



**Shobhit
University**
EDUCATION EMPOWERS

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E-mail: registrargangoh@shobhituniversity.ac.in
U.: www.sug.ac.in

School of Business Studies and Entrepreneurship 2024-2025

Student-Centric Methods

Introduction:

The objective of student-centric pedagogical approaches in the management department is to enhance active learning, critical thinking, and real-world problem-solving. By emphasizing experiential and collaborative methods, these approaches aim to develop adaptive, innovative, and ethically responsible future managers capable of effective decision-making in complex and dynamic business environments.

The following student-centric methods are practicing in School:

1. Experiential learning:

Experiential learning is a student-centered approach that emphasizes learning through direct experience, reflection, and application. It involves activities such as case studies, simulations, internships, and group projects that mirror real-world challenges. This method fosters deeper understanding, critical thinking, and practical skill development by encouraging students to actively engage with content, collaborate with peers, and apply theoretical knowledge to solve complex, real-life problems in a dynamic learning environment.

2. Integrated Inter disciplinary learning:

Integrated interdisciplinary learning combines concepts and methods from multiple disciplines to provide a holistic understanding of complex issues. It encourages students to make connections across subjects, enhancing critical thinking and problem-solving skills. This approach fosters creativity, collaboration, and real-world application, preparing learners for diverse and dynamic professional challenges.

3. Participatory learning:

Participatory learning is an interactive approach that actively involves students in the learning process through discussions, group activities, and collaborative projects. It promotes engagement, critical thinking, and shared responsibility for learning. This method empowers students to contribute ideas, reflect on experiences, and co-construct knowledge in a supportive learning environment.



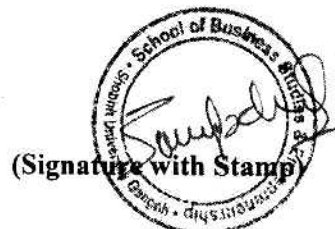


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4. **Problem-solving learning:** It is a student-centered approach that focuses on analyzing and resolving real-world challenges. It encourages critical thinking, creativity, and decision-making by engaging students in identifying problems, evaluating options, and implementing solutions. This method enhances practical skills, deepens understanding, and prepares learners for complex situations in professional settings.
5. **Self-directed learning:**
It is a learner-driven approach where students take initiative in setting goals, choosing resources, and evaluating their progress. It fosters independence, motivation, and lifelong learning skills. By managing their own learning process, students develop responsibility, critical thinking, and adaptability, preparing them for continuous growth in dynamic environments.
6. **Project-based learning:**
Project-based learning is an instructional approach where students actively explore real-world problems by working on meaningful projects over an extended period. It promotes critical thinking, collaboration, and creativity. This method helps students apply theoretical knowledge to practical situations, enhancing engagement, problem-solving skills, and a deeper understanding of subject matter.
7. **Role play learning:**
Role play learning is an interactive method where students assume specific roles in simulated scenarios to explore real-life situations. It enhances communication, empathy, and decision-making skills by encouraging active participation. This approach helps learners understand different perspectives, apply theoretical concepts, and develop confidence in handling complex interpersonal or professional challenges.
8. **Humanities in learning:**
Humanities in learning explore human culture, history, philosophy, and arts to deepen understanding of society and human experiences. This approach fosters critical thinking, creativity, and ethical awareness, encouraging students to appreciate diverse perspectives and values. It enriches education by connecting knowledge with cultural and social contexts.



(Signature with Stamp)



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2024-25



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School of Business Studies and Entrepreneurship

2024-25

1. Experiential learning:

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Ref No: SBSE/2025/0073

Date: 15 Mar, 2025

All students are hereby informed that an industrial visit to **Paranjali, Haridwar** is scheduled on **25 March, 2025**. The visit aims to provide practical insights into large-scale manufacturing and business operations. Attendance is mandatory. Students must report at 8:00 a.m. to department. For further details, contact the department office.

This issues with the approval of competent authority.


Dr. Samprabh Durey
HOD, SBSE

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Industrial Visit at Patanjali, Haridwar (Uttarakhand)





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Ref No: SBSE/2024/0045

Date: - 22 July, 2024

All MBA students are hereby informed that the submission of training project reports is scheduled for 30 July, 2024. Reports must be submitted in both hard and soft copies to the department office by 29 July. Late submissions will not be accepted.

This is done with the approval of competent authority.



Dr. Somprabhu Dubey
(HOD, SBS&E)

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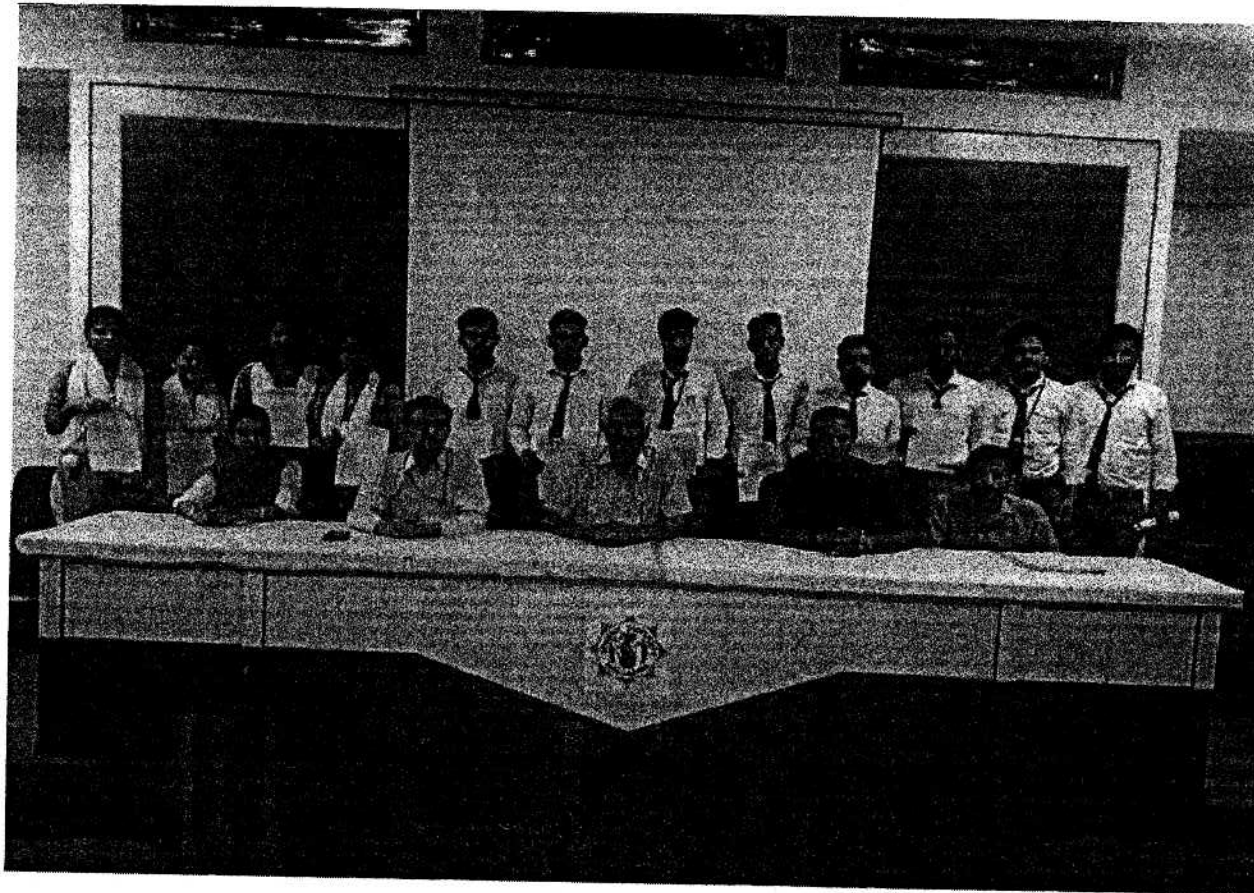
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Offering Internship Letters to MBA 1st Year
Students





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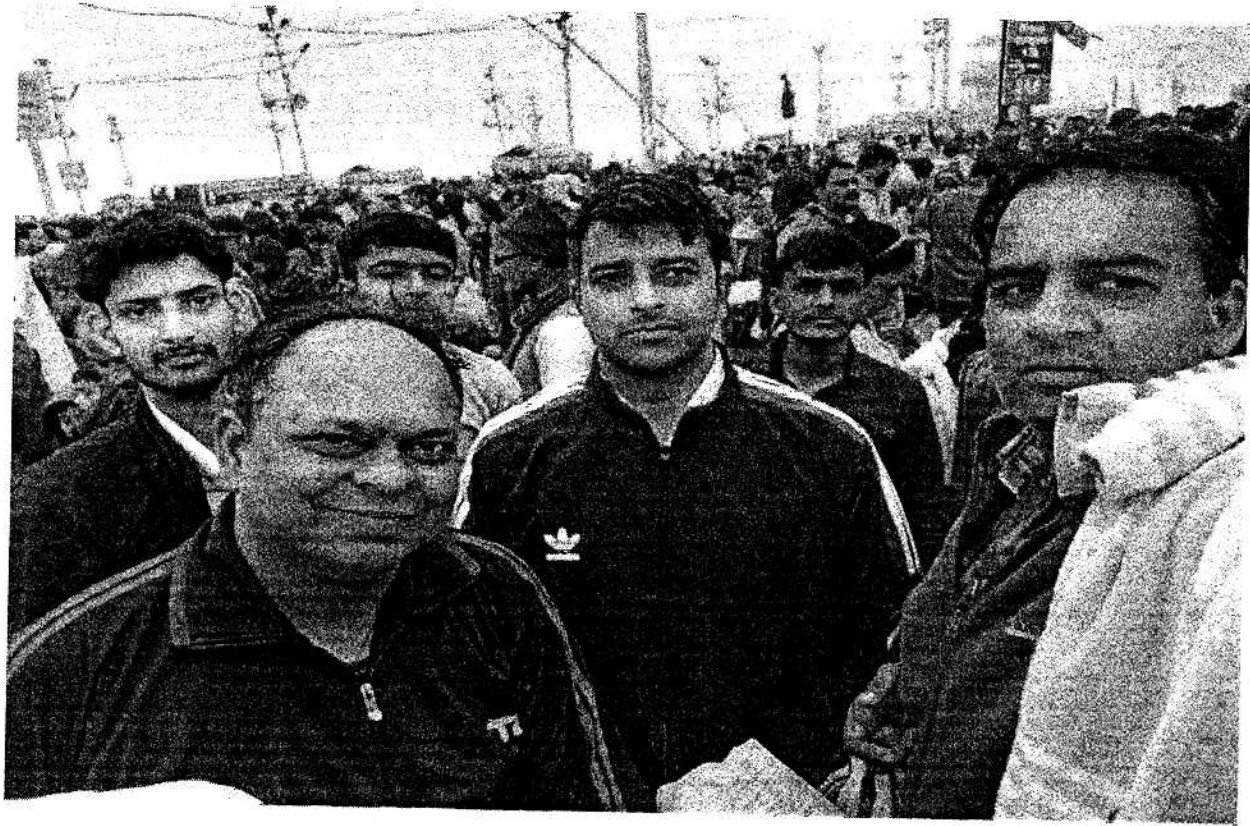
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Excursion at Prayagraj, Uttar Pradesh





