



Rev. Fr D Sunder Reddy  
Principal



**ST. JOSEPH'S DEGREE & PG COLLEGE**  
**HYDERABAD, INDIA**



Rev. Fr K Marreddy  
Correspondent

**DEPARTMENT OF COMMERCE  
ORGANISES**

# **FACULTY DEVELOPMENT WORKSHOP**

**TEACHING - LEARNING PEDAGOGY  
&  
VIRTUAL STUDENT ENGAGEMENT**

**DATE - 16 AUGUST, 2021 TO 21 AUGUST, 2021**  
**TIME - 10:00 AM TO 1:00PM**

**Resource Person**  
**Dr. Arijit Santikary**  
**Program Chair-PGDM and Corporate Trainer,**  
**Siva Sivani Institute of Management**

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# ST. JOSEPH'S DEGREE & PG COLLEGE

Autonomous, Affiliated to Osmania University  
A Catholic Christian Minority Institution (Co-Education)  
Managed by Hyderabad Archdiocese Educational Society

10.08.2021

To,

Dr. Arjit Sanikary  
Associate Professor - Marketing  
Shiva Shivani Institute of Management  
Hyderabad.

Sub: Invitation to be a resource person for a Faculty Development Workshop on “Case Study as Teaching – Learning Pedagogy and Virtual Student Engagement” on 16<sup>th</sup> and 17<sup>th</sup> August, 2021 reg...

Dear Sir,

The Department of Commerce, St. Joseph's Degree and PG College, takes great pleasure in inviting as resource person for an Online FDP on “Case Study as Teaching - Learning Pedagogy and Virtual Student Engagement” on 16<sup>th</sup> and 17<sup>th</sup> February, 2021 from 10.00 to 1.00 pm. The workshop is aimed to engage students using a Case during the class room teaching and evaluate participants' analytical skills and engage students in Online teaching-learning process.

Thanking You.

Yours Sincerely.

Rev. Fr. Dr. D. Sunder Reddy  
Principal  
St. Joseph's Degree and PG College  
Hyderabad.



## Dr. Arijit Santikary

Program Chair-PGDM

Associate Professor

Marketing Area

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[arijitsantikary@ssim.ac.in](mailto:arijitsantikary@ssim.ac.in)

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A passionate teacher, trainer, consultant and a researcher with over 15 years of experience in Industry and academics. I completed my graduation in Commerce from University of Burdwan, West Bengal after which I finished my MBA from Bengal College of Engineering and Technology under West Bengal University of Technology. My passion towards teaching and research, led me to pursue my Ph.D. in the field of Marketing from ICFAI University, Jharkhand. With my abilities and dedication, I grew from being an Assistant Professor to being the youngest Program Chair- PGDM with Siva Sivani Institute of Management, one of the leading B- Schools of Hyderabad. To my credit I have some notable contributions in the Training and Consultancy, making me one of the most sought Trainers and Consultants of Hyderabad.

- Currently designated as **Program Chair-PGDM (NBA & AIU Accredited Program)** in Siva Sivani Institute of Management, Secunderabad, Telangana State, India.
- As a Program Chair (PGDM) **managing a team of 16 highly qualified faculties** and 360 students of first year and second year for the purpose of ensuring quality education and achieving the program outcomes to achieve Institute's vision and mission.
- Along with my duties of a Program Chair I am also designated as an **Associate Professor in the Department of Marketing**, Siva Sivani Institute of Management, Secunderabad, India.
- Took the charge of **Training & Consultancy department as Chairman-T&C for 1 year from May 2020 to April 2021.**

