Innovative Pedagogical Methods

Name of the faculty	S Bharadhwaj
Position	Professor
Qualification	PhD
Experience & Expertise	Marketing Research and Consumer Behaviour
Course name and Year	Marketing Research, Consumer Behaviour, past few years
Area of Difficulty/Improvement	Nothing specific
Description of the Difficulty/ Need for improvement	Nothing specific
Innovation Name	Nothing specific
Description of the Innovation	Use made up datasets for the MR course. To illustrate certain points. In CB, I ask students to make their own cases, rather than giving them my cases.
Learning Outcomes	MR students learn specific issues as a result of the made up datasets. In CB, students learn much more concepts and details as a result of making their own cases.
Other significant outcomes	They are fun to do.

Assessment of Innovation
 	
  a. **Is effectiveness tangible**
 	
  b. **If YES, Evidence of effectiveness**
	NO

Is it Replicable?	YES