



# INSTITUTE OF APPLIED MEDICINES & RESEARCH

Student  
Me

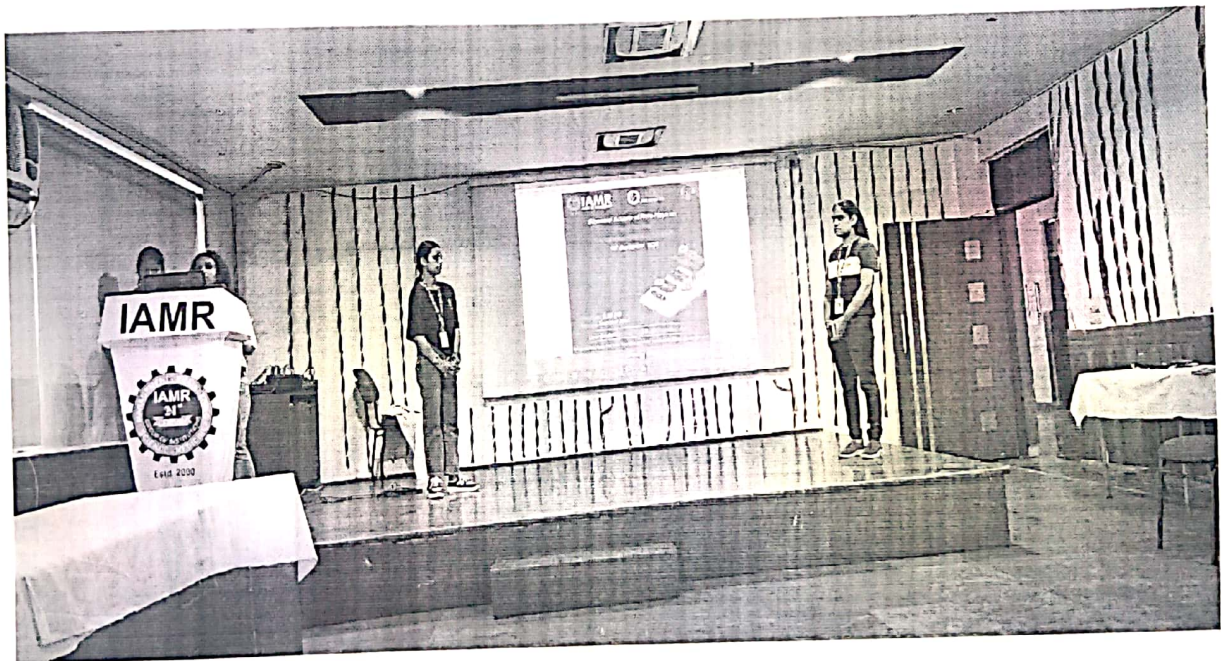
## Experimental Learning

### Role Play

BBA IVth semester students participated in an engaging role-play activity focused on developing practical sales skills. The scenario revolved around a sales team from "TechSolve Ltd." pitching their cloud-based CRM software to a potential client, "GreenCore Inc.," a renewable energy company. The aim was to simulate a real-world sales meeting, emphasizing communication, negotiation, and customer relationship management.

Students assumed various roles, including Sales Representative, Technical Expert, and key decision-makers from the client's side, such as Procurement, IT, and Operations Managers. The sales team presented their product, tailored the pitch to the client's needs, and addressed objections related to pricing, system compatibility, and operational impact.

The role-play highlighted the importance of understanding customer priorities, building trust, and negotiating effectively. Students demonstrated creativity in handling objections and closing the pitch, showcasing their ability to apply theoretical concepts in a dynamic setting.



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## Experimental Learning

### Case Study

Case study teaching is an integral part of the learning experience for BBA students, offering them a unique opportunity to apply theoretical knowledge to real-world business scenarios. This teaching method encourages critical thinking, problem-solving, and decision-making, essential skills for aspiring business professionals.

