



Criterion II: Teaching Learning and Evaluation

2.3 Teaching Learning Process

2.3.1 Student centric methods, such as experiential learning, participative learning and problem solving methodologies are used for enhancing learning experiences using ICT

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DEPARTMENT OF BUSINESS ADMINISTRATION

PROBLEM SOLVING METHODOLOGY

S/No	YEAR	Contents
1	2021-2022	Practice for Personal finance management
2	2020-2021	Development of marketing strategy for “My dream business”
3	2018-2019	SPARK 1.0- Best student Entrepreneurship team competition
4	2017-2018	My Big Idea Competition

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PROBLEM SOLVING METHODS
2021-2022

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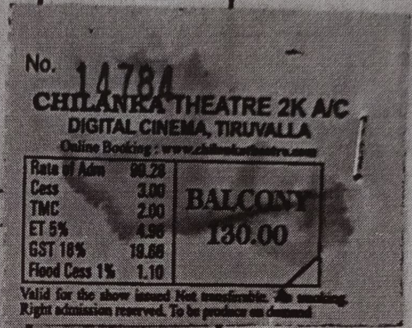
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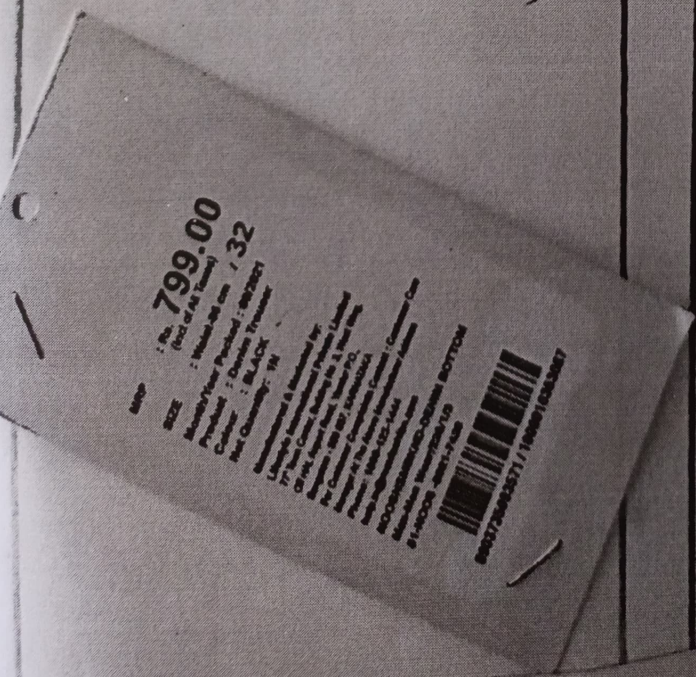
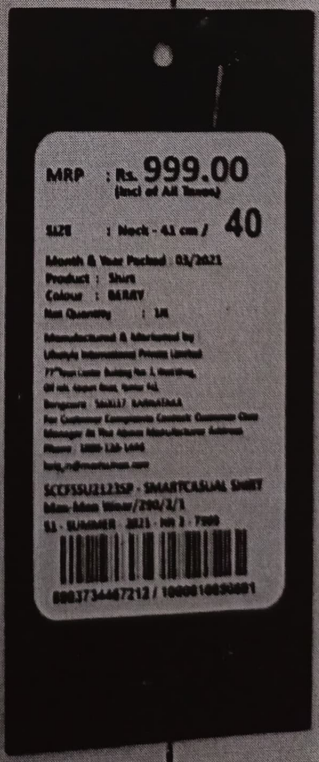
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TRANSACTIONS FROM NOV-1 To NOV-30

DATE	PARTICULARS	L.F	DR AMOUNT	CR AMOUNT
21	MOVIE TICKET a/c dr. SOFT DRINK a/c dr. To CASH a/c (purchased movie ticket and soft drink with cash)		130 40	170
<div style="border: 1px solid black; padding: 5px; display: inline-block;">NO BILLS FOR SOFT DRINKS.</div>				



21	SHIRT a/c dr TROUSER a/c dr To CASH a/c (purchased shirt and trousers with cash)		999 799	1798
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21

SHOE a/c

dr

To CASH a/c

(purchased shoes with cash)

4799

4799

2FD21173Z01
Style : AMISTON
Colour : BLACK

Foot Length	29.20 cm
UK	10

Maximum Retail Price
 (Inclusive of all Taxes) ₹ 4,799.00



8 905463005208





**PROBLEM SOLVING
METHODS
2020-2021**

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**SAINTGITS COLLEGE OF APPLIED SCIENCES
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Marketing Management Project