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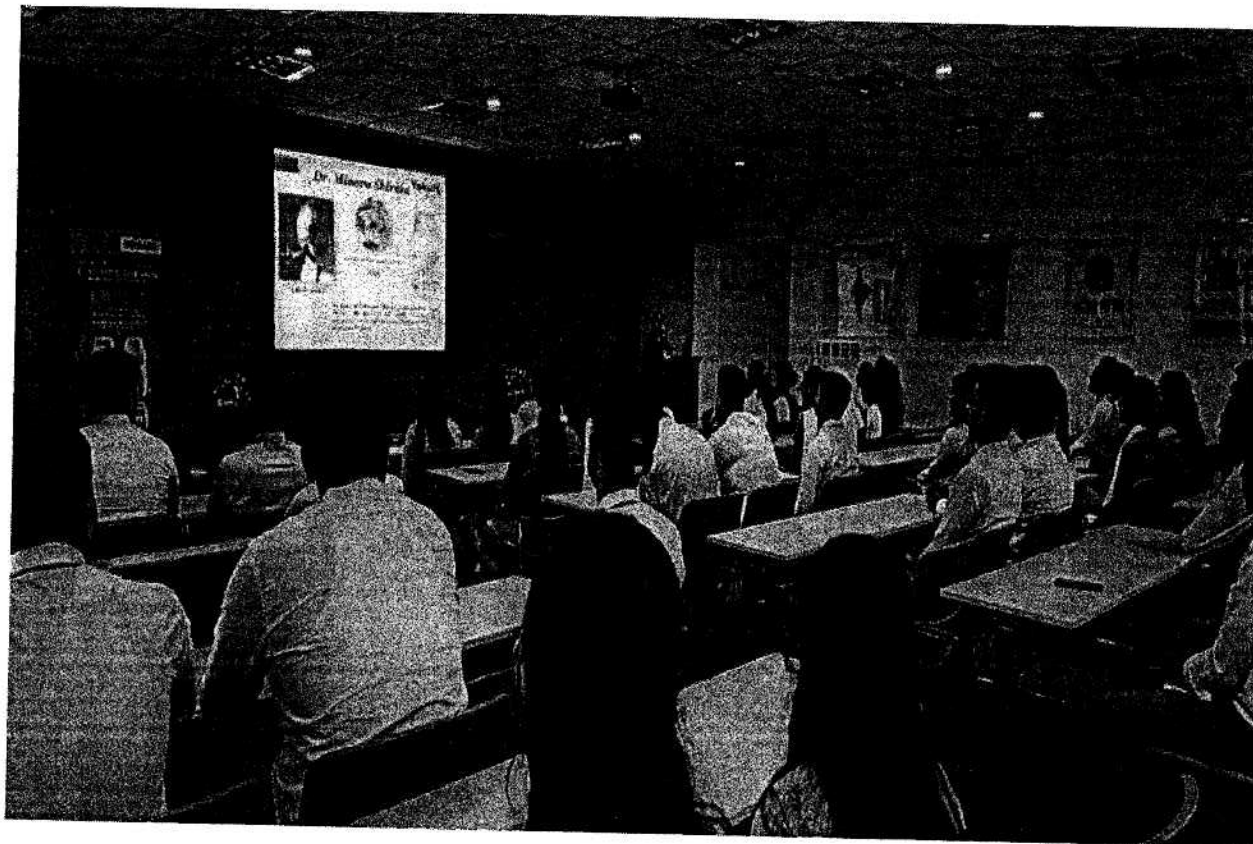
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Workshop conducting for Students Awareness





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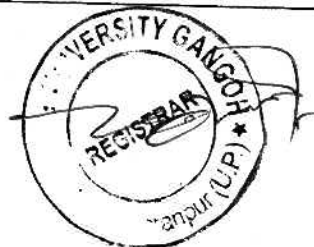
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- Upcoming Assignments**
- No Draft Assignments**
- Previous Assignments**
- ASSIGNMENT-02**
101 May 2024 - 101 May 2024
- ASSIGNMENT-01**
101 May 2024 - 101 May 2024
- ASSIGNMENT-03**
101 May 2024 - 101 May 2024

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Assignments





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Ref No: SBSE/2025/0069

Date: - FEB 02, 2025

The department is organizing a Food Fest on 12 Feb at department classrooms to celebrate cultural diversity and culinary creativity. Students are encouraged to participate by setting up food stalls or volunteering for event management. Interested students must register with the coordinator by 6 Feb.

This issues with the approval of competent authority.


Dr. Somprabha Dubey
(HOD. SBS&F)
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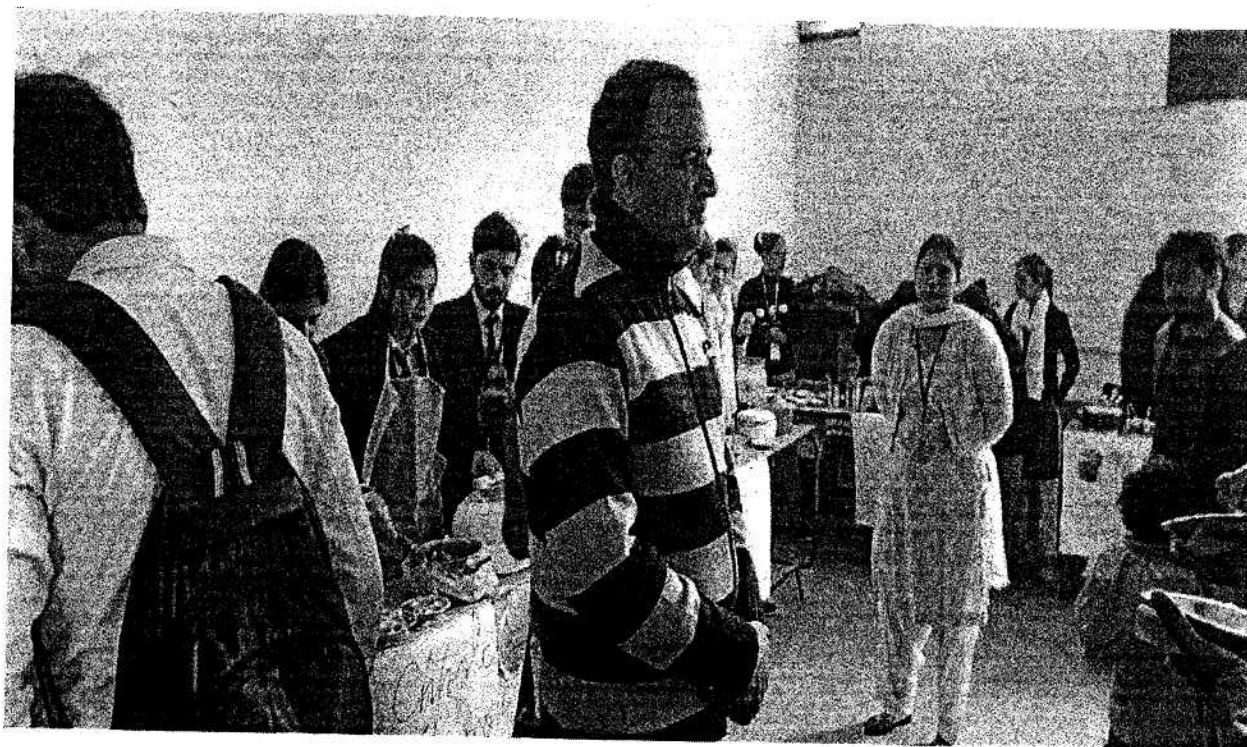
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Students engaged at Collaborative Events





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2. Integrated Inter disciplinary learning:



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Ref No: SBSE/2024/0038

Date: 12 March, 2024

The department is organizing a Lecture Series on Security market awareness from 20 March to 21 March at Seminar hall. Renowned speakers and subject experts will deliver sessions to enrich student learning. Attendance is mandatory for all students of department. For the schedule, contact the coordinator.

This is submitted with the approval of competent authority.


