Swarrnim Startup and Innovation University

Swarrnim School of Business

Flipped Classroom

1. Course Details

- **Institution Name**: Swarrnim School of Business
- **Department**: Swarrnim School of Business
- **Course Name**: Marketing Management
- **Course Code**: 14020202
- **Semester/Year**: 2nd Semester/1st Year
- **Faculty Name**: Mr. Paras M. Parmar

2. Topic and Learning Objectives

The changing dynamics of the national and global economies have created a challenging scenario for all marketers. The technological updating have opened the doors of global market place where the businesses are now boundary less in real sense. So, this course is aimed to provide the basic understanding of marketing and the related concepts to the management students. The course will also provide the brief idea on latest technological trends and digital aspects in area of marketing. By learning this course, students will get the insights regarding important fundamental aspects of marketing from the managerial perspective. The students will get a holistic approach of marketing as an important function in the business environment and its applications to achieve the organizational goals.

Topics:

- Basic Concepts of Marketing
- Customer Value and delivery
- Components of Modern marketing Information System
- Marketing Environment
- Understanding the Consumer Market
- Understanding industrial markets
- Segmenting and Targeting markets
- Brief on Positioning
- Understanding Product concepts
- Packaging, labelling, Warranties and Guarantees
- Introducing New market offerings
- Pricing Concepts
- Integrated Marketing Communications
- Designing and managing integrated marketing channels

Forecasting and Demand measurement

- **Topic Covered Using Flipped Mode**:
- Understanding the Consumer Market

3. Pre-Class Preparation (Flipped Content Shared)

- **Type of Content Shared**: (Tick applicable)
  - ☐ Video Lectures
  - ☑ PPTs with Narration
  - ☑ E-Content/Notes
  - ☐ Reference Articles
- **Mode of Sharing**:
  - ☐ LMS (Moodle, Google Classroom, etc.)
  - ☐ Email
  - ☑ WhatsApp/Telegram
- **Date of Sharing**: 25th February, 2023
- **Duration of Pre-Class Materials**: NA

4. In-Class Activities (Post Pre-Class Learning)

- **Type of In-Class Activities**:
  - ☑ Problem Solving
  - ☑ Case Studies
  - ☑ Group Discussion
  - ☑ Quiz/Polls
  - ☐ Hands-on Activity
- **Methodology Used**:

  Group Discussion

- **Date of Activity**: 28th February, 2023

5. Assessment of Learning

- **Type of Assessment**:
  - ☑ MCQs
  - ☐ Written Assignment
  - ☐ Peer Review
  - ☑ Oral Questions
- **Performance Summary**:
  - Average Score:
  - Feedback Received: Yes

6. Outcomes and Reflections

- **Improvement Observed**:
  - Engagement: [High]
  - Understanding: [Improved]
- **Faculty Reflection**:
  - Challenges: Lack of Attention, Language barrier
  - Benefits Observed: Student are getting improvement in the performance, Able to understand the concept in better way

  Student Feedback Summary: Feedback is 88% which is satisfactory.
  (The benchmark set for satisfactory feedback is 60%)

7. Supporting Documents

- ☐ Pre-Class Content Samples (links/screenshots)
- ☑ Attendance Records
- ☐ Photos of In-Class Activities
- ☐

Mr. Paras M. Parmar

SWARNIM SCHOOL OF
BUSINESS

Swarnim Statup and Innovation University

SWARRNIM SCHOOL OF MANAGEMENT COMMERCE AND LIBERAL ARTS

BBA Semester - 2nd

NAME OF TEACHER: mr. paras pasmr

SUBJECT: Marketing management

DATE:

