



**International Centre for Cross Cultural Research and
Human Resource Management
ICccR & HRM
University of Jammu
organises**

**CAPACITY BUILDING PROGRAMME
ON
INNOVATIVE PEDAGOGICAL APPROACHES
UNDER NATIONAL EDUCATION POLICY – 2020**

June 3 - 7, 2024



Background

The National Education Policy (NEP) 2020 envisions holistic education for learners, and strives to develop well-rounded, competent individuals with 21st-century skills. It emphasizes the capacity building of academicians as the most important factor ensuring the quality and engagement of faculty at higher education institutions. This brings attention to the role the teachers' pedagogical knowledge, experiences, and professional identity have in shaping the learning outcomes of their students. In view of this, it is necessary for the teachers to reshape their orientation towards teaching, improve their pedagogies to make them more interactive and student-centric and make classrooms inclusive spaces for not just reading but learning. The use of appropriate pedagogies is essential to ensure teaching effectiveness.

Henceforth, the capacity building of all faculty members and teachers in terms of knowledge enrichment, developing critical competence, creating learning resources, using digital technologies etc. are required for improving teaching and learning effectiveness using various innovative pedagogical approaches.

Objectives of the Capacity Building Programme (CBP)

Given the significance of innovative pedagogy as an essential step toward effective teaching-learning, the CBP intends to:

- Impart innovative pedagogy-related training and skill building of the participants;

- Train the participants to engage through cases & plan case-based courses;
- Build participants' competency to develop & write cases;
- Integrating AI and Gamification in higher education teaching and learning processes;
- Facilitate hands-on experience and practical insights in emerging technologies.

Programme Content and Outline

The key deliberations and hands-on sessions shall revolve around the following themes:

- Innovative Teaching Strategies
- Essentials of Case Teaching
- Essentials of Case Writing
- Artificial Intelligence (AI)
- Gamification
- Research as Pedagogy

Structure

The 5-day programme shall be spread across three sessions daily and include a series of context specific case studies, role-plays, presentations, workshops and one-to-one interactions and peer learning.

Who should attend?

- Professors, Associate Professors, Assistant Professors, teaching assistants from the state universities, central universities and colleges.
- Research Scholars

About ICcCR & HRM, University of Jammu

International Centre for Cross-Cultural Research and Human Resource Management (ICcCR & HRM), University of Jammu was established in the University of Jammu (India) under the aegis of Faculty of Business Studies (erstwhile Faculty of Management Studies) in the year 2008. The vision of the Centre reads as 'developing people with ultimate flexibility'.

The objectives of the Centre are to promote international cooperation in education and research; run postgraduate certificate / diploma / degree / doctorate programmes; undertake joint research projects; organise visits and exchange programmes; organise seminars / workshops / conferences in the subject; and to conduct management development programmes / trainings. The International Centre is having ties with Institutes /Universities of national and international repute to promote education, research, training and consultancy in the area of International Business Management, Cross Cultural Management, and International Human Resource Management.

Academic Programmes

- 2-Year full-time MBA (International Business) Programme.
- Ph.D Programme in International Business.
- 1-Year full-time Post Graduate Diploma in 'Composite Culture Management' (PGDCCM) previously under UGC 'Innovative Scheme Programme in Teaching and Research in Interdisciplinary and Emerging Areas'.

Besides these, the Centre also offers two value added courses namely:

- Global Entrepreneurship & Innovation
- Design Thinking and Innovation

RESOURCE PERSONS



PROF. K. SRINIVAS
NIEPA - NEW DELHI

Prof. K. Srinivas is Head of ICT & Project Management Unit of National Institute of Educational Planning and Administration (NIEPA) a Government of India, Ministry of Education (MoE) Institution in New Delhi. Prof. K. Srinivas holds a Ph.D degree in Computer Science and has been utilizing Open Source ICT Tools and Technologies in Teaching, Learning and Student Evaluation since 1990, both at the Graduate and Post Graduate levels.



