



M. O. P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
Chennai - 600 034, India.

2.3.1 STUDENT CENTRIC METHODS OF TEACHING LEARNING - STUDENT EXHIBITIONS

SL NO.	DATE	PROGRAMME	TOPIC OF EXHIBITION	PURPOSE/ LEARNING GOAL	NO. OF PARTICIPANTS
2020-2021					
1	24.2.2021	B.Com MM	Virtual exhibition-PATHBREAKERS-Sustainable Living Initiatives & Community building	Exhibition on the sustainable practices that are being adopted within communities and the new initiatives taken across industries to promote sustainable living. Encouraging conversation around the 17 Sustainable development goals of UN and the measures are taken to meet them.	77
2	24.2.2021	B.Com MM	Virtual exhibition-Emerging Trends in Retail Spaces	This exhibition was a platform to showcase emerging retail trends and the role of technology in the retail world. AI in retailing, Omni channel retailing, visual merchandising were the trends showcased, to name a few.	77
3	24.2.2021	B.Com MM	Virtual exhibition-Marketing Express 4.0 -Virtual exhibition on a brand's marketing journey	The Marketing Express traced and explored a brand's journey from its inception to its present stand in the industry.	69
4	09.10.20 & 16.10.20	B.B.A. (Shift I and II)	Virtual Exhibition and presentation- Business Plan	The students presented their Business Idea and a plan for start up. To name a few: Moreish Meals - A cloud kitchen delivering home cooked healthy food; Vaiboham - Eco-friendly wedding planning services; WEvolve - Platform for tracking; analysing and improving mental health and well-being, pet friendly dine- in restaurant INTAXICAN and an idea of integrating Frisbee play equipment and gardening -FRISCO	69
5	28.12.20	B.B.A. (Shift I)	Virtual exhibition-Product Design and Development-WEALTH FROM WASTE-RECYCLE AND	In line with the theme, the students created and showcased products using waste materials. Some of the innovative products to be quoted -pot holders, facial masks, t-shirt bags etc.	69
6	22.02.21, 02.03.21	B.B.A. (Shift I)	Virtual exhibition- Packaging and labelling-WRAP IT UP	Students chose a common daily use kitchen product and created an Eco friendly package following the regulations for labelling.	70
7	03.12.21	B.Com A&F (Shift II)	Taxathon - Income tax exhibit	In line with the topic, students showcased exhibits on the Five heads of income and the procedure for assessment .	139

Signature of the Principal

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2019-2020

8	17.02.20	B.B.A. (Shift I)	Insights - A Peek into Concepts in Economics	An exhibition on fundamental concepts in Managerial Economics using Charts, 3D models, game boards etc	69
9	20.09.19	B.Com MM	Ice Breaker- 'Human Centric Workplaces'.	Exhibits were created on the topics namely Creating Happy Workplaces, Human Centric Leadership, Ethical Management, Mc Gregor's X theory & Y theory	77
10	26.02.20	B.Com MM	Marketing Express 3.0-on the theme - What's next in marketing?.	Exhibits were created on the topics namely Chatbot Customer Service, Content Marketing, Influencer Marketing, Green Marketing	77
11	26.02.20	B.Com MM	Retail Spaces-Retail 2020.	Display of innovative retail ideas as exhibits. Some of the ideas included Coffee on wheels, Ulloor Sandhai, Signature Room, Igloo Restaurant etc.	69

2018-2019

12	20.02.19	B.Com MM	Marketing Express	Ten thematic displays on topics pertaining to the emerging trends in marketing - Augmented Reality, Virtual Reality, Social Media Marketing, Human Centric Marketing, Google Marketing, Personalised Marketing, Cloud Marketing, Artificial Intelligence Marketing, Guerilla Marketing, B2B and B2C Marketing	70
13	20.02.19	B.Com MM	Retail Spaces	Ten displays on festive-themed retail formats - Shopping malls, Chain stores, Multiplex, Departmental store, Village market, Specialty store, Restaurant, Boutique, Bakery shop and Resto bars	75
14	29.08.18,	B.B.A. (Shift I)	Principles of Management	Exhibits on Functions of Management using charts, models, management	140
15	30.08.18, 31.08.18	B.B.A. (Shift I)	Retail Management	Retail Exhibition-3D Model Making and Presentation on Various types of retail Store Layouts	140
16	26.02.18	B.B.A. (Shift I)	Business Environment-PESTEL ANALYSIS	Exhibition depicting application of PESTEL analysis for select businesses from different sectors	70
17	11.03.19	B.B.A. (Shift I)	Managerial Economics-ECONOMIC	Fundamental Concepts in Economics like demand function, supply, production were presented using charts, activities, simulative exercises etc.	70
18	31.08.18	B.Com. C S	Panchavyuga	Exhibition On Principles Of Management applied in the Epic- MAHABHARATA	69

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2017-2018

10	04.09.2017 & 30.09.2017	B.Com (Accounting and Finance)	An overview of the Income tax	Presentation of Income tax computation under 5 Heads through games and models	70
20	12.09.2017	B.Com (Corporate Secretaryship)	Let's Tax Chat		74
21	01.03.2018	B.Com (Corporate Secretaryship)	GST Express	Exhibition of the salient features of GST Act and its implications in everyday life	68
22	01.03.2018	B.Com MM	GST Express		69

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