Dr. Somprabha Das
(HOD, SBS&P)

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Seminar and Lectures Series for Students





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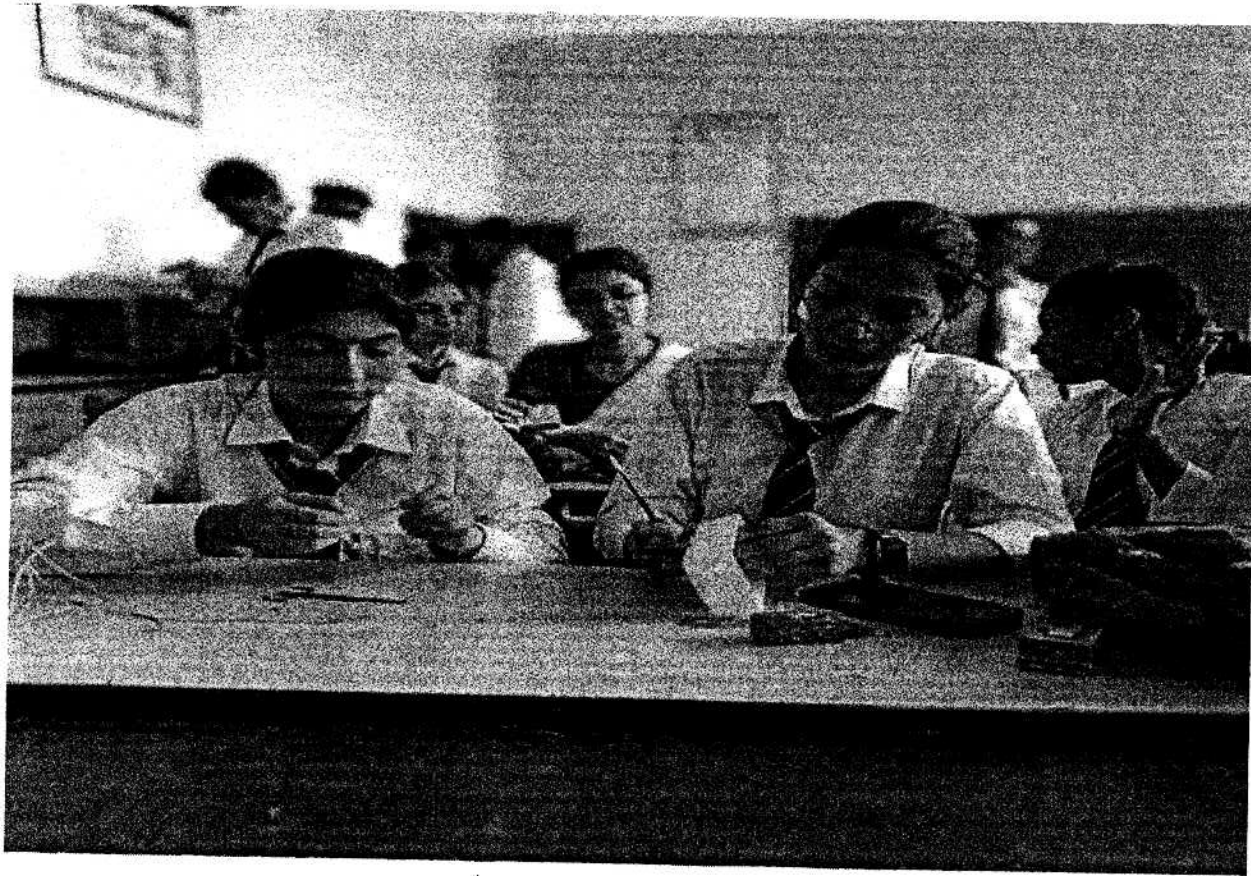
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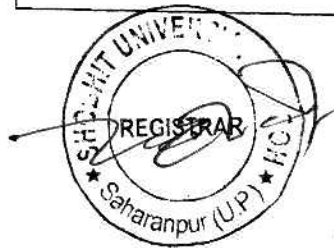
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Joint Projects made by Students





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3. Participatory learning:



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Ref No: SBSE/2025/0060

Date: 17 April, 2025

The department is organizing a Social Awareness Program on Election Awareness on 25 April at Shobhit University ground. The program aims to educate students about the importance of voting and active civic participation. All students of department are required to attend. For details, contact the program coordinator.

This issues with the approval of competent authority


Dr. Sampat Singh
(HOD, SBSE)

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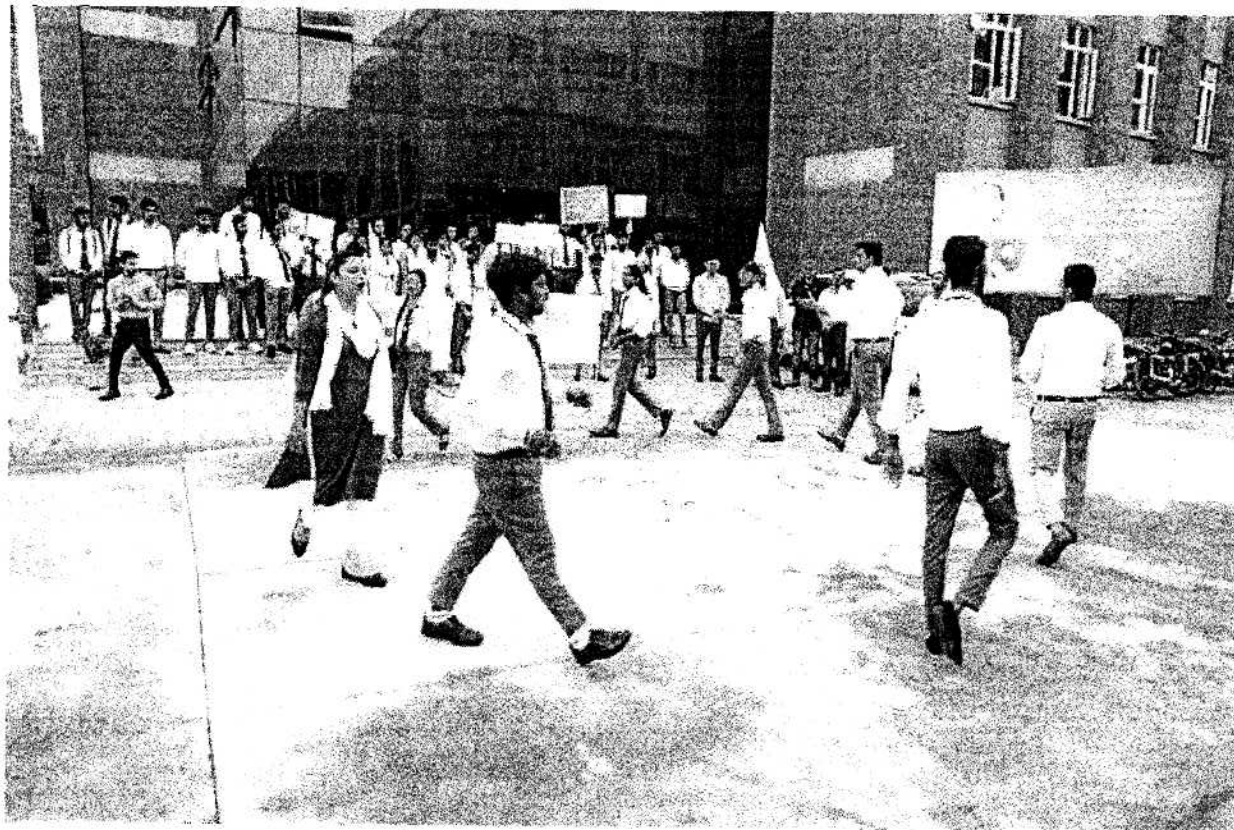
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Roles Played by Students





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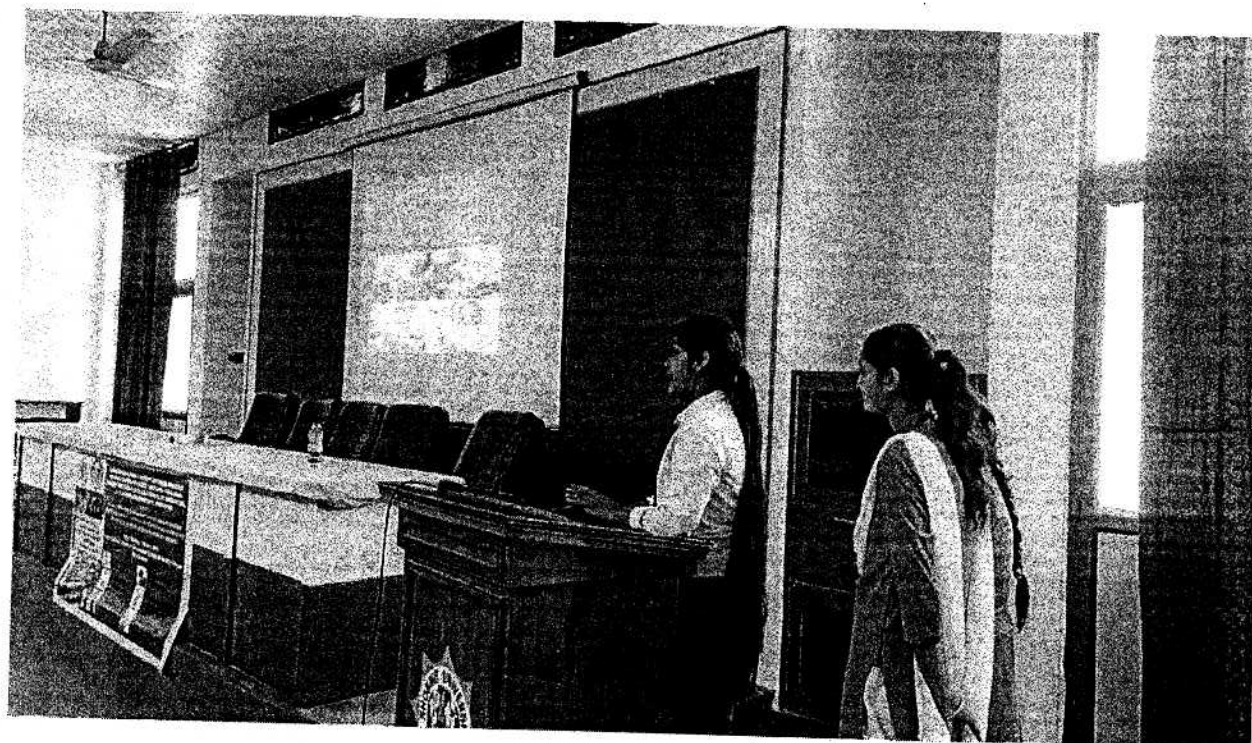
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Students Seminar & Paper Presentation