No	Enrollment No.	Name of Student	28/02	1/6	2/3	2/3	5/3	7/6	3/3	9/3
1	2214004001	GOPAL VISHWAS GUPTA	A	P	P	P	P	P	P	P
2	2214004002	PARMAR MAYUR VITTHALBHAI	P	A	P	P	P	P	P	P
3	2214004003	PATEL URVA JITENDRABHAI	P	P	A	P	P	P	P	A
4	2214004004	PATEL RUCHI SAMIRKUMAR	P	P	P	P	A	P	P	P
5	2214004005	ANKITKUMAR	P	P	P	P	P	P	P	P
6	2214004006	JOSHI SHYAM RAJESHBHAI	P	P	P	A	P	P	P	P
7	2214004007	GAJJAR TEERTH BIPINCHANDRA	P	A	P	P	P	P	P	P
8	2214004008	CHAUDHARY AKSHAY PREMABHAI	P	P	P	P	P	P	P	P
9	2214004009	BHAVYARAJSINGH RAO	A	P	P	P	P	P	P	P
10	2214004010	RATHOD YOGIRAJSINH BHUPENDRASINH	P	P	P	P	P	P	A	P
11	2214004011	PADHIYAR UJALIBEN DINESHBHAI	P	P	A	P	P	P	P	P
12	2214004012	JANI KAVYA PRAKASHCHANDRA	P	P	P	P	P	P	P	P
13	2214004013	FULIA JIYA NANDLAL	P	P	P	P	P	A	P	P
14	2214004014	FULIA TRUSHA DAYANAND	P	P	P	P	P	P	P	P
15	2214004015	RITUPARNA KUNDIL BORAH	P	A	P	P	P	P	P	P
16	2214004016	VAGHELA AMIT BHIKHABHAI	P	P	P	P	P	P	P	P
17	2214004017	SOLANKI KAMINIBEN TARUNBHAI	P	P	P	P	P	P	P	P
18	2214004018	DARBAR SAKSHI DILIPKUMAR	P	P	P	P	P	P	P	P
19	2214004019	CHAUDHARY SHRUTI BHARATBHAI	P	P	P	P	A	P	P	P
20	2214004020	RAJYAGURU BHAVYA GIRISHBHAI	P	P	P	P	P	P	P	P
21	2214004021	REHAN PARVEZ MALEK	A	P	P	P	P	P	P	A
22	2214004022	DABHI ANJALI KALPESHBHAI	P	P	P	P	P	P	P	A
23	2214004023	NONGMAITHEM RAHUL SINGH	P	P	P	P	P	P	P	P
24	2214004024	SAURABH PANDEY	P	P	P	P	P	P	P	P
25	2214004025	DESAI KASHISH LALITKUMAR	P	P	P	P	P	P	P	P
26	2214004026	SATYA SAH	P	P	P	A	P	P	P	P
27	2214004027	NIRAJ RAUNIYAR	P	P	P	P	P	P	P	P
28	2214004028	VEDIYA DEV JITENDRAKUMAR	P	P	P	P	P	P	P	P
29	2214004029	GRISHA BHUVA	P	P	A	P	P	P	P	P
30	2214004030	DHIRAJ SHAH	P	P	P	P	P	P	P	A
31	2214004031	MODI SAHIL	A	P	A	P	P	A	P	P
32	2214004032	OM MAHESH VYASKAR	P	P	P	P	P	P	P	P
33	2214004033	SHIVAM BOSE	P	P	P	P	P	P	P	P

Swarrnim Startup and Innovation University
Swarrnim School of Management Commerce and Liberal Arts

- **Institution Name**: School of Management Commerce and Liberal Arts
- **Department**: School of Management Commerce and Liberal Arts
- **Course Name**: MBA
- **Course Code**: MBA101MAE
- **Semester/Year**: 1st Sem / 1st Year
- **Faculty Name**: Archana Vijayvargiya

2. Topic and Learning Objectives

- **Topic Covered Using Flipped Mode**: *Market Structure*

Learning Objectives:

- Understand the concept and types of market structures: Perfect Competition, Monopoly, Monopolistic Competition, and Oligopoly.
- Analyze the characteristics and implications of each structure on pricing and output decisions.
- Compare the efficiency and consumer welfare outcomes under different market forms.
- Apply market structure concepts to real-world business scenarios.

