

# Faculty Development Program



**AICTE SPONSORED SHORT TERM COURSE**

*On*

**Re-Energizing the Classroom! Through the Use of  
Gamification and Experiential Activities in  
Management Education**

**March 2 – 7, 2020**

**IIT Madras**

**Coordinator**

**V. Vijayalakshmi**

**Faculty, Department of Management Studies**

**IIT Madras**

***Sponsored by***

**All India Council for Technical Education**

***Organized by***

**Department of Management Studies**



**Indian Institute of Technology Madras  
Chennai - 600036**



## A Precursor

What motivates Millennial learners to intrinsically love learning? Boring, monologue lectures are a thing of the past. Fun in class is the way forward! Future is that of co-creating the learning space, to enable learners to be engaged and excited about learning! Active-cooperative learning, gamification, use of in-class experiential activities, movies and videos as aids to enhance the learning experience, capitalizing the power of social media for assessment, outbound games, among others are ways to make learning meaningful and enjoyable.

Management streams such as Organizational Behavior, Marketing, Finance, and Operations Management have tremendous scope for making learning fun and purposeful in the classroom. The 6-day program will introduce the need for such an active learning approach, go into the principles involved in gamification, and facilitate knowledge sharing from each of the 4 disciplines mentioned above. One of the outcomes from this program will be understanding ways to create and design a repository of material for your future use in class.

The program is designed for faculty teaching courses in the 4 management streams such as Organizational Behaviour and Human Resource Management, Marketing, Finance, Operations Management who truly want to make a difference to their teaching effectiveness by learning new options of pedagogy that have been established to enhance learner motivation and teaching effectiveness.

## Driving the Program

V. Vijayalakshmi

Faculty, Department of Management Studies

IIT Madras, Chennai - 600036

Email: [iitmcourseblogs@gmail.com](mailto:iitmcourseblogs@gmail.com) Phone: 044-22574566

## Course Duration & Venue

The course is for six days from **2 March to 7 March, 2020**, held at IIT Madras, Chennai. Attendance on all 6 days is critical for the effectiveness of the program.

## What to expect

- a. Setting the need for a contemporary approach to teaching and learning:** Principles involved in gamification and active cooperative learning, getting into the psyche of millennial learners.
- b. Knowledge sharing of established learning aids:** Simulations and E-learning aids, in-class activities, multi-media options, cases in the 4 disciplines of management namely, OB, Marketing, Finance and OM.
- c. Creating and Designing:** A pool of resources, a set of activities, caselets, multimedia resources (simulations, videos, movies), role play scenarios, outbound activities for topics in the 4 streams of management.
- d. Practicing debriefing:** Linking these games to theory, making meaningful connections and insights.

## Who will facilitate

Faculty of DoMS and facilitators on gamification.

## Who can apply

Faculty of Business schools, Management Studies departments of **AICTE approved colleges only** who teach MBA courses in the 4 areas of Organizational Behavior, Finance, Marketing and Operations Management and who are interested in contemporary forms of pedagogy can apply. The selected participants have to bring their course outline when they come for the course.

## Why do you want to participate

Interested applicants are requested to write briefly about their motivation for participating in this short-term course. Please click on the link to provide your statement of purpose: <https://forms.gle/BkmVM1nKgizyWjVA9>.

**Registration should be done on or before 20 Feb 2020.**



## Registration, Important Dates, Point of Contact

Registration form <https://forms.gle/BkmVM1nKgizyWjVA9> duly filled has to reach before 20 Feb. Since we have a constraint of 50 seats, acceptance will be based on First come, first basis and statement of purpose filled in the registration form. This is no-fee program for participants sponsored by AICTE approved institutions, thanks to the sponsorship of AICTE.

### Important Dates:

**Last date for application** : 20-02-2020  
**Intimation of selection (by email)** : 21-02-2020  
**Confirmation of participation (by email)** : 22-02-2020

### Point of Contact:

**Sukanya: +91-9092119145**

**Email ID: iitmcourseblogs@gmail.com with Subject Line: CCE-IITM Program**

## Sponsorship to be scanned and emailed

Prof./Dr./Mr./Ms./Mrs./\_\_\_\_\_ is an employee of our institute. The applicant will be permitted to attend the short-term course “Re-Energizing the Classroom! Through the Use of Gamification and Experiential Activities in Management Education” at IIT Madras during March 2-7, 2020, if selected.

Date:

Signature of Sponsoring Authority

Designation:

Official Seal:

## Financial Assistance

Limited number of participants from AICTE recognized engineering institutions will be eligible for onward & return railway fare via shortest route in 3-Tier AC class and free lodging and boarding in IIT Madras guest house during the course period. Candidates attending the course for complete duration only will be eligible for TA and DA

## Boarding and Lodging

Boarding and lodging facilities will be provided for the selected candidates from AICTE approved institutions in Taramani Guest House at IIT Madras. Accommodation will be on twin sharing basis (no payment).

**Accommodation only for outstation participants**

