Use of ICT in Content delivery, Evaluation and Interaction in MBA Department



Figure 1. Dr. Om Prakash teaching Business Research Methods using PPT on 6-7-2023 (Content Delivery using ICT)

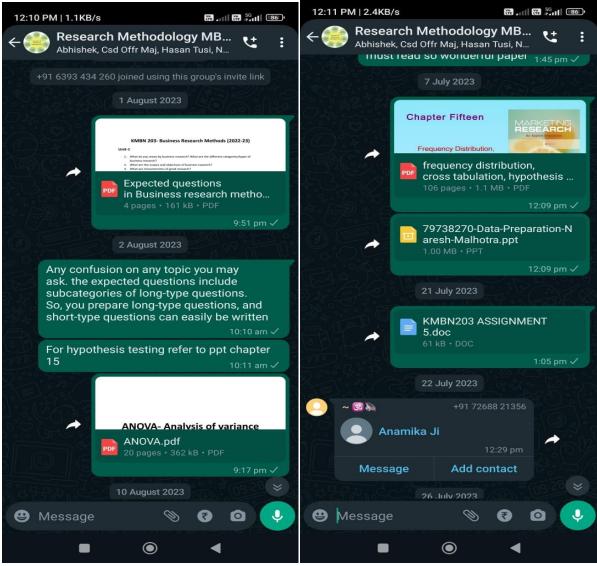


Figure2: Study contents and assignments are provided to MBA Students through WhatsApp (this WhatsApp group was created for MBA students batch 2022-24) (Content delivery and interaction using ICT)

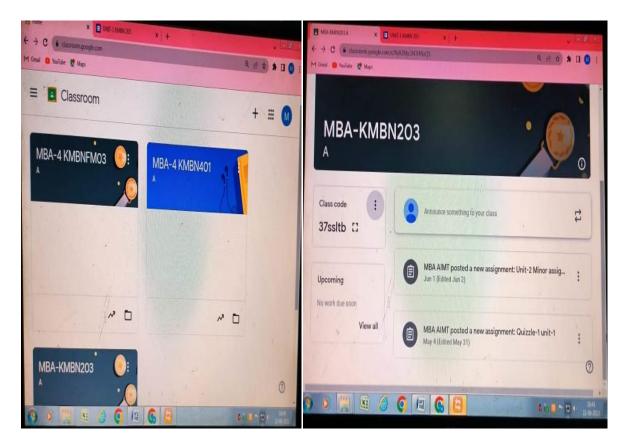


Figure 3.Study materials are provided, and tests are conducted through Google classes (Content delivery, interaction and evaluation by using ICT**)**

Innovative Content Delivery Method

Case Study Method

- Abhishek, Csd offr Maj, Hasan Tusi, Na C :
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Figure 4: Group formation and members' information shared through WhatsApp on 1st November 2022.



Figure 5: Schedule of group presentation sent through WhatsApp for MBA Students batch 2022-24 on 3rd November 2022



Figure 6. MBA students (Batch 2022-23) of Group 4 presenting a case (Customer value: Explored, created, communicated and delivered) in marketing management on9th November 2022 (Using PPT for delivery, evaluation and discussion)



Figure 7: case presentation by group-6 (left) and group-7 (Right), MBA 1st year batch 2023-25 on 30th of December 2023 on the case titled "MyT Brewer".

Mind Mapping



Figure 8: MBA students of Batch 2023-25 taught Idea generation through Mind Mapping on the 6th of December

> Flip Classroom Method



Figure 9: Flip Classroom method: Students of MBA batch 2022-24 were given content earlier on 20 September 2022 and discussed on the next day.



Group Discussion between Group A and Group B

Figure 10.MBA Students (1st Year, Session 2022-24 batch) engage in Group Discussion on the topic "5G- How is it effective for marketers?" on 20-10-2022.



Figure 11: MBA students, batch 2020-21(left) and batch 2021-22 (Middle and right) attending computer lab

YouTube Link

Faculty related to YouTube video	YouTube Video link
Dr. Vinay Kumar Yadav	https://youtu.be/mJCQztdIJFw
Dr. K. K. Pandey	https://youtu.be/yLJKoFKicQs
Dr. K. K. Pandey	https://youtu.be/8gRPo_dr20Q
Dr. Om Prakash	https://youtube.com/watch?v=2L9JmbEQWV8&feature= share
Dr. Om Prakash	https://youtu.be/J061F555tao