



LEAD COLLEGE OF MANAGEMENT

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NBA

NBA Accredited for Academic Years 2022-2023 to 2024-2025 i.e. up to 30.06.2025

Name of Programme (PG): Master of Business Administration

## Best Practice Examples at LEAD

### Title of the Practice: ULEAD: Innovations @ Admissions

1. **Objectives of the Practice:** . The objectives are to ensure that the admission process is inclusive, holistic and students seeking admission make an educated choice to join the program. It also helps in identification of talent and measures the essential skills and abilities needed to successfully complete the program This enlarged engagement will aim to deliver quality and quantity of the intake. In the 2021-22 cycle the approved intake was 300 + 30 for EWS and in 2023 we have received additional approval for 60 thus making it 390 effectively.
2. **The Context;** The admission process should deliver in the competitive market we operate- In terms of student quality, drive and “trainability”. Given the nature of the program we also need to ensure “emotional maturity” and ability to be proactive on-campus. Therefore we need to assess students beyond just academic scores or entrance tests. The process has to be unique and ensure both the hard and soft skills of the applicants. It also calls for creative marketing and engagement of the program offering. It is also relevant to assess students for a cultural fit as we are a full residential program in a rural setting.
3. **The Practice:** This is a 4 stage process:
  - a. **The WAD Program:** “What after Degree”. Special career guidance sessions free of charge are conducted both on and off campus where final year students of degree programs are engaged. The program is mentored and delivered by the director. For example in 2022-23 around 48 sessions were conducted and around 10 were off-campus. Second year students and LOT teams also act as coordinators and ambassadors.
  - b. **The KMAT training:** Subsidized special training to students to perform well at KMAT, the state mandated entrance test for state quota of admissions to MBA program is also offered in-campus. 3 three-day sessions were conducted by a faculty team and outsourced experts.
  - c. **U-LEAD process**
    - i. **Activities:** There are a unique set of activities which include
      1. **THE SIM-CITY PAPER GAME:** A board game in a large team context to create a city: To assess your ability to work in a group, express your views, collaborate and ensure focus on the outcome over individual needs
      2. **THE ROPE GAME:** A small group activity: To assess your ability to work in a group to deliver optimal results, “losing to win collaborative spirit”, coordination and lateral thinking
      3. **HAT-PICK JAM:** An on the spot short speech exercise. To assess your ability to think on your feet, creative use of language and oratory skills plus self confidence and task performance under pressure.
    - ii. **Interview: THE INTERVIEW:** a. Your POV b. Self Awareness c. Why should we select you ? To assess your ability to analyze, communicate and to brand yourself, self expression.

## Scoring Matrix:4 Cycle Process



**INTERVIEW:25**

- NARRATION: 5
- SELF-BIO:10
- WHY SHOULD LEAD ADMIT YOU? :10



**SIMCITY:25**

- CONTRIBUTION: 5
- LOGIC:5
- ABILITY TO CONVINC:5
- ATTITUDE:5
- QUESTIONING:5



**ROPE:25**

- INITIATION: 5
- HELPFULNESS:5
- LOGIC:5
- ATTITUDE:5
- COORDINATION:5



**HATPICK JAM:25**

- TIME: 5
- ENGLISH:10
- PRESENTATION:10

d. **Turning Point.** 9 day program to prepare students physically, mentally and to inculcate collaborative learning team spirit. This also includes an intensive 3 -day outbound training.

4. **Evidence of Success:** Admissions have consistently been at 90% of the approved intake. Our flexible admission cycle which begins early on as a process helps in reaching out to students and providing space for them to join pending results of their degree which is often delayed by the university for administrative reasons. Consequent to this , the post-admitted drop out rate is minimal and we ensure that we have diversity in terms of socio-economic and geographies within the state.
5. **Problems Encountered and Resources Required :** There is an estimated 10% drop out as some students find the processes challenging. In addition, faculty training and availability should be in place along with physical and infrastructural support which can be challenging when the college is running in full strength. Resources planned include digital cameras, additional overnight accommodation facilities and marketing to extend the admission footprint to neighboring states.

