

PSGIM BOOK of BEST PRACTICES

Empower

Empower individuals to achieve their managerial and entrepreneurial potential.

Innovate

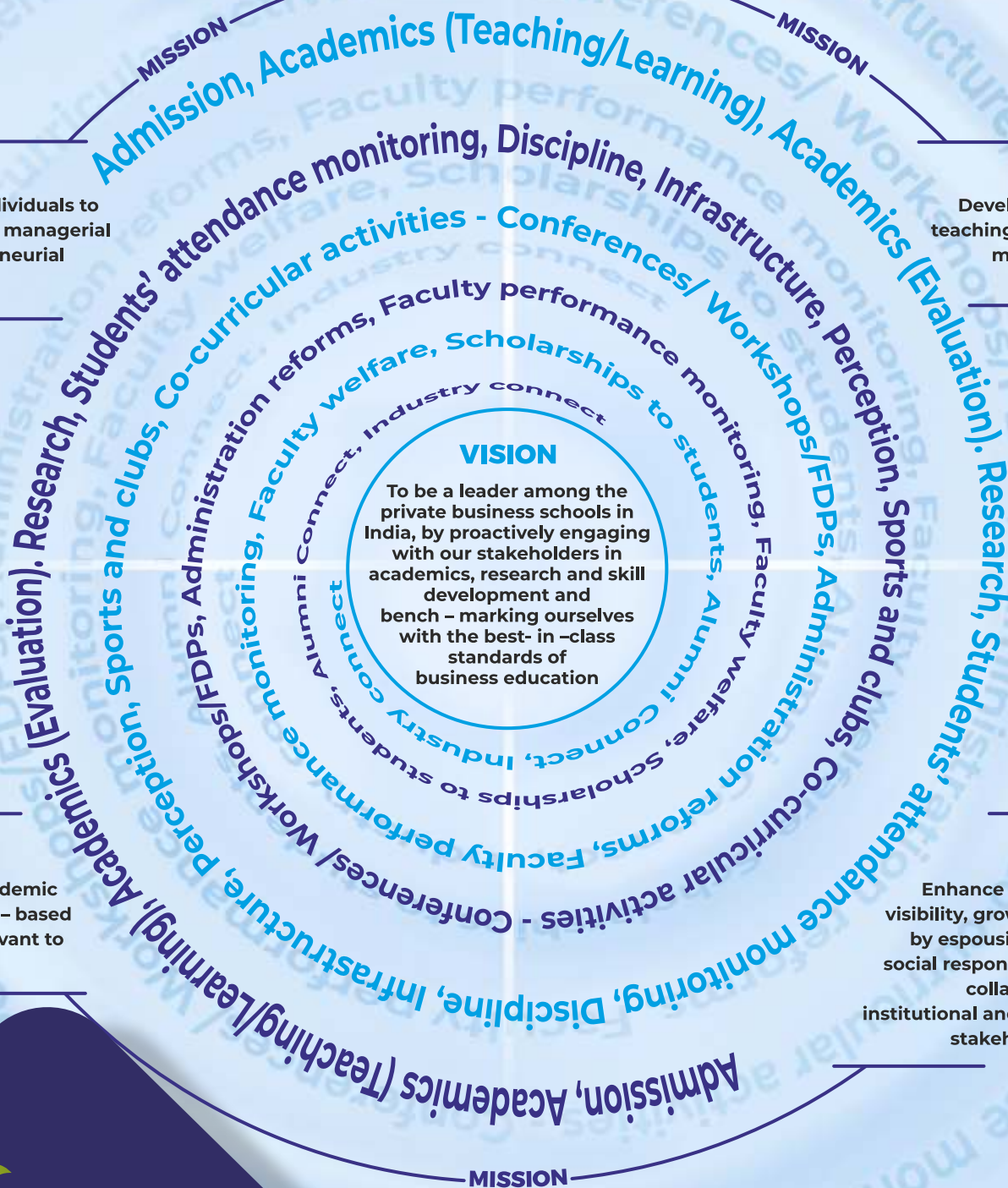
Develop innovative teaching and learning methodologies.

Research

Focus on academic and industry – based research relevant to the region.

Nurture

Enhance the institute's visibility, growth and value by espousing ethics and social responsibility and by collaborating with institutional and professional stakeholder groups.



Documents / Evidence

Academics (Teaching/Learning)



Theatre Play - IMC Award 2018



AIMS WeSchool Innovation Award – Reflective Journaling



Theatre Play Initiative Showcased at NHRD



SECI and "Ba" sessions at PSGIM

Academics (Teaching/Learning)



Connect with NAAC/NBA/SDG/NEP/Internal Strategic Plan



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The Brand Story

Every Element A Thought. Every Line A Legacy

The PSGIM logo is more than a visual; it is the soul of a story. A story rooted in nurturing aspiring minds into responsible, future-ready leaders. The petals in the logo symbolize this transformative journey: from **Inward Insight**; where learning begins, to **Outward Impact**; where knowledge meets action, and finally to **Upward Aspiration**; where potential rises to leadership.

Subtly embedded within the petals is the 'IM', standing proudly for Institute of Management and symbolically for the individual's journey of 'becoming'.

This identity captures PSGIM's enduring commitment to education that is deeply personal, socially conscious, and globally relevant...
Inspiring Individuals. Transforming Societies.

PSG Institute of Management
PSG College of Technology

Inspiring Individuals. Transforming Societies

We nurture mindful managers, entrepreneurial thinkers, and responsible leaders who don't just adapt to the future—they shape it. Our colour palette tells this story:

Deep Blue for trust and thought,
Growth Green for innovation and life,
Nurture Yellow for optimism and impact.



Core Values

PSG INSTITUTE OF MANAGEMENT IS BUILT ON SOME GUIDING PRINCIPLES



Ethics Foremost

All our activities with our stakeholders whether academic, research or transactions will reflect honesty and sincerity and will meet regulatory requirements in letter and spirit.



Trust

We value collaboration and team – work and will promote a culture of trust, fellowship and empathy whilst emphasizing on personal integrity.



Inclusivity

We will proactively encourage diversity in all forms: Socio – economic, Gender and Beliefs. We will ensure this in all our policies and practices.



Transparency & Accountability

Our actions will be open to any scrutiny and we will promote a culture of openness. What we report and communicate will be factual, authentic and unambiguous.



Academic Freedom

We are committed to the advancement of intellectual and creative enquiry and to the protection of the academic freedom of our faculty and students.



Sustainable Practices

We will adopt a triple – bottom approach and ensure that we foster environment stewardship and promote sustainability.

Category Header: Academics (Teaching/Learning)

Strategic Goal for the Category

What institutional goal does this practice help achieve?

Use innovative teaching methodologies to empower students with domain knowledge and skills

Connect with NAAC/NBA/SDG/NEP or Internal Strategic Plan

This initiative will help enhance the graduation outcomes and attainment of program outcomes

Title of Best Practice: Theatre Play for Cross-Cultural Communication - An Experiential Learning Initiative

Context & Rationale

- This initiative was implemented in the course "Managerial/Business Communication" where faculty taught intercultural communication.
- Today's learners are Gen Y – tech-savvy, smart-work oriented, feedback-driven, and visual-kinesthetic. They learn best by doing.
- The traditional chalk-and-talk approach was replaced with an experiential learning pedagogy.
- Theatre Play Activities like BaFa BaFa, and Culture Show which were used previously limited the learning for students to only one or two cultures.
- Keeping in mind that students required exposure to multi-cultural environments, the instructors, designed a new activity to provide broader exposure to various cultures and customs in business.

Planning & Design

- The objectives and outcomes of the Theatre play were finalized
- The initiative had four phases (Design, Implementation, AOL, Sustenance) and extended over 6 months
- A checklist for the play was created.
- Each batch (comprising 5 batches of 45 students) was divided into 2 groups, and each group was assigned a country, resulting in 10 countries.
- Each group had a coordinator who assigned roles, responsibilities and decided timelines.
- Once the storyline and script were approved by the instructor, rehearsals were done and the final play was staged
- When one group staged the play, the other 9 groups were the audience. Each group was exposed to 10 cultures.

Outcomes Achieved

- Awards: Bronze – Indian Management Conclave 2018; Gold – AIMS WeSchool 2015.
- Showcased: NHRD Conclave.
- Publication: Deepa & Sri Gayathridevi (2018), IJRME&C.
- Impact: 90% students felt ready for global business; gained skills in planning, teamwork, adaptability, communication, and creativity; improved confidence, trust, and motivation; social media shares enhanced institutional visibility.

Review & Iteration

- Faculty monitored progress at each stage.
- a. Approved storyline
 - b. Reviewed and approved script after iterations
 - c. Observed rehearsals
 - d. Evaluated final play using pre-defined metrics
 - e. Collected student feedback post activity
 - f. Positive responses led to sustaining the activity every year.

Link to Vision: Benchmarking ourselves with the best-in-class standards of business education

Link to Mission: Empower • Innovate

Category Header: Academics (Teaching/Learning)

Strategic Goal for the Category

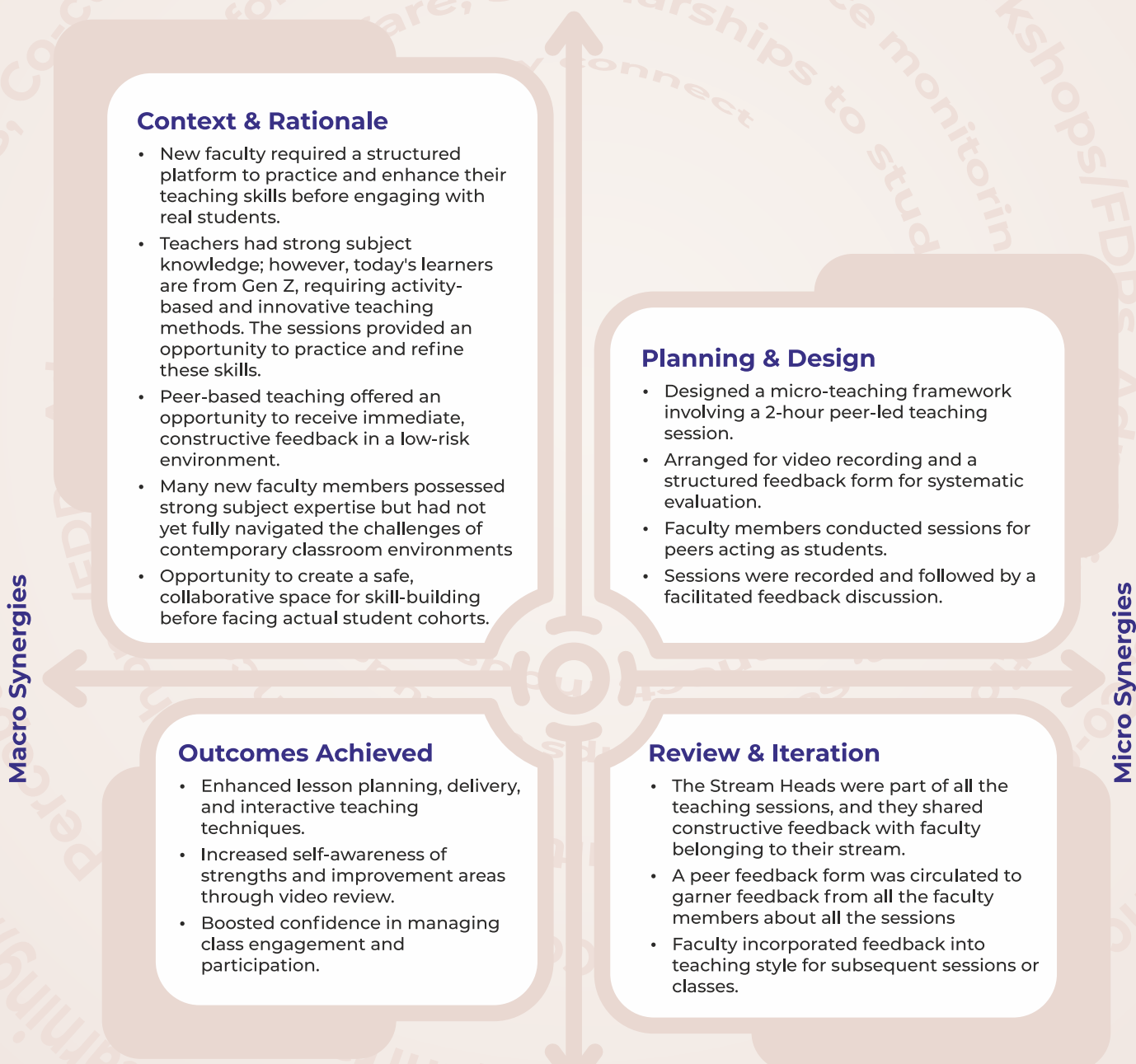
What institutional goal does this practice help achieve?