- Actively worked as **Academic Coordinator** apart from teaching marketing courses, efficiently managing classes, handling student grievances, taking continuous feedback and managing timetables etc.
- Working actively on all the **AICTE** related regular work right from approval to deficiency as an ex-officio member from the institute.
- Actively engaged in getting **NBA approval** for the institute and solely took care of criterion 1 of NBA SAR and also actively involved in OBE and measuring the progress of the students to showcase in NBA accreditation process. Similarly, at present actively participating in getting **NAAC** approval as Program Chair-PGDM.
- Actively worked with the Department of Promotion as **Associate Chair -Promotion** and look after the admission process and media planning, buying and conducting seminar at different colleges in Eastern Region. Currently, working as an active team members of strategic committee in which Promotion and Branding strategy as team leader and chalk out the strategies related to promotion and long term branding of the institute.
- Collaborated with management teams to deliver assigned programs – Developed context timeline, assessed/identified potential bottlenecks in each project/program process.
- Coordinating and organizing sports activity in the Institution regularly to boost the student's energy.
- Result oriented and efficient with strong interpersonal skills and the ability to relate to students at all levels across the organization.
- Possess stupendous skills for mentoring, guiding and augmenting the quality of the students.
- Research oriented person and always look for opportunity to work on research and consulting areas.
- Currently, working on two research article for publishing in to ABDC journal and also in one case study development for publishing in to Case Center. Half the work on all the three progressed and expect to complete within 6 months of time.

<u><b>Personal Details</b></u>	
<b>Name</b>	Dr Arijit Santikary
<b>Age</b>	38
<b>Designation</b>	Program Chair

Experience

16 Years

<u>Academic Qualification</u>		
Qualification	University / College	Year
Ph.D.	ICFAI University	2018
MBA	Bengal College of Engineering and Technology under West Bengal University of Technology	2006
Graduation	University of Burdwan, West Bengal.	2003
<u>Certifications and Diplomas</u>		
Certified in Digital Marketing	Google	2021
Certified Marketing Professional	MTC Global	2021
Diploma in advertising and Public Relations	Welingkar Institute of Management	2011
Diploma in Financial accounting	Youth Computer Education under State Government of WB	2003



**List of Publications**

<b>List Of Paper Publications</b>			
<b>S.No</b>	<b>Title of Paper</b>	<b>Publication Details</b>	<b>Year</b>
1	Employee Engagement	UGC Care Journal	2021
2	What do Corporations expect in B schools	Zenith International Journal of Multidisciplinary research Volume 9 Issue 1	2019
3	"Green Marketing: An Indispensable Component of Marketing in the 21st Century to Gain Customer Loyalty	Journal of Research in Science, Technology, Engineering and Management (JoRSTEM) Volume 5, Issue 1,	2019
4	Impact of Market Orientation on the Student Satisfaction of Business School in Hyderabad and Rangareddy District of Telangana State.	Journal of Social Welfare and Management, Volume 10 Number 2	2018
5	Market Orientation and Marketing Effectiveness of B-Schools: A Study on Business Schools of Hyderabad	MTC global Journal of Management	2017
6	Branding Business Schools: A Literature Review and Research Agenda	IUJ Journal of Management volume 3	2015
7	Business students' perceptions toward sales as a career in India: An empirical investigation	Intercontinental Journal of Marketing Research Review	2014
8	B-School students' orientation and students' satisfaction: A Research study in India	Sugyaan International Journal volume 4	2012

<b>Case Published</b>			
<b>S No</b>	<b>Case Title</b>	<b>Publication details</b>	<b>Year</b>
1	"Ayhrit Infotech: Target Market Dilemma"	ET Cases/ECCH	2021
2	"An Experience of a Salesman"	ET Cases/ECCH	2020



# ST. JOSEPH'S DEGREE & PG COLLEGE

Autonomous, Affiliated to Osmania University  
Re-Accredited by NAAC with "B++" Grade  
A Catholic Christian Minority Institution (Co-Education)  
Managed by Hyderabad Archdiocese Educational Society

18.8.2021

To,

Dr. Arjit Sanikary  
Associate Professor - Marketing  
Siva Sivani Institute of Management  
Hyderabad

**Subject: Token of gratitude for your presence as the Resource person for the Faculty Development Program**

Dear Sir,

Thank you for accepting our invitation and sparing your valuable time and sharing your valuable insights and expertise with our faculty (offline) on "Case Study as Teaching - Learning Pedagogy and Virtual Student Engagement" on 16<sup>th</sup> and 17<sup>th</sup> August, 2021 from 10.00 am to 1.00 pm.