During a case study session, students are presented with a business situation or challenge faced by a company. They analyze various aspects such as market dynamics, financial implications, operational strategies, and leadership decisions. Through group discussions and individual evaluations, students propose actionable solutions and evaluate their potential outcomes.

For instance, case studies on topics like market entry strategies, ethical dilemmas, or crisis management allow students to explore complex business environments and develop strategic insights. Facilitators guide students to identify key issues, weigh pros and cons of alternatives, and justify their recommendations with evidence.

This interactive approach fosters collaboration, as students often work in teams to exchange perspectives and debate ideas. It also bridges the gap between classroom learning and practical application, preparing students to navigate challenges in their professional careers with confidence.

Overall, case study teaching is a dynamic and effective pedagogy that transforms theoretical concepts into actionable knowledge, equipping BBA students with the skills to succeed in a competitive business landscape.



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Mahi Vats

## CASE STUDY

### Can Zomato Continue its Deep Discounting Strategy?

Zomato, one of India's leading Food Service Aggregators (FSAs), was engaged in a conflict with restaurant partners over its practice of offering high discounts to customers. On August 15, 2019, hundreds of restaurants under the National Restaurant Association of India (NRAI) launched a logout campaign and delisted themselves from platforms of FSAs such as Zomato, EazyDiner, Nearbuy, Magicpin, and Dineout, alleging that the aggregators had distorted the food service sector through aggressive discounting and predatory pricing, which hurt the core value proposition and bottom line of restaurants. Zomato, in particular, came under severe criticism as its premium subscription-based dining out service Zomato Gold (ZG) had 6,500 restaurant partners and a total of 1.1 million subscribers in India as of August 2019. As part of the campaign, around 2,500 restaurants logged out from the ZG service. Zomato's co-founder and CEO Deepinder Goyal (Goyal) urged restaurants to stop the logout campaign in the interest of consumers. He admitted that Zomato had made some mistakes and tweaked the ZG program. However, NRAI refused to accept the modified version of the plan, saying that the corrective measures would not resolve the key issue of deep discounts. Goyal then said he would stand by the changes made. He even expanded the ZG service to food delivery. However, time was fast running out for Goyal as Zomato ran the risk of being overtaken by rivals. He would have to resolve the issue quickly in the best interests of all the stakeholders.

#### Issues

The case is structured to achieve the following teaching objectives:

- > Understand the issues and challenges in operating a platform business, particularly in the food service sector. — *Marketing Strategy*
- > Analyze the pros and cons of sales promotions such as loyalty programs and discounting. — *Income Sales*
- > Critically analyze the Zomato Gold loyalty program, and understand the reasons for the conflict between Zomato and its restaurant partners. — *Risk taken*
- > Identify the challenges before Zomato and explore strategies that the company can adopt in the future to shift the focus of diners from discounts to loyalty. — *Loyalty Construction*





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## Study Tour

## Experimental Learning

The BBA 1st and 11nd-year students embarked on an enriching study tour to Shimla in May 2024, combining academic learning with exposure to real-world business and management practices. This thoughtfully planned tour aimed to provide students with a hands-on understanding of business operations in the hospitality, tourism, and service industries while also fostering team-building and personal growth.

The itinerary included visits to prominent local businesses, such as eco-friendly resorts, tourism management firms, and retail establishments, where students had the opportunity to interact with industry professionals. These interactions provided insights into operations management, customer relationship strategies, and sustainable business practices, which are particularly significant in Shimla's tourism-centric economy.

In addition to the academic focus, students explored Shimla's cultural and historical landmarks, including the Mall Road, Christ Church, and Jakhoo Temple, enhancing their appreciation of the region's heritage. Team-building activities like group discussions, presentations, and informal brainstorming sessions were also organized, encouraging collaboration and creative thinking.



