

PGDM Healthcare Innovative Teaching Pedagogical Initiatives by Faculty

Pedagogical Tool	Statement of Clear Goals	Use of Appropriate Methods	Significance of Results	Effective Presentation	Reflective Critique
Experiential Learning (Hospital & Pharmaceutical Immersion in Healthcare Field Visit)	To provide exposure to real healthcare delivery systems and pharmaceutical marketing practices.	Hospital immersion, department observations, and pharmaceutical field visits involving interactions with doctors, pharmacists, and administrators.	Enhances understanding of healthcare value chains and connects theoretical learning with real industry practices.	Students present observations and insights through reports and discussions linking field experiences with management concepts.	Reflection on operational challenges, patient-centric processes, and ethical considerations in healthcare management.
Faculty-Developed Healthcare Case Study in Integrative Manager in Healthcare	To analyze real healthcare business challenges using management frameworks.	Faculty-written case study analysis through individual preparation, group discussions, and classroom presentations.	Strengthens strategic thinking, problem-solving ability, and application of healthcare management concepts.	Students present recommendations and defend solutions through structured classroom discussions.	Encourages critical evaluation of strategic decisions and alternative managerial approaches.



Live Case Discussion with CSR Leader in NGO and CSR Management	To understand CSR strategy and implementation through real practitioner insights.	Case discussion combined with interaction with the CSR Head who shares experiences and responds to student analyses.	Provides practical understanding of CSR decision-making, stakeholder management, and social impact.	Students analyze the case and engage in dialogue with the practitioner during the session.	Students reflect on real-world CSR challenges and assess managerial implications of social initiatives.
Simulation Game in Introductory Economics for Managers	To understand key economic concepts such as supply, demand, and market equilibrium.	Classroom simulation where students participate in a mock market environment.	Improves conceptual clarity and retention of economic principles through experiential learning.	Students demonstrate outcomes of pricing and trading decisions during the simulation and discuss results.	Students reflect on how individual decisions influence market outcomes and economic efficiency.
Simulation Game: <i>Inside the Consumer's Mind – Healthcare Edition</i> in Consumer Behaviour	To understand how motivation, personality, and self-image influence healthcare	Interactive role-based simulation where student tribes reposition healthcare brands for different	Develops ability to apply consumer behaviour theories to healthcare marketing strategy and	Students deliver short pitches or dramatizations presenting new positioning strategies and slogans.	Students reflect on consumer psychology, brand perception, and the effectiveness of their



	consumption and brand positioning.	motivational segments.	segmentatio n.		repositioning strategies.
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