



# M. A. M. B-School

NAAC Accredited with "A" Grade

Approved by AICTE, New Delhi and Affiliated to Anna university, Chennai



## BEST PRACTICES – I:

**Providing Industry Oriented knowledge for empowering economically under privileged students Category.**

### 1. Objectives

Our Institution initiative aims to integrate academic learning with practical industry exposure to prepare students for professional success by:

- Bridging the gap between theory and practice.
- Fostering critical thinking, innovation, and teamwork.
- Enhancing employability through hands-on learning experiences.

### 2. Practices

- Industry experts deliver sessions on emerging trends and challenges, enriching students with insights into various domains.
- Students visit industries and research facilities to observe real-time operations, workflows, and technologies, gaining practical exposure to industry dynamics.
- Academic projects and internships involve students in solving real-world problems under expert guidance, enabling them to apply their learning effectively while developing professional skills.

### 3. Context

In today's competitive job market, experiential learning is essential. These practices offer structured exposure to professional environments, bridging academia with industry needs.

### 4. Evidence of Success

Improved academic performance, higher placement rates, and accolades in intercollegiate events highlight the success of these practices. Positive feedback from students and industry professionals underscores their value.

### 5. Problems Encountered

The institute generates limited revenue due to adhering to the university policy of maintaining a low fee structure for communal benefit with high execution costs, and limited financial support from the management.

### 6. Resources Required

Effective implementation requires industry partnerships, financial support and digital infrastructure.

### Conclusion

These initiatives have significantly enhanced student readiness for professional environments, fostering holistic development and employability.



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## BEST PRACTICES – II:

### Developing Life and Employability Skills through Placement-Focused Training

#### 1. Objectives

The primary aim is to enhance students' employability by equipping them with essential life, technical, and soft skills. The practices focus on:

- Building critical aptitude and problem-solving abilities.
- Developing effective communication and interpersonal skills.
- Strengthening technical expertise for industry readiness.

#### 2. Practices

Training programs are conducted to develop aptitude, logical reasoning, and technical skills. Soft skills workshops focus on communication, teamwork, and leadership. Placement-based mock interviews and group discussions simulate real recruitment processes, building confidence and readiness.

#### 3.Context

With the competitive job market requiring a blend of technical and interpersonal skills, these programs ensure students are prepared to meet industry expectations and secure meaningful employment.

#### 4. Evidence of Success

The initiatives have led to improved placement rates, positive recruiter feedback, and enhanced student confidence. Alumni have credited these programs for their professional success.

#### 5. Problems Encountered

Challenges include addressing varied skill levels among students, maintaining engagement, and ensuring access to adequate resources.

#### 6. Resources Required

Effective implementation requires skilled trainers, assessment tools, technology-enabled learning, and institutional support.

#### Conclusion

These programs have successfully bridged skill gaps, empowering students for professional growth and employability.



  
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