3. Pre-Class Preparation (Flipped Content Shared)

Type of Content Shared:
- ☑ Video Lectures
- ☐ PPTs with Narration
- ☑ E-Content/Notes
- ☐ Reference Articles
- **Mode of Sharing**:
  - ☐ LMS (Moodle, Google Classroom, etc.)
  - ☐ Email
  - ☑ WhatsApp/Telegram

Date of Sharing: 27th September 2023

Duration of Pre-Class Materials: Approx. 30 minutes (video, plus reading material)

4. In-Class Activities (Post Pre-Class Learning)

- **Type of In-Class Activities**:
    - ☐ Problem Solving
    - ☑ Case Studies
    - ☑ Group Discussion
    - ☐ Quiz/Polls
    - ☐ Hands-on Activity

Methodology Used:

- Interactive Q&A based on pre-class content
- Collaborative group activity simulating market scenarios
- Real-life case comparisons (e.g., comparing monopolies like Indian Railways vs competitive markets like mobile phones)

Date of Activity: 16th October 2023

5. Assessment of Learning
Type of Assessment:
- ☐ MCQs
- ☐ Written Assignment
- ☐ Peer Review
- ☑ Oral Questions

Performance Summary:

Average Score: 84%

Feedback Received:

- Students appreciated the real-life examples and interactive format.
- Many found the pre-class content helpful in grasping foundational concepts before the class.

6. Outcomes and Reflections

Engagement: High

Understanding: Improved

Faculty Reflection:

Challenges:

- Ensuring all students completed pre-class materials on time
- Managing time for all group activities within the class duration

Benefits Observed:

- Increased student participation and enthusiasm
- Deeper understanding of the topic due to active learning and application

Student Feedback Summary:

- Students preferred this format over traditional lectures
- Students felt more confident in applying the concepts
- Requests for more such sessions in future topics

7. Supporting Documents

SWARRNIM SCHOOL OF MANAGEMENT
COMMERCE AND LIBERAL ARTS

Enrollment No	NAME OF THE STUDENT
2401604001	BRAHMBHATT KHUSHI ASHVINBHAI
2401604002	KHUSHI TEOTIA
2401604003	LUHANA PRERNA CHANDRAKANT
2401604004	MENDAPARA KALPESHKUMAR POPATBHAI
2401604005	PARMAR JYOTIBEN DHANAJEEBHAI
2401604006	PAWAR HARSHADSINGH MAHESH
2401604007	PURANI DAKSHESH DINESHCHANDRA
2401604008	SINGH NIKHILKUMAR RAMNARAYAN
2401604009	TIRMIZI AALIYABANU KUTBUDDIN
2401604010	VAGHELA JAYDEEP ISHWARBHAI
2401604011	YADAV RIYA SHIVKUMAR
2401604012	ABHINAY RAI
2401604013	BARAD PIYUSH RAMBHAI
2401604014	KATHIRIYA SHYAM HARSUKHBHAI
2401604015	KRITIKA UPADHYAY
2401604016	MEWADA JANVI SANDIPKUMAR
2401604017	PATEL ROHAN BHARATBHAI
2401604018	PRAJAPATI ASHISH GOKULJI
2401604019	SOLANKI RITUBEN DASHRATHBHAI
2401604020	THAPA KISHORE TAPASHYABIKRAM
2401604021	ZALA YUVRAJSINH VINODSINH
2401604022	DEVDA PRITI
2401604023	ROSHNI GHANSHYAMBHAI GAJAR
2401604024	SAKIPILI SOFIA
2401604025	UPADHYAY DEV
2401604026	JASVINDER KAUR ATHWAL
2401604027	DHRUV RAJ
2401604041	PATEL HARDIK ASHOKBHAI
2401604042	JAYDEV VYAS

Swarnim Startup & Innovation University
School of Management, Commerce & Liberal Arts
MBA Semester-1 Batch 2024-28