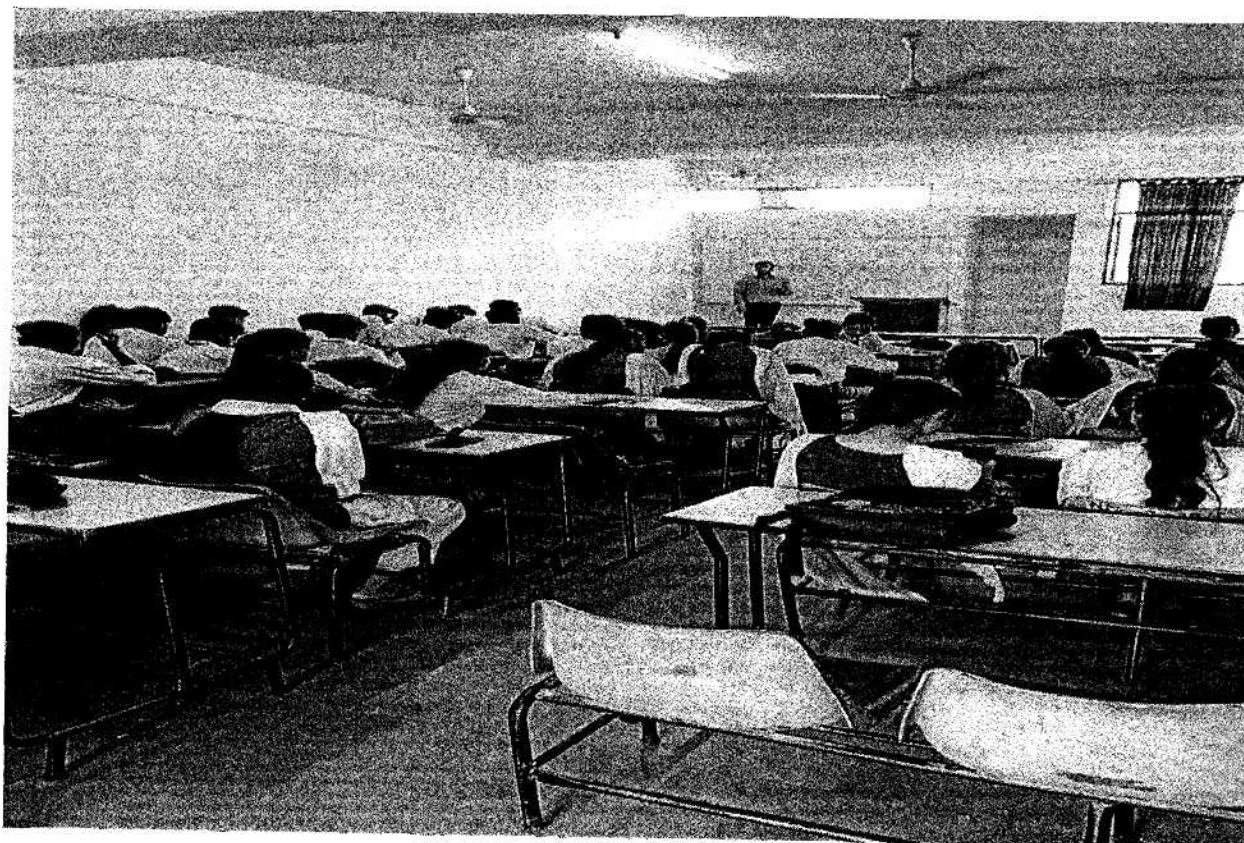


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4. Problem-solving learning:



Mentorship by Faculty member





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5. Self-directed learning:



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6. Project-based learning



Community Engagement





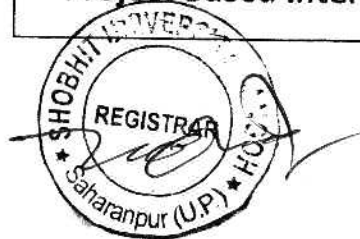
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Project Based Internship





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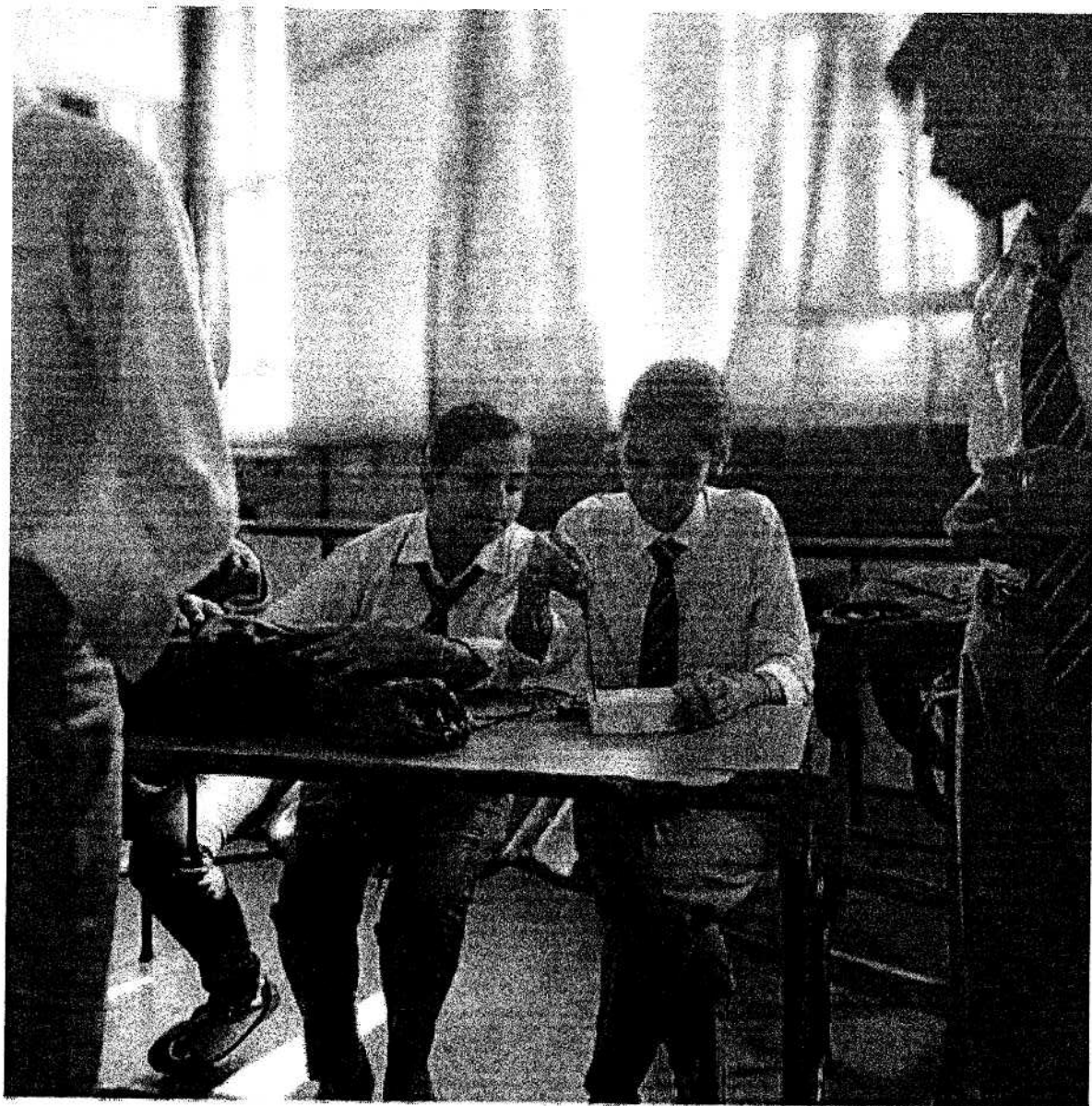
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Education Based Learning Projects



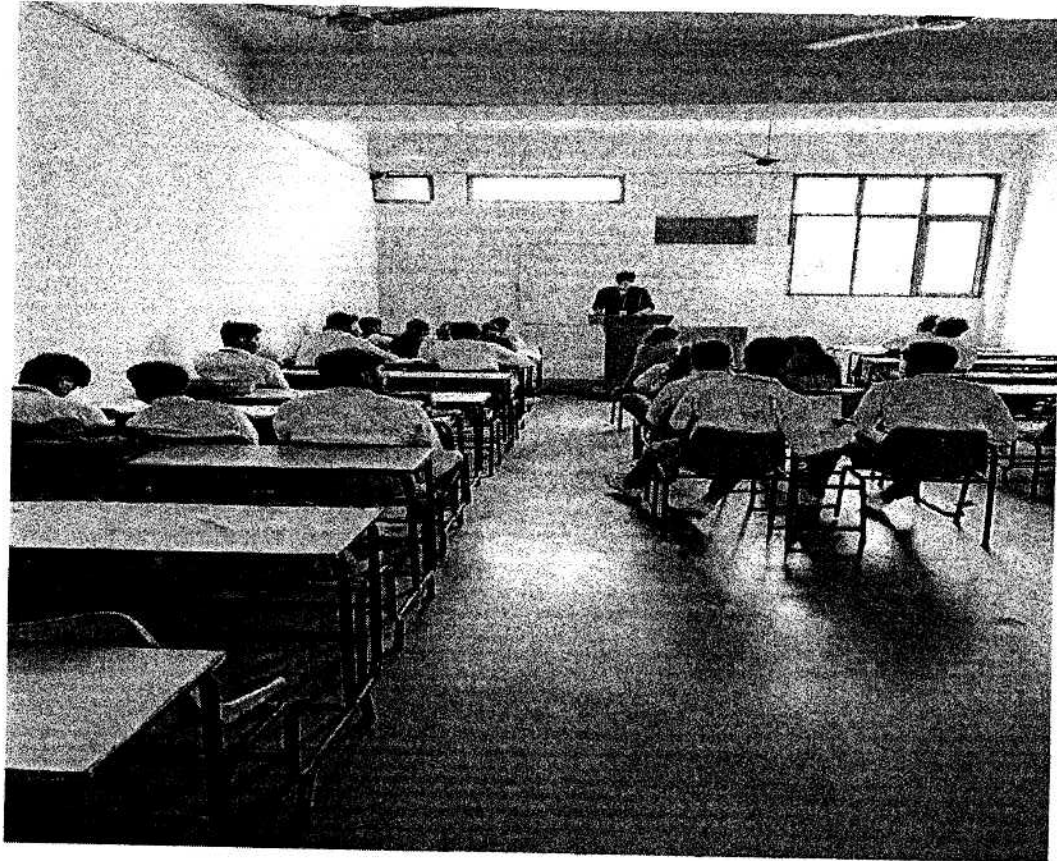


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7. Role play learning:



Teacher Student Classroom Scenarios

8. **Humanities in learning:** Humanities in learning explore human culture, history, philosophy, and arts to deepen understanding of society and human experiences. This approach fosters critical thinking, creativity, and ethical awareness, encouraging students to appreciate diverse perspectives and values. It enriches education by connecting knowledge with cultural and social contexts.