Use innovative teaching methodologies to empower students with domain knowledge and skills.

Connect with NAAC/NBA/SDG/NEP or Internal Strategic Plan

This initiative will help enhance the graduation outcomes and attainment of program outcomes. It will also help faculty design activity-based and engaging lesson plans which in turn will enhance student learning.

Title of Best Practice: Empowering Educators through Micro Teaching: Building Confidence and Classroom Competence



Link to Vision: Benchmarking ourselves with the best-in-class standards of business education

Link to Mission: Empower • Innovate

Category Header: Academics (Teaching/Learning)

Strategic Goal for the Category

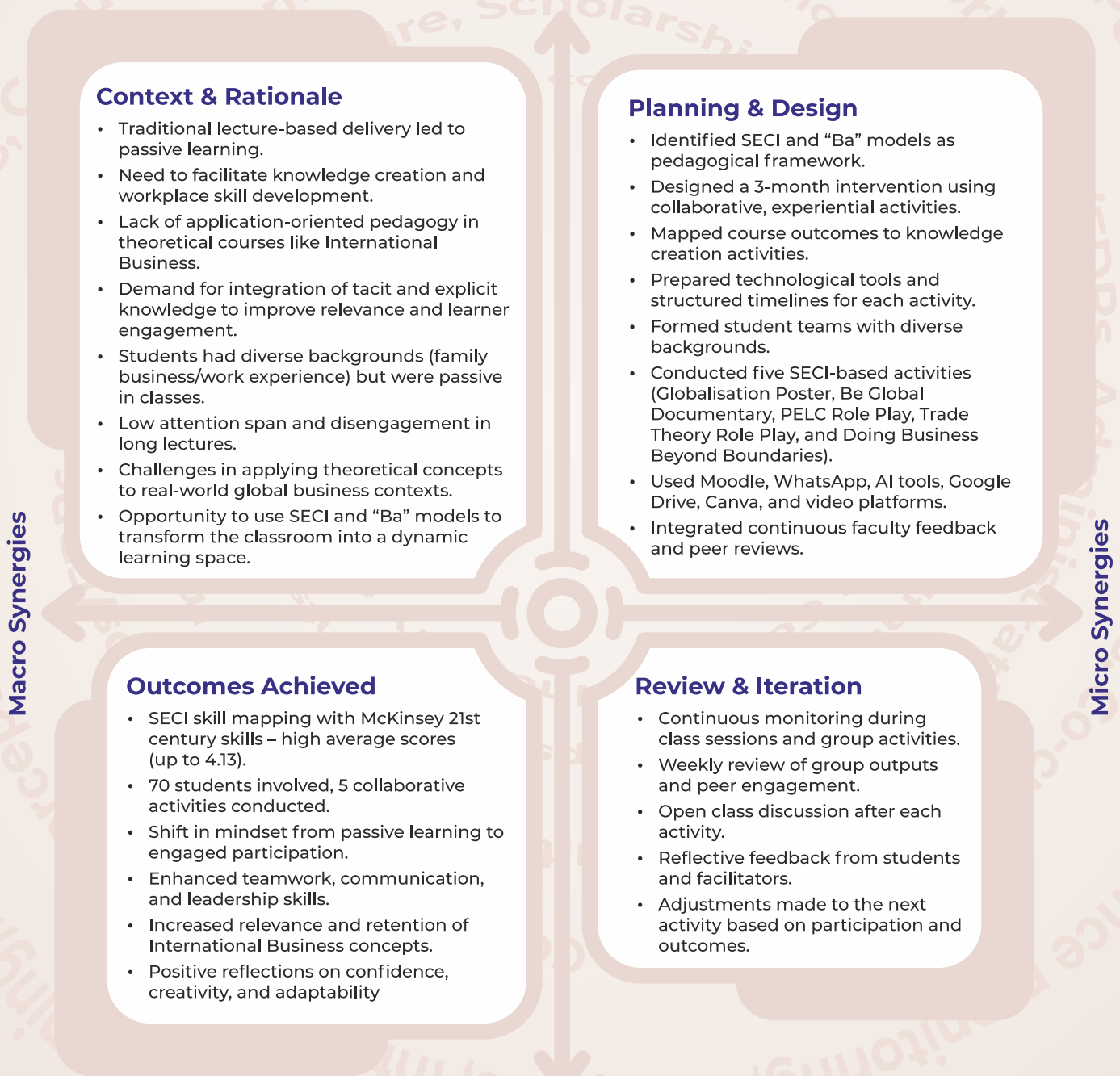
What institutional goal does this practice help achieve?

To promote active, experiential, and collaborative learning environments for enhanced concept understanding and skill development in line with PSGIM's learner-centered approach.

Connect with NAAC/NBA/SDG/NEP or Internal Strategic Plan

Aligned with NAAC Criteria 1 (Curricular Aspects) and Criteria 2 (Teaching-Learning and Evaluation); NEP 2020 focus on experiential learning; supports SDG 4- Quality Education.

Title of Best Practice: Spiraling Knowledge Creation Using SECI and “Ba” Model in the International Business Course



Link to Vision: To develop globally competent and socially responsible management professionals through experiential and innovative learning.

Link to Mission: Provide transformative learning experiences • Foster creativity and innovation • Develop responsible leaders • Engage in impactful teaching

Category Header: Academics (Teaching/Learning)

Strategic Goal for the Category

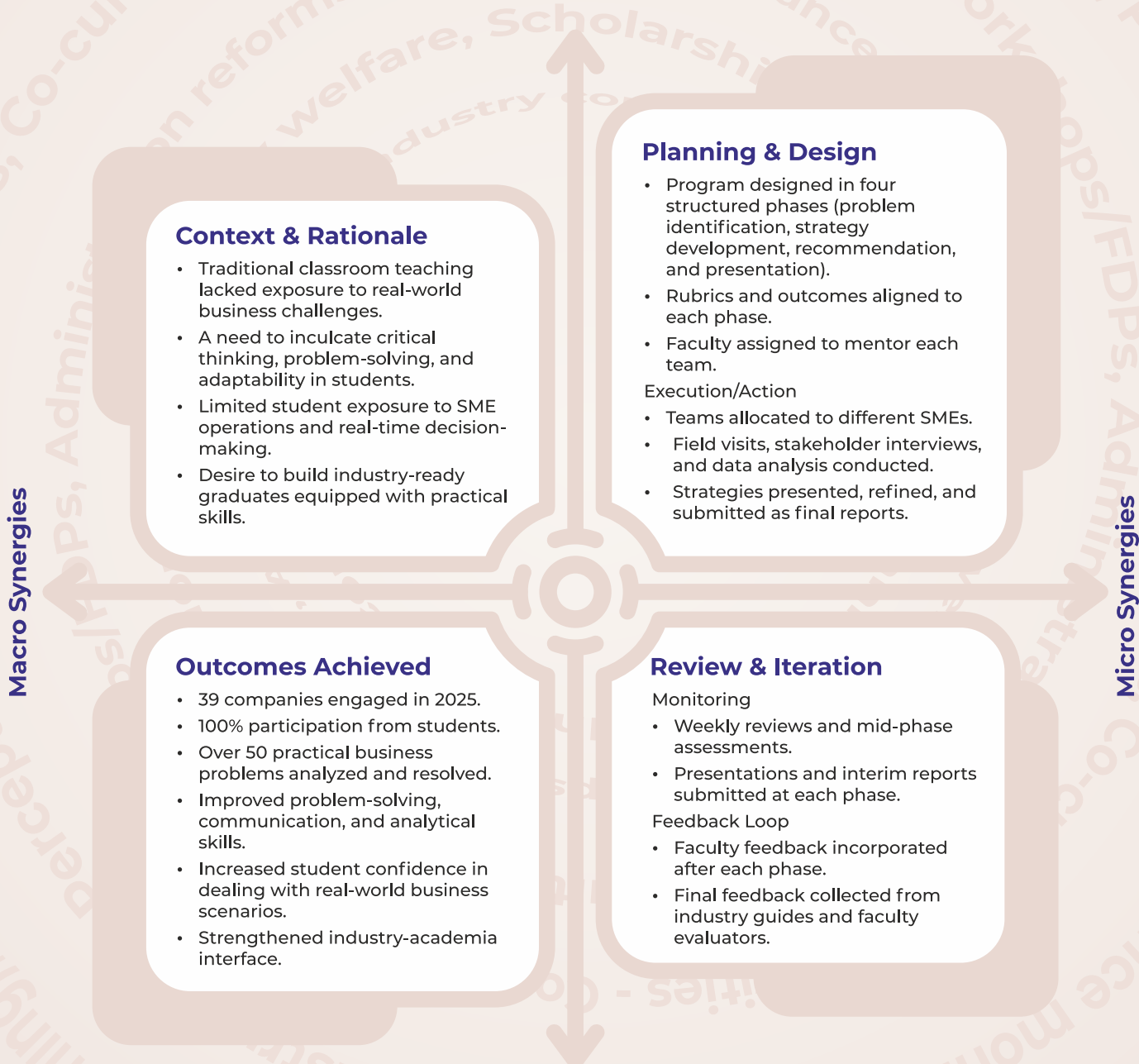
What institutional goal does this practice help achieve?

To bridge the gap between academic knowledge and real-world applications by providing hands-on, experiential learning opportunities to students through direct engagement with SMEs, thereby fostering problem-solving and critical thinking skills.

Connect with NAAC/NBA/SDG/NEP or Internal Strategic Plan

Aligns with NEP 2020 and NBA Criterion 2 & 3, promoting experiential and outcome-based learning. Supports SDG 4 (Quality Education) by enhancing student learning outcomes and employability through field-based industry immersion.

Title of Best Practice: Business Immersion



Link to Vision: To foster holistic, industry-relevant education and build leaders with practical and ethical decision-making abilities.

Link to Mission: Industry Interface • Academic Excellence • Thought Leadership
• Holistic Development

Category Header: Academics (Teaching/Learning)

Title of Best Practice:

Simulation Game for Strategic Management Course – “The Boardroom”

Context & Rationale

- Traditional teaching methods lacked practical, hands-on exposure to strategic decision-making in a competitive business environment.
- Opportunity to engage students in a dynamic, interactive learning experience simulating real-world corporate challenges.
- Challenge: Foster cross-functional coordination among teams managing diverse business functions under competitive pressure.
- Aim: Enhance understanding of strategy formulation, operational integration, and decision impact in a controlled environment.

Planning & Design

- “The Boardroom” simulation has been designed to reflect corporate competition.
- The game has realistic market segments (Low Earners, High Earners, Geeks, Elite, Others) with differentiated product preferences and pricing sensitivities.
- It has decision screens corresponding to key management roles, with financial and market research data inputs to support decision-making.
- The game has incorporated product parameters (Bulk, Features, Performance, Convenience, Price) to simulate product differentiation and competitive positioning.
- The game also has established game rules for 10 decision rounds (years), encouraging interdepartmental coordination and strategic thinking.

Execution/Action:

- Students divided into teams acting as company management, collaboratively making decisions in each department.
- Facilitated decision cycles with iterative feedback using pro-forma financial statements and market reports.
- Encouraged team discussion, strategy alignment, and rotation of departmental roles to deepen experiential learning.
- Instructors monitored progress and moderated to ensure active participation and timely decision revisions.

