

BEST PRACTICE

BIZ CONNECT – Breaking Ice, Building Bonds through Experiential Learning

Date: 05 Jan2026

Venue: Room No- 85A- Career Guidance Cell, Science Block,
Government College(A), Rajahmundry

Time: 2 to 5 pm

Objectives of the Practice:

The primary objectives of *BIZ CONNECT* are:

1. To promote healthy and meaningful interaction between junior and senior students
2. To strengthen the understanding of management concepts through experiential and participative learning
3. To enhance communication, leadership, teamwork, and decision-making skills among students
4. To encourage peer learning and collaborative academic engagement
5. To prepare students for professional and corporate environments through practical exposure



The Context:

Management education emphasizes the development of practical skills alongside theoretical knowledge. However, conventional classroom teaching often limits opportunities for students to apply concepts such as leadership, coordination, communication, and problem-solving in real-time situations.

The Department of Commerce and Management identified the need for a structured platform that could bridge this gap while also fostering junior–senior interaction and a positive academic culture. In response, *BIZ CONNECT – Breaking Ice, Building Bonds* was introduced as a student-centric experiential learning initiative, aligned with outcome-based education and NAAC’s focus on innovative teaching–learning practices.

The Practice

BIZ CONNECT is an academic and interactive programme organised by the II BBA Honours students of the Department of Commerce and Management, Government College (Autonomous), Rajahmundry, under the guidance of Dr B Prathima, Convenor of Program, faculty and student coordinators.

The programme is designed around the theme “**Interaction through Experiential Learning**”, where management concepts are taught using activity-based and fun-oriented methodologies. Senior students take responsibility for planning, coordination, and execution, while junior students actively participate and learn through experience.

The idea for the programme was conceptualised by Dr. B. Prathima, following which the students took ownership and transformed it into a structured academic event. The facilitation, coordination, and necessary approvals for conducting the programme were carried out by *Dr. B. Prathima, Smt. T. Maniratnam, and Smt. Prashanthi Kumari*, ensuring effective planning and successful implementation of the initiative.

The programme includes structured activities such as:

- **Blow and Pass** – emphasizing teamwork, coordination, trust, and non-verbal communication
- **Flour and Frenzy** – focusing on planning, precision, resource management, and collective responsibility
- **Blindfold Blitz** – developing communication, leadership, decision-making, and time management under constraints
- **Ramp Walk (Professional and Business Attire Showcase)** – enhancing professional grooming, confidence, body language, and corporate etiquette

A total of **60 students** participated in the programme. Faculty members acted as mentors and observers, providing guidance and feedback. The programme also included student performances, creating an engaging and inclusive learning environment.

Evidence of Success:

The success of *BIZ CONNECT* is evident through the following outcomes:

- Active participation of 60 students
- Improved communication and interpersonal skills among participants
- Enhanced confidence and leadership qualities
- Better understanding of management concepts through practical application
- Stronger junior–senior bonding and peer learning culture
- Positive student engagement and enthusiastic response

Feedback from students indicated increased motivation, improved teamwork, and greater clarity in understanding managerial concepts.

Problems Encountered and Resources Required

Problems Encountered

- Initial hesitation and stage fear among junior students
- Time management challenges during activity execution

These challenges were addressed through faculty mentoring, peer encouragement, and structured coordination.

Resources Required

- Minimal and low-cost materials (balloons, disposable cups, cards, blindfolds)
- Classroom / seminar hall infrastructure
- Faculty guidance and student coordination

Impact of the Practice

The programme has had a significant impact on student learning and development:

- Fostered experiential and participative learning
- Strengthened employability-related soft skills
- Encouraged leadership, responsibility, and teamwork
- Bridged the gap between theoretical learning and real-world application
- Created a positive, inclusive, and student-driven academic culture

Sustainability

BIZ CONNECT is a low-cost, scalable, and sustainable practice. It can be conducted annually with minimal resources and adapted to different student groups and disciplines. The student-led model ensures continuity and ownership, making the practice sustainable over time.

BIZ CONNECT – Breaking Ice, Building Bonds stands as an effective NAAC Best Practice that integrates experiential learning with student engagement and skill development. The initiative demonstrates the institution's commitment to innovative teaching–learning processes, holistic student development, and outcome-based education.



