Practice 2:

7.2.1 Provide the weblink on the Institutional website regarding the Best practices as per the prescribed format of NAAC:

BEST PRACTICE - 1

1. Title of the Practice

PROMOTION & ENHANCEMENT OF RESEARCH CAPABILITIES

Objectives

To produce quality PhD graduates who can excel to be quality academicians and researchers To produce quality research output that will have high impact on society, industry, and body of knowledge To incentivize faculty that produce high quality research outputs Context TSM upholds the practice that an institution of higher learning must make two significant impacts: (1) contribution to the society-at-large and thereby, the country and (2) contribution to the body of knowledge. To enhance the contribution to the body of knowledge, TSM has initiated several practices such as starting a research center and the PhD program; sensitize the faculty on the quality of research outputs by conducting/organizing talks, workshops, signing MoUs with international universities for faculty/student exchange and research collaboration; and providing cash incentives to faculty for quality publications and providing opportunity to attend national and international conferences/workshops.

The Practice

1. Starting the research center and the PhD program:

TSM is affiliated to Alagappa University for the research center. This has enabled TSM to start the PhD program and currently there are 11 students (5 fulltime and 6 part-time) who have been inducted into the program. The full time students are paid monthly scholarships. The program has sufficient rigor to produce quality graduates. For example, PhD graduates are expected to publish at least one journal paper and attend one national/international conference.
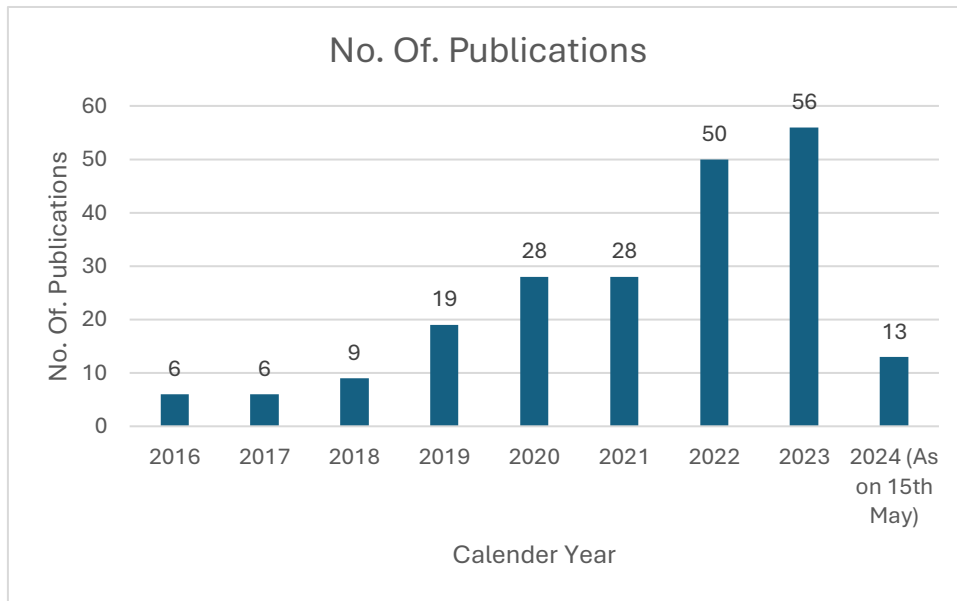
2. Producing quality research output:

TSM places a lot of emphasis on quality research outputs such as Scopus/ABDC indexed journals, case studies, chapter in books and books. The faculty members are encouraged to collaborate with faculty in national and international universities. The faculty is also encouraged to publish in journals listed by NIRF ranking agency. TSM believes that research will enhance the currency of knowledge and this currency among faculty can improve the quality of learning of the students. TSM organizes workshops to sensitize faculty and students on the importance of quality instead of quantity; frequent talks by faculty from other schools/universities are arranged

3. Incentivizing quality research outputs:

TSM follows the practice of incentivizing quality research outputs as cash incentives and which is followed at a very few schools. For example, publication in a A* journal attracts INR 2 lakhs, A journal attracts INR 1.5 lakhs, books, INR 50,000 and so on. Constant encouragement to the faculty has resulted in multifold increase in research outputs.