It was a great delight to host you as the resource person for the Faculty Development Program conducted by the Department of Commerce. Your kind presence in the program inspired us a lot. Your thoughts, experiences and expertise were remarkable. It was a splendid presentation which exposed the faculty to the field of practice. All the participants appreciated and got benefitted. We will be looking forward to have more of your presence in the future events.

We hope that this kindness and cooperation will remain and continue in the future too.

With warm regards

**Rev.Fr.Dr.D.Sunder Reddy**  
Principal  
St.Joseph's Degree and PG College



## ST. JOSEPH'S DEGREE & PG COLLEGE

### DEPARTMENT OF COMMERCE

#### OBJECTIVE:

- 1) To orient the faculty members on usage of Case Study Methodology to make the teaching-learning effective.
- 2) To orient the faculty members on virtual student engagement.

**OUTCOME:** By the end of the session the faculty members got a good understanding on teaching-learning pedagogy – case study method and virtual student engagement.

**DATE, TIME, & VENUE:** 16<sup>th</sup> to 21<sup>st</sup> August 2021, 10 am to 1pm, Chapel Hall

**LIST OF FACULTY CO-ORDINATORS:** Dr. N. Srilatha, Head, Dept. of Commerce and Dr. Y. Geethanjali

**TARGET AUDIENCE:** Faculty Members – Dept. of Commerce and from other Departments

#### PARTICIPANTS LIST:

S.No	Name of the Faculty
1	Dr. N. Srilatha
2	Mrs. Mary Vinaya Sheela
3	Mr. S. Krishna Moorthy
4	Dr. Y. Geethanjali
5	Dr. J. N. P. P. Anantha Lakshmi
6	Dr. Sumitra Pujari
7	Mrs. R. Sree Lakshmi
8	Mrs. Shanti Kiran
9	Mrs. Ritika Waghay
10	Miss. M. Debora
11	Mrs. G. Savitha
12	Mr. T. Krishna
13	Mrs. Aarati Samala
14	Mrs. Sarika Verma
15	Mrs. Bh. Srivatsala
16	Mrs. K. Radha
17	Mrs. Rafat Ahmed
18	Miss. M. Prashanthi
19	Mrs. Preethi Rathi
20	Mrs. CH. Padmaja
21	Mr. S. Bhanu Prakash Sarma





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22	Miss. MhelseaMona.M
23	Miss. PatalayNamratha
24	Mrs.SwethaKabra
25	Miss.N.Sai Lakshmi
26	Mrs.Archana Singh

27. Rashi Mathur.

*Handwritten signatures and initials in blue ink, including 'Rashi' and 'N.Sai'.*

Departments of Science, Masscom, English and Second Languages also joined the session.

**NAME AND DESIGNATION OF RESOURCE PERSONS:** Dr.ArijitSantikary, Program Chair-PGDM and Corporate Trainer, Siva Sivani Institute of Management.

**A BRIEF REPORT:**

Programme Flow:

Prayer – Miss Mhelsea, Assistant Professor, Dept. of Commerce

Welcome Address – Dr.N.Srilatha, Head, Dept. of Commerce

Address by Rev.Fr.Dr.D.Sunder Reddy, Principal

Profile Reading of the Resource Person - Dr.N.Srilatha, Head, Dept. of Commerce

Sessions – Day 1 to Day 4: Teaching Learning Pedagogy –(Case Study Method) Resource Person - Dr.ArijitSantika

Day 5: Virtual Student Engagement - Resource Person - Dr.ArijitSantikary

Vote of Thanks – Dr.Geethanjali

The Faculty Development Program started with a very interesting activity Tic Tac Toe where all the faculty members got completely involved and enjoyed thoroughly. As the topic of the FDP was Case Study Methodology, the Resource Person Dr.ArijitSantikary started the session with a question “What are the objectives of teaching?” A lot of interaction happened on the same and sir defined the objectives of teaching as KASH.