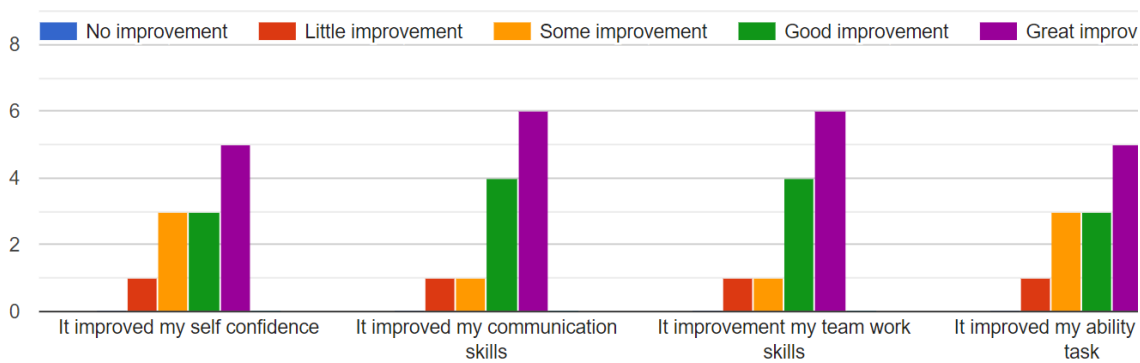
**Best Practice: Title of the Practice:Management by Action: The Leadership Operations Team@LEAD**

1. **Objectives of the Practice:** To develop ‘Sewa’ bhaava and life skills.To understand the intricacies of managing events, leadership, operations and negotiations skills. To appreciate time-management and develop soft skills and engage in a process of self development and learning in real time.
2. **The context.** The differentiator in the LEAD MBA program is the ABCDE learning module. The institute is a fully residential program with a resident count of approximately 600 and the institute hosts around 200 programs a year with guests from 50-300 for various occasions. The generation Z stakeholders' engagement with society, self-management skills, managing in a crisis, managing stress, building resilience and appreciation that sometimes you have to put others ahead instead of yourself for the larger purpose, learning humility and expressing gratitude to others through service to them are also relevant learning outcomes. Able to work on your own initiative, manage teams and tasks, and enhance operational skills are important . This is more relevant post pandemic as Social Quotient, Adversity /resilience is now a necessity too. At LEAD we have the LOT@LEAD model of excellence beyond classrooms.
3. **The Practice:** Students are allotted into 15 thrust areas identified. The LOT teams are mentored by a faculty member. Each team has a KRA/KPI . The third semester teams mentor the first semester students who take over the role on a larger scale during semester 2 and 3. There is a rota in place and LOT teams take leadership roles, create, curate and deliver events and activities whilst supporting the smooth functioning of the institute and creating value for self, society and the institute.

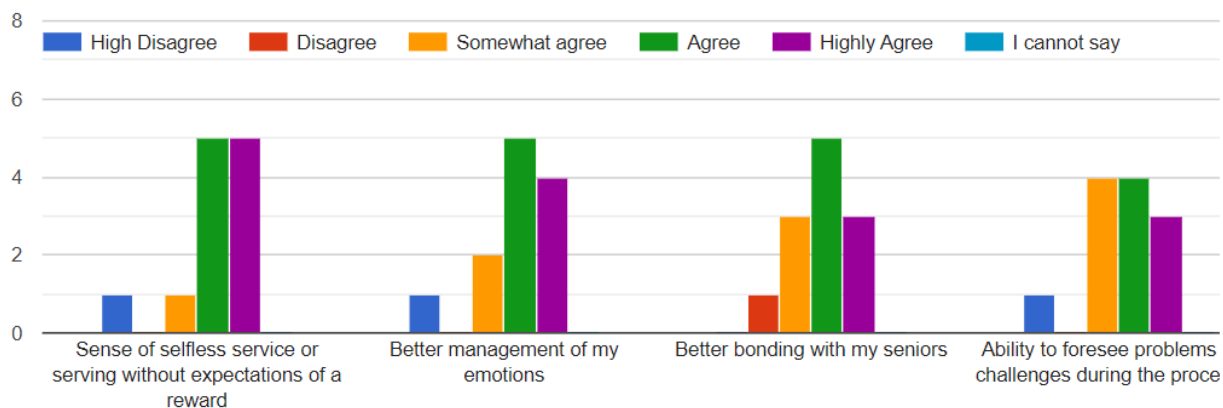
In 2021-22, there was a slow start as pandemic impacted this. However in 2022-23 the model is fully operational and over 30 events and support activities have been executed. One example is ART@LEAD which is at:

**4. Evidence of Success: Students have given feedback as to how their skills in time-management, resource planning, group dynamics, financial management and operational skills have improved. The success also lies in the fact that students have executed dozens of programs successfully with minimal faculty intervention. Indicative feedback is given below**

Please select the response which best reflects your opinion as to how LOT has benefitted you.



Referring to your LOT experience, Please rate the following



**5. Problems Encountered and Resources Required**

Due to the vagaries in the university academic and exam schedules, certain events have to be rescheduled or canceled due to time constraints. Additionally, some teams may become competitive and this creates friction when it comes to points for performance awards. Resources required are policies and integrating these activities as learning outcomes formally and creating a best-practice repository.

The models are given below

