



Estd. 1962

“A++” Accredited by NAAC (2021) With CGPA 3.52

Shivaji University Kolhapur **Centre for Distance and Online Education**

Activities of Deeksharambh **For** **M.B. A, M. Com, M.Sc. Mathematics (Online Mode)** **Academic Year: 2026-2027**

1. One-Minute Manager – One-Act Play

For the Online MBA student activity, the objective is to demonstrate managerial skills, leadership, communication, and decision-making through a short, engaging performance.

Suggested themes for the One-Act Play

1. The Motivating Manager – Inspiring a demotivated team to achieve its targets.
2. The Power of Goal Setting – How clear goals improve employee performance.
3. Praise and Recognition – Appreciating employees to improve morale and productivity.
4. Correcting Mistakes Positively – Handling employee errors constructively rather than blaming.
5. Conflict Management at the Workplace – Resolving disagreements among team members.
6. Leadership in a Crisis – Making quick decisions during an unexpected business problem.
7. The Micromanaging Boss vs. The Effective Manager – Comparing two different management styles.
8. Ethics in Management – Choosing honesty and fairness over shortcuts.
9. Teamwork Makes the Dream Work – Achieving a common goal through collaboration.
10. The One-Minute Manager in Action – Demonstrating goal setting, praise, and corrective feedback in a real workplace situation.

Four rules for participation

1. Time Limit: Each team must perform a one-act play of 3–5 minutes, with a maximum of one minute for each individual scene, if applicable.
2. Participation: Each student must actively participate in the performance.
3. Theme and Learning: The play must be based on management, leadership, teamwork, or workplace situations and should convey a clear management lesson.
4. Originality and Discipline: Use original dialogues, simple props if required, and professional language. Maintain discipline and complete the performance within the allotted time.

Choose “The One-Minute Manager in Action” as the main theme. Students can demonstrate three key management practices: setting clear goals, praising good performance, and providing constructive feedback. This makes the activity practical, memorable, and directly relevant to MBA students.

2. Pitch It! – Product Talk Competition

Suggested Themes

1. Sell the Unsellable – Make an ordinary or unusual product irresistible to customers.
2. Innovate for the Future – Pitch a smart, innovative product that solves a real-life problem.
3. Vocal for Local, Global in Reach – Promote a local product, such as Kolhapuri chappals, jaggery, handicrafts, or traditional food, to international markets.
4. Green Products, Greener Future – Promote eco-friendly and sustainable products.
5. Technology for Better Living – Pitch a technology-based product that makes everyday life easier.
6. The Youth Choice – Sell a product designed specifically for college students and young consumers.
7. Brand It, Pitch It, Sell It! – Create a brand identity and convince customers to buy your product.
8. Affordable Innovation – Promote a low-cost product that solves a common problem.
9. Marketing with Emotion – Sell a product by connecting it with customers’ emotions and aspirations.
10. Shark Tank Challenge – Present an innovative product as if pitching it to potential investors.

Four rules for the competition

1. Each student will deliver an individual sales pitch of 2–3 minutes.

2. Students may choose an existing product or invent a new product.
3. The pitch must clearly explain the product's features, unique selling proposition (USP), target customers, and benefits.
4. Students will be judged on creativity, persuasion, product knowledge, presentation skills, and time management.

Recommended main theme: “Brand It, Pitch It, Sell It!” — it encourages students to apply practical marketing concepts, develop persuasive communication, and think like entrepreneurs.

3. Dialogue with a Difference – Suggested Themes

A. Human Resource Management

1. The Tough Interview – An HR manager interviews a candidate who lacks experience but has excellent skills.
2. Conflict at the Workplace – Two employees disagree over the allocation of work, and the manager intervenes.
3. The Underperforming Employee – A manager motivates an employee whose performance has declined.
4. Salary Negotiation – A candidate negotiates a salary package with an HR manager.
5. Work-Life Balance – An employee requests flexible working hours, but the manager has concerns about productivity.

B. Marketing and Customer Relations

6. The Angry Customer – A customer complains about a defective product, and the customer service executive handles the situation.
7. Convince Me to Buy! – A salesperson tries to convince a hesitant customer to purchase a product.
8. The Price War – Two business owners discuss how to compete with a rival offering lower prices.
9. The Influencer Deal – A marketing manager negotiates a promotional deal with a social media influencer.
10. Saving a Lost Customer – A company representative tries to retain a customer who wants to switch to a competitor.