Enrollment No	NAME OF THE STUDENT	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
240160401	BRAHMBHATT KHUSHI ASHVINBHAI	15	16	17	18	-	17	18	-	20	-	-	-	-	15	6
240160402	KHUSHI TEOTIA	14	15	16	19	20	21	22	23	24	25	26	-	24	25	26
240160403	LUHANA PRERNA CHANDRAKANT	11	12	13	14	15	16	17	18	19	-	20	-	21	-	-
240160404	MENDAPARA KALPESHKUMAR POPATBHAI	8	-	9	-	10	11	12	-	-	13	14	-	15	6	-
240160405	PARMAR JYOTIBEN DHANAJEEBHAI	15	16	17	18	19	20	21	22	23	24	25	26	-	27	-
240160406	PAWAR HARSHADSINGH MAHESH	11	12	13	-	14	15	16	-	17	18	19	20	-	21	-
240160407	PURANI DAKSHESH DINESHCHANDRA	15	16	17	18	19	20	21	22	23	24	-	25	-	26	-
240160408	SINGH NIKHILKUMAR RAMNARAYAN	10	11	-	12	13	14	-	15	-	16	17	-	18	-	20
240160409	TIRMIZI AALIYABANU KUTBUDDIN	11	-	-	12	13	14	15	16	17	-	18	19	-	-	-
240160410	VAGHELA JAYDEEP ISHWARBHAI	9	-	10	-	11	12	13	14	15	16	-	17	18	-	-
240160411	YADAV RIYA SHIVKUMAR	15	16	17	18	19	-	20	21	22	23	24	25	26	27	28
240160412	ABHINAY RAI	10	-	-	11	12	13	-	-	14	15	16	-	-	17	18
240160413	BARAD PIYUSH RAMBHAI	10	-	11	12	13	14	15	-	16	-	17	-	-	-	24
240160414	KATHIRIYA SHYAM HARSUKHBHAI	14	-	15	16	17	18	19	20	21	-	22	23	-	-	18
240160415	KRITIKA UPADHYAY	10	-	-	11	12	13	14	-	15	-	16	-	16	18	19
240160416	MEWADA JANVI SANDIPKUMAR	10	11	-	12	13	14	15	-	16	17	-	16	-	18	19
240160417	PATEL ROHAN BHARATBHAI	8	10	-	11	-	11	12	13	14	-	15	16	-	-	17
240160418	PRAJAPATI ASHISH GOKULJI	10	-	11	-	12	13	-	-	14	15	-	16	27	-	28
240160419	SOLANKI RITUBEN DASHRATHBHAI	16	17	18	19	20	21	22	23	24	25	26	27	-	16	17
240160420	THAPA KISHORE TAPASHYABIKRAM	9	10	-	10	11	12	13	-	14	-	15	-	-	-	17
240160421	ZALA YUVRAJSINH VINODSINH	9	-	10	11	12	-	13	14	15	-	16	-	16	17	18
240160422	DEVDA PRITI	10	11	-	12	13	14	-	-	15	-	-	-	-	25	26
240160423	ROSHNI GHANSHYAMBHAI GAJJAR	14	15	16	17	18	19	20	21	22	23	24	-	25	-	-
240160424	SAKIPILI SOFIA	9	10	11	12	-	13	13	14	15	15	16	-	-	-	-
240160425	UPADHYAY DEV	10	11	11	12	-	12	13	13	14	15	16	16	17	-	-
240160426	JASVINDER KAUR ATHWAL	8	9	10	11	12	13	-	14	14	15	15	16	-	-	-
240160427	DHRUV RAJ	10	-	11	12	13	-	-	-	15	-	-	-	-	-	16
240160441	PATEL HARDIK ASHOKBHAI	8	9	-	10	11	12	-	-	-	18	19	-	-	22	23
240160442	JAYDEV VYAS	14	-	15	16	17	18	19	-	-	20	21	-	-	16	24