K – Knowledge

A – Attitude

S – Skills

H – Habits

The resource person explained in detail about the case study methodology in terms of selection of cases, mapping the cases with the subject concepts so as to make the teaching –



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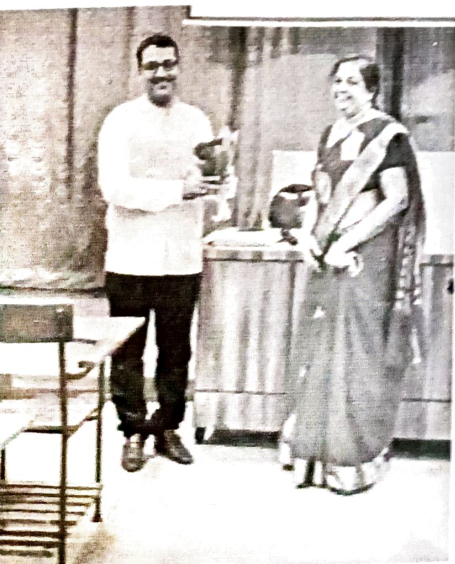
### DEPARTMENT OF COMMERCE

learning process more interactive and outcome based. He also explained about the three types of cases: Field Cases, Library Cases and Armchair Cases.

The other topic of the FDP was Virtual Student Engagement. The resource person Dr. Arijit Santikary explained in details about the tools that can be used to keep the students engaged throughout the class in online classes.

The faculty members expressed in the feedback that the FDP was very useful and that they would use case study methodology and the tools in conducting the online classes to make the online classes more interactive and interesting.

#### PHOTOGRAPHS:



*Dr. Arijit Santikary*





# **ST. JOSEPH'S DEGREE & PG COLLEGE**

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King Koti Road, Hyderabad

## **FEED BACK ANALYSIS REPORT**

A five day FDP was conducted from 16<sup>th</sup> August, 2021 titled “Case Study in Teaching Learning Pedagogy and Virtual Engagement”. Dr Arjit Santikary was the resource person. He emphasized on the critical skills required for teaching through case study and also focused on the techniques and tools required for effective virtual engagement.

A majority of the respondents have strongly agreed and most of them agreed that the objectives of the training were met through this FDP. Only 2 respondents have neither agreed nor disagreed with regard to meeting of training objectives.

70% of the respondents have strongly agreed that the presenter was engaging while others have agreed to it. Only 1 respondent has disagreed with it

Around 60% of the respondents have strongly agreed and the rest have agreed with regard to the relevance of the presentation material while less than 1% have neither agreed nor disagreed

Most of the respondents have strongly agreed and the rest have agreed that content of the program was well organized and easy to follow while less than 1% has been neutral with regard to it

Majority of the respondents strongly agreed and the rest agreed that trainer was well prepared and able to answer the queries, the training length was appropriate and the pace of the training was appropriate to the content and participants

More than 60% of the respondents have strongly agreed and the rest except 1% have agreed that the activities of the session were helpful and relevant

Please tick your level agreement with statement listed below

	Strongly Disagree	Disagree	Neither Disagree nor Agree	Agree	Strongly Agree
The Objectives of the training were met	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
The presenter were engaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
The presentation materials were relevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
The content of the program were well organized and easy to follow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
The trainer were well prepared and able to answer queries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
The training length was appropriate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
The pace of the training was appropriate to the content and participants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
The activities were helpful relevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Remarks \*

It was Excellent