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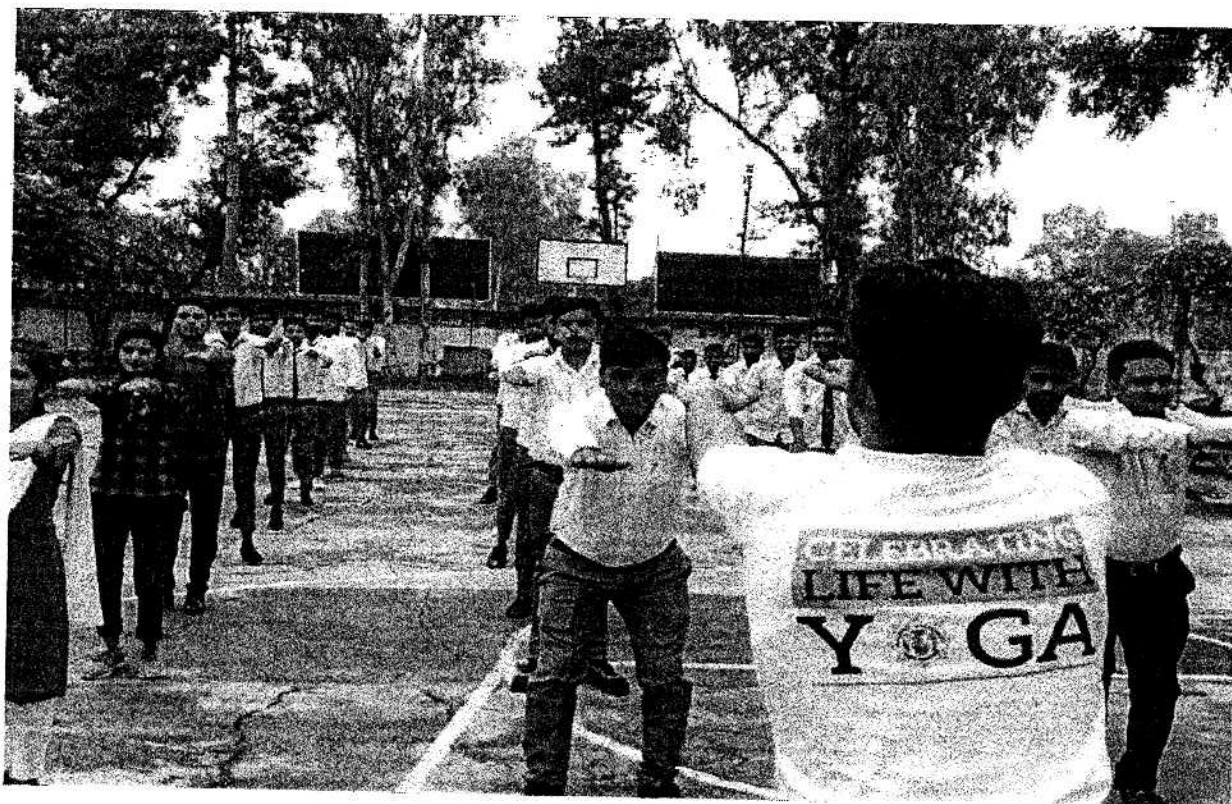
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Yoga & Value Education





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1. Experiential learning:



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Ref No: SBSE/2023/0032

Date: Sept. 20, 2023

All the students of School of Business studies and Entrepreneurship are hereby informed that the department is organizing Industrial visit to Yakult Danone India Pvt. Ltd., Sonapat on 25 Sept. at 08.00 a.m. The event aims to practical exposure to real world industrial operations and work environments. It helps bridge the gap between theoretical knowledge and practical application, enhances understanding of industry practices, and fosters interaction with professionals to gain insights into career opportunities.

This issued with the approval of competent authority.

Dr. Shrinivas Dubey
(HOD, SBS&E)

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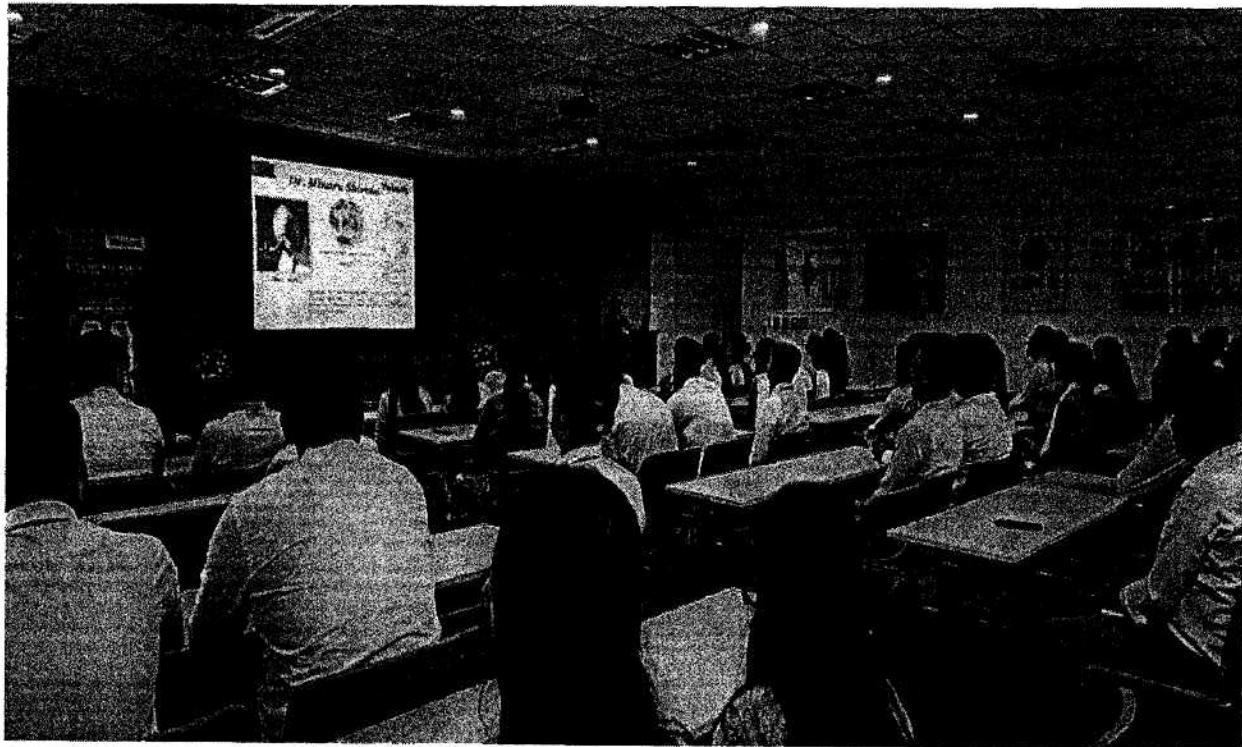
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Industrial Visit at Yakult Danone India Pvt. Ltd., Sonipat





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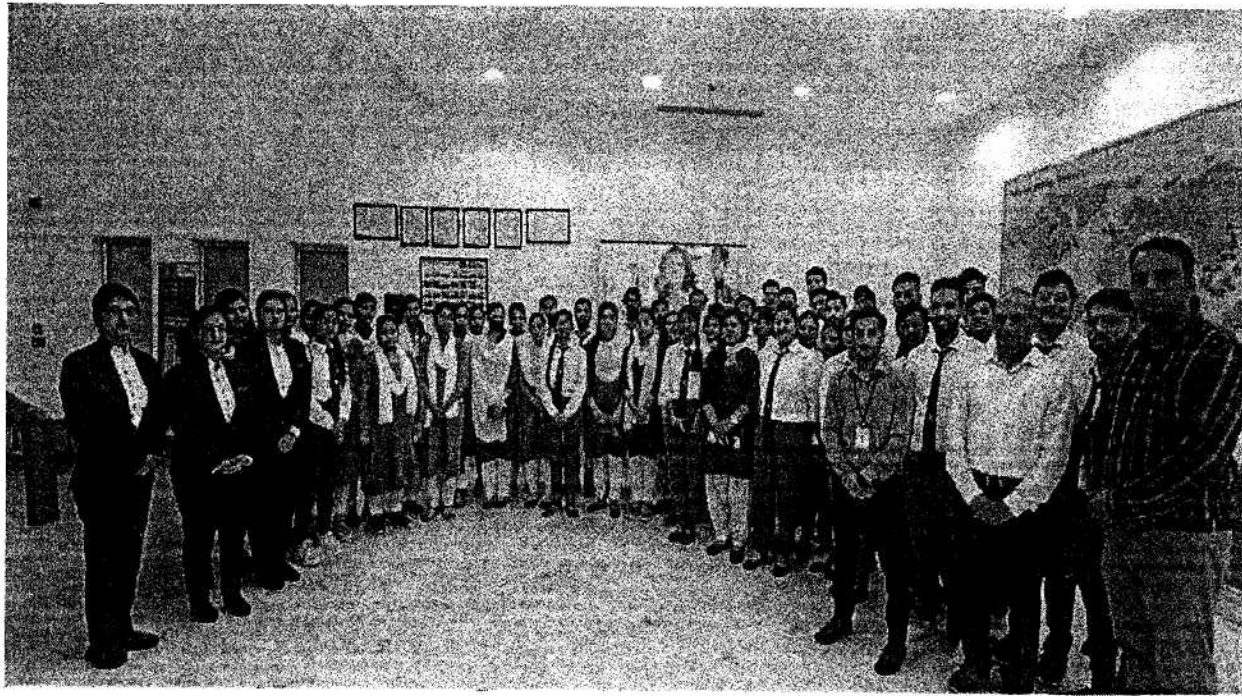
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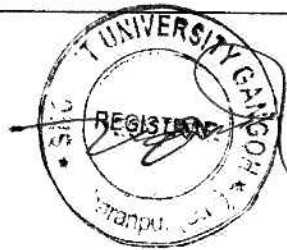
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Industrial Visit at Yakult Danone India Pvt. Ltd., Sonipat





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Ref No: SBS&F/2024/0043

Date: - June 10, 2024

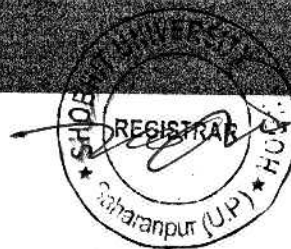
All MBA students are hereby informed that the 45-day internship program will commence from 15 June 2024. Students must arrange internships in approved organizations and submit details to the department by 13 June 2024. Timely completion and reporting are mandatory. For further guidance, contact your internship coordinator.

This issues with the approval of competent authority.