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## Business Plan

## Experimental Learning

The Department of Business Administration organized an exciting **Business Plan Competition** for BBA students, providing a platform for them to showcase their entrepreneurial skills and innovative thinking. The event, aimed to foster creativity, strategic planning, and teamwork among aspiring business leaders. Participants were tasked with developing comprehensive business plans that addressed real-world problems or explored innovative opportunities. Each team presented their idea in detail, covering critical aspects such as market analysis, financial projections, operational strategies, and marketing plans. A diverse range of ideas emerged, including sustainable product innovations, tech-driven solutions for urban challenges, and services tailored to niche markets. Teams demonstrated impressive research, creative problem-solving, and persuasive communication while pitching their plans to a panel of judges are faculty members.

The competition not only nurtured entrepreneurial spirit but also honed students' skills in market research, strategic decision-making, and professional presentation. It was an excellent opportunity for participants to receive constructive feedback from experts and refine their business ideas.



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## Experimental Learning

## Trade Fair

The Management Department of IAMR Institute, represented by BBA IInd and IIIrd year students, made significant impact at the 42nd India International Trade Fair held in New Delhi on 21<sup>st</sup> November 2023.

Under the theme "VAISHVIK SAMRIDHI KA ADHAAR, BHARAT KA SHARE BAZAR," the students participated in the international trade fair, showcasing their prowess in the world of finance. Students observed an overview of the Market, Industry, and the latest trends and innovations. They also witnessed the diverse culture of different states in India and also of the other represented countries present there. Altogether it was a very enriching experience for all. The students also participated in Security market quiz organized by SEBI. Students won the quiz and received certificates.



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## Group Study (Participant Learning)

IAMR College fosters a culture of participative learning, where students are actively engaged in their educational journey through collaborative approaches such as group studies and interactive assignments. This innovative teaching methodology is designed to promote teamwork, critical thinking, and shared knowledge among students.

Faculty members play a pivotal role in this approach by assigning group-based projects and tasks that encourage students to collaborate, analyze, and solve problems together. These assignments cover a range of topics, allowing students to apply theoretical concepts to practical scenarios. By working in teams, students gain diverse perspectives, improve communication skills, and develop a sense of accountability towards shared goals.

Group study sessions are another integral aspect of participative learning at IAMR. Students are encouraged to form study groups to discuss academic topics, clarify doubts, and share insights. These sessions help in building a supportive peer-learning environment, where students learn not only from their teachers but also from one another.

This participative approach not only enhances academic performance but also prepares students for the challenges of the professional world, where teamwork and collaboration are essential. Through these initiatives, IAMR College continues to empower its students with the skills and confidence needed for holistic growth and lifelong success.



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## Brain Storming(Participant Learning)

MR College recently organized a highly engaging brainstorming session for BBA students, providing them with an opportunity to explore various contemporary business topics and enhance their problem-solving and critical thinking skills. The session encouraged students to think creatively, analyze challenges from different perspectives, and propose innovative solutions.

A diverse range of topics was covered, from emerging market trends and sustainability in business to digital transformation and entrepreneurship. Students were divided into small groups to discuss and deliberate on these topics, fostering collaboration and idea exchange. The interactive format allowed for lively discussions, where students shared their thoughts, debated viewpoints, and developed fresh insights.

The session aimed not only to improve students' analytical and communication abilities but also to cultivate a mindset of innovation and adaptability, essential for navigating the dynamic business world. Faculty members facilitated the discussions, guiding students to think critically and connect theoretical knowledge with practical applications.



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## Peer Learning (Participant Learning)

IAMR College, peer learning activities play a crucial role in enhancing students' academic experience and fostering a collaborative learning environment. These activities are designed to encourage students to engage with one another, share knowledge, and develop a deeper understanding of various subjects through mutual support and exchange.

In peer learning sessions, students work together in small groups to discuss complex concepts, solve problems, or prepare for exams. They share their insights, clarify doubts, and teach each other, reinforcing their own learning while helping their peers understand challenging topics. These activities not only improve academic performance but also promote critical thinking, communication skills, and teamwork.