Outcomes Achieved

- Student engagement throughout simulation rounds.
- Improvement in strategic decision-making post-simulation.
- Enhanced team collaboration
- Increased student confidence in applying strategic frameworks to complex business problems.
- Better understanding of cross-functional dependencies and trade-offs.
- Positive student feedback on experiential learning and real-world applicability.

Review & Iteration

Monitoring Frequency:

- Simulation monitored each week during the Strategic Management course.
- Regular checkpoints after each decision round for assessment and feedback.

Feedback Loop:

- Collected student feedback via debriefing sessions post-simulation.
- Facilitators reviewed game dynamics, decision complexity, and role clarity to refine the simulation.
- Continuous updates made to improve realism, engagement, and learning outcomes based on participant input.

Link to Vision: Aligns with PSGIM's vision to develop industry-ready leaders equipped with practical skills and strategic acumen.

Link to Mission: Supports PSGIM's mission to deliver innovative, experiential learning experiences that integrate theory with business realities, fostering holistic management education.

Category Header: Academics (Evaluation)

Strategic Goal for the Category

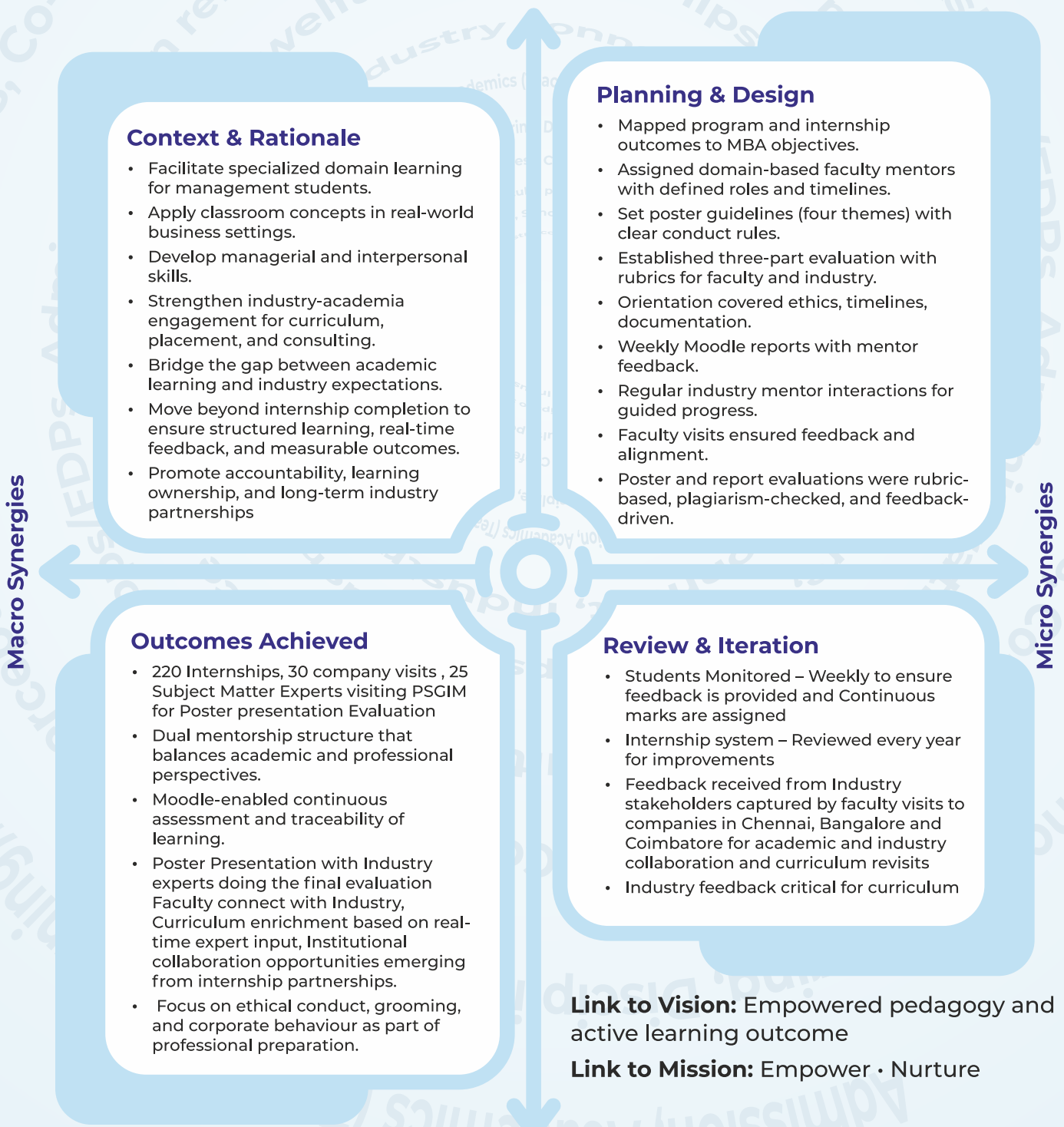
What institutional goal does this practice help achieve?

The Summer Internship for students at PSGIM helps strengthening industry-academia collaboration, and promoting students learning through outcome-based education. By integrating continuous evaluation, structured mentorship, and external assessments, the internship ensures that students gain practical skills and real-world exposure. The regular feedback from industry mentors and faculty visits contributes to curriculum refinement, aligning academic content with evolving industry needs.

Connect with NAAC/NBA/SDG/NEP or Internal Strategic Plan

NBA + Internal Strategic Plan

Title of Best Practice: Integrated Internship: Guided Learning & Feedback



Category Header: Academics (Evaluation)

Strategic Goal for the Category

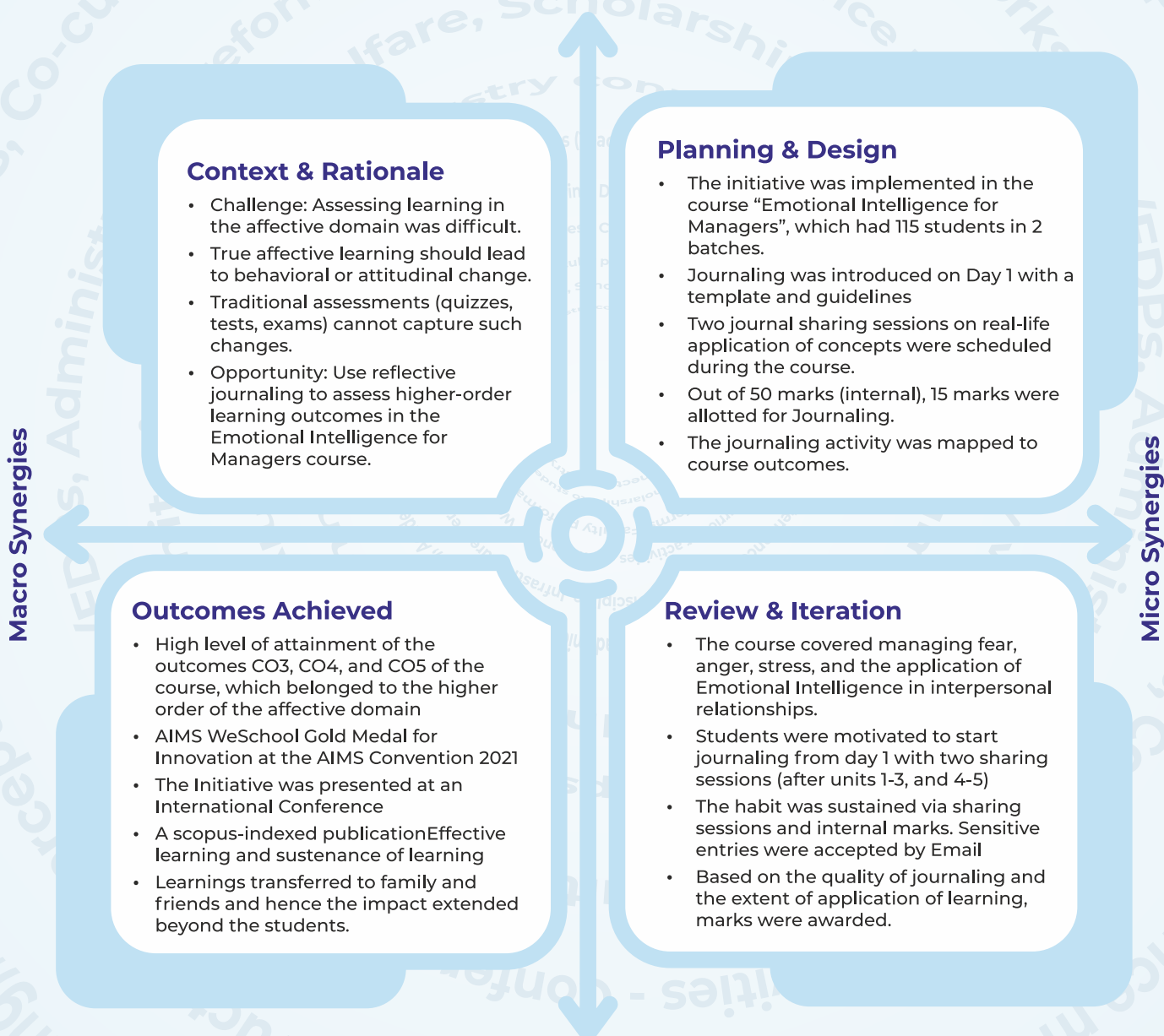
What institutional goal does this practice help achieve?

Enhances the effectiveness of evaluation to ensure assurance of learning

Connect with NAAC/NBA/SDG/NEP or Internal Strategic Plan

Assurance of learning, outcome-based education

Title of Best Practice: Reflective Journaling to Ensure Knowledge Creation and Application in the Affective Domain



Link to Vision: Benchmarking ourselves with the best-in-class standards of business education

Link to Mission: Empower • Innovate

Category Header: Research

Strategic Goal for the Category

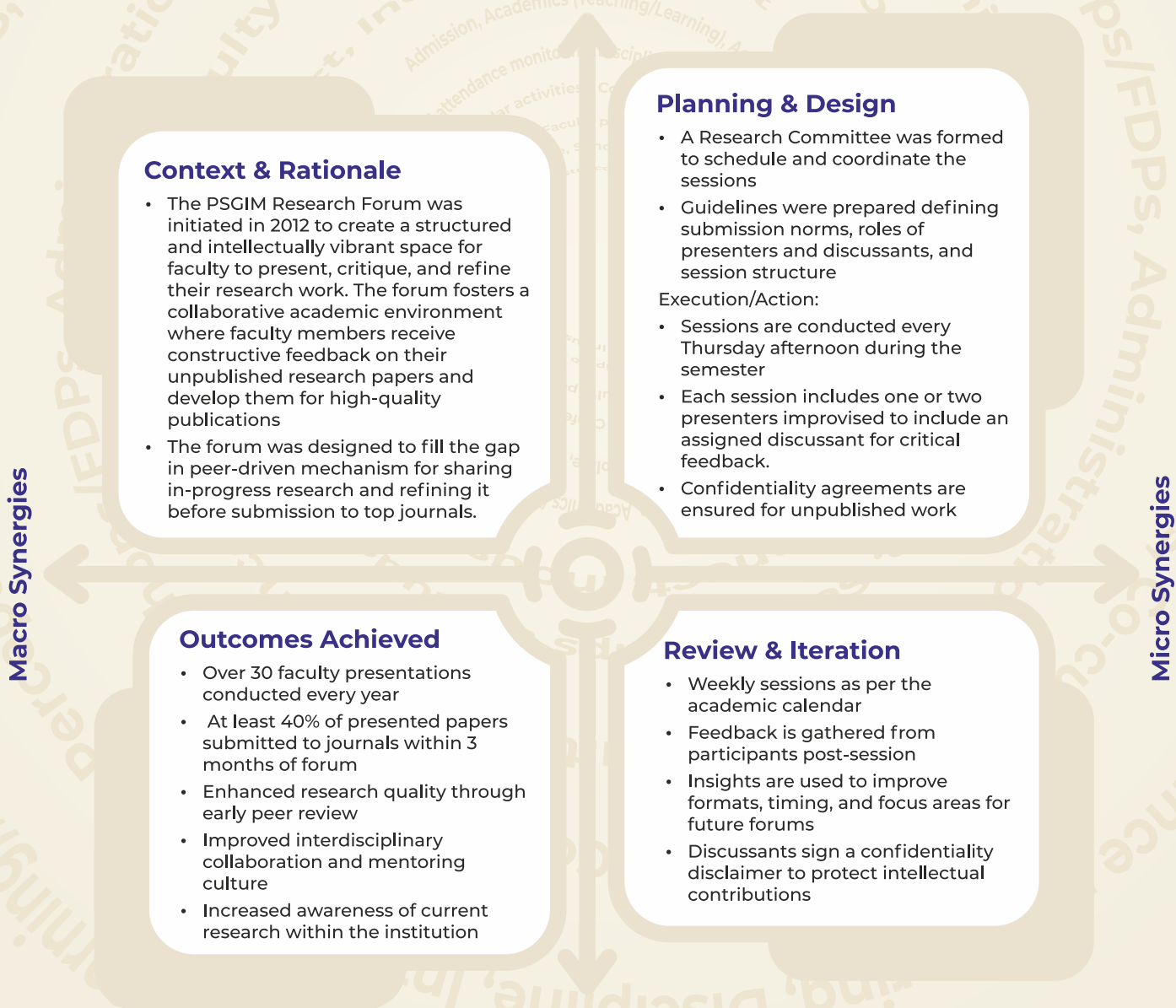
What institutional goal does this practice help achieve?

