

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



Fig

ure 1. Dr. Om Prakash teaching Business Research Methods using PPT on 6-5-2023
(Content Delivery using ICT)

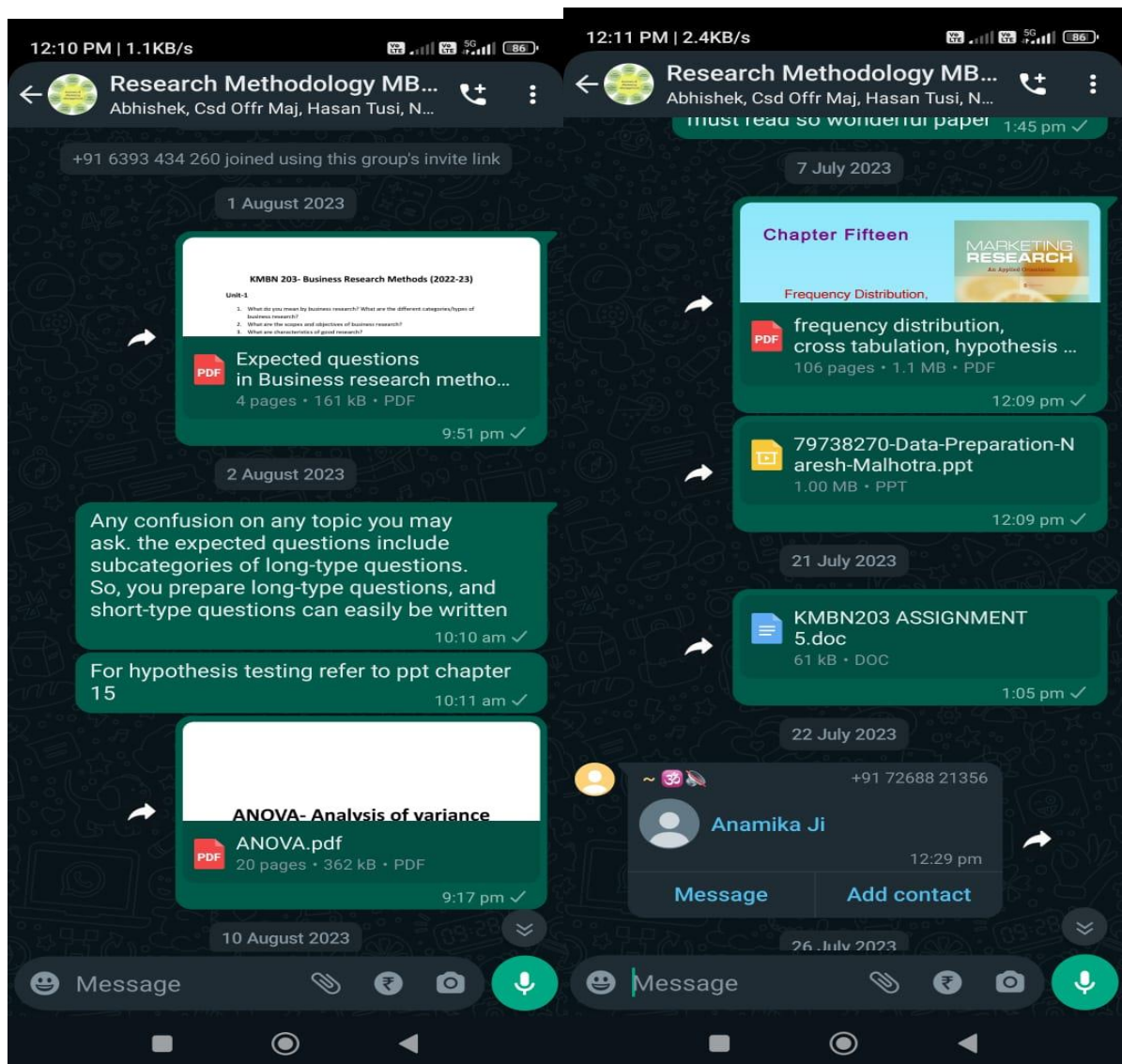


figure2: Study contents and assignments are provided to MBA Students through WhatsApp (this

WhatsApp group was created for MBA students batch 2022-24) (Content delivery and interaction using ICT)