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## Problem Solving

IAMR College, **problem-solving activities** are a central part of the BBA curriculum, aimed at enhancing students' critical thinking, analytical abilities, and decision-making skills. These activities provide students with practical scenarios that require innovative solutions, helping them bridge the gap between theoretical knowledge and real-world business challenges.

The problem-solving exercises are designed to simulate real-life business situations, encouraging students to work in teams, brainstorm ideas, and develop strategies to tackle complex issues. These activities foster creativity, collaboration, and a deep understanding of business concepts, preparing students for their future careers.

### solution of 3rd question

Machinery Account					
Date	Particulars	Amount ₹	Date	Particulars	Amount ₹
1-4-2018	To Cash Account	1,00,000	31-3-2019	By Balance c/d	1,00,000
1-4-2019	To Balance b/d	1,00,000	31-6-2019	By Cash account	16,000
			" "	By Provision for	
			" "	Depreciation account	2,500
			31-3-2020	By Profit & Loss account	1,500
				By Balance c/d	80,000
		1,00,000			1,00,000
1-4-2020	To Balance b/d	80,000	31-12-2020	By Cash account	15,000
31-12-2020	To Profit & Loss account	500	" "	By Provision for	
			31-3-2021	Depreciation account	5,500
		80,500		By Balance c/d	60,000
1-4-2021	To Balance b/d	60,000	31-3-2022	By Balance c/d	60,000
30-9-2021	To Cash account	24,000			64,000
		84,000			

Provision for Depreciation Account					
Date	Particulars	Amount ₹	Date	Particulars	Amount ₹
31-3-2019	To Balance c/d	10,000	31-3-2019	By Depreciation	10,000
31-6-2019	To Machinery account	2,500	1-4-2019	By Balance b/d	10,000
31-3-2020	To Balance c/d	16,000	30-6-2019	By Depreciation	500
				(on 20,000 for 3 months)	
			31-3-2020	By Depreciation	8,000
				(on 60,000 for 1 year)	
		18,500			18,500
31-12-2020	To Machinery account	5,500	1-4-2020	By Balance b/d	1,500
31-3-2021	To Balance c/d	18,000	31-12-2020	By Depreciation	1,500
				(on 20,000 for 9 months)	
			31-3-2021	By Depreciation	6,000
				(on 60,000 for one year)	
		23,500			23,500
31-3-2022	To Balance c/d	25,200	1-4-2021	By Balance b/d	18,000
			31-3-2022	By Depreciation :	
				On 60,000 for one year	7,200
				On 24,000 for 6 months	2,000
					25,200

3rd question solution.jpeg

Add class comment

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On 7 March 2024, the Institute of Applied Management and Research (IAMR) successfully organized an enlightening workshop on "Process Design and Development in the Service Sector." This event aimed to provide students with a deep understanding of the principles and practices that underpin effective process design and development, particularly within the service industry.