Topic: Marketing Strategy of My Dream Business

Submitted to: Assistant Professor Tania Thomas

Submitted by: Gopika S (B3)



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Contents

1.0 Chapter 1 (4 Ps of Marketing)

1.1 Product

1.2 Price

1.3 Place

1.4 Promotion

2.0 Chapter 2 (STP)

2.1 Segmentation

2.2 Targeting

2.3 Positioning



1.0 Chapter 1 (4 Ps of Marketing)

1.1 Product

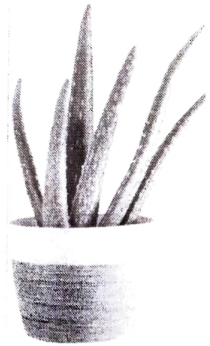
Indoor Plant Business is my Dream Business Project because I love taking care of plants and I am in a dream of becoming my own boss. An Indoor Plant is a plant that is grown indoors in places such as residences and offices, namely for decorative purposes, but studies have also shown them to have positive psychological effects and as well as help with indoor air purification. I think that starting an Indoor Plant Business can be a wonderful way to turn my love of plants and gardening into cash.

As a starter my plan is to business 8 varieties of Indoor Plants and then gradually deals with more varieties. Aloe Vera, Money Plant, Snake Plant, Rubber Plant, Areca Palm, Prayer Plant, Peace Lily and Spider Plant are the varieties which I would like to start with.



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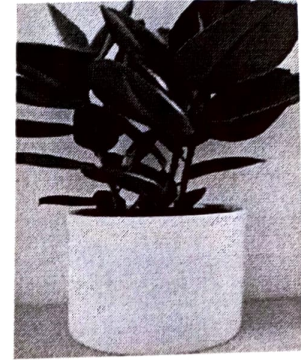
Aloe Vera



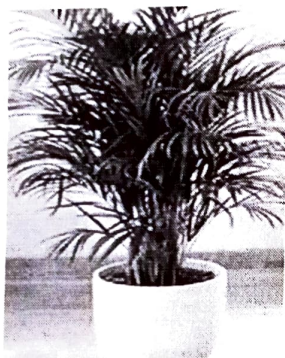
Money Plant



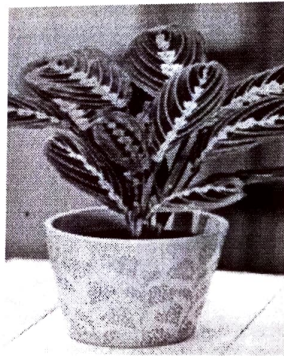
Snake Plant



Rubber Plant



Areca palm



Prayer Plant



Peace Lily



Spider Plant

1.2 Price

I am planning to follow a pricing method which ensures that my prices are covering my costs. These costs include my production as well as my overhead costs. So, I am interested in setting the prices by Cost Oriented Pricing Policy.



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First of all, I will determine all fixed and variable costs associated with one plant and then adds a determined profit margin. Along with this I would also like to set the price of my products using Charm pricing and Odd pricing strategies, to make prices appear more attractive to consumers.

1.3 Place

Direct distribution channel is what I am going to implement in my business, because it is a low-cost channel of distribution. Also, I can enjoy the full authority over this channel.

I am planning to sell the products through my own retail outlet (i.e., My House) and also offer delivery services. I am not planning to carry out door-to-door sales.

1.4 Promotion

I am targeting private homes as well as shopping malls, office complexes, hotels, and apartments as my clients.



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I think as a starter a basic website and business cards are usually the most cost-effective measures of promotion. Word of mouth through friends, family, and social media, can also help in building awareness and exposure for my business. Also, to start with I can share my business on social platforms such as Facebook, Instagram, Twitter, etc.

2.0 Chapter 2 (STP)

2.1 Segmentation

I segment my customers into the following geographic and demographic informations :

Geographic:

- I assume that a 20 mile geographic area around my house would want my products and services.
- The total target market is estimated at 52,000 people.



