



Innovation in Teaching Learning Process

Business Show

Name of the Innovation	: Business Show
Course Code and Name	: 1AEHS407 - Project and Finance Management
Class and Semester	: B.Tech. and Even
Academic Year and Term	: 2023-2024
Faculty Name and Designation	: Dr.Yuvaraj.S

Introduction:

On September 12, 2023, the Department of Aeronautical Engineering conducted a "Business Show" activity, organized entirely by the B.Tech. Aeronautical Engineering students. This event, held from 9:30 AM to 5:30 PM, served as a practical application of the concepts learned in the Project and Finance Management (1AEHS407) course, taught by Dr. Yuvaraj S.

Motivation/Purpose of Innovative Technique:

The primary motivation for organizing the Business Show was to:

- Provide a real-world application of theoretical knowledge gained in the Project and Finance Management course.
- Enhance students' understanding of business principles through hands-on experience.
- Foster entrepreneurial skills and encourage innovation.
- Develop practical skills in areas such as financial management, marketing, and sales.
- Boost students' confidence in their abilities to manage projects and finances.
- Allow students to explore and solidify concepts such as, debt profit calculations, credit based purchases, and risk management.

Procedure Followed:

Student-Led Organization: The entire event was planned and executed by the B.Tech. Aeronautical Engineering students.

Business Stall Setup: Students established over 10 business stalls, offering a variety of products and services, including food items and game centers.

Product Development and Sales: Students were responsible for product development, pricing, and sales, utilizing strategies learned in the course.

Financial Management: Students managed their finances, including investment, profit sharing, and debt-profit calculations.



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Customer Interaction: Students interacted with over 350 visitors, practicing their sales and customer service skills.

Real world business practices: students learned and practiced dealing with product dealers, and the procedures involved.

Outcome:

The Business Show resulted in several positive outcomes:

- **Enhanced Practical Skills:** Students gained valuable practical experience in project and finance management.
- **Increased Student Enthusiasm:** The event generated significant enthusiasm and engagement among students.
- **Improved Financial Literacy:** Students demonstrated improved understanding of financial concepts, including debt-profit calculations and risk management.
- **Development of Entrepreneurial Skills:** Students gained experience in product development, sales, and marketing.
- **Increased Confidence:** Students' confidence in their abilities to manage projects and finances was significantly enhanced.
- **Financial Success:** Almost all stalls generated positive profits.
- **Real world application:** Students were able to experience real world business practices.

References:

Course material from 1AEHS407 - Project and Finance Management.

Personal observation and student feedback collected by Dr. Yuvaraj S.