. This includes how customers book appointments, how services are rendered, and how the overall customer experience is managed. A smooth, efficient process creates a seamless experience that enhances customer satisfaction and increases retention.

1. Appointment Scheduling

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- **Multiple Booking Channels:** Offer flexibility in how clients can book appointments—via phone, online booking platforms, or a mobile app. Ensure that the booking system is user-friendly and efficient.
- **Confirmations and Reminders:** Send appointment confirmations and reminders to reduce no-shows and ensure a smooth flow of appointments. This can be done via email, SMS, or app notifications.

2. Consultation Process

- **Personalized Consultation:** When clients arrive, a brief consultation should be held to assess their needs, preferences, and any special requirements. A personalized approach helps clients feel valued and builds trust.
- **Clear Communication:** Ensuring that clients understand what they are going to experience and setting realistic expectations regarding results builds confidence in the service.

3. Service Delivery

- **Standard Operating Procedures (SOPs):** Establish clear SOPs for each service to ensure consistency and quality. Whether it's a haircut, manicure, or facial, every service should follow a well-defined process to ensure the highest standards.
- **Efficiency and Quality:** Services should be delivered efficiently while maintaining the highest level of quality. Staff should be trained to deliver services with precision and attention to detail.

4. Customer Payment Process

- **Payment Flexibility:** Offer various payment options, including credit/debit cards, mobile payments, and cash. Ensure the payment process is quick, secure, and seamless.
- **Post-Service Engagement:** After a service, the staff should offer suggestions for follow-up treatments, products to maintain the service, and provide loyalty rewards or incentives to encourage repeat visits.

5. Feedback and Follow-Up

- **Customer Feedback:** After the service, a follow-up with customers for feedback, whether through digital surveys or in-person conversation, shows that the salon values client input and strives for continuous improvement.
- **Loyalty Programs:** Use customer data from the booking system to offer personalized promotions, birthday discounts, or loyalty rewards.

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Conclusion

The 7Ps framework provides a comprehensive approach to managing a salon business effectively. While all elements are critical, *Physical Evidence* and *Processes* are particularly impactful in establishing the salon's brand, ensuring customer satisfaction, and enhancing the overall client experience. By focusing on these aspects—through attention to detail in interior design, product quality, staff professionalism, and streamlined processes—you create a salon environment that not only attracts customers but also fosters long-term loyalty.

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Evaluation Sheet for 7 Ps of Marketing

Course: MBA		Sem:	Batch: 2023-25				Date:					
S.No.	EnRoll No.	Name	Activity Details	Understanding		Data Analysis		Feasibility		Implementation & Decision Making		Total
				level 1	level 2	level 3	level 4	level 3	level 4	level 3	level 4	
1	113703923	ANSH SEHGAL	7 Ps of Marketing	4	4	4	3	4	4	3	15	
2	313703923	MUSKAN SHARMA	7 Ps of Marketing	4	3	3	3	3	3	3	13	
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			Percentage > 75	Level 1	Level 2	level 3	level 4	Average
			Level Achievement	36	40	43	37	39
			% Attainment	0.7659574461	0.85106381	0.91489361	0.7872340426	0.83


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