**Criteria 2.3.1**

***Student centric methods such as experiential learning, participative learning, and problem-solving methodologies are used for enhancing learning experiences.***

IMI Bhubaneswar firmly believes that classroom theoretical inputs are not sufficient to make better managers. It believes that a manager must be capable enough of taking real time decisions and act on them. To this end IMI-B puts in place various methodologies to enhance the skills of the students.

**Case Methodology and Role Plays**: The key teaching pedagogy adopted at IMI-B is the case-based teaching methodology. The case method is a participatory, discussion-based way of learning where students gain skills in critical thinking, communication, and group dynamics. Students are presented with real life situations given in the case and they have to make managerial decisions on the basis of facts presented in the case. This leads to multiple interpretations and outcomes and contributes to overall learning process. To augment the case methodologies, many faculty members believe in augmenting the case with role plays. Students are asked to enact out various characters in the case and take decisions according to their own understandings of the problem.

**Internships and Live Projects**: IMI Bhubaneswar encourages its students to engage in experiential learning as a part of the process. As a part of the evaluation process, eight (8) weeks **summer internship** at any organisation is a must. This allows the students to be a part of a real organisation and learn about the various aspects of work in the organisation. Students are also encouraged to take up **independent internships and live projects** from local and national level companies. Many courses have a “**project component**” which allows the students to work either individually or in teams to complete the component. The projects normally are based on data collection / analysis with an aim to understand critical components and dynamics of organisations and markets. Students also undertake a **comprehensive project** in second year which sharpens their data collection and analytical skills.

**Data Analytics and Simulations**: Another component which is used in various subjects are the **real-life data analytics**. Students are given datasets from real world scenarios and are asked to analyze them and come to conclusion. This sharpens the analytical skills of the students and allows them to understand the dynamics between various variables and come to better decisions. **Simulation** as a teaching pedagogy has been recently introduced in marketing strategy. The use of simulation package allows the students to see the impact of their managerial decisions in real time on other departments and profitability of the organisation. Simulation, as such, provides a detailed oversight of the “*ripple effect*” of decision making in management.

Besides the above, faculty members have freedom to bring in **guest lectures** from industry into the courses to deliver real world insights and to create newer means on engaging the students. **Industry visits**, practical guest lectures and **continuous alumni interaction** all contribute to the teaching and learning environment which is nurtured at IMI Bhubaneswar to deliver quality education leading to development of better managers and better decision makers.