Dr. Somprabhu Dubey
(MOD. SBS&F)

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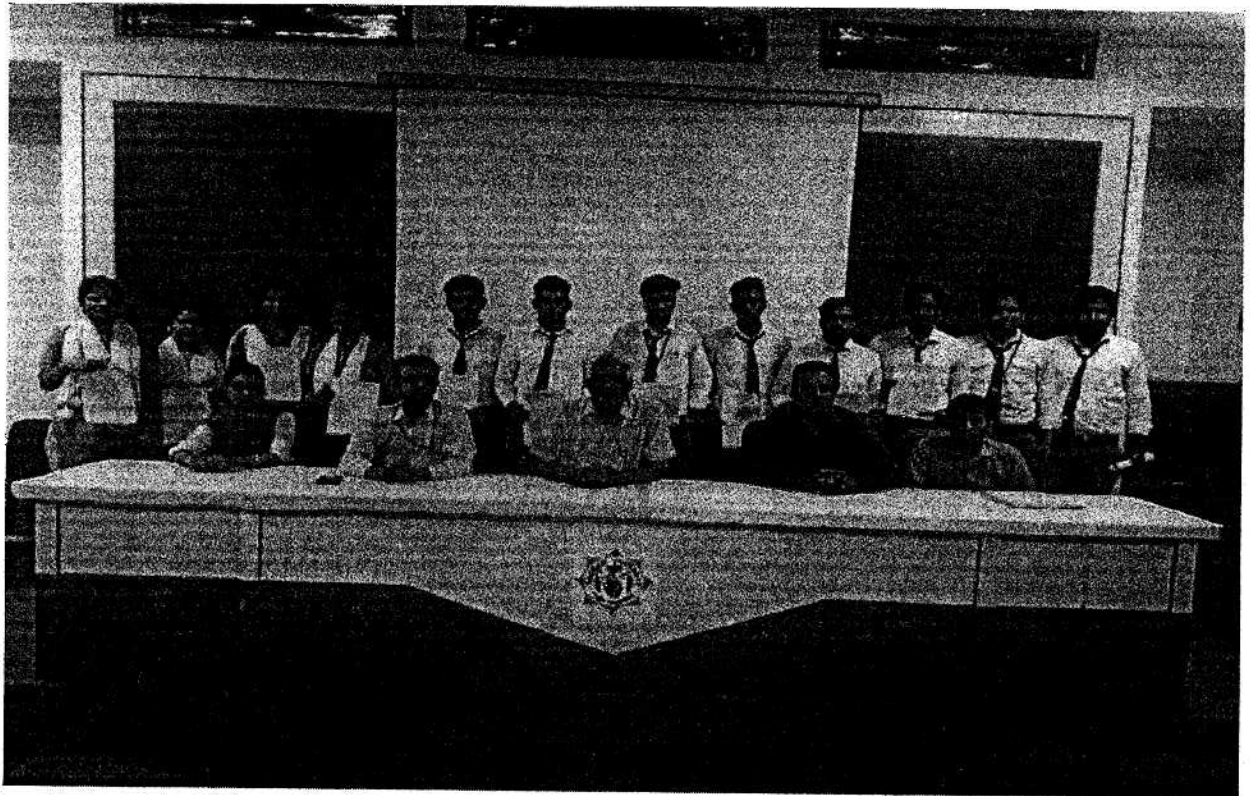




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Offering Internship Letters to Students





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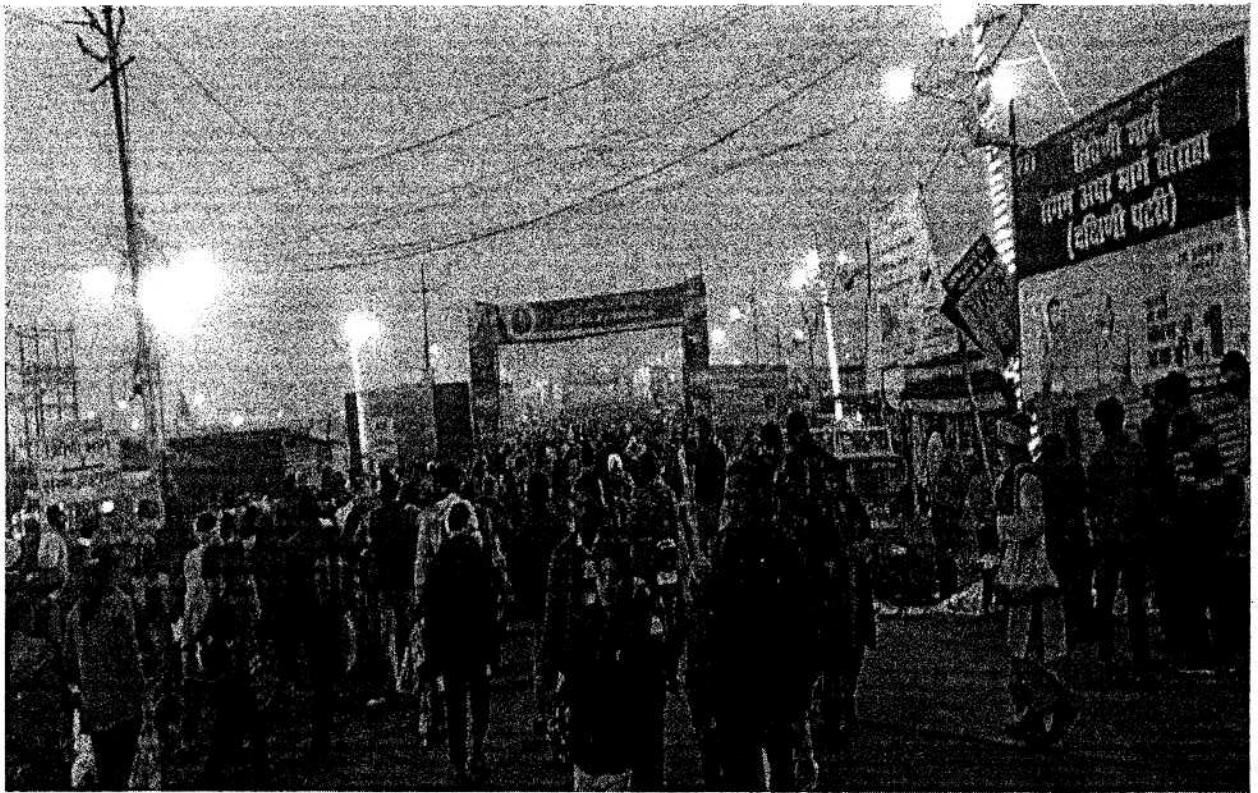
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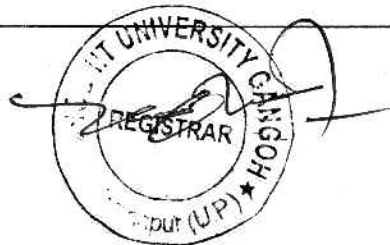
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Community Engagement at Prayagraj, Uttar Pradesh





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**Project Report
On
EFFECT OF RURAL MARKETING
STRATEGIES FOR FMCG – A CASE STUDY
OF HINDUSTAN UNILEVER LIMITED**

**By
SHILPA HAIDER
(Roll No.: 22012700035)**

**Under the Supervision of
MRS. KRITIKA SINGHAI**

**Submitted to
School of Business Studies & Entrepreneurship
In partial fulfillment for the award of the degree of
Bachelor of Commerce (Honours)
SHOBHIT UNIVERSITY,**

**Gangoh - 247341
2024-2025**

Projects made by Students





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Ref No: SPSE/2023/0034

Date: 05 Oct, 2023

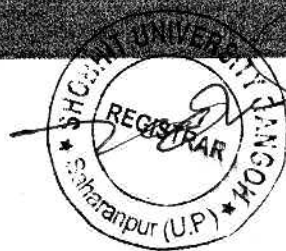
All students are informed that a two-day workshop on Regional investor awareness program will be conducted on 9 and 10 Oct. 2023 at seminar Hall. Participation is compulsory for all the students. The workshop includes expert sessions and hands on activities.

This comes with the approval of competent authority.

Dr. Somnath Dubey
(HOD, SBS&E)

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NISM Workshop for Students Awareness





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Shobhit University (SUG) Student User Interface

Navigation: Home, Assignments, Results, Profile, Logout

Search: [Search Bar]

Buttons: [Add New Assignment], [View Assignments], [View Results]

Section: Upcoming Assignments

No Draft Assignments

No Assignments

Previous Assignments

Assignment ID	Assignment Name	Due Date	Status
ASSIGNMENT-02	1st May 2019 - 10:00 AM	10:00 AM	Completed
ASSIGNMENT-01	1st May 2019 - 10:00 AM	10:00 AM	Completed
ASSIGNMENT-03	1st May 2019 - 10:00 AM	10:00 AM	Completed

Footer: Shobhit University, Gangoh, Saharanpur (U.P.)

Assignments for Students





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Students participated in Collaborative Events



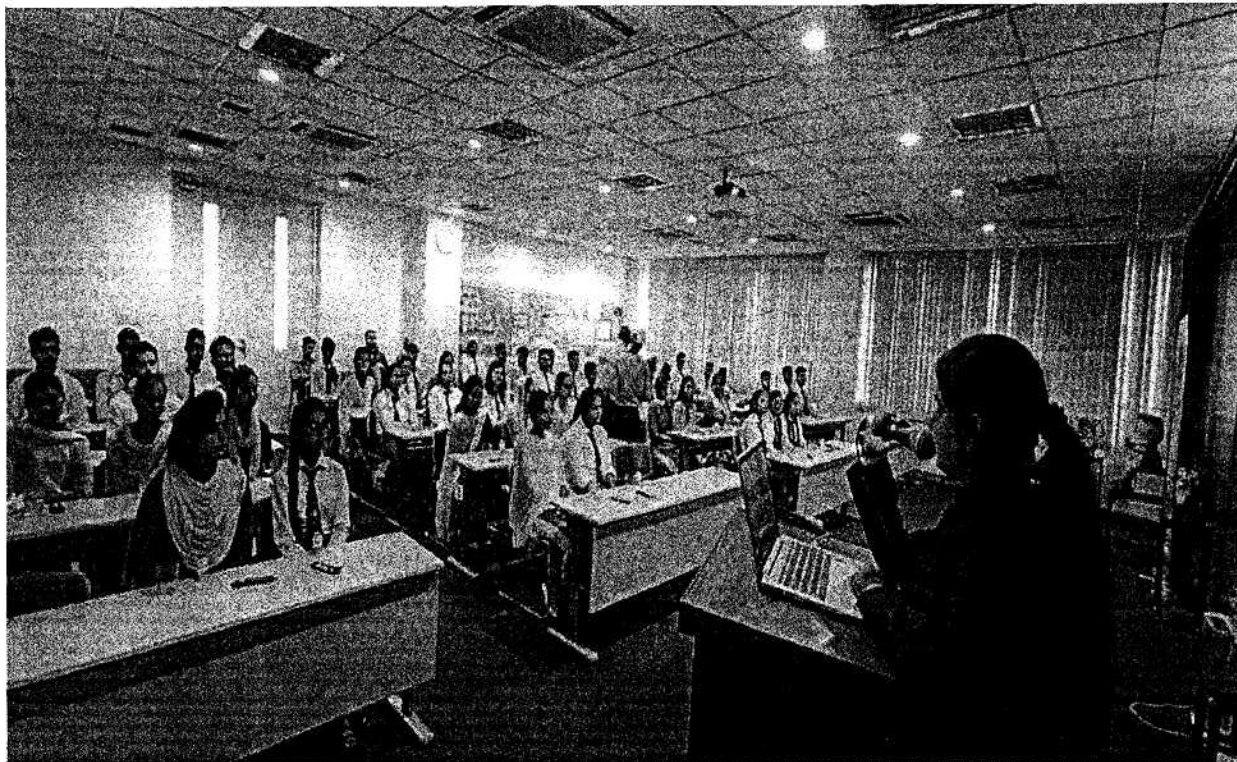


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2. Integrated Inter disciplinary learning:



