



# NANDHA ENGINEERING COLLEGE

(Autonomous)

Affiliated to Anna University Chennai ★ Approved by AICTE ★ Accredited by NBA-New Delhi  
Pitchandampalayam (PO), Vaikkalmedu , Erode, Perundurai Road, ERODE –638 052.



## DEPARTMENT OF MANAGEMENT STUDIES

### Activity Based Learning

| S.No | Course                              | Activity Based Learning methods   |
|------|-------------------------------------|---|
| 1.   | Human Resource Management           | Make a visit in a company and support the HR department in various activities such as preparation of HR planning, Source of recruitment, Selection process, Training and development methods, and Grievance redressal mechanism followed. |
| 2.   | Organizational Behaviour            | Experiential learning on organizational behavior to make the students understand the importance of individual and group behavior by engaging in an industry.  |
| 3.   | Marketing management                | Developing Selling skills by organizing sales mela during Diwali festival, Pooja Celebrations, Pongal Celebrations.   |
| 4.   | Data Analysis And Business Modeling | The entire course was taught using business application software like SPSS, POM, TORA. Exercises were performed and results were obtained. Demonstrated various business problems and interpret results.                                  |



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