Swarnim Startup & Innovation University

School of Management, Commerce & Liberal Arts

MBA Semester-1 Batch 2024-28

Enrollment No	NAME OF THE STUDENT	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45
2401604001	BRAHMBHATT KHUSHI ASHVINBHAI	26/9	30/9	2/10	3/10	7/10	9/10	10/10	14/10	16/10		17/10	21/10	23/10	24/10	
2401604002	KHUSHI TEOTIA	28	29	—	—	30	31	—	32	33	34	35	36	37	38	
2401604003	LUHANA PRERNA CHANDRAKANT	22	27	23	30	29	—	—	34	35	36	37	—	29	—	
2401604004	MENDAPARA KALPESHKUMAR POPATBHAI	17	21	23	—	—	24	25	26	27	—	—	—	29	30	31
2401604005	PARMAR JYOTIBEN DHANAJEEBHAI		18	—	—	19	—	—	—	20	21	—	—	22	—	—
2401604006	PAWAR HARSHADSINGH MAHESH	28	29	30	31	32	33	34	35	36	—	—	—	35	40	
2401604007	PURANI DAKSHESH DINESHCHANDRA	23	24	—	25	33	26	27	—	36	—	27	28	—	29	31
2401604008	SINGH NIKHILKUMAR RAMNARAYAN	27	28	29	30	31	32	33	34	—	35	36	30	31	
2401604009	TIRMIZI AALIYABANU KUTBUDDIN	—	19	—	20	21	—	22	23	24	25	—	26	27	
2401604010	VAGHELA JAYDEEP ISHWARBHAI	21	22	—	23	—	24	25	—	26	27	28	—	29	30	
2401604011	YADAV RIYA SHIVKUMAR	4	19	—	20	21	—	—	22	23	—	24	25	—	—	
2401604012	ABHINAY RAI	29	30	31	32	33	34	—	35	38	39	40	41	42	—	
2401604013	BARAD PIYUSH RAMBHAI	19	20	—	—	21	22	23	23	24	—	25	26	27	27	
2401604014	KATHIRIYA SHYAM HARSUKHBHAI	25	26	27	28	29	30	31	32	33	34	25	26	35	36	
2401604015	KRITIKA UPADHYAY	19	25	20	—	—	21	—	23	24	—	25	—	27	27	
2401604016	MEWADA JANVI SANDIPKUMAR	20	20	21	23	24	25	26	27	—	28	29	30	30	31	
2401604017	PATEL ROHAN BHARATBHAI	18	19	20	21	—	22	23	24	—	25	—	26	27	—	
2401604018	PRAJAPATI ASHISH GOKULJI	18	19	20	24	—	22	23	24	—	—	25	26	—	—	
2401604019	SOLANKI RITUBEN DASHRATHBHAI	23	30	31	32	33	34	35	36	—	37	38	39	40	41	42
2401604020	THAPA KISHORE TAPASHYABIKRAM	18	19	—	—	20	21	22	23	—	—	24	25	26	—	
2401604021	ZALA YUVRAJSINH VINODSINH	18	19	—	—	20	—	21	22	—	—	25	24	—	25	
2401604022	DEVDA PRITI	19	20	—	—	21	—	22	24	—	25	26	—	27	—	
2401604023	ROSHNI GHANSHYAMBHAI GAJJAR	27	28	29	30	31	32	33	34	—	35	36	37	28	29	
2401604024	SAKIPILI SOFIA	17	18	19	—	19	—	20	22	—	23	24	—	25	—	
2401604025	UPADHYAY DEV	18	19	1	—	1	20	21	—	—	23	24	—	—	—	
2401604026	JASVINDER KAUR ATHWAL	17	18	—	19	19	20	—	21	22	23	24	—	—	—	25
2401604027	DHRUV RAJ	17	18	19	1	—	—	—	—	—	22	23	24	—	—	
2401604041	PATEL HARDIK ASHOKBHAI	—	—	—	—	19	20	21	—	—	22	23	—	24	25	
2401604042	JAYDEV VYAS	25	26	27	28	29	30	—	—	31	32	33	34	35	36	