At PSGIM, the research best practices drive regionally relevant academic and industry research through structured monitoring, collaboration, and global partnerships.

Connect with NAAC/NBA/SDG/NEP or Internal Strategic Plan

The best practices at PSG Institute of Management (PSGIM) are closely aligned with NAAC, NBA, SDGs, NEP 2020, and the institute's internal strategic goals. They support NAAC's focus on research (Criterion III), experiential learning (Criterion II), and effective governance (Criterion VI). NBA graduate attributes are addressed through research skill development, tool usage, and lifelong learning initiatives. PSGIM contributes to SDG 4 (quality education), SDG 9 (innovation), and SDG 17 (partnerships) by integrating industry-relevant themes and global collaborations. NEP 2020 objectives are met through interdisciplinary research, digital tools, and student-faculty co-authorship, promoting a dynamic, future-ready academic and research environment.

Title of Best Practice: Weekly Research Forum at PSGIM - Strengthening Scholarly Engagement Through Institutional Research Forums: A Structured Approach



Link to Vision: Vision Alignment: Research : Nurture

Link to Mission: Mission Alignment: Focus on academic and industry-based research relevant to the region; collaborate with institutional and professional stakeholder groups

Category Header: Research

Title of Best Practice: Quarterly Research Review System with ALC and PLC Forms

Research Focus: The practice emphasizes structured monitoring of faculty research to enhance article development, publication quality, and alignment with PSGIM's vision of producing academically rigorous and industry-relevant research.



Link to Vision: Research: Benchmarking with best-in-class standards

Link to Mission: Focus on academic and industry-based research relevant to the region

Category Header: Research

Title of Best Practice: Structured Faculty Thrust Area Mapping

Research Focus: This practice directs faculty expertise toward clearly defined thrust areas. It fosters collaboration within and across disciplines based on mapped expertise.



Link to Vision: Research: Nurture

Link to Mission: Support academic and regional relevance in research

Category Header: Research

Title of Best Practice: International Collaborations in Research at PSGIM

Research Focus: This practice strengthens PSGIM's global research footprint by fostering collaborative, cross-cultural studies that enhance innovation, visibility, and knowledge co-creation.



Link to Vision: This best practice supports PSGIM's vision of being globally respected for innovative and socially relevant education

Link to Mission: It directly aligns with the mission to build leaders through Research, Innovation, and Internationalization

Category Header: Co-Curricular Activities

Strategic Goal for the Category

What institutional goal does this practice help achieve?

This course was introduced to foster the sense of social responsibility among the students. By identifying real world issues and designing innovative solutions to solve these issues, students gain awareness and empathy. This is in line with the mission of PSGIM of espousing ethics and social responsibility.

Connect with NAAC/NBA/SDG/NEP or Internal Strategic Plan

The activities undertaken align with several SDG goals. The course also links to the NBA and NAAC criteria on providing holistic education.

Title of Best Practice: Social Immersion



Link to Vision: Supports PSGIM's vision of "developing socially responsible leaders" by engaging students with real-world community issues and ethical challenges.

Link to Mission: Nurture

Category Header: Co-Curricular Activities

Strategic Goal for the Category

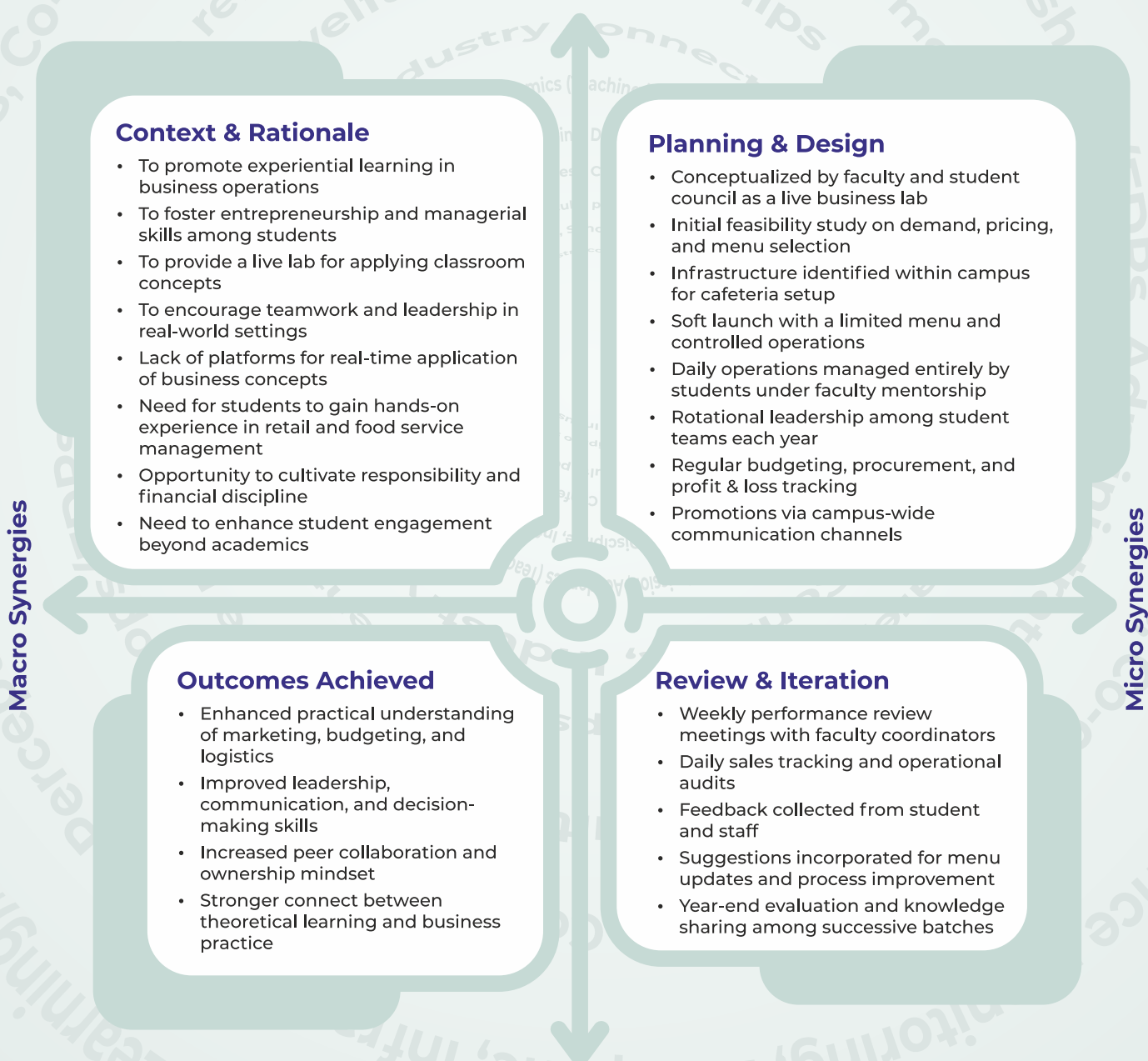
What institutional goal does this practice help achieve?

To create a live, student-managed business platform that fosters entrepreneurial mindset, operational competence, and leadership skills through experiential learning, directly connecting academic concepts with real-world business practice.

Connect with NAAC/NBA/SDG/NEP or Internal Strategic Plan

Aligns with NAAC's experiential learning and skill development, NBA's focus on competence and teamwork, NEP's emphasis on entrepreneurship, SDG 4 & 8 on quality education and economic growth, and PSGIM's strategic pillars on experiential education, innovation, and social responsibility.

Title of Best Practice: B-School Bistro – A Student-Run Entrepreneurial Cafeteria



Link to Vision: Fulfills PSGIM's vision of "developing socially responsible and entrepreneurial leaders through practice-oriented education."

Link to Mission: Learning • Innovation • Experiential Education • Social Responsibility

Category Header: Co-Curricular Activities

Strategic Goal for the Category

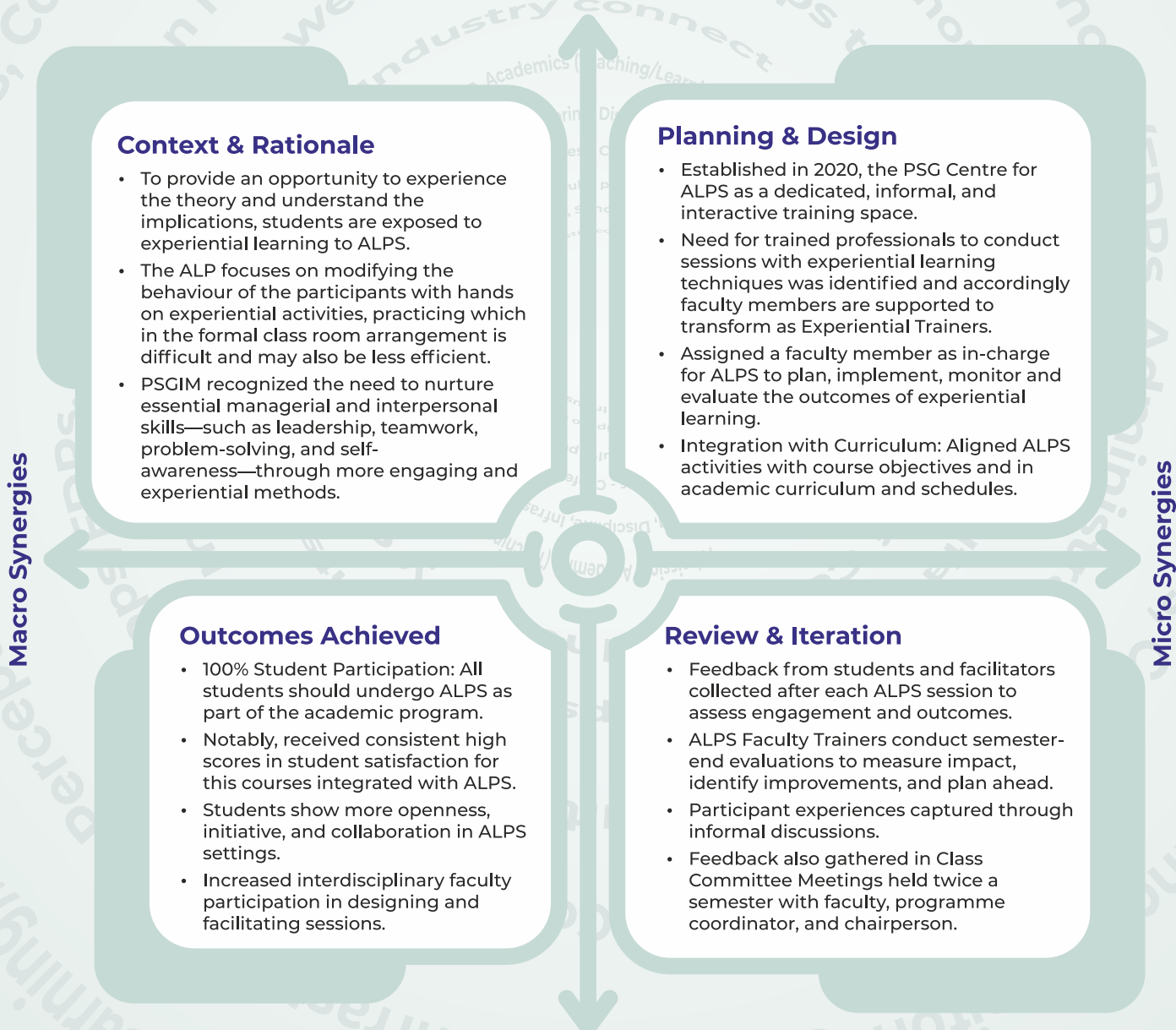
What institutional goal does this practice help achieve?