Seminar and Lecture Series





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Joint Projects by Students





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3. Participatory learning:



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Ref No: SBSE/2024/0039

Date: 20 April 2024

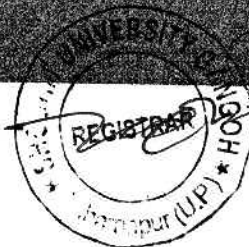
The department is organizing a *Nukkad Natak* (street play) program on 28 April at University ground to raise awareness on social issues and promote community engagement. All students of BBA are required to participate. Rehearsals will begin from 24 April. For registration and details, contact the coordinator.

This issues with the approval of competent authority.


Dr. Sandeep Chakraborty
(HOD, SBSE)

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Roles Played by Students





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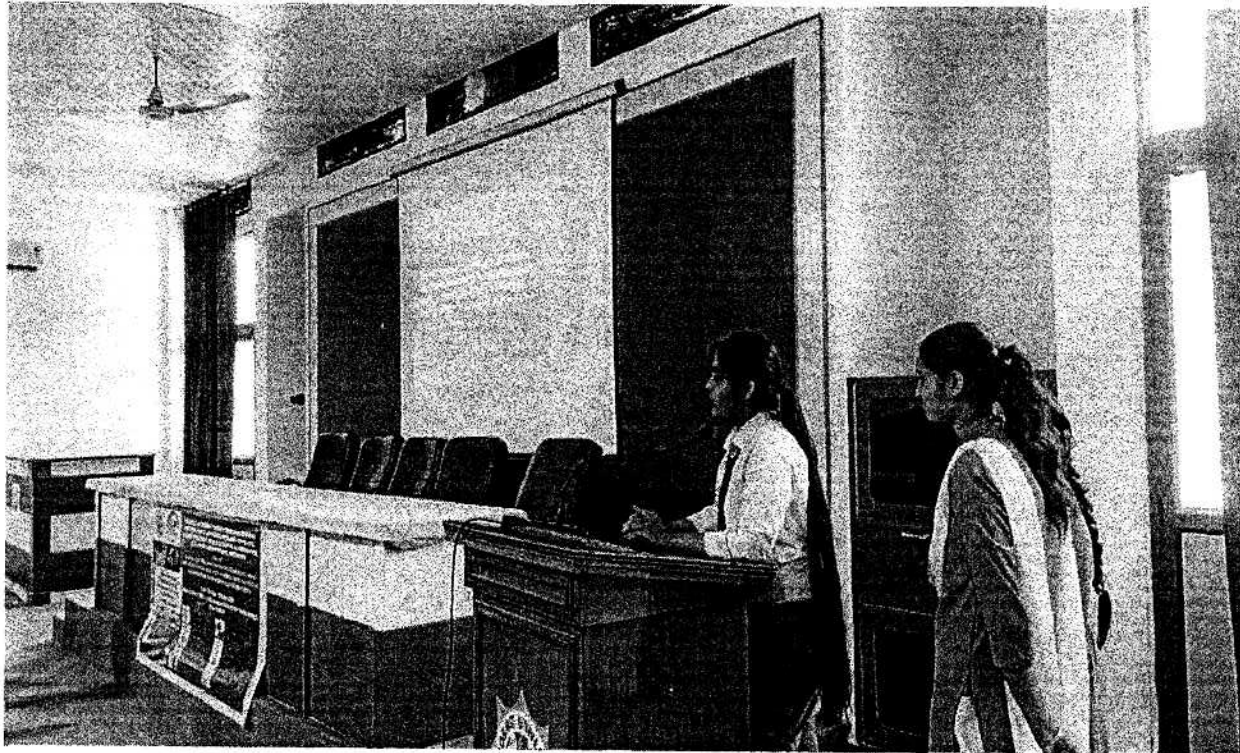
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Students Seminar & Paper Presentation





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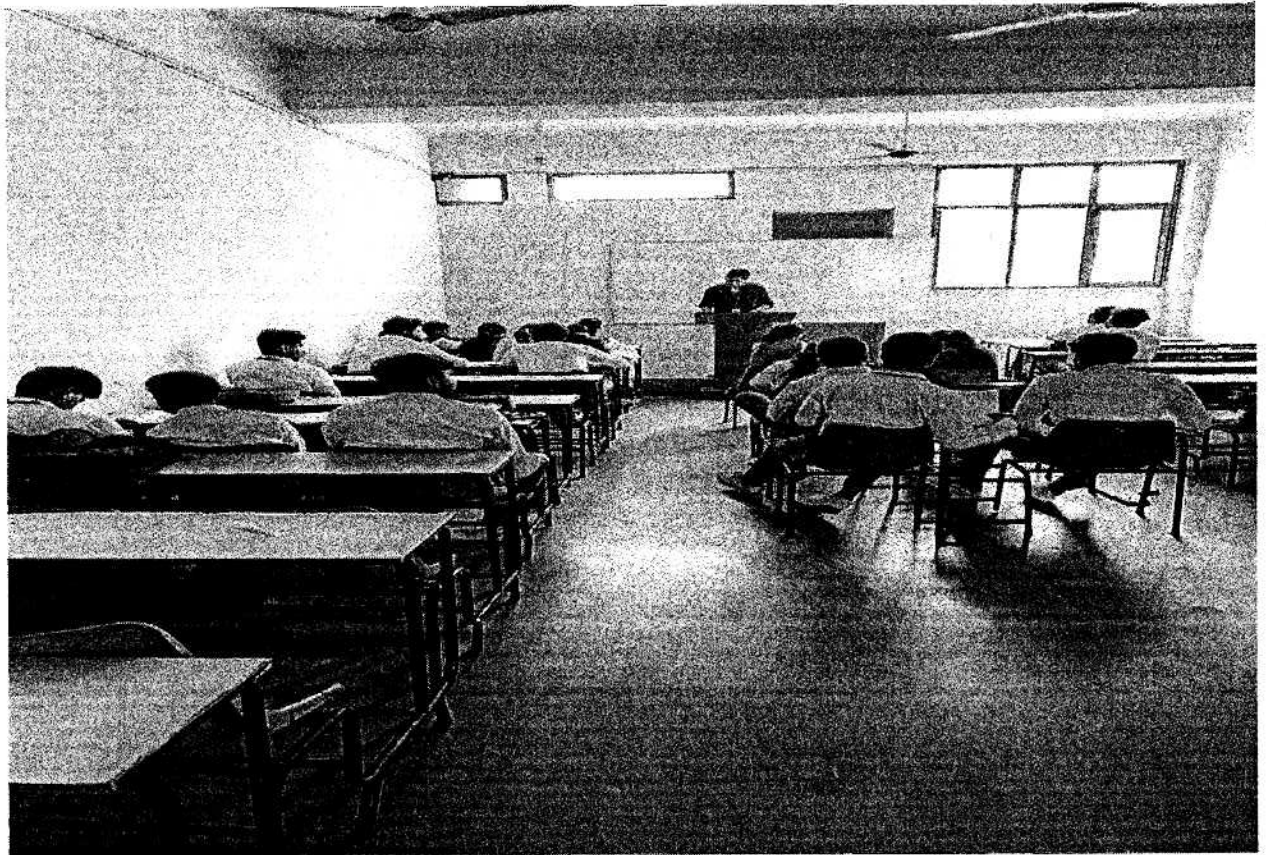
MOOC Integration