C. Leadership and Business Management

11. The Difficult Decision – A manager must choose between reducing costs and protecting employees' jobs.
12. The Teamwork Challenge – Two team members blame each other for missing an important deadline.

13. The Ethical Dilemma – An employee discovers an unethical practice and discusses it with the manager.
14. The Start-up Investor – An entrepreneur pitches a business idea to a potential investor.
15. The Change Challenge – A manager convinces employees to adopt a new digital technology.

D. Modern Workplace and Social Issues

16. AI vs Human Intelligence – A manager and employee debate the use of AI in the workplace.
17. Work from Home vs Office – An employee and manager discuss the best working arrangement.
18. The Gender Equality Debate – Two colleagues discuss equal opportunities for leadership positions.
19. The Social Media Crisis – A marketing manager and company director respond to a negative viral post about their company.
20. The Promotion Dilemma – Two deserving employees compete for one promotion, and the manager explains the final decision.

Suggested competition format

- Participants: One students
- Performance time: 3–4 minutes
- Mode: Live online session
- Preparation: Students may prepare their dialogues in advance.
- Language: English, Marathi or Hindi, as permitted by the organisers.

4. Singing- Rhythm, expression, confidence

“Online Singing Star 2026 – Bollywood & Marathi Melodies”

One Platform, Two Languages, Endless Musical Talent!

Students can participate in either category:

- **Category I: Bollywood Hindi Songs**
- **Category II: Marathi Songs**

(Students are supposed to send their name along with the song which he or she is going to present on 9370507353)

5. Extempore

“Think on Your Feet: Speak with Confidence, Lead with Impact”

Suggested Extempore Topics for Online MBA Students

1. Management and Leadership

1. A Good Leader Is a Good Listener
2. Leadership vs. Management
3. Teamwork: The Key to Organisational Success
4. Decision-Making in Difficult Situations
5. Is Emotional Intelligence More Important Than IQ for Managers?
6. Time Management: The Secret to Success
7. Ethics and Values in Business

2. Technology and the Future of Business

1. Artificial Intelligence: Opportunity or Threat?
2. Can AI Replace Human Managers?
3. Digital Marketing vs. Traditional Marketing
4. The Future of Online Education in India
5. Social Media: A Powerful Business Tool
6. Digital Payments and the Indian Economy
7. Innovation: The Key to Business Growth

3. Career and Personality Development

1. Confidence Is the Key to Success
2. Communication Skills in the Corporate World
3. Failure Is the First Step Towards Success
4. The Importance of Lifelong Learning
5. Are Soft Skills More Important Than Technical Skills?
6. Work-Life Balance in the Modern Workplace
7. How to Turn Challenges into Opportunities

4. Current Business and Social Issues

1. Women as Leaders in the Corporate World
2. Start-up India: Opportunities for Young Entrepreneurs
3. Sustainable Business Practices
4. The Importance of Financial Literacy
5. Is Entrepreneurship Better Than a Job?
6. India's Youth: Challenges and Opportunities

7. Can Businesses Succeed Without Compromising Ethics?

Instructions:

1. Topics will be provided by the organisers through a random selection.
2. Students will be given 30 seconds to prepare after receiving the topic.
3. Each participant must speak for 2 minutes on the allotted topic.
4. Participants must speak spontaneously without reading from notes, books or mobile phones.
5. The speech should be relevant to the topic, logically organised and expressed in clear language.
6. Students may speak in English, Marathi or Hindi, as decided by the organisers.
7. Participants must maintain professional language and decorum.
8. Exceeding the time limit may result in a deduction of marks.
9. The judges' decision will be final.

Contact Details for Registration:

1. Dr. K. S. Powar: 9370507353-Online MBA
2. Dr. S. V. Mane: 87666856499 - Online M. Com
3. Shri. D. P. Gawade: 9579388442- Online M.Sc. Mathematics

Note:1. There will be evaluation of the students as per the decided norms.

2. There will be announcement of Mr. and Mrs. Online Fresher on day 3rd.

Sd/-

Programme Coordinators

(Online MBA, Online M.Com., Online M.Sc. Mathematics)