The strategic goal Active Learning Program Services (ALPS) is to deploy innovative teaching and learning methodologies and develop industry-ready management professionals by enhancing their behavioral, interpersonal, and leadership skills through experiential learning. This approach aligns with PSGIM's mission to deliver holistic education, positioning students to excel in dynamic business environments and contribute meaningfully to their organizations.

Connect with NAAC/NBA/SDG/NEP or Internal Strategic Plan

It supports NAAC (Criteria 2 - Innovation and Creativity in Teaching Learning Process) and NBA (Criterion 4: Curriculum and Learning Process) by enhancing student-centric learning and outcome-based education through experiential methods. It contributes to SDG 4 (Quality Education) by providing inclusive, engaging, and lifelong learning opportunities.

Title of Best Practice: Experiential Learning at ALPS



Link to Vision: Leadership in Management Education: By adopting innovative, experiential learning methods that set PSGIM apart from conventional approaches.

Link to Mission: Empower • Innovate

Category Header: Co-Curricular Activities, Sports and Clubs

Strategic Goal for the Category

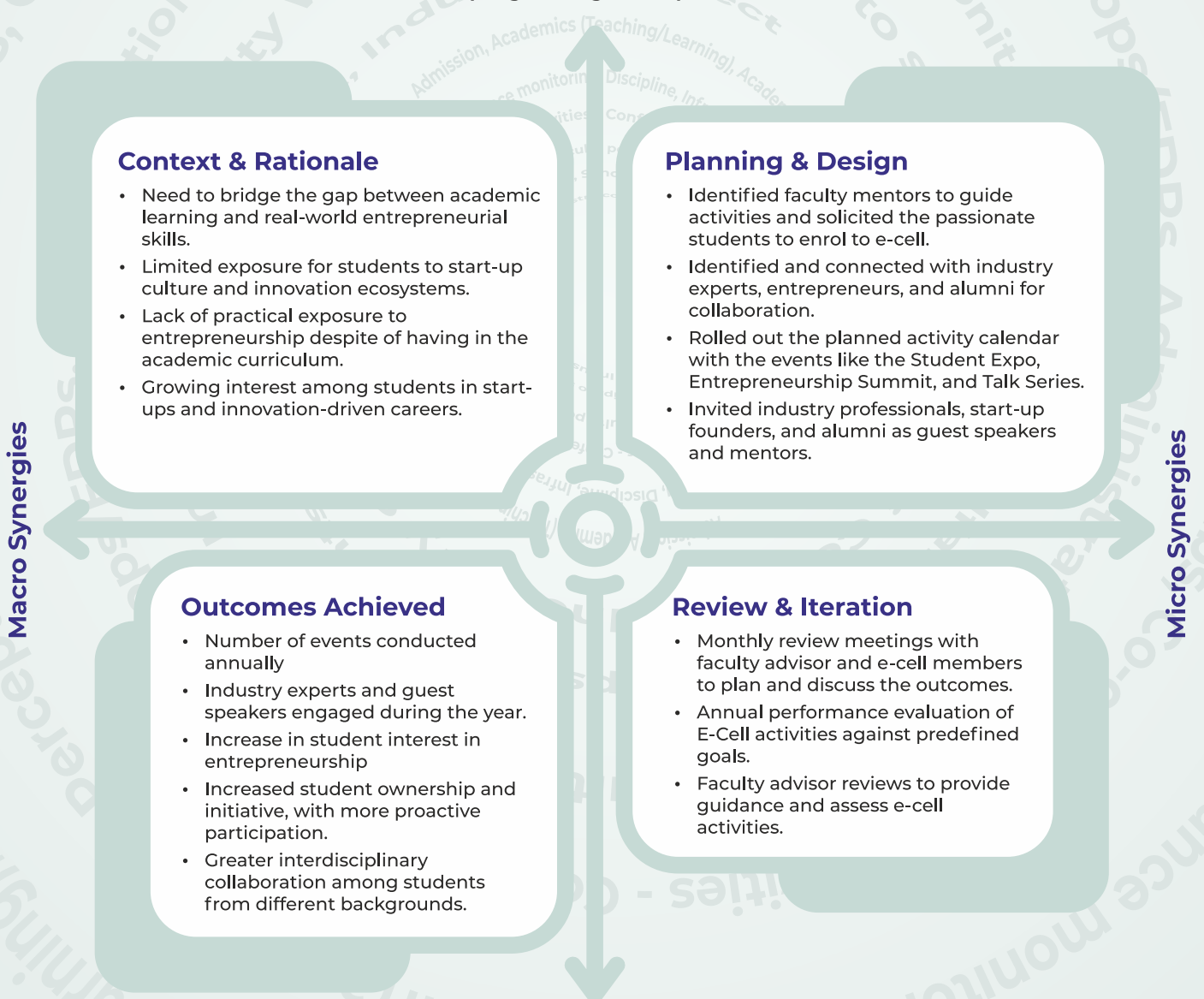
What institutional goal does this practice help achieve?

The Entrepreneurship Cell (E-Cell) at PSGIM supports key institutional goals by fostering innovation, leadership, and industry engagement among students. Through events like the Student Expo and Entrepreneurship Summit, E-Cell encourages creative thinking and provides hands-on entrepreneurial experience. The talk series with industry professionals enhances practical knowledge in areas such as funding and start-up evaluation.

Connect with NAAC/NBA/SDG/NEP or Internal Strategic Plan

It supports NAAC (Criteria 2: Teaching and Learning Experience and Criteria 7: Institutional Values and Best Practices) and NBA (Criterion 5: Students' Quality and Performance - 5.4. Placement, Higher studies and Entrepreneurship). E-Cell activities also contribute to UN Sustainable Development Goals (SDG 4: Quality Education & SDG 8: Decent Work and Economic Growth) by nurturing entrepreneurial skills and fostering self-employment opportunities.

Title of Best Practice: E – Cell – Shaping Young Entrepreneur



Link to Vision: Proactively engaging with the stakeholders for Skill development.

Link to Mission: Empower · Nurture

Category Header: Co-Curricular Activities – Global Immersion

Strategic Goal for the Category

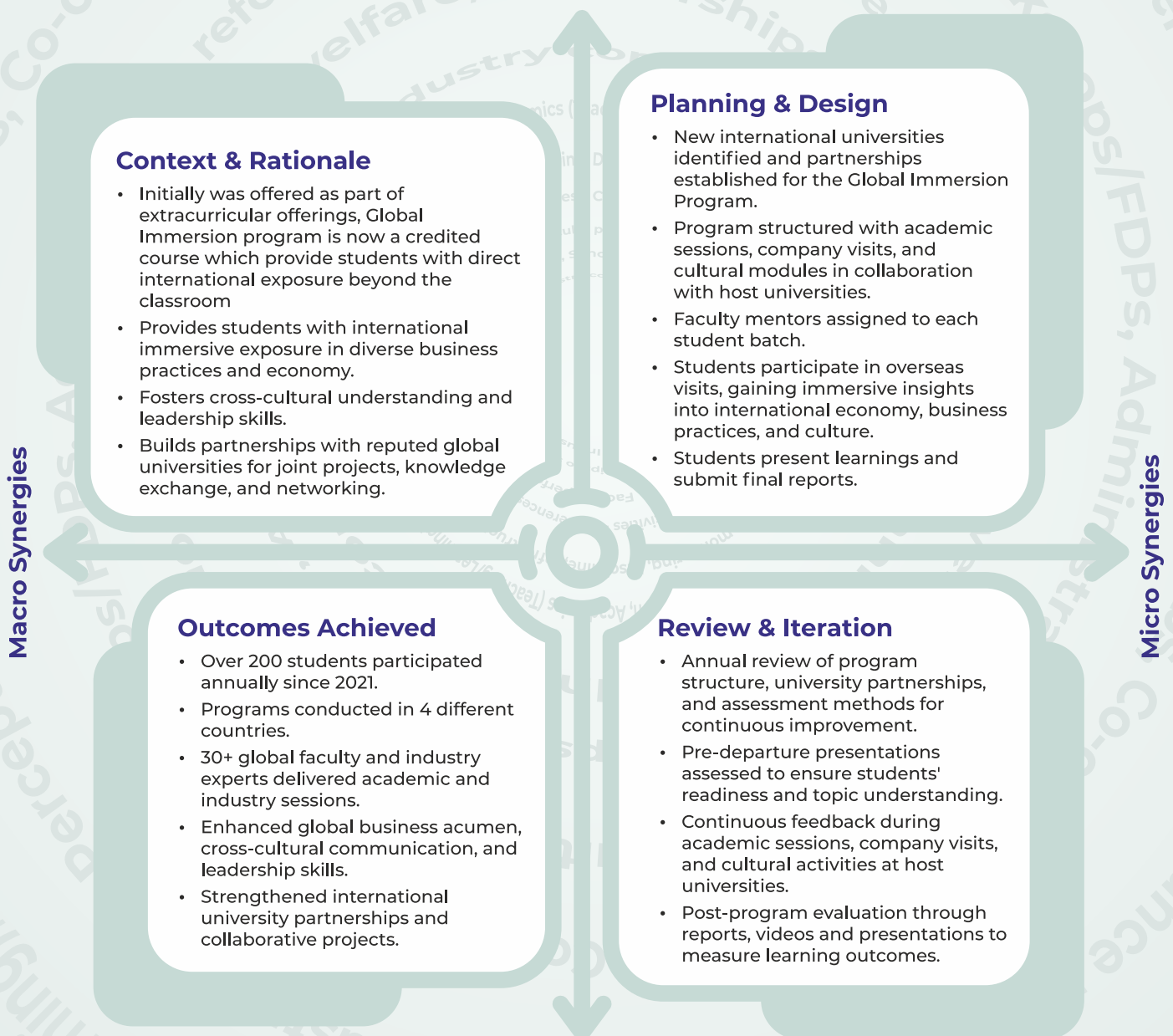
What institutional goal does this practice help achieve?

To develop globally competent managers by exposing students to international cultures, economic frameworks, and business environments.

Connect with NAAC/NBA/SDG/NEP or Internal Strategic Plan

Aligns with NAAC Criterion 2 on Learning, NBA Criterion 6 on International Connect, SDG 4 for Quality Education, and NEP 2020's emphasis on international exposure and multidisciplinary learning.

Title of Best Practice: Global Immersion Program



Link to Vision: The Global Immersion Program benchmarks PSGIM students to international standards, enhancing academic engagement, global skills, and positioning PSGIM as a pioneering institution in business education.

