



Department of Management Studies

NAAC Accredited Grade "A+"

University of Kashmir, Srinagar

Hazratbal, Srinagar, Kashmir, J&K, India-190006

The detail of activities conducted by Mentors for the period 2018-25 is given below:

Activity	Description
Group Discussion	<ul style="list-style-type: none">• Class to be divided into four groups.• Allocation of students in each group done through random sampling.• Each group provided with two topics out of which one is to be chosen mutually.• Each group is to be given 10 minutes time to discuss the topic.• Each session to be concluded by the group leader.
Business Quiz	<ul style="list-style-type: none">• Business quizzes to be organised to test students for their business knowledge.• Panel of moderators to be present for ensuring smooth proceedings.• This fun yet informative activity is well-organised and contributed to enhancing the business knowledge of the participants.
Focus Group and Moderator Assignment	<ul style="list-style-type: none">• The main objective of this task is to enable students to understand how a moderator regulates the working of the focus groups.• Every student is to be given the chance to work as a moderator.• To make the exercise productive, controversial topics are to be chosen e.g. feminism, rich and poor divide, Islamic banking etc.
Extempore Presentation	<ul style="list-style-type: none">• This activity involves presentation by students with on spot topics given.• The activity is to be skillfully overseen by the moderators.• Varied topics of national and international importance are to be written on chits.• Students have to randomly select a chit and speak extemporaneously on the



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	<p>chosen topic in front of the entire class. This exercise is meant to enhance impromptu speaking skills and encourage critical thinking of the students.</p>
Laddering	<ul style="list-style-type: none">• This activity enables students to envision the existence of objects in the environment in a holistic manner.• Students are given cards showing pictures of varying nature.• The students are then given topics like and asked to relate the pictures in the cards with the topic.
Online Personality Test	<ul style="list-style-type: none">• This activity involves an online personality testing (Myer Briggs Type Indicator Test).• This exercise enables students to understand their personality.• The score of this test is to be used to identify strengths and weaknesses of each student.
Art Integration	<ul style="list-style-type: none">• This activity encourages students to make colorful charts on different business topics.• The project activity is led by moderators.• This artistic component allows students to express their creativity while also presenting business concepts visually
Business Idea Generation	<ul style="list-style-type: none">• This activity is an extensive brainstorming session• Students are asked to think of their everyday life and identify pain points or needs associated.• Students are then supposed to generate ideas that can address those needs effectively.

HOD