



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

Experiential Learning

Experiential Method	Courses	Objectives	Initiated by
Field Research	Research methods for business	The students shall undertake research projects which shall address the problems in a sector/ industry/ company with an aim of identifying solutions to these problems	Dr.V.Manimegalai
Market study	Managerial Economics	Learning from experience about market structure. Each market structure presentation was conducted successfully. Different market structures were presented by the team: Oligopoly, perfect competition, duopoly, Monopoly.	Mr.J.Tamilarasu
Product Study	Strategic Management	Critically analyse the product life cycle concept and its application to strategic analysis	Mr.N.Devaraj
Corporate Visit	Principles of Management	Experiential Learning in Industry with functions of management, concepts and its implications.	Ms.K.Arulini
Market Visit	Accounting for Management	Experiential Learning on functional accounting system maintained by different business with different concepts.	Mr.L.Jothibas