Link to Mission: Global insights • Innovation & research • Cross-cultural competence • International collaborations

Category Header: Co-Curricular Activities - Conferences/Workshops/FDPs

Strategic Goal for the Category

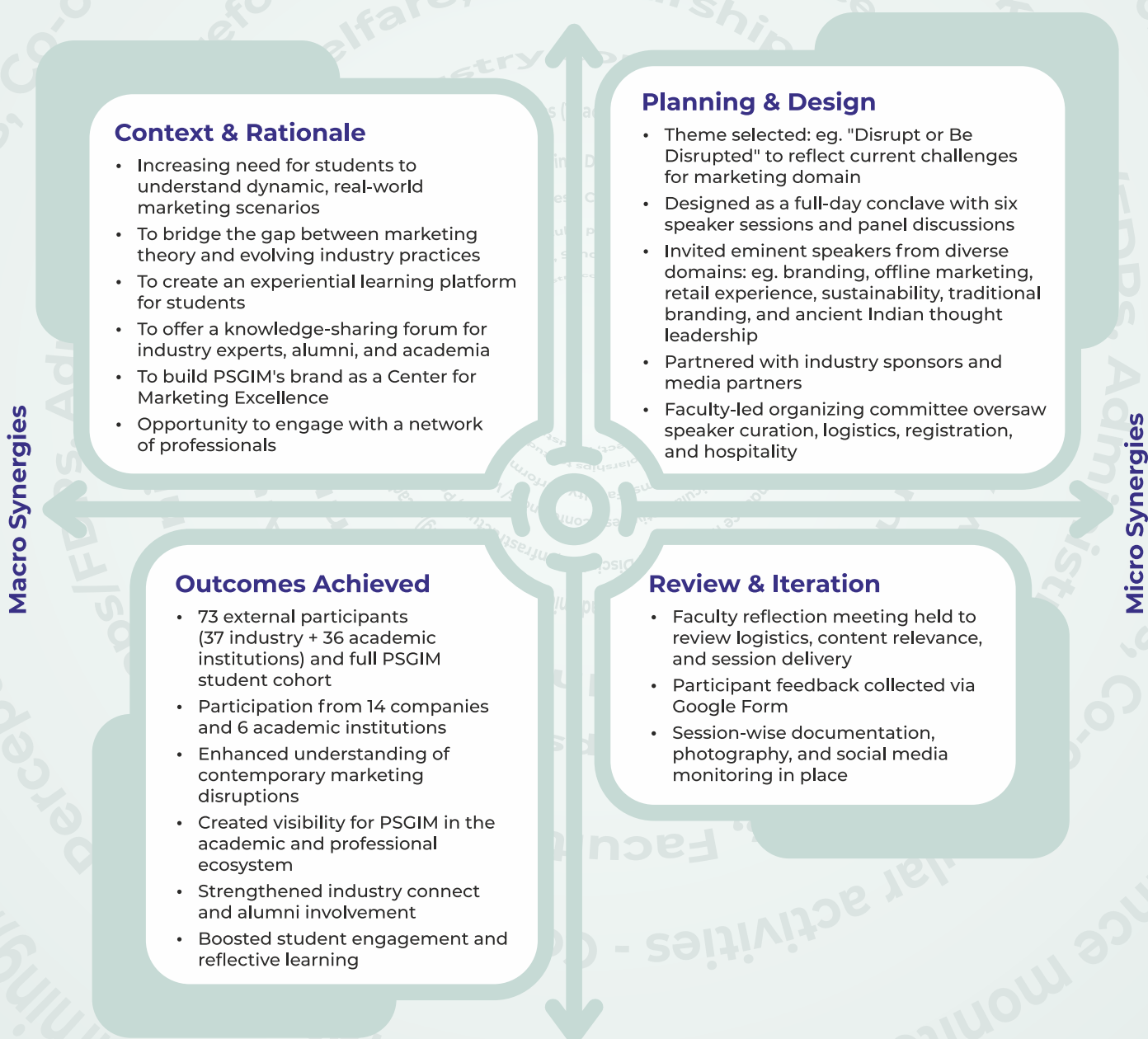
What institutional goal does this practice help achieve?

Promotes industry-academia collaboration and experiential learning through exposure to contemporary marketing practices and thought leadership.

Connect with NAAC/NBA/SDG/NEP or Internal Strategic Plan

Aligns with PSGIM's Strategic Plan and NEP 2020 goals of fostering holistic and multidisciplinary education, industry interface, and outcome-based learning.

Title of Best Practice: Functional Conclave



Link to Vision: Supports PSGIM's vision of being a globally recognized institution fostering innovation and leadership in management education.

Link to Mission: Empower · Nurture

Category Header: Co-curricular Activities - Experiential learning

Strategic Goal for the Category

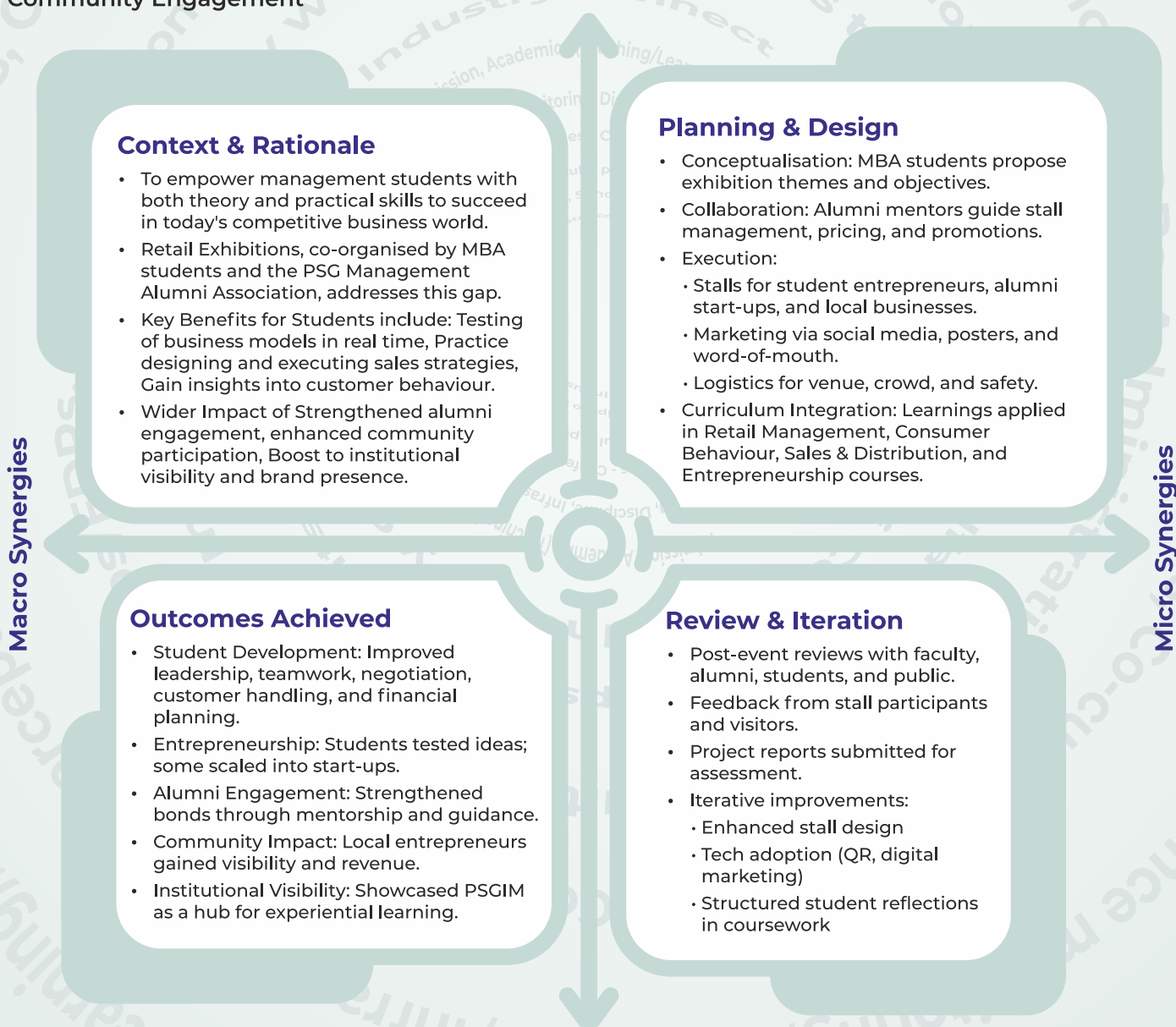
What institutional goal does this practice help achieve?

The Retail Exhibitions, popularly called Market Expos, align with the institutional goal of imparting experiential learning by bridging the gap between classroom concepts and real-world application. They nurture entrepreneurial thinking, leadership, industry-academia collaboration, and community engagement among MBA students. The practice also enhances employability skills by fostering competencies in planning, execution, negotiation, customer engagement, and market analytics.

Connect with NAAC/NBA/SDG/NEP or Internal Strategic Plan

• NAAC/NBA: Demonstrates innovative teaching-learning practices, strengthens alumni engagement, and builds holistic student development. • SDG 4 (Quality Education): Promotes skill-based, practical education. • SDG 8 (Decent Work & Economic Growth): Provides a platform for entrepreneurial ventures and supports small businesses. • SDG 17 (Partnerships for the Goals): Builds collaboration between students, alumni, and the community.

Title of Best Practice: : “Market Expo: Experiential Retail Expositions for Learning and Community Engagement”



Link to Vision: Market Expo aligns with PSGIM's vision of “Shaping globally responsible leaders through value-based management education and impactful engagement with business and society.”

Link to Mission: Nurture • Empower

Category Header: Co-curricular Activities - Experiential learning

Strategic Goal for the Category

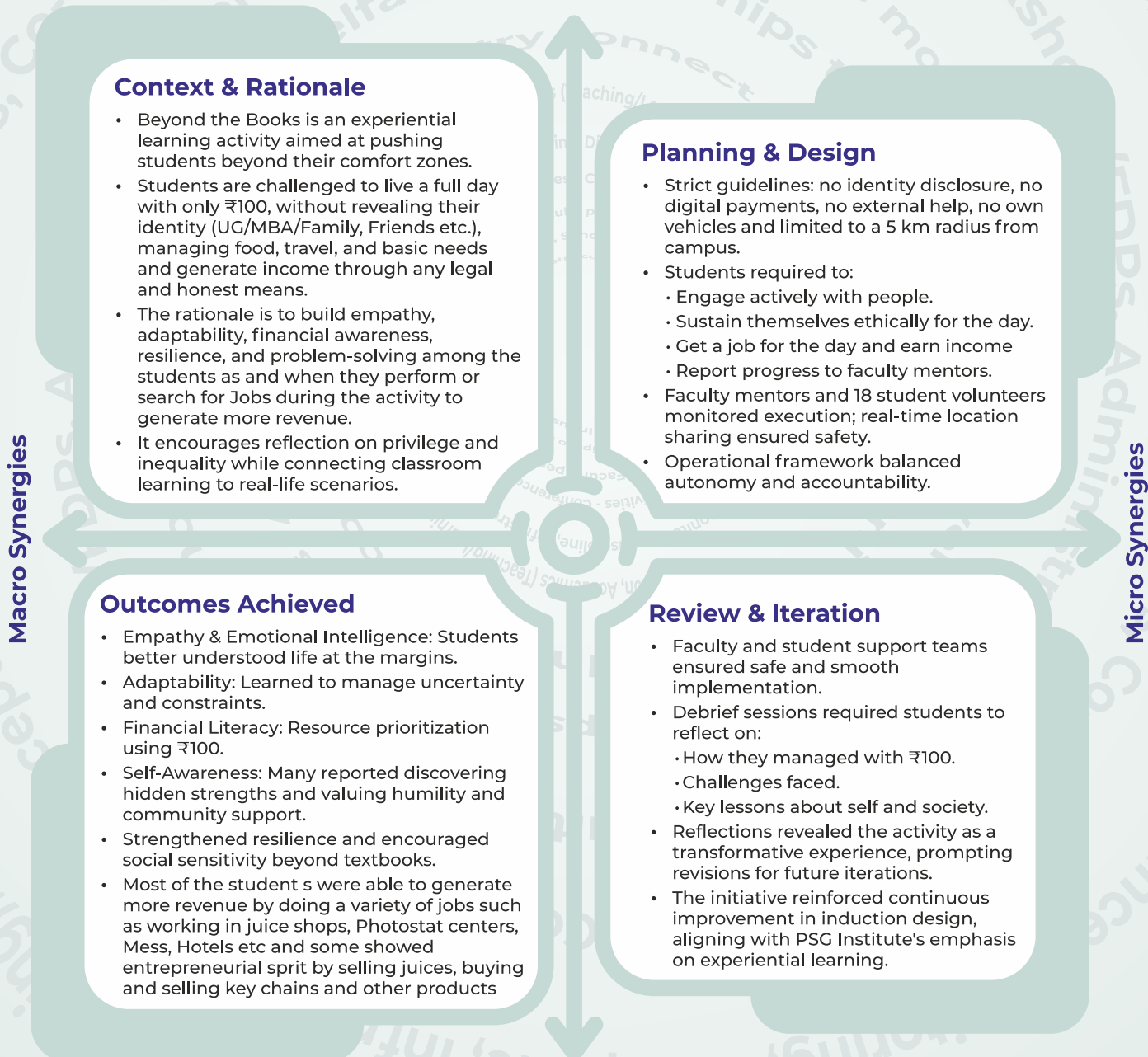
What institutional goal does this practice help achieve?