Evidence of Success Increase in Research Output by Faculty Members

BEST PRACTICE - 2

1. **Title of the Practice**

   Driving Academic Excellence through Case Methods Pedagogy: An Experiential Teaching-Learning Model

   Objectives of the Practice (in about 20 words)

TSM offers graduates with a master's professional degree in general management and to best suit to the interest of our learners, TSM offers innovative curriculum and pedagogical approaches aimed at providing hands-on experiential learning beyond knowing core management concepts. The relevance of case studies to management field is as significant as that to any other professional courses such as doctors, lawyers etc. At TSM, adoption of the case methods Pedagogy across all subjects is aimed at enhancing critical thinking, decision-making, and problem-solving skills through experiential learning, bridging theory and practice in management education. It also helps to foster interactive learning, industry-oriented insights, and practical application of management concepts, preparing students for real-world business challenges and leadership roles.

2. The Context

What were the contextual features or challenging issues that needed to be addressed in designing and implementing this practice (in about 30 words)?

Pedagogy serves as the cornerstone of learning opportunities and experiences that help learners understand the world. TSM draws students who are used to semester-pattern in their UG programs, both Engineering and Non-Engineering. The major challenge is to change their orientation of learning from rote method to that of thinking-learning mode. Implementing the case method of teaching required addressing challenges like promoting active student engagement, aligning cases with learning objectives, accommodating diverse learning styles, and encouraging critical thinking. Additionally, designing relevant and context-specific cases while managing time constraints and facilitating effective classroom discussions were crucial for successful implementation.

3. The Practice

Describe the practice and its uniqueness in the context of India higher education. What were the constraints / limitations, if any, faced (in about 50 words)?

TSM models its curriculum in the lines of IIMs India and follow shorter, trimester-pattern system that emphasizes on learning within the classroom and beyond. TSM's teaching-learning process seamlessly blend theory with practice with the help of a well-structured courses and several innovative approaches such as case studies (from HBS and Ivey), simulation, live projects, group projects, interactive webinars by industry executives, workshops, seminars on trending skills and themes and importantly Alumni Interactions. The case method in Indian management education offers experiential learning by integrating real-world business scenarios, fostering analytical and decision-making skills. However, challenges include limited access to India-specific cases, varying student participation levels, and faculty training gaps in case facilitation, impacting its effective implementation across diverse academic institutions.

4. Evidence of Success

Provide evidence of success such as performance against targets and benchmarks, review/results. What do these results indicate? (Describe in about 40 words).

TSM's curricular and delivery excellence through contemporary pedagogy enabled students to achieve near 100% placements in the corporate sphere with excellent academic performance. The implementation of the case method pedagogy across subjects led to a significant improvement in students' critical thinking and problem-solving skills, as reflected in assessment scores and class participation metrics. Placement average increased by 15%, with recruiters acknowledging enhanced decision-making abilities. These results indicate improved industry readiness and academic excellence. TSM faculty developed case studies for the Madurai based firm TVS Eurogrip for their internal discussion and development. They also published cases in eminent case repositories such as Ivey Publishing and Harvard Business Press.

Placement (Batch of 2024)

Highest Salary:
% of students who passed in I class:

5. Problems Encountered and Resources Required

Please identify the problems encountered and resources required to implement the practice (30 words).

TSM required a major upgradation in the faculty preparedness not only in terms of teaching but also in writing indigenous cases which may also be published in eminent international case repositories such as Ivey Publishing and Harvard Press. The major Resource requirement were as follows:

a. Uninterrupted learning platform for teachers to ensure pedagogical superiority through case methods

b. Investment to the order of INR 35 lakhs by the institution to facilitate sourcing of International cases Technical training for the faculty resources

c. Active support mechanism for the students who are learning through case method for the first time

d. Technically sophisticated case simulation and assessment tools

e. Multiple mechanisms for feedback on case writing, teaching and student learning effectiveness

6. Notes (Optional)

The case method is highly relevant to management education due to its practical and interactive approach to learning. Here are key reasons why it is effective:

1. Real-World Application

2. Critical Thinking and Problem-Solving

3. Decision-Making Skills

4. Engagement and Participation

5. Exposure to Diverse Industries

6. Integration of Functional Areas

7. Development of Soft Skills

8. Learning from Failure and Success