



Approved by AICTE, New Delhi and Affiliated to Anna University, Chennai  
Inclusion under Section 2(f) and 12(B) of the UGC act, 1956  
ELAMBALUR, PERAMBALUR – 621 220



Pedagogical Initiatives - 2023-24(EVEN)

Date: 08.11.2024

Name of the faculty: SARANGAN N

Sub. Code / Title : CCW331-Business Analytics

Year / Sem : III / V

**Objective**

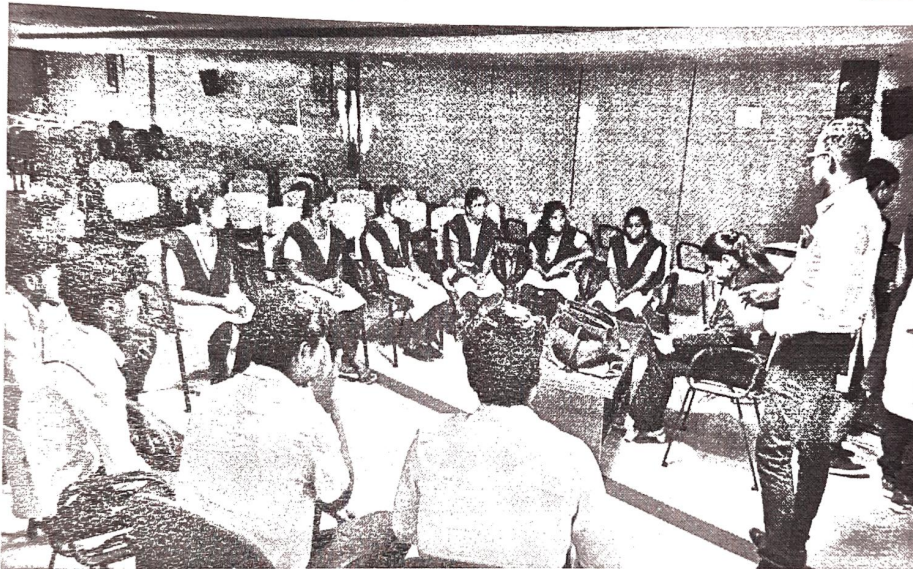
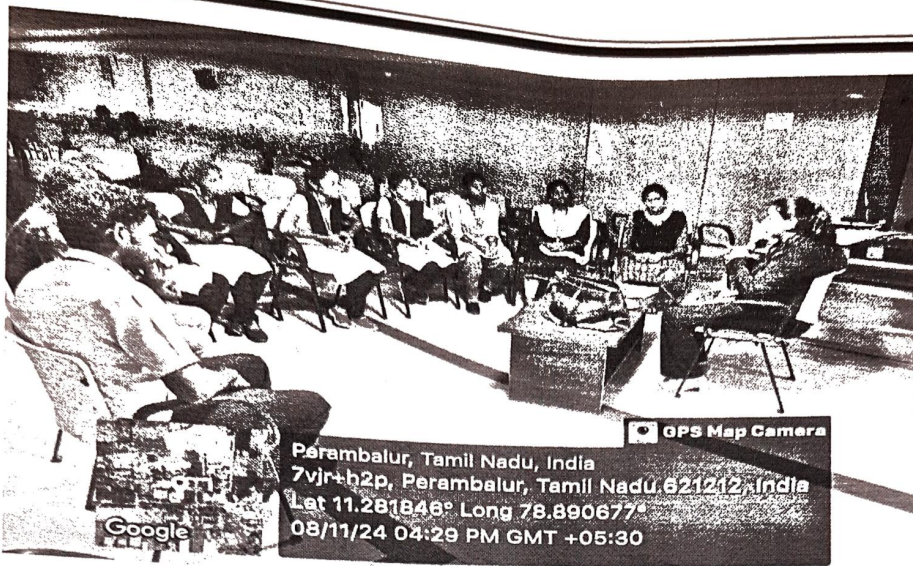
The dynamic nature of today's business environment demands a shift from conventional teaching methods to more innovative pedagogical approaches in entrepreneurship education. Traditional lectures and theoretical coursework are increasingly being supplemented or replaced by methods that emphasize hands-on experience, creative problem-solving, and collaborative learning. This article examines several innovative pedagogical approaches, supported by case studies, to illustrate how they enhance entrepreneurship education and better prepare students for entrepreneurial challenges.

S.No.	Type of pedagogical initiative	Description	Course outcomes
1.	Design Thinking	<ul style="list-style-type: none"><li>➤ Design Thinking is a problem-solving framework that emphasizes empathy, ideation, and iteration. It encourages students to approach challenges with a creative mindset, which is vital for entrepreneurship</li><li>➤ Empathy Exercises: Incorporate activities that help students understand and empathize with end users, which can lead to more innovative and user-centered solutions.</li><li>➤ Iterative Prototyping: Encourage rapid prototyping and feedback cycles to refine ideas and improve solutions iteratively.</li></ul>	CO3

**Guidelines for collaborative learning**


➤ **Interdisciplinary Teams:** Form teams with diverse skill sets and backgrounds to tackle entrepreneurial projects, promoting a range of perspectives and expertise.

**Networking Opportunities:** Create opportunities for students to connect with industry professionals, mentors, and other entrepreneurs to build valuable networks



### Outcomes

Innovative pedagogical approaches in entrepreneurship education are transforming how students learn and develop entrepreneurial skills. By incorporating experiential learning, design thinking, collaborative models, and technology integration, educators can provide a more effective and engaging learning experience. The case studies and best practices discussed in this article offer valuable insights for educators looking to enhance their entrepreneurship programs and better prepare students for the challenges of the entrepreneurial world.

  
Signature of the Faculty