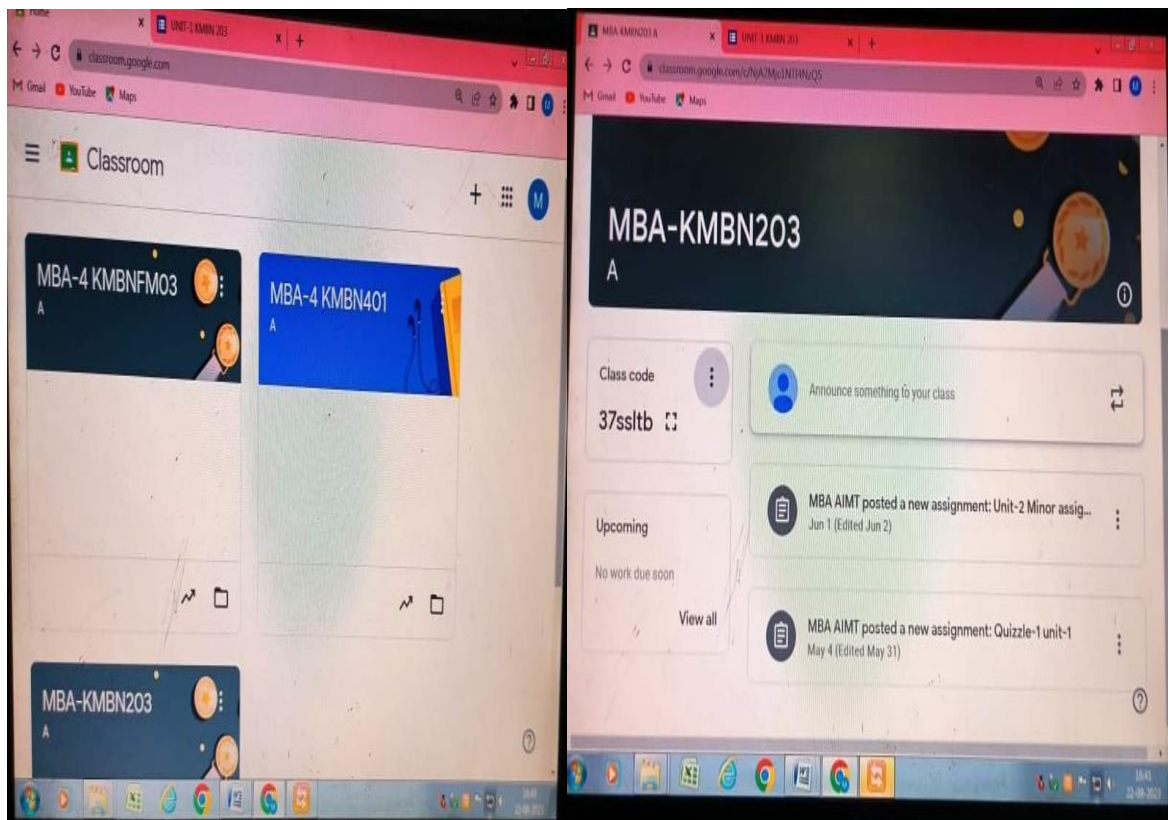


Figure 3. Study materials are provided, and tests are conducted through Google classes (Content delivery, interaction and evaluation by using ICT)

