



Date: 07/02/2017

Session on Develop Strategies

A session for TYBBA was organized to develop strategies for given product in the subject Strategic Management. Six groups were formed and each group consist six – to – seven members. Each group was given a product like woolen clothes, shoes, stationary shop, motor bike, etc.

Students were given time of an hour to decide upon the various strategies that could be useful for marketing the product. After the completion of one hour students were supposed to give presentation in groups on the given product's marketing strategy.

As the clock hit 9.00 am the doors of the activity room were closed and no one was supposed to move out of the activity room. Everyone was very much exited because it was a time management task. After the completion of given time sir called all the team leaders and asked about the progress of work. Team leaders requested sir to give another half an hour so that teams could wind up the things and can gave a final touch up to their work. He approved the request and declared that presentation is scheduled on the very next day.

At the end it can be said that overall activity was very entertaining and learning. There were so many things that students learn from this activity like time management, team building, planning, strategy preparation, resource allocation etc.

At the end students thanked director sir Dr. Vijay Gondaliya for such a creative and educational activity.