2.3 Positioning

My Market Positioning is based on becoming a resource for people looking to buy flowers and plants. My marketing strategy centers around superior performance in the following areas:

- Customer service
- Fair pricing
- Quality products

My business's Positioning statement will be *"We're a Small Company With Big Ideas for your smart homes and offices. Think Green and Plant something"*

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**PROBLEM SOLVING
METHODS
2018-2019**

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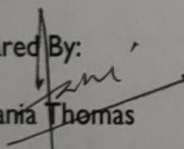
BEST STUDENT ENTREPRENEURSHIP TEAM COMPETITION

SPARK 1.0

PROGRAMME SCHEDULE

S/N	ROUNDS	DATE	JUDGES
1	Idea Submission	31/01/2019	Asst.Prof Anu Zacharia, Lr.Shijin Scaria, Lr.Philson Philip
2	Business plan submission	12/02/2019	Asst.Prof Anu Zacharia, Lr.Shijin Scaria, Lr.Philson Philip
3	Final presentation	28/02/2019	Asst.Prof Vinay Mathew Asst.Prof Ananda Krishnan Dr M.S GiriNandagopal

Prepared By:


Ms. Tania Thomas

Programme Coordinator





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BEST STUDENT ENTREPRENEURSHIP TEAM COMPETITION

SPARK 1.0

Report on Best Student Entrepreneurship Team (SPARK 1.0)

SPARK 1.0 is an inter-department competition hosted by E-CELL of BBA Department of Saintgits College of Applied Science, in association with SCIE and SAINTGITS IEDC. The objective of this event is to identify a group of students with innovative business ideas that can help to shape their future dreams. SPARK 1.0 is a platform for the students to access expert advice and mentoring from SAINTGITS IEDC.

SPARK (1.0) CHART

SL.NO	ROUNDS	TEAMS SHORTLISTED	DATE	JUDGES
1	Idea Submission	14	31/01/2019	Asst.Prof Anu Zacharia, Lr.Shijin Scaria, Lr.Philson Philip
2	Business plan submission	8	12/02/2019	Asst.Prof Anu Zacharia, Lr.Shijin Scaria, Lr.Philson Philip
3	Final presentation	5	28/02/2019	Asst.Prof Vinay Mathew, Asst.Prof Ananda Krishnan, Dr M.S GiriNandagopal

Details of winners

POSITION	WINNERS	AWARD
First	Dhanis Thomas, Ambady Rajesh, Alan C Mathew, Alan Kurian, Melba Sara	Awarded Cash Prize of Rs 5000/-
Second	Beryl Geo, Alrin Antony, Finny Varghese, Gopi Krishnan	Certificates
Third	Shawn Varghese, Joel M Thomas, Amal V Thomas, Ajisha Sarah	Certificates

Submitted By:

Tania Thomas

Event Coordinator





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SPARK 1.0

Impact of Competition

1. Enhances the innovative business ideas.
2. The students were able develop an entrepreneurial spirit among themselves.
3. The competition enhances the teamwork among students.

Outcome of Competition

1. The students were able to develop leadership skills by organizing the event.
2. The students got an opportunity to present their innovative ideas.
3. Provide an opportunity to interact with the judges.

Handwritten signature



**PROBLEM SOLVING
METHODS
2017-2018**

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----- Forwarded message -----

From: **MY BIG IDEA COMPETITION SAINTGITS**
<bigidea@saintgits.org>
Date: Mon, 22 Jan 2018, 20:47
Subject: Regarding My BIG !DEA Competition - 2017
(Student version)
To: <vania.thomas@saintgits.org>
Cc: PHILIP JACOB ME <philip.jacob@saintgits.org>,
VINAY MATHEW JOHN ME
<vinay.mathew@saintgits.org>, VINAY KUMAR AE
<vinay.kumar@saintgits.org>

Respected Sir,

We are glad to inform you that **four** entries from your department has been selected for the final round of **MY BIG !DEA Competition - 2017 (Student version)**. The details of those students are listed below. You are *requested* to permit them (team leader with members, if any) to be present for the final round which is scheduled tomorrow (23/1/2018 Time:11:00 am to 1:00 pm) at SCIE Lab. We sincerely hope that you will ensure their presence for the decider. The details are as follows:

Sl.No	Name of the team leader	Mobile Number	Year of admission	Title for the Innovation
MBIC_103	Steeve Mathew	8113847964	2016	The Gas Meter
MBIC_113	Jithin Joy	9048675169	2016	BECON FRUIT PROTECTOR
MBIC_105	Riya Ann Tiju	9526974453	2016	Automatic Gas timer and Gas Indicator
MBIC_90	Michelle Grace Luke	9447150576	2016	Mika Tech

Thanks in advance.