Swarnim Startup & Innovation University

School of Management, Commerce & Liberal Arts

MBA Semester-1 Batch 2024-28

Enrollment No	NAME OF THE STUDENT	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
2401604001	BRAHMBHATT KHUSHI ASHVINBHAI	25	28	28	12	4/12	5/12	5/12	9/12	11/12	11/12					
2401604002	KHUSHI TEOTIA	40	40	42	41	42	43	44	45	45	46					
2401604003	LUHANA PRERNA CHANDRAKANT	32	33	–	–	34	35	36	37	46	47					
2401604004	MENDAPARA KALPESHKUMAR POPATBHAI	23	24	1	–	25	–	26	27	28	29					
2401604005	PARMAR JYOTIBEN DHANAJEEBHAI	40	41	42	43	44	45	–	46	47						
2401604006	PAWAR HARSHADSINGH MAHESH	32	33	–	–	34	35	36	37	38	39					
2401604007	PURANI DAKSHESH DINESHCHANDRA	38	–	39	40	41	42	–	43	44						
2401604008	SINGH NIKHILKUMAR RAMNARAYAN	28	29	–	–	30	31	32	33	–	34					
2401604009	TIRMIZI AALIYABANU KUTBUDDIN	31	–	32	33	–	34	35	36	–	34					
2401604010	VAGHELA JAYDEEP ISHWARBHAI	26	27	–	–	28	–	29	30	31	37					
2401604011	YADAV RIYA SHIVKUMAR	43	44	45	46	47	48	–	49	50						
2401604012	ABHINAY RAJ	28	29	–	–	30	31	32	33	34						
2401604013	BARAD PIYUSH RAMBHAI	27	–	28	29	–	30	31	32	34						
2401604014	KATHIRIYA SHYAM HARSUKHBHAI	37	38	–	–	39	40	41	42	–	43					
2401604015	KRITIKA UPADHYAY	27	–	28	29	30	31	32	33	43						
2401604016	MEWADA JANVI SANDIPKUMAR	32	33	–	29	34	35	36	37	38						
2401604017	PATEL ROHAN BHARATBHAI	27	28	–	29	29	30	31	–	32	32					
2401604018	PRAJAPATI ASHISH GOKULJI	27	–	28	29	30	31	32	32	33	34					
2401604019	SOLANKI RITUBEN DASHRATHBHAI	43	44	45	46	47	26	–	49	50						
2401604020	THAPA KISHORE TAPASHYABIKRAM	27	–	28	29	–	30	31	32	33						
2401604021	ZALA YUVRAJSINH VINODSINH	26	27	–	–	28	29	32	33	30	31	35				
2401604022	DEVDA PRITI	28	–	29	30	31	32	–	34	37	48	–				
2401604023	ROSHNI GHANSHYAMBHAI GAJJAR	40	41	42	43	44	45	46	30	31	–					
2401604024	SAKIPILI SOFIA	26	–	–	31	28	29	30	31	–						
2401604025	UPADHYAY DEV	26	27	–	–	28	29	30	–	31	32					
2401604026	JASVINDER KAUR ATHWAL	26	–	27	28	29	30	28	29	30	31	30				
2401604027	DHRUV RAJ	25	–	–	26	27	28	29	30	31	–					
2401604041	PATEL HARDIK ASHOKBHAI	26	27	28	40	41	42	28	29	30	31	–				
2401604042	JAYDEV VYAS	37	39	28	39	40	41	42	–	43	44					

Swarrnim Startup and Innovation University Swarrnim School of Management Commerce and Liberal Arts

Flipped Classroom

1. Course Details

- **Institution Name**:School of Management Commerce and Liberal Arts
- **Department**: School of Management Commerce and Liberal Arts
- **Course Name**: HR Analytics
- **Course Code**:MBA404HRA
- **Semester/Year**:4th Semester/ 2nd year
- **Faculty Name**: Nirali Shekhawat

2. Topic and Learning Objectives:

Learning Objectives:

1. To understand the concept of HR Analytics.

2. To analyses how various analytics modules.

3. To understand and learn to apply HR Metrics and reports

4. To remember and create data visualization of HR metrics

5. To create a HR metric dashboard

Topics :

Definition of HR Analytics, Meaning of HR Measurement, Advantages and Disadvantages of HR Analytics Domains of HR Analyst. Meaning of HR Measurement, Data and Metrics, Relationship of Metrics and Analytics, Benefits of HR Metrics, Importance of Predictive Models, Predictive Analytics Models, Significance of Predictive analytics, Recruitment Metrics, Training Metrics and other HR Metrics, Employee Information, Benefits of HR reports, HR Reports for Effective

Business Reporting, Recruiting report, Performance management report, HR reporting pitfalls, Need For Data Visualization, Types of data visualizations , Dashboarding of KPIs (Tableau, Excel), Concept and Definition of HR Audit, Objectives of human resource audit, Audit of HR Functions Project based on Recruitment and selection analytics and Predicting employee turnover and Employee attitude surveys

