



Innovative Teaching & Learning Methodologies at Rustomjee Business School

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Abstract

Visit the Rustomjee Business School in Mumbai, and you will find management graduate students practicing the flute, or learning the salsa. That is if they are not out on a Boot Camp that tests their endurance through rigorous activities such as rock climbing, rappelling, army-training or para-sailing. No, these are not recreation activities that students choose to participate in, rather they are compulsory non-credit courses with grades being assigned for all these activities, and students are required to achieve a minimum C grade to qualify for the management diploma.

Pupil engagement is imperative if learning has to be effective, and we aim to create an environment which is student centric.

Our academic program incorporates a daily two-hour session on business newspaper reading and discussion, analyzing business news, and learning to read between the lines. Getting them to see the drama that unfolds in the corporate world gets them hooked to the habit of keeping abreast with business news. Correlating the current news with credit courses being taught in the term, be it marketing, economics, finance or human resources brings in the real-world application of knowledge in the classroom, and teaching then goes beyond the text.

Live projects funded by corporate requiring students to work on a social media marketing campaign for an American brand seeking penetration into the Indian markets, or market feasibility report for a professor from Harvard Medical College to establish a chain of orthodontics practice in Mumbai gives students the opportunity to apply the theory learnt in the classroom.

Meryl Streep's fabulous performance in *The Devil Wears Prada* becomes a film-based learning on organization dynamics, leadership, and goals-setting.

It would be a pleasure to introduce Rustomjee Business School's innovative and fun approach to management education to your elite audience.