To empower students with resilience, adaptability, and social sensitivity through experiential learning, fostering responsible, innovative, and holistic management professionals. The practice also aims to strengthen life skills, enhance problem-solving and decision-making abilities, and build an entrepreneurial mindset. By connecting academic learning with real-world challenges, it nurtures in the student, ethical leadership, self-awareness, and a commitment to community well-being.

Connect with NAAC/NBA/SDG/NEP or Internal Strategic Plan

NAAC: Criterion 1 – Experiential pedagogy; Criterion 5 – Student support & progression. | NBA: Supports POs on self-awareness, ethics, problem-solving, and societal impact. | NEP 2020: Promotes experiential, holistic learning with life skills, resilience, and responsibility. | SDG: Aligns with SDG 4 (Quality Education), SDG 8 (Decent Work), SDG 10 (Reduced Inequalities).

Title of Best Practice: : Beyond the Books



Link to Vision: The activity supports PSGIM's vision by proactively engaging stakeholders through impactful academic and professional interactions, benchmarked with best-in-class business school practices.

Link to Mission: Empower

Category Header: Co-Curricular Activity – Campus Events

Strategic Goal for the Category

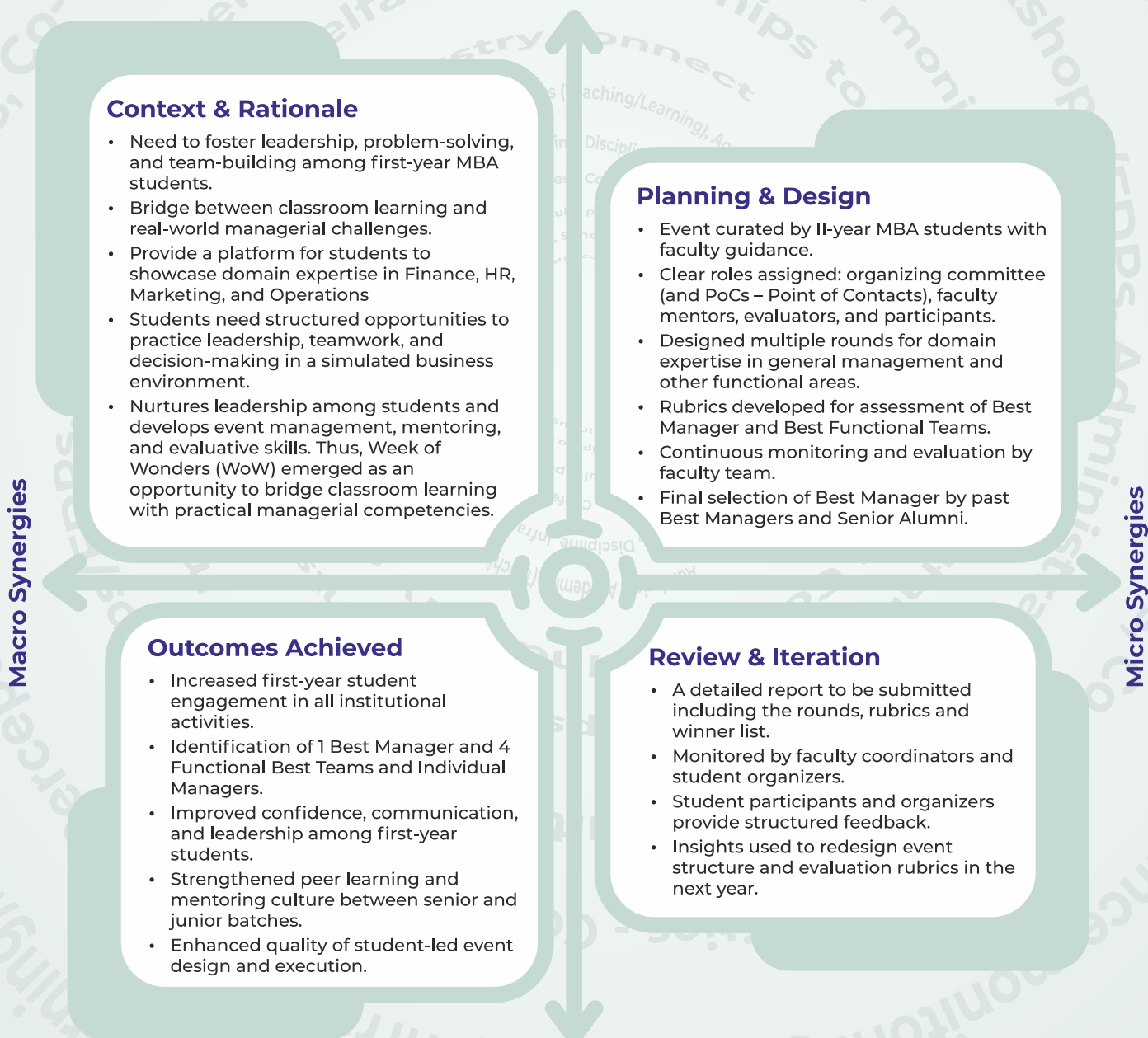
What institutional goal does this practice help achieve?

The Week of Wonders (WoW) at PSG Institute of Management directly supports institutional goals of fostering leadership, experiential learning, and holistic student development. By engaging students in organizing, competing, and problem-solving, the event nurtures managerial competencies, teamwork, and decision-making aligned with real-world business challenges.

Connect with NAAC/NBA/SDG/NEP or Internal Strategic Plan

WOW resonates with NAAC's emphasis on student-centric learning and participative practices, NBA's graduate attributes of leadership and team effectiveness, and NEP 2020's call for holistic and multidisciplinary education. Furthermore, WoW aligns with SDG 4 (Quality Education) by enhancing employability skills and institutional strategic plans on strengthening industry-readiness and student engagement initiatives.

Title of Best Practice: : “WoW - Week of Wonders: A Flagship Experiential Learning Initiative”



Link to Vision: WoW nurtures future leaders with global perspectives, problem-solving skills, and values-driven leadership, directly supporting the vision of creating competent and responsible management professionals.

Link to Mission: Empower

Category Header: Administration Reforms

Strategic Goal for the Category

What institutional goal does this practice help achieve?

To align faculty efforts with institutional, national, and industry priorities through an annual forum that fosters shared ownership, sets measurable targets, and drives continuous improvement.

Connect with NAAC/NBA/SDG/NEP or Internal Strategic Plan

The Faculty Forum aligns with NAAC's emphasis on participative governance and continuous improvement, NBA's focus on life-long learning and stakeholder engagement, NEP's call for faculty empowerment and collaborative planning, and SDG 4 & 17 by fostering quality education and partnerships. It is integrated into PSGIM's Internal Strategic Plan through annual goal-setting, benchmarking, and outcome review to ensure alignment with institutional, national, and industry priorities.

Title of Best Practice: Faculty Forum – Driving Collaborative Goal Setting & Strategy

Macro Synergies

Context & Rationale

- To avoid fragmentation in academic priorities and ensure collective institutional alignment, PSGIM initiated an annual Faculty Forum. It enables bottom-up and top-down planning across streams and individuals for curriculum innovation, industry immersion, research goals, and alumni engagement
- Challenges span organizational behaviour, mindset shifts, and execution consistency

Planning & Design

- Anchored by the Director and coordinated by senior faculty Agenda built around 3 pillars: Knowledge Delivery, Vision Alignment, Stakeholder Engagement. 2-day forum conducted annually with full faculty and management participation
- Theme that resonates with market dynamics and the five-year strategic plan is chosen by a senior team. Sub-themes are identified, and teams of faculty deliberate to arrive at tangible outcomes
- Streams asked to plan 1-year and 5-year goals. Streams present their outcomes and targets using a 7-step model Goals across research, consulting, and classroom delivery defined. Inclusion of keynotes, debates, alumni voices, and milestone mapping

Outcomes Achieved

- 100% faculty alignment to strategic themes, 7-step model adopted as personal growth map by faculty Defined stream-wise MDPs, research themes, and engagement projects
- Renewed ownership. Faculty performance integrated with institutional visioning
- benchmarking exercises to identify the best practices that could be customized to be adopted at PSGIM
- ensures the institution's vision and mission are consistently met, reinforcing a culture where faculty create value for all stakeholders

Review & Iteration

- Feedback from various stakeholders; recruiters, alumni, and graduating students is discussed to identify opportunities for improvement
- Forum outcomes tracked through the academic year via stream reports
- Yearly forum used to reflect, recalibrate and inspire collective growth

Micro Synergies

Link to Vision: Reinforces PSGIM's identity where faculty create value for peers, students, and stakeholders.