PROF. SARAVANA JAIKUMAR
IIM - CALCUTTA

Prof. Saravana Jaikumar is Associate Professor in Marketing area at IIM Calcutta. He is a Fellow (Ph.D.) of Marketing from IIM Ahmedabad and MBA from Cardiff Business School, UK. His research work has been published in reputed international journals including Journal of Advertising Research, Journal of Business Research, Marketing Letters and Journal of Product and Brand Management.



PROF. RAJAT SHARMA
IIM - AHMEDABAD

Prof. Rajat Sharma is an Associate Professor of Marketing at Indian Institute of Management, Ahmedabad. He has a research and teaching experience of more than 10 years. His current research interest targets the analysis of the marketing consequences of the Internet and digital media on industries and markets. He has an expertise in the application of analytics in business, with specific emphasis to marketing, sustainability, retailing and e-commerce.

CBP - PROGRAMME STRUCTURE

| Day 1: Case based Teaching | |
|--|---|
| Session1 | The Tashkent Files case study |
| Session2 | Tirupati Oil case Study |
| Session3 | Experiential Exercises |
| Day 2: Case Study Writing | |
| Session1 | "Havmor" Case Study |
| Session2 | The Tashkent Files Case Study |
| Session3 | Experiential Exercises |
| Day 3: Artificial Intelligence | |
| Session1 | Basics of AI/ML and Generative AI |
| Session2 | Use of Gen AI for Teaching |
| Session3 | Experiential Exercises |
| Day 4: Gamification | |
| Session1 | Use of simulations in Class |
| Session2 | Gamification of Case Discussion |
| Session3 | Experiential Exercises |
| Day 5: Innovative Teaching Strategies | |
| Session1 | NEP 2020: ICT Skills & Competencies for Interactive & Experiential Learning |
| Session2 | NEP 2020: Education 4.0 & Pedagogical Design towards Learner Centric Approach |
| Session3 | Exploring Generative AI in Teaching and Learning |

REGISTRATION

To register for the programme, participants are required to fill in the application form using the link <https://forms.gle/82zQixun51TBJATb8>. The registration fee for the CBP for the participants is INR 3000/- (includes programme fee, programme materials/kit, refreshments and lunch across the five days) and should be deposited online using the details below. Participants need to upload the screenshot of the Transaction ID in the Google form. The total intake capacity is limited to 40 participants only (on first come first serve basis) to ensure a personalized learning experience. The closing date for receiving applications along with the registration fee is **May 17, 2024**.

PAYMENT DETAIL

Account holder's name: Director, ICcCR & HRM

Account No. : 0345040100012407

Bank Branch : New University Campus, Jammu

Amount : Rs. 3000/-

Bank Name : Jammu & Kashmir Bank

IFSC Code : JAKA0CANAAL



For more information, please write to us at cbp.icccrandhrm@gmail.com or call at +91-9419192877, +91-9419115144, +91-9596639967

Certification

All participants who complete the CBP shall be issued a certificate of participation.

CBP ORGANISING COMMITTEE

Professor Umesh Rai, Hon'ble Vice Chancellor, University of Jammu (CBP Patron)

Professor Hardeep Chahal, Director, ICcCR & HRM, University of Jammu (CBP Chair)

Dr. Isha Sharma, Assistant Professor, ICcCR & HRM, University of Jammu (CBP Coordinator)

Dr. Swati Sharma, Lecturer, ICcCR & HRM, University of Jammu (CBP Coordinator)

Dr. Bhanu Pratap Singh, Lecturer, ICcCR & HRM, University of Jammu (CBP Co-Coordinator)

Dr. Neha Gupta, Lecturer, ICcCR & HRM, University of Jammu (CBP Co-Coordinator)

Dr. Shivani Rana, Lecturer, ICcCR & HRM, University of Jammu (CBP Co-Coordinator)

Dr. Parul Mahajan, Lecturer, ICcCR & HRM, University of Jammu (CBP Co-Coordinator)

CONTACT US

International Centre for Cross Cultural Research and Human Resource Management

ICcCR & HRM

University of Jammu, India

Phone: +91-9419192877, +91-9419115144, +91-9596639967

E-mail: cbp.icccrandhrm@gmail.com

Website: <https://www.icccrandhrm.in>