

2.3.1 Student Centric Learning

Industrial Visit RB Organic Farm: 19th April,2023

The Food Technology Department, SRCASW organized a poultry farm visit to R B Organic Farms, attended by 23 second year students accompanied by faculty members. The visit provided invaluable insights into poultry and organic farming practices. Students had the opportunity to observe various aspects of poultry management, including feeding, housing, and disease prevention methods, with a particular focus on the kadaknath breed. They actively engaged with farm staff, posing insightful questions about on-site operations and challenges. Furthermore, students learned about the integration of organic farming techniques within poultry management, emphasizing sustainability and environmental consciousness. Additionally, the visit featured a demonstration of mustard oil milling practices, offering exposure to diverse agricultural activities and enhancing understanding of farming interconnectedness. Overall, the visit was an enriching experience for students, providing practical knowledge and fostering a deeper appreciation for the complexities of modern agricultural systems, particularly in poultry keeping.



Case Study: Understanding Customer Experience at The Ritz-Carlton

This student-centric case study is designed to engage students actively in analyzing the customer experience provided by The Ritz-Carlton, a globally renowned luxury hotel brand known for its impeccable service and guest satisfaction.

Learning Outcomes:

1. Apply Theoretical Knowledge to Real-Life Situations
2. Enhance Reasoning, Problem-Solving, and Decision-Making Skills
3. Build Confidence
4. Distinguish Between Critical and Extraneous Factors
5. Learn from Each Other in Collaborative Teams

Case Study Approach:

Step 1: Brainstorming (15 minutes)

In small groups of three, students brainstorm answers to the following questions, utilizing their knowledge of customer experience concepts:

- What are the core elements of The Ritz-Carlton's customer experience strategy?
- How does The Ritz-Carlton differentiate itself from other luxury hotels in terms of service delivery?
- What factors contribute to customer satisfaction and loyalty at The Ritz-Carlton?
- How does The Ritz-Carlton train its employees to deliver exceptional service consistently?
- What challenges might The Ritz-Carlton face in maintaining its high standards of customer experience?

Step 2: Group Discussion (20 minutes)

Once the brainstorming session is complete, each group discusses their insights and collectively answers the questions. The goal for students was to synthesize their individual ideas and come to a group consensus on the key factors shaping The Ritz-Carlton's customer experience.