Link to Mission: Nurture

Category Header: Alumni Connect

Strategic Goal for the Category

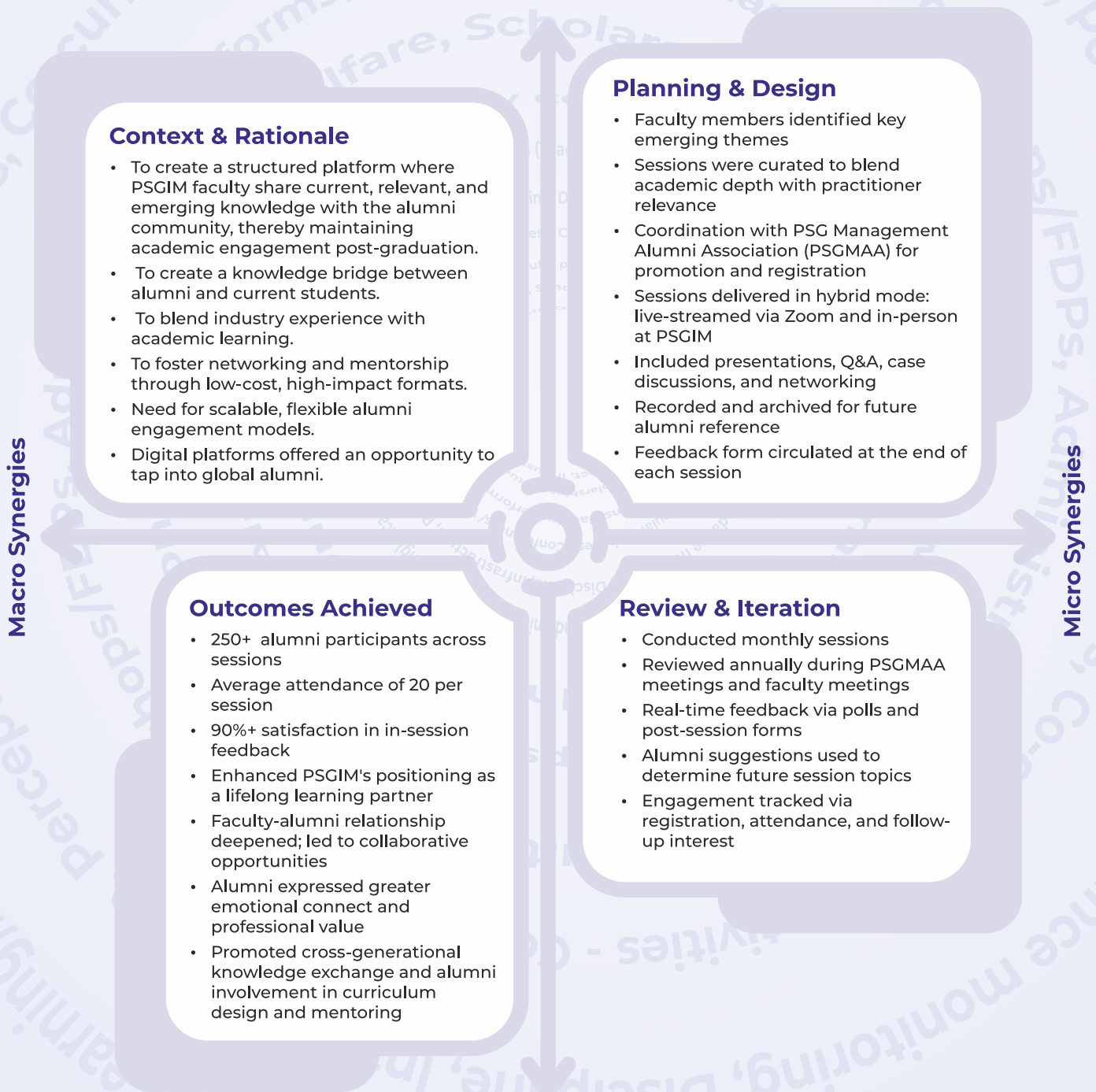
What institutional goal does this practice help achieve?

The alumni engagement practices collectively aim to strengthen lifelong institutional relationships, enhance student development through alumni networks, boost institutional branding, and promote a culture of knowledge sharing and mentorship.

Connect with NAAC/NBA/SDG/NEP or Internal Strategic Plan

These practices align with NAAC Criterion V (Alumni Engagement), NBA graduate outcomes (industry relevance), SDG 4 (Quality Education) and SDG 17 (Partnerships), and NEP 2020 goals of stakeholder collaboration and lifelong learning.

Title of Best Practice: : Alumni Engagement program



Link to Vision: The Hybrid Knowledge Sharing Sessions advance PSGIM's vision by fostering academic and skill development through stakeholder-driven dialogues, aligned with leading practices in business education.

Link to Mission: Empower

Category Header: Industry Connect

Strategic Goal for the Category

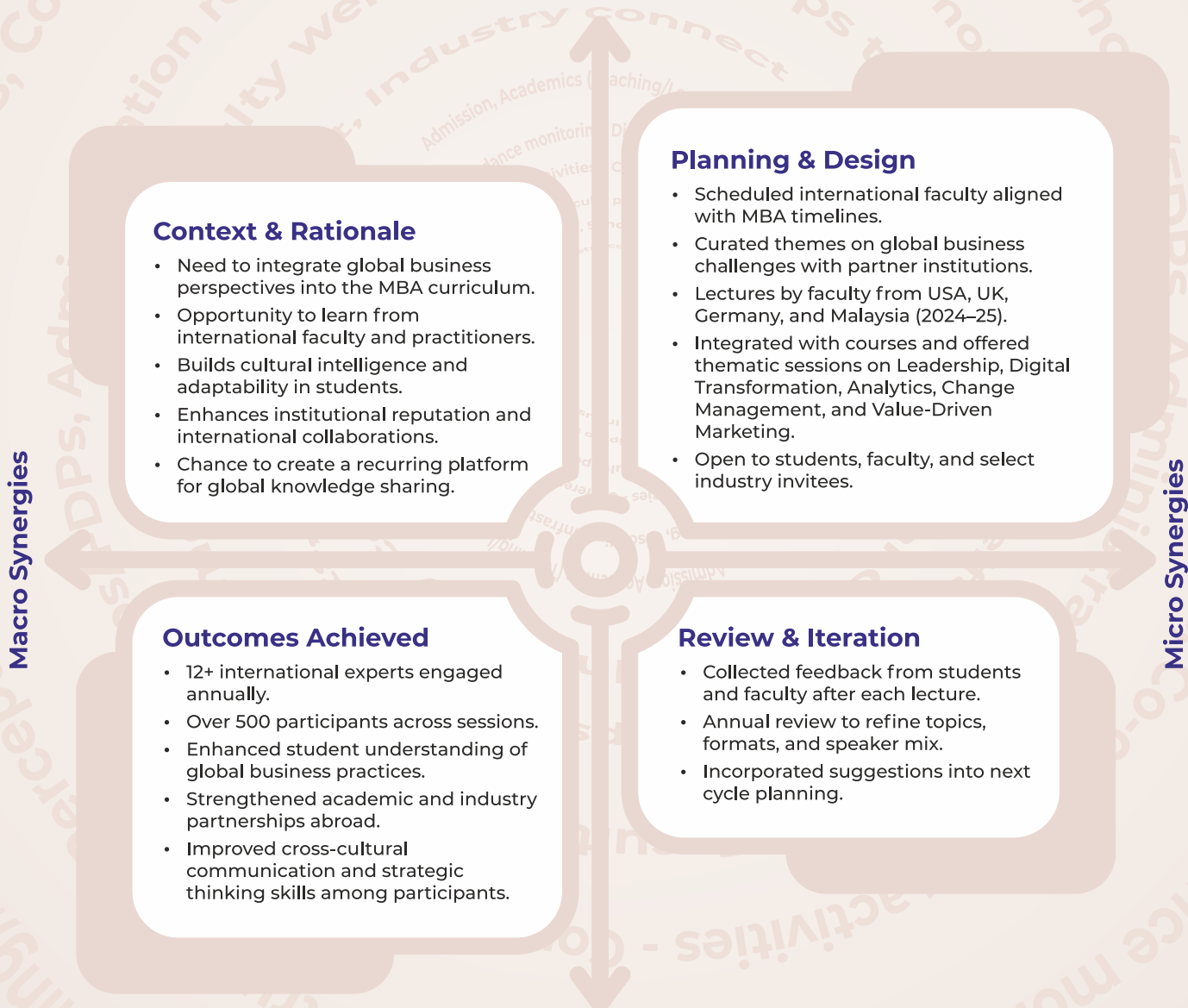
What institutional goal does this practice help achieve?

To strengthen PSGIM's global industry-academia linkages by exposing students and faculty to international expertise, fostering cross-cultural learning, and integrating global perspectives into curriculum delivery.

Connect with NAAC/NBA/SDG/NEP or Internal Strategic Plan

Aligns with NAAC's focus on enhancing learning through collaborations (Criterion 5), NBA's emphasis on global competence, NEP 2020's call for internationalization of higher education, and SDG 4 & 17 by promoting quality education and global partnerships. Supports PSGIM's strategic pillar on Industry & International Connect.

Title of Best Practice: International Lecture Series – Global Perspectives for Management Learning



Link to Vision: Supports PSGIM's vision of being a globally respected management institution fostering responsible leaders.

Link to Mission: Empower • Nurture

Category Header: Industry Connect

Strategic Goal for the Category

What institutional goal does this practice help achieve?

Position PSGIM as a regional leader in industry engagement through customized learning and consulting solutions

Connect with NAAC/NBA/SDG/NEP or Internal Strategic Plan

Align with NAAC criteria for Extension and Collaboration, and NEP's emphasis on lifelong learning and skill development

Title of Best Practice: EDGE to Engage – From Open to In-House MDPs



Link to Vision: To be a responsible management institution enabling business excellence and societal impact through industry engagement

Link to Mission: Nurture

Documents / Evidence

Alumni Engagement program

Alumni Connect

ALUMNI ENGAGEMENT PROGRAM

LEVERAGING DESIGN THINKING FOR COMPETITIVE ADVANTAGE

27 AUGUST 2024
05.00PM - 06.00PM
PSG INSTITUTE OF MANAGEMENT

Dr. B. Uma Maheswari

ONLINE / OFFLINE

SCAN TO REGISTER

ALUMNI ENGAGEMENT PROGRAM

Unleashing the Power of Data : A Primer on Business Analytics

5.00pm - 06.00pm
19 January 2024
PSG INSTITUTE OF MANAGEMENT

Dr. Rathimala Kannan

Online / offline

REGISTER HERE

ALUMNI ENGAGEMENT PROGRAM

"Smarter Workdays: Reduce Your Workload with AI"

25 OCTOBER 2024
05.00PM - 06.00PM
PSG INSTITUTE OF MANAGEMENT

Dr. S. Narendra Rathnaraj

ONLINE / OFFLINE

SCAN TO REGISTER

Star of PSGIM

Dr. P. Mohan Chandar
Chairman - National Model Group of Schools
MBA - 1997

Star Profile:
A Visionary Leader, Chairman of the National Model Group of Schools, began his career in corporate before embarking on an educational journey after founding the NMG in 1980. Over three decades, he has transformed it into a group of five schools catering to over 5,000 students, self-funded and self-sustaining. He has been awarded several national and international awards for his leadership and vision. He is also a member of the National Education Policy Commission and a member of the National Council of Educational Research and Training (NCERT). He is a passionate advocate for quality education and has been instrumental in shaping the future of Indian education.

My Dream Vision:
Education is a significant role in shaping the perspective of the nation. The NMG is a vision of a world where every child has access to quality education, building values and skills to become a global citizen. It is a vision of a world where every child has access to quality education, building values and skills to become a global citizen.

Success Story:
The NMG has been a journey of growth and transformation. It has started as a small school and has grown into a group of five schools, offering quality education to over 5,000 students. The NMG has been a journey of growth and transformation. It has started as a small school and has grown into a group of five schools, offering quality education to over 5,000 students.

Core Values:
The NMG has been a journey of growth and transformation. It has started as a small school and has grown into a group of five schools, offering quality education to over 5,000 students. The NMG has been a journey of growth and transformation. It has started as a small school and has grown into a group of five schools, offering quality education to over 5,000 students.

Life-changing moment:
The NMG has been a journey of growth and transformation. It has started as a small school and has grown into a group of five schools, offering quality education to over 5,000 students. The NMG has been a journey of growth and transformation. It has started as a small school and has grown into a group of five schools, offering quality education to over 5,000 students.

The NMG's Impact:
The NMG has been a journey of growth and transformation. It has started as a small school and has grown into a group of five schools, offering quality education to over 5,000 students. The NMG has been a journey of growth and transformation. It has started as a small school and has grown into a group of five schools, offering quality education to over 5,000 students.

My Vision for the Future of Education:
The NMG has been a journey of growth and transformation. It has started as a small school and has grown into a group of five schools, offering quality education to over 5,000 students. The NMG has been a journey of growth and transformation. It has started as a small school and has grown into a group of five schools, offering quality education to over 5,000 students.

Alumni Talk
Dec 20, 2024 & Jan 24, 2025



Co-curricular Activities



B-School Bistro – A Student-Run Entrepreneurial Cafeteria

Documents / Evidence

Co-curricular activities - Conferences/ Workshops/FDPs

Marketry – The Marketing Conclave



EDGE to Engage – From Open to In-House MDPs



Industry Connect

International Lecture Series – Global Perspectives for Management Learning



Dr. Young Kim, NKU, USA



Dr. William D. Boyce, NKU, USA



Dr. Diana J. Wong, Sensei Change Associates, USA

Global Immersion Programme

Project activity by Students in International Perspectives





PSG Institute of Management
PSG College of Technology

Inspiring Individuals. Transforming Societies

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