INNOVATIVE LEARNING THROUGH PRACTICAL EDUCATION WITH SPECIAL REFERENCE TO MANAGEMENT STUDENTS

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ABSTRACT

Learning has its direct impact on the intellect, emotions and the will power of humans. Learning is building, testing, and refining mental models. Innovative learning facilitates healthy participation from the students and gives an extra edge for the teachers in imparting the creative knowledge. Innovative learning will create tremendous interest in the minds of the learners in getting the knowledge and making them to be completely molded people for organizations. The innovative learning requires creative mind set from both sides including learner and teacher together can generate fruitful results. The present paper is an empirical one which is completely based on practical observation on management students. The various observations noted on practical learning on advertising management subject have been formed in the form of a case study. The study will focus on analyzing the importance of practical based education and its significance on the development of students in the area of advertising management. The study will also focus on knowing the opinions of the students on the innovative learning through practical based education.

KEYWORDS: Innovative Learning, Cognitive domain, Hawthorne Experiment, pedagogy, visualization.