Innovative Content Delivery Method

➤ Case Study Method

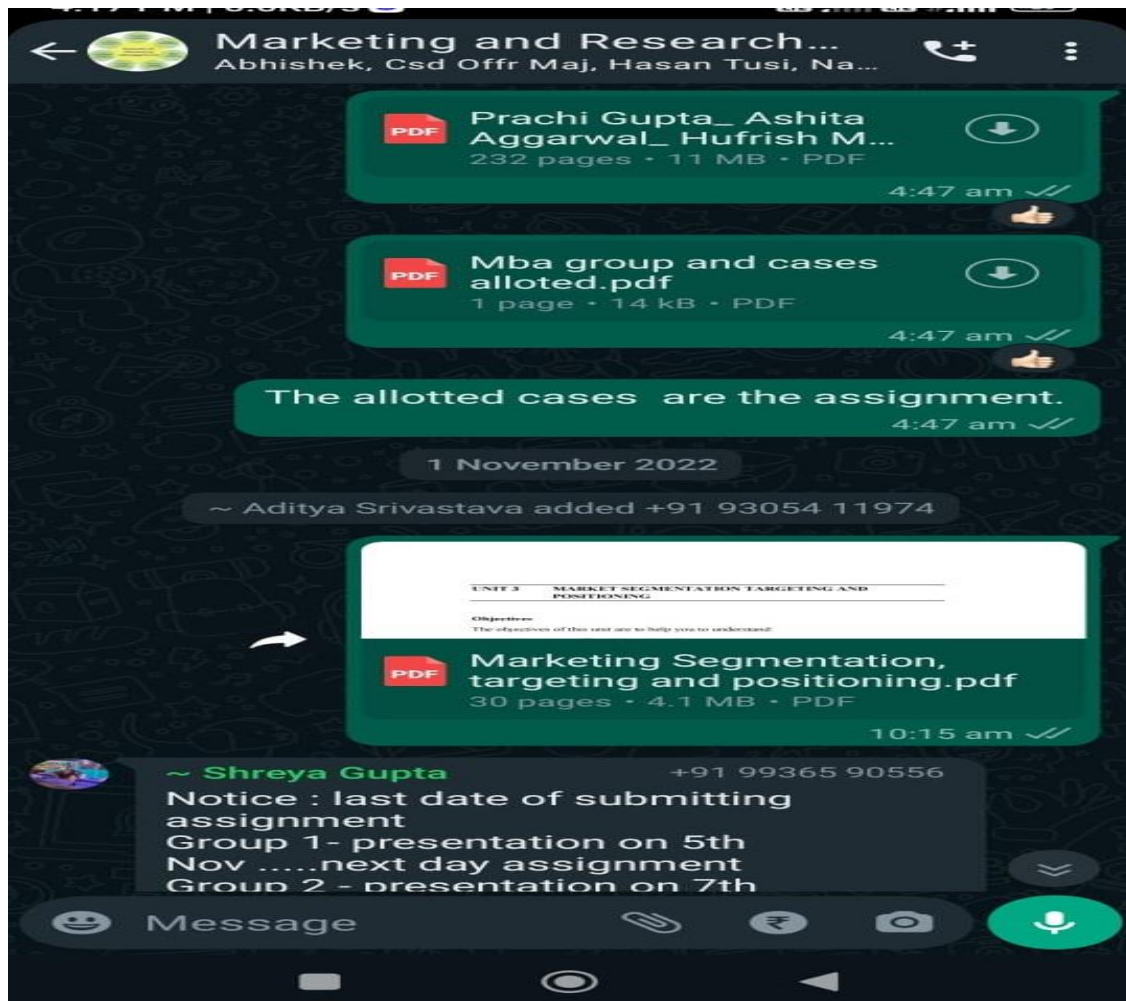


Figure 4: Group formation and members' information shared through WhatsApp on 1st November 2022.