- **Topic Covered Using Flipped Mode**: Predictive Analytics Models

3. Pre-Class Preparation (Flipped Content Shared)

- **Type of Content Shared**: (Tick applicable)
  - ☐ Video Lectures
  - ☑ PPTs with Narration
  - ☑ E-Content/Notes
  - ☑ Reference Articles
- **Mode of Sharing**:
  - ☑ LMS (Moodle, Google Classroom, etc.)
  - ☐ Email
  - ☑ WhatsApp/Telegram
- **Date of Sharing**:17/03/2025
- **Duration of Pre-Class Materials**: (e.g., 15 mins video)

4. In-Class Activities (Post Pre-Class Learning)

- **Type of In-Class Activities**:
  - ☑ Problem Solving
  - ☑ Case Studies
  - ☑ Group Discussion
  - ☑ Quiz/Polls
  - ☑ Hands-on Activity
  -

- **Methodology Used**:
  - o Interactive Sessions, Case-Study based discussion, real life Problem solving, Collaborative Learning
- **Date of Activity**: 28/2/2025,19/03/2025

5. Assessment of Learning

- **Type of Assessment**:
  - o ☐ MCQs
  - o ☐ Written Assignment
  - o ☐ Peer Review
  - o ☑ Oral Questions
- **Performance Summary**:
  - o Average Score:40%
  - o Feedback Received: yes

6. Outcomes and Reflections

- **Improvement Observed**:
  - o Engagement: High
  - o Understanding: Improved
- **Faculty Reflection**:
  - o Challenges: students had difficulty in understanding the practical application of HR analytics softwares
  - o Benefits Observed: Students are getting more clarity on the topics and the knowledge of student is improved.
- **Student Feedback Summary**: 69% , Feedback is 69% which is satisfactory. (The benchmark set for satisfactory feedback is 60%)

7. Supporting Documents

- ☐ Pre-Class Content Samples (screenshots)
- ☑ Attendance Records
- ☐ Photos of In-Class Activities
- ☐

Swarnim Statup and Innovation University
SWARRNIM SCHOOL OF MANAGEMENT COMMERCE AND LIBERAL ARTS
MBA Semester - 4 Attendance sheet, Academic Year 2024-2025

NAME OF TEACHER: Nirali Shekhawat / Archana Vaybghi   SUBJECT: HRA
DATE:

No	Name of Student	Enrollment No.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
1	DARJI JAYKUMAR KIRANKUMAR	2301604001	P	A	A	P	P	P	A	A	P	P	A	P	P	A	P	A	P	P	A	P	A	P	A	P	P	A	P	P
2	KORI SHUBHAM JAYPRAKASH	2301604005	A	P	P	P	A	A	P	P	A	A	P	P	A	P	A	P	A	A	P	A	P	P	P	P	A	P	A	P
3	RATHOD PRAPTI VIREN	2301604011	P	A	A	A	P	P	P	P	P	P	A	A	P	P	P	P	P	P	A	P	P	P	A	A	P	P	A	P
4	RAVAL KARTAVYAKUMAR NARESHBHAI	2301604013	A	P	P	P	P	P	A	A	A	P	P	P	P	P	P	P	P	A	P	A	P	A	P	P	A	P	A	A

Swarnim Statup and Innovation University
SWARRNIM SCHOOL OF MANAGEMENT COMMERCE AND LIBERAL ARTS
MBA Semester - 4 Attendance sheet, Academic Year 2024-2025

NAME OF TEACHER: \   SUBJECT: HRA
DATE:

No	Name of Student	Enrollment No.	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45
1	DARJI JAYKUMAR KIRANKUMAR	2301604001	P	A	P	A	A	P	P	P	P	P	P	A	P	P	P	P	P
2	KORI SHUBHAM JAYPRAKASH	2301604005	P	A	P	P	P	A	A	A	A	P	P	P	P	A	A	P	P
3	RATHOD PRAPTI VIREN	2301604011	P	P	A	P	A	P	P	P	A	A	P	A	P	P	A	A	P
4	RAVAL KARTAVYAKUMAR NARESHBHAI	2301604013	P	A	P	A	A	P	A	P	A	P	P	P	A	P	A	P	P

