

Activity 1

Date of Event	23.03.2021
Name and Type of Event	Memory Test Activity
Conducted by	RAMA Singh
No. Of Participant	23 (B.Com Sem-2B)

The training material and idea were adopted from Trainingcoursematerial.com. It is a part of the Scitron Training and Consulting Company. Founded in 1998, Scitron has spent 20 years delivering world-class training materials to a global audience of business leaders. Scitron is accredited by ECABO. ECABO (Center of Expertise on Vocational Education, Training & Labour Market) recognizes Scitron Training as an accredited training company according to the Dutch Education and vocational training ACT. They have provided training to prestigious clients around the world, including Vodafone, HSBC, Heineken, Allianz, and BNP Paribas. Hence the activity is well recognized and scientifically designed for improving soft skills.

This is a great activity for improving the listening skills of the students which is an important element in the communication process. The participants were asked to listen carefully to a list of 25-words to test their memory. Later they were asked to jot down as many words as they can recall.

Students were debriefed about four basic principles of memory and learning outcome:

1. **Primacy and recency:** People easily remember the first and last things they hear in a series. Therefore, during the presentation, they must understand the importance of having a high-energy start and a final recap and review of their presentation.
2. **Surprise** – While doing this activity, students were asked, if they can recall the word (artichoke). The learning outcome is that most people tend to remember things that are different, new, or unexpected. People will remember your presentation for much longer if it is novel and creative.
3. **Repetition** – Most participants could recall the word NIGHT because it was repeated thrice. The learning outcome is that people remember things more if they are repeated and how important

it is to recap and review the main key points of your presentation more than once to ensure your audience can remember them.

4. **False-memory** – when asked students to raise their hands if they remember the word (bed). Although, this word was not in the list still some of them did write it down and raise their hands. This reveals that the brain automatically closes gaps in what it sees and hears or reads, and sometimes assumes things that never took place happened. Most participants would have written the word (bed) because it simply fits and belongs to the list logically even though they never read it during the activity.

Activity 2

Date of Event	23.03.2021
Name and Type of Event	Dear Future Me: Letter Writing Activity (Both Offline & Online): STUDENT ENGAGEMENT ACTIVITIES FOR BUSINESS COMMUNICATIONS
Conducted by	RAMA SINGH
No. Of Participant	13 (B.Com Sem-4B)

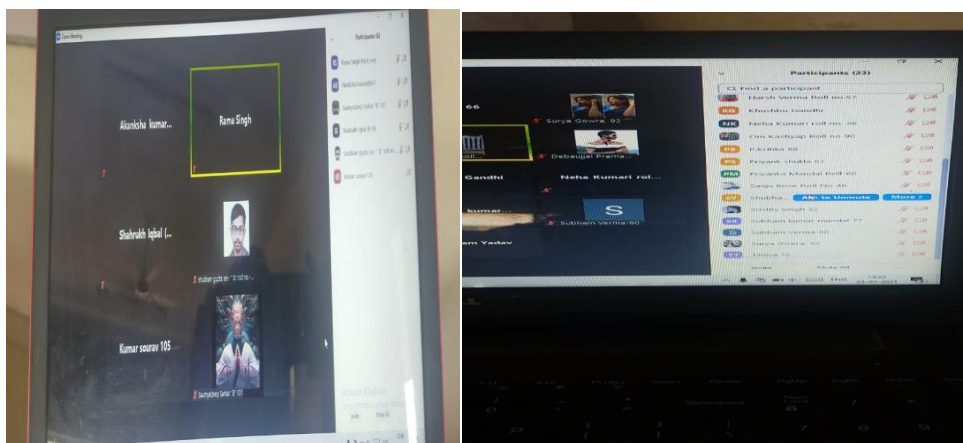
The training material and idea were adopted from the book: “Student Engagement Activities for Business Communications”

Suggested Course Level:

Both upper and lower level undergraduate courses

Activity Purpose

Students will reflect on their work over the semester and set writing goals for the remainder of the semester. The students were asked to write a piece of advice for their juniors, which will help them in their future endeavours. Again, the main aim of the activity was self-reflection and hence an important activity for self-improvement and self-development.



Glimpses of letter written by the students of Sem-4B for their Junior Batches:

Dear junior batchmates,

I am writing this letter to give some advice to the coming batch mates. I am listing some of the points to make their future better.

1) Attend classes: One should attend classes regularly as there is so busy life that if you bunk more of classes you will regret.

2) Make as much friends as you can : Friends will help you whenever you will be in need.

3) Keep good relations with your teachers:

They will support you whenever you want them.

4) Participate in events as much as possible:

It will enhance your knowledge and experience.

Lastly, I will like to say that College will make you or break you; it does all depend on the way you make it.

Thanking you,

Senior batchmates,

Shubham Gupta,

B.com(H), sem 4

Learning Outcome:

Peer learning is an old recipe that works for all. This will not only help senior batches to do self-introspection and realize mistakes committed by them at the same time it will motivate the junior batches to learn from others mistakes and do better in life by assimilating advice given by their seniors.



Activity 3

Date of Event	23.03.2021
Name and Type of Event	Business Awareness Quiz (Both online and offline) for all the Semesters (II,IV and VI) separately.
Conducted by	RAMA Singh
No. Of Participant	13 (B.Com Sem-6)ETP& Marketing

Need for the activity:

To make the blended learning system more interesting and informative and give students a break from traditional classroom learning, there is a dire need to reinvent the quiz culture in colleges and universities and technology can act as a facilitator by bringing innovation to quizzes and ensuring active participation among students.

Questions related to identifying the logos, slogans and other subject related questions were asked to check the business GK of the students.

Learning Outcome:

Apart from the academic benefits of expanding a student's knowledge quizzes redefine the education system in significant ways:

- Since questions are based on out-of-syllabus and require critical thinking and extensive research, students get into the habit of innovative learning.
- Bridges academia-industry gap.

- It also propagates logical reasoning.