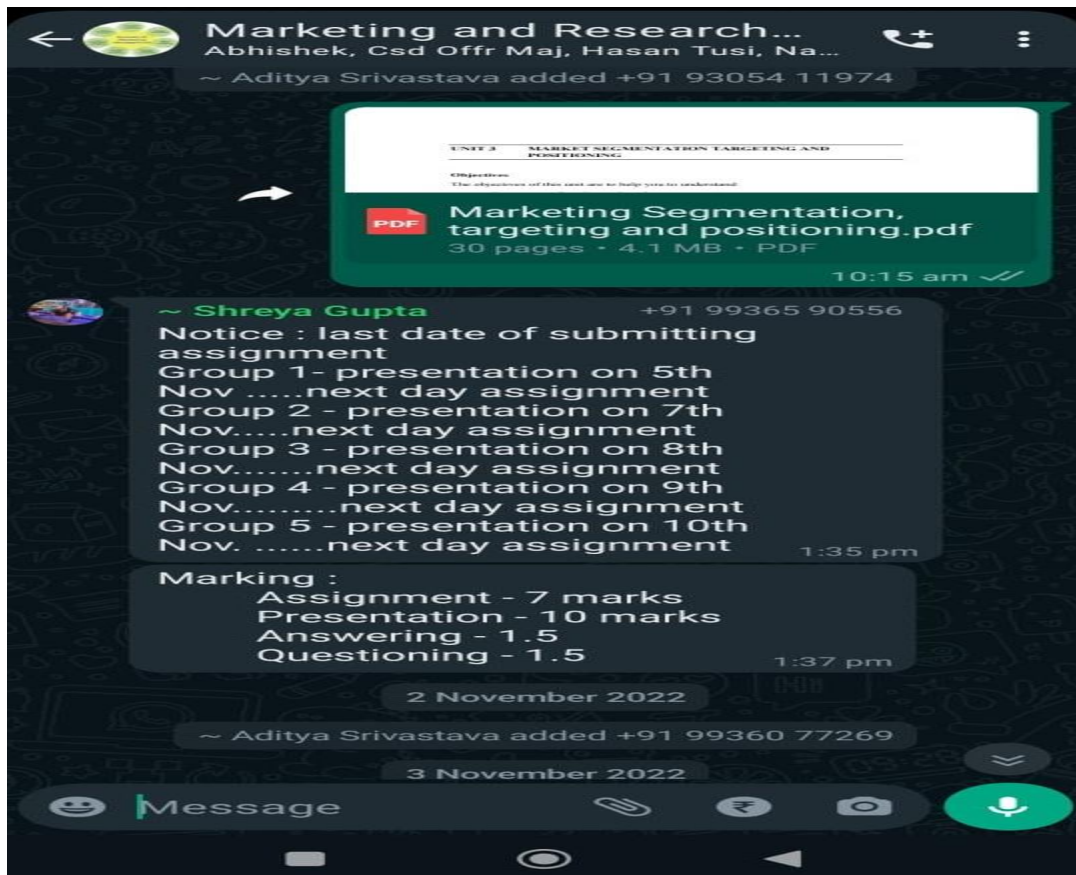


Figure 5: Schedule of group presentation sent through WhatsApp for MBA Students batch 2022-24 on 3rd November 2022



Figure 6. MBA students (Batch 2022-23) of Group 4 presenting a case (Customer value: Explored, created, communicated and delivered) in marketing management on 9th November 2022 (Using PPT for delivery, evaluation and discussion)

➤ 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.

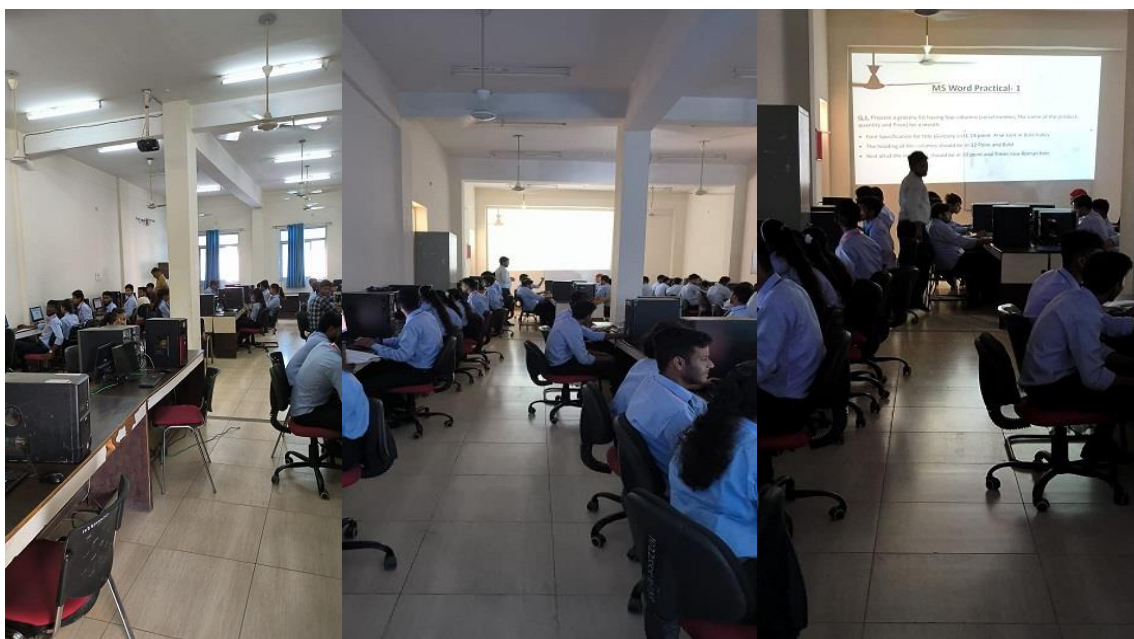


Figure 11: MBA students, batch 2020-21(left) and batch 2021-22 (Middle and right) attending computer lab

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
Mr. Gaurav Shukla	https://youtu.be/HkPsMjbN9pQ?si=56kVYfjLvYBB_o3r