Nirali

Nirali Shekhawat

Assistant Professor

Swarrnim Startup and Innovation University

Swarrnim School of Management Commerce and Liberal Arts

Flipped Classroom

1. Course Details

- **Institution Name**: Swarrnim School of Management Commerce and Liberal Arts
- **Department**: Swarrnim School of Management Commerce and Liberal Arts
- **Course Name**: Fundamentals of Economics
- **Course Code**: BBA230202
- **Semester/Year**: 2/2025
- **Faculty Name**: Dr. Vinod Parghi

2. Topic and Learning Objectives

- **Introduction to Economics**
- Meaning of Economic problem
- Early definitions (Wealth, Welfare, Scarcity, Growth)
- Types of Economics: Micro & Macro, Micro Economics (Definition, Importance and Limitations)
- Economics as a positive or normative science, Scope of Economics
- Meaning, Origin, Scope of Macroeconomics, Microeconomics v/s macroeconomics
- Importance and Limitations of Macroeconomics
- Concepts of Macroeconomic Analysis
- **Demand and Supply analysis**
- Meaning, Types of demand, Demand Curve, Estimation of demand on the basis of Price and Income and determinants of demand
- Meaning, the determinants of supply Demand Elasticity
- Meaning & Definition
- Price, Income and Cross Elasticity (Meaning, equations and Factors affecting)
- Cost & Revenue Analysis
- Three concepts of the term "cost – real cost, opportunity cost, money cost and
- types of costs
- Short-run Total Cost Curves – Fixed and Variable, Short-run Average and Marginal Cost Curves
- Types of revenues, Relationship between
- average revenue & marginal revenue under
- different market conditions
- **Macro-Economic Indicators**
- Meaning and Methods of Measuring Inflation, Types of Inflation, Social & Economic Effects of Inflation
- Meaning, types, causes, Economic effects of unemployment
- Definition, Features and phases of Business Cycle

- Factors of Production, Basic Concepts, Production Function
- National Income: Meaning & Definitions, Basic Concept of national income
- Methods of measuring National income, Difficulties in measuring national income
- **Policy Framework of Indian Economy**
- Meaning and Scope of Monetary Policy
- Instrument of Monetary Policy
- Limitations and Effectiveness of Monetary Policy
- Meaning and Scope of Fiscal Policy
- Objectives of making fiscal policy
- Instrument of Fiscal policy – Budget

- **Topic Covered Using Flipped Mode**: Demand and Supply analysis

3. Pre-Class Preparation (Flipped Content Shared)

- **Type of Content Shared**: (Tick applicable)

  - ☑ PPTs with Narration
  - ☑ E-Content/Notes

- **Mode of Sharing**:

  - ☑ LMS (ERP)
  - ☑ WhatsApp

- **Date of Sharing**: 14/02/2025
- **Duration of Pre-Class Materials**: (e.g., 15 mins video)
- Not applicable

4. In-Class Activities (Post Pre-Class Learning)

- **Type of In-Class Activities**:
  - ☑ Problem Solving
  - ☑ Case Studies
  - ☑ Group Discussion
  - ☑ Quiz/Polls
  - ☑ Hands-on Activity
- **Methodology Used**:
  - Brief explanation of in-class strategies (interactive Q&A, collaborative work, etc.)
  - Group Discussion, Interactive questions and answers, presentation.
- **Date of Activity**: 22/02/2025, 04/03/2025, 12/03/2025

5. Assessment of Learning

- **Type of Assessment**:
  - ☑ MCQs
  - ☑ Written Assignment
  - ☑ Peer Review
  - ☑ Oral Questions
- **Performance Summary**:
  - Average Score: 63%
  - Feedback Received: Yes

6. Outcomes and Reflections

- **Improvement Observed**:
  - Engagement: High
  - Understanding: Improved
- **Faculty Reflection**:
  - Challenges: Language barrier
  - Benefits Observed: Student are getting improvement in the performance, Able to understand the concept in better way
- **Student Feedback Summary**: Feedback is 63% which is satisfactory. (The benchmark set for satisfactory feedback is 60%)

7. Supporting Documents

- ☑ Pre-Class Content Samples (links/screenshots)
  Link: https://ssiulms.qualcampus.com/Online_Class_Study_Material/Index/