

## **Title of the Practice:**

**High Engagement with Business Practitioners** for Enhanced Learning

## **The Context That Required the Initiation of the Practice:**

As businesses evolve rapidly, students require practical insights and exposure to real-world scenarios to complement their academic learning. Traditional teaching methods often fall short of bridging the gap between theory and practice.

Recognizing the importance of industry-academia interaction, the institution initiated a structured program to foster high levels of engagement between students and business practitioners. This practice ensures students gain firsthand knowledge of contemporary business challenges and solutions, preparing them to excel in their careers.

## **Objectives of the Practice:**

1. To provide students with direct exposure to industry practices and real-world business challenges.
2. To integrate practitioner expertise into the academic curriculum for enhanced relevance and application.
3. To foster a deeper understanding of business trends, strategies, and innovations among students.
4. To build strong industry-academia relationships, enhancing placement opportunities and professional networking.
5. To develop critical thinking, problem-solving, and decision-making skills in students through interactions with experienced professionals.

## **The Practice:**

1. **Regular Guest Lectures and Masterclasses:**
  - Business practitioners from various industries are invited regularly to share their experiences, industry trends, and insights.
  - Topics include emerging business strategies, market dynamics, technological advancements, and leadership challenges.
2. **Workshops and Skill Development Sessions:**
  - Practitioners conduct hands-on workshops focusing on specific skills such as data analytics, financial modeling, supply chain management, and digital marketing.
3. **Live Projects and Case Study Discussions:**
  - Students work on live projects under the guidance of industry experts, tackling real-world business problems.
  - Case studies are discussed jointly by faculty and practitioners to integrate academic and practical perspectives.
4. **Mentoring Programs:**

- Industry mentors are assigned to student groups, offering guidance on career development, entrepreneurship, and problem-solving techniques.
- 5. **Internships and Placements:**
  - Close interaction with practitioners opens avenues for internships and job opportunities, providing students with practical exposure.
- 6. **Panel Discussions and Industry Roundtables:**
  - Practitioners participate in panel discussions on pressing business issues, encouraging students to engage in critical thinking and dialogue.

### **Obstacles Faced and Strategies Adopted to Overcome Them:**

1. **Challenge:** Availability of Practitioners
  - Scheduling regular interaction with busy professionals was initially difficult.
  - **Strategy:** Developed long-term partnerships with corporate organizations, alumni networks, and professional associations to ensure consistent availability.
2. **Challenge:** Bridging Knowledge Gaps Among Students
  - Students sometimes struggled to grasp advanced concepts shared by practitioners.
  - **Strategy:** Faculty provided preparatory sessions and post-interaction debriefs to contextualize and reinforce the learnings.
3. **Challenge:** Managing Large Cohorts
  - Ensuring meaningful interaction in large student groups posed a logistical challenge.
  - **Strategy:** Organized small-group mentoring sessions and breakout discussions to facilitate personalized engagement.

### **Impact of the Practice:**

1. **Enhanced Learning Outcomes:** Students gained practical insights that complemented their academic curriculum, making learning more holistic and relevant.
2. **Increased Employability:** Exposure to industry practices made students more job-ready, with many securing internships and placements through practitioner networks.
3. **Networking Opportunities:** Students developed professional relationships with industry experts, aiding their career progression.
4. **Real-Time Exposure:** Live projects and case discussions equipped students to deal with real-world challenges confidently.
5. **Industry-Academia Collaboration:** Strengthened partnerships with industry practitioners, benefiting both the institution and its students.

### **Resources Required:**

1. **Practitioner Network:**
  - A well-maintained database of industry professionals across sectors.
  - Partnerships with corporates, industry bodies, and alumni networks.
2. **Infrastructure:**

- Well-equipped classrooms with AV systems for guest lectures and workshops.
  - Access to tools and software required for live projects.
- 3. Coordination Team:**
- A dedicated team to coordinate scheduling, logistics, and follow-ups with