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Mentorship for Students

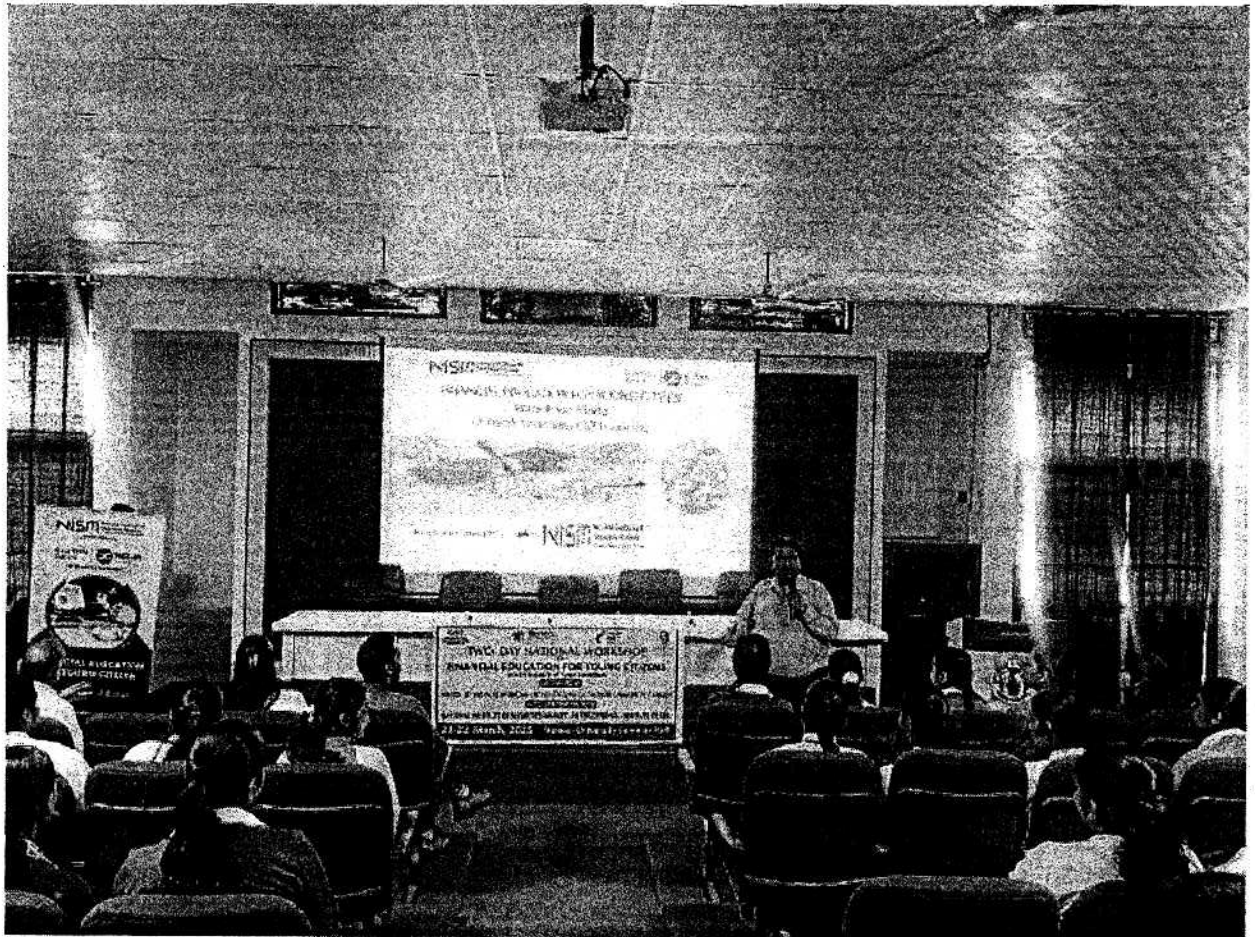




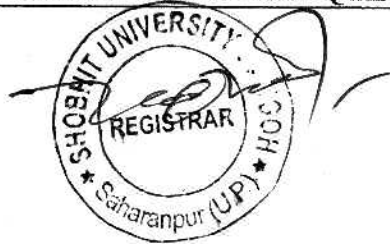
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Self-directed learning:



Student Seminar and Quiz





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Project-based learning:



Project Based Internship



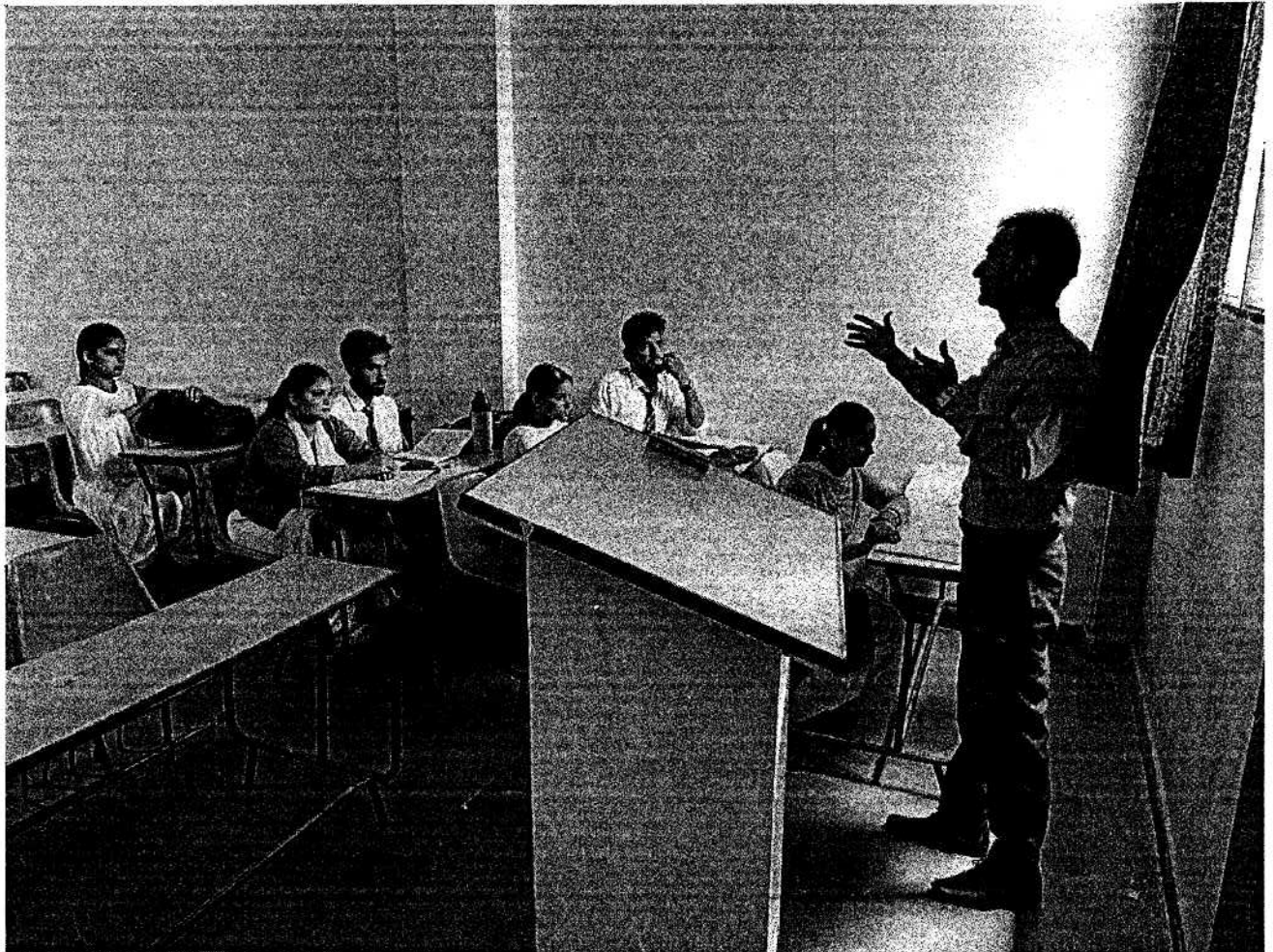


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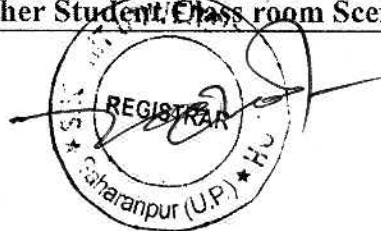
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Role play learning:



Teacher Student/Class room Scenario

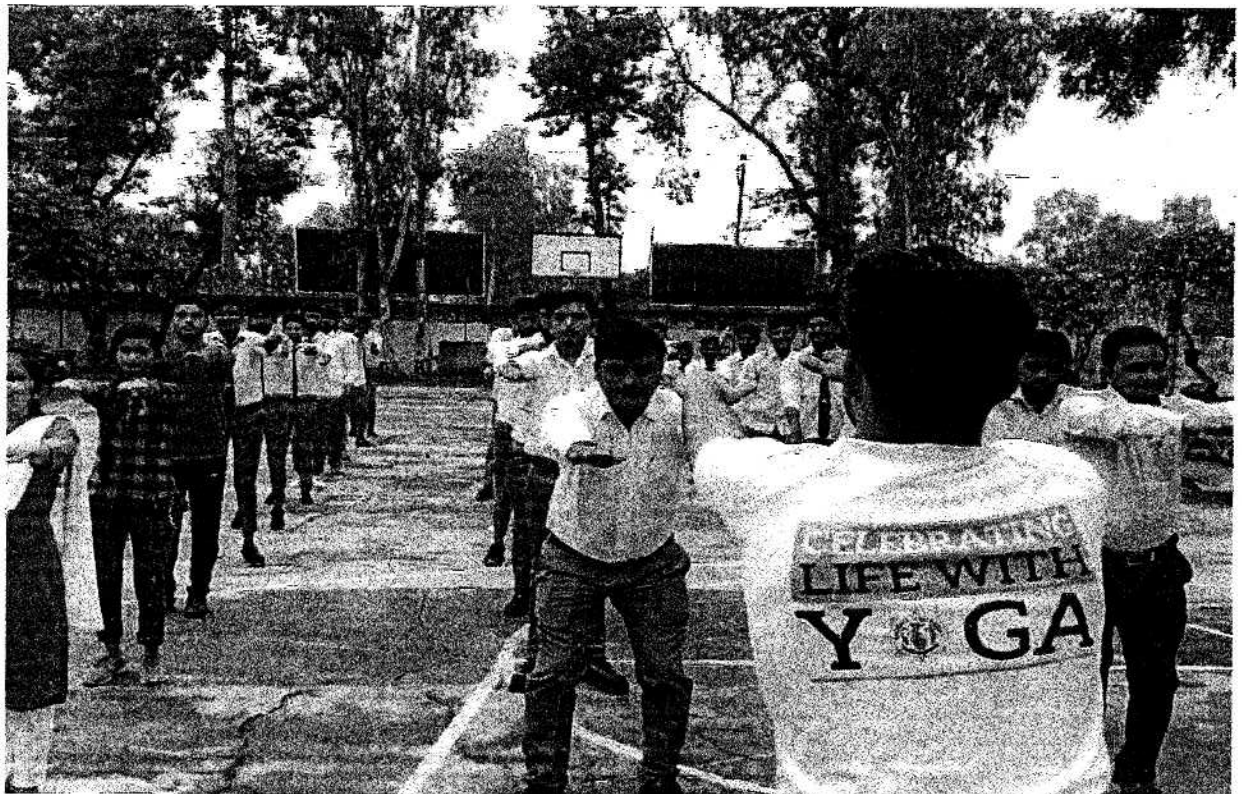




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Humanities in learning



Yoga and Value Education

Signature and Verification

Prepared by:

Name:

Designation:

Date:

Rahul Kumar
Assistant Professor
24/04/2024



Verified by:

Name:

Designation:

Date:

Dr. SP Dubey
Asst. Prof.
24/04/2024