

## PROGRAMME SCHEDULE

Registration	8.30 am
Inaugural Session	9.00 am - 10.00 am
Prayer	
Welcome Speech	Ms. Jency Treesa HoD & Asst. Professor in Commerce
Inauguration & key note address	Dr. Edamana Prasad Professor, IIT Chennai
Presidential address	Rev. Sr. Dr. Vinitha CSST Director, St. Teresa's College
Felicitation	Dr. Sajimol Augustine Principal, St. Teresa's College
Vote of thanks	Ms. Ann Thomas Kiriyanthan Asst. Professor in Commerce
Tea Break	10.00 am - 10.15 am
Session 1	10.15 am - 12.30 pm
Learning Outcomes	Dr. Edamana Prasad, Professor, IIT Chennai
Lunch Break	12.30 pm - 1.30 pm
Session 2	1.30 pm - 3.00 pm
Research Publications : dos & don'ts	Dr. Sreejesh S, Asst. Professor, School of Management Studies, CUSAT
Valedictory Session & Testimonials	
Vote of thanks	3.00 pm - 3.30 pm

## Programme Committee

**Chief Patron**  
Rev. Sr. Dr. Christabelle CSST  
(Provincial and Manager – St. Teresa's College)

**Patron**  
Rev. Sr. Dr. Vinitha CSST  
(Director – St. Teresa's College)

**Chair Person**  
Dr. Sajimol Augustine M, Principal - St. Teresa's College

**Convenor** +91-6282313258  
Ms. Jency Treesa, Head of the Department

**Co - Convenor** +91-9946998622  
Ms. Ann Thomas Kiriyanthan, Assistant Professor

**Members**  
Ms. Mary Sruthy Melbin, Academic Dean of Commerce  
Ms. Elizabeth Rini K F, Assistant Professor



## NATIONAL SEMINAR ON INNOVATIVE METHODOLOGIES IN TEACHING AND RESEARCH

Organized by

**DEPARTMENT OF COMMERCE (REGULAR)**



**ST. TERESA'S COLLEGE (AUTONOMOUS)  
ERNAKULAM**

**February 21, 2019**

**Seminar Hall, Arts Block**



## ABOUT THE COLLEGE

St. Teresa's College (Autonomous) was established in 1925 by the Carmelite Sisters of St. Teresa as the second women's college in Kerala. The college has been re-accredited at A level (Third Cycle – 2012) and recognized by the UGC as a 'College with Potential for Excellence'. In the year 2014, the UGC conferred autonomy to the college. St. Teresa's College, Autonomous is committed to enriching the lives of our students by empowering them. We provide holistic education that enables them to actively participate in community life. Women's education is a crucial factor that contributes to nation building and for the past ninety years we have been educating young women from different strata of our society.

## ABOUT THE DEPARTMENT

The Department of Commerce was established in 1978 and has been scaling heights ever since. The Department offers Bachelor of Commerce degree, one of the most demanded courses of the contemporary academic world. The students have added to its prestige by securing excellent results and high level placements. Highly professional in nature, the course intends to provide a foundation for students who plan to pursue their career in business, commerce, accounting etc. The students are enabled to think creatively and to develop right mindset to meet the challenges of the globalised business environment, through value based education, inter-personal relations and outreach programmes. With all these inputs one finds our students hard-working, practical-oriented and effective in any work environment. Education is a very powerful instrument for social change and transformation and innovative teaching practice is the only way to enhance the quality of our education. The problems which society faces are essentially the problems of educational institutions which are required to be innovative as they teach new skills and develop new insights and approaches towards the solving of social problems which the nation faces.

## ABOUT THE SEMINAR

Any innovative teaching and learning method is not a quick fix or universal remedy. It cannot replace a traditional teaching methodology in education but rather supports it. However it is clear from the literature, that innovative teaching methods do provide students with greater experience in dealing with the world of work related issues they encounter. The application of innovative teaching and learning methods is critical if we are to motivate and engender a spirit of learning as well as enthusiasm on the part of students. Innovative teaching methodologies will lead to a learning society in which the creative and intellectual abilities of students will allow them to meet the goals of transformation and development.

Quality improvement in education encompasses the all-round development of learners. This requires a multi-pronged approach aiming at quality curriculum and its effective transaction in an enabling environment. The RTE Act 2009 emphasises Continuous and Comprehensive Evaluation (CCE) to help teachers to develop an understanding on the learning progression of individual children, identify the learning gaps and bridge them in time to facilitate their growth and development in a stress free environment. Most often, teachers are not clear about what kind of learning is desired and the criteria against which it could be assessed.

They use textbooks as the complete curriculum and assess children using questions given at the unit end exercises. The contextual variations in textual material and variations in pedagogy adopted are generally not taken into account, for there are no criteria to assess them.

Outcome based education (OBE) is student-centered instruction model that focuses on measuring student performance through outcomes. Outcomes include knowledge, skills and attitudes. Its focus remains on evaluation of outcomes of the program by stating the knowledge, skill and behavior a student is expected to attain upon completion of a programme.

Research and publication complement teaching and training. Among researchers, the adage "Publish or Perish" (i.e., publish your research or losing your career) is a threatening reminder of the importance of publication. Publications can also be regarded as an asset that enables authors to gain recognition and acknowledgement as experts in a particular field at national and international levels. Publication in peer-reviewed journals also gives international recognition for an individual, department, university, and institutions.

## ABOUT THE SPEAKERS



Dr. Edamana Prasad is a professor at the Department of Chemistry, Indian Institute of Technology Madras. Dr. He is also working as the Head of Teaching Learning Centre at IIT Madras where a group of faculty members from science and engineering departments, IIT Madras has been actively participating in organizing various activities for improving the teaching-learning process in the higher education sector of the country. Recently, MHRD has sanctioned a project amounting 4.5 crores for TLC to augment its activities. Prof Prasad's research group work is in the area of supramolecular self-assembly and photophysical aspects of small and assembled molecular systems.

Dr. Sreejesh S is Assistant Professor of School of Management Studies, Cochin University of Science and Technology, Kochi, India. He has completed his Ph.D in the area of brand management from IBS, Hyderabad, India. His main research interests include brand management, services marketing, online marketing & advertising. His publications have appeared in high impact factor journals, such as Marketing Intelligence and Planning, Journal of Service Theory and Practice, International Journal of Contemporary Hospitality Management, Journal of Travel and Tourism Marketing, Internet Research, International Journal of Manpower, Computers in Human Behaviour, Journal of Hospitality and Tourism Management, Journal of Product and Brand Management, British Food Journal etc. In addition to the chapter contributions in books and case study developments, he has also authored books of international repute with Pearson India and Springer International.



## REGISTRATION

- Registration is open for academicians, researchers and students.
- The registration fee for participation:  
Teachers & academicians : Rs. 500/- and Students & Research Scholars : Rs. 200/-
- Duty Certificates will be issued
- The registration fee covers lunch and tea
- The participants are requested to make their own travel arrangements.
- Accommodation will be arranged on request on self payment basis.