### **Business Plan Competition**

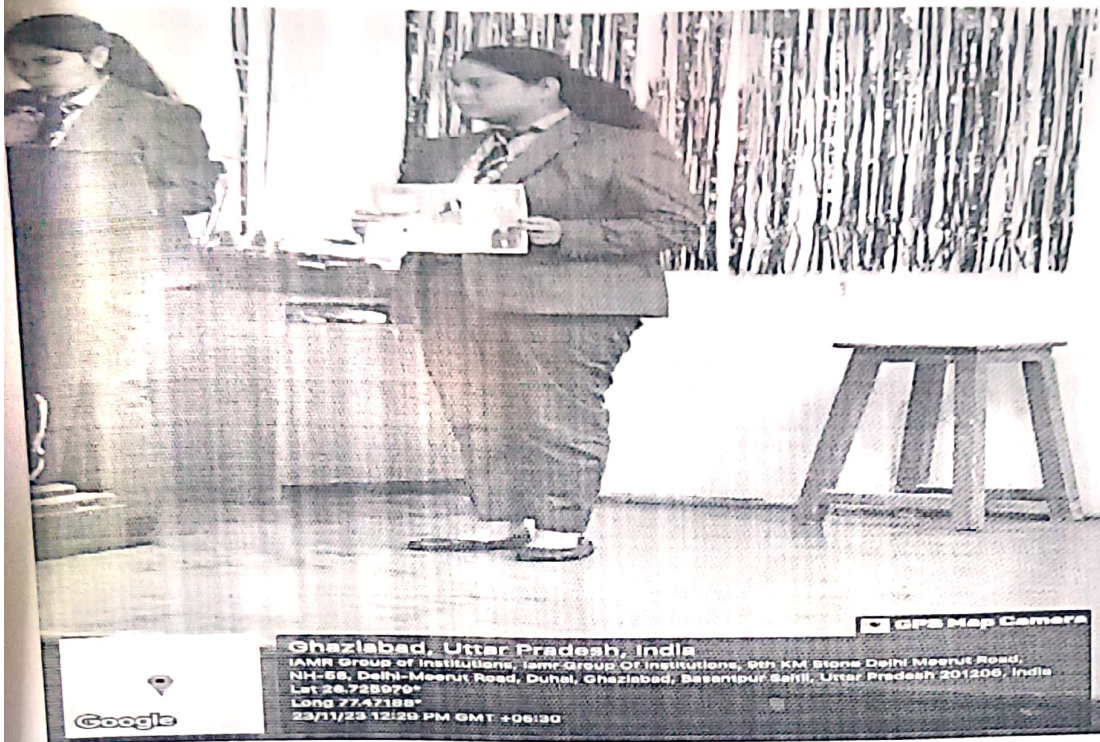
On March 22, 2024, IAMR College hosted an exciting "Business Plan Competition" for its management students. This event aimed to encourage entrepreneurial thinking and innovation, challenging students to develop comprehensive and viable business plans. Participants presented their ideas to a panel of judges, including industry experts and successful entrepreneurs. The competition provided a platform for students to showcase their creativity, analytical skills, and strategic planning abilities. Teams conducted market research, financial forecasting, and crafted detailed business strategies. This hands-on experience not only enhanced their practical business skills but also boosted their confidence in pitching and defending their ideas. The event concluded with awards for the most innovative and well-researched business plans, inspiring students to pursue their entrepreneurial ambitions with newfound vigor.

### **Poster Presentation of Business Plans**

On April 26, 2024, IAMR College hosted a poster presentation event for management students to showcase their business plans. This interactive event aimed to develop students' visual communication and strategic thinking skills. Participants created visually engaging posters that distilled their business ideas into clear, concise presentations. The posters were displayed in an exhibition format, allowing students to present their concepts to peers, faculty, and industry experts. This format encouraged collaboration and critical feedback, helping students refine their ideas. Judges evaluated the posters based on creativity, feasibility, and clarity of presentation. The event not only enhanced students' ability to market their business plans effectively but also provided a platform for peer learning and networking.







Innovation and Entrepreneurship Club

### Expert session on Development of Business Model

On 14th March 2024, IAMR College successfully organized an expert session on the "Development of Business Models," bringing together students and industry professionals for an insightful learning experience. The session aimed to deepen students' understanding of business model concepts and their practical applications. Key topics included identifying market opportunities, utilizing the Business Model Canvas, and crafting compelling value propositions. Students engaged in hands-on activities, applying theoretical knowledge to real-world scenarios. The session also explored diverse revenue streams, cost structures, and strategies for maintaining competitive advantages. Through case studies and examples from





### **Legal Aspects Related to Start-ups**

On April 28, 2024, IAMR College hosted an insightful guest lecture on "Legal Aspects Related to Start-ups." The session, led by esteemed legal expert, provided aspiring entrepreneurs and business students with essential knowledge on navigating the legal landscape of start-ups. Key topics included business structures, regulatory compliance, intellectual property protection, and contract law. Attendees also gained valuable insights into employment laws, funding legalities, and risk management strategies. The lecture equipped participants with the tools to handle legal challenges effectively, laying a strong foundation for their start-up ventures. The event was a significant success, enhancing the practical understanding of legal aspects critical to start-up success.

### **Significance of Intellectual Property Rights (IPRs) in Start-ups**

On April 4, 2024, IAMR College conducted a seminar on the "Significance of Intellectual Property Rights for Start-ups" tailored specifically for management students. The seminar aimed to educate future business leaders on the vital role of intellectual property (IP) in fostering innovation and competitive advantage for start-ups. Renowned IP expert, delivered an engaging session covering various types of IP, including patents, trademarks, copyrights, and trade secrets. Participants gained practical insights into IP management, including strategies for securing and enforcing their IP rights. The seminar emphasized the strategic importance of IP in business growth and sustainability, helping students understand how robust IP practices can enhance market position and attract investors. This comprehensive seminar equipped management students with essential knowledge and skills to navigate the complex landscape of IP in their future entrepreneurial endeavors.

### **Guest Lecture on Innovation Opportunities and Challenges**

On April 21, 2024, IAMR College organized an enlightening Guest Lecture on "Innovation Opportunities and Challenges" for management students. The lecture aimed to broaden students' understanding of innovation dynamics within the business landscape. Renowned



### **Women financial literacy**

On March 8, 2024, IAMR College hosted a seminar on "Women Financial Literacy" tailored specifically for management students. This event commemorated International Women's Day by addressing the crucial need for financial empowerment among women. Through engaging sessions led by industry experts, female students learned about budgeting, investing, and long-term financial planning. The seminar aimed to bridge the gender gap in financial literacy, empowering women to take control of their financial futures with confidence. Participants explored strategies to overcome common financial challenges faced by women in both personal and professional spheres. Interactive workshops provided practical tools and resources to help attendees navigate complex financial decisions. By promoting financial literacy, IAMR College aims to equip female students with the skills they need to thrive in their careers and achieve financial independence. This seminar underscored the college's commitment to fostering gender equality and empowering women to excel in all aspects of life.

### **Panel Discussions on Emerging Trends and Opportunities**

On May 11, 2024, IAMR College orchestrated a dynamic series of Panel Discussions on Emerging Trends and Opportunities, tailored specifically for management students. Renowned industry experts and thought leaders converged to impart invaluable insights into the ever-evolving business landscape. The discussions illuminated emerging trends across various sectors, from technology and finance to healthcare and sustainability, providing attendees with a comprehensive understanding of the prevailing market dynamics. Through interactive dialogue and exchange of ideas, students gained fresh perspectives on upcoming opportunities and challenges, fostering a culture of forward-thinking and innovation. The panel discussions not only broadened students' horizons but also sparked engaging conversations, igniting their entrepreneurial spirit and ambition to capitalize on emerging trends. Participants were empowered to leverage newfound knowledge to navigate the complexities of the modern business world with confidence and agility.





## IR Club activities

### Poster Making Competition on NEP

Poster Making Competition at IAMR Institute Ghaziabad on 17th November, marking a significant milestone in our journey. The event aimed to provide a platform for creative expression, allowing participants to showcase their artistic talents and convey meaningful messages through visually compelling posters. The competition witnessed enthusiastic participation from students BBA disciplines, fostering a vibrant and inclusive atmosphere on campus.

The participants exhibited remarkable creativity, incorporating diverse themes and addressing pertinent social issues. Their artworks not only reflected artistic prowess but also conveyed powerful messages, contributing to the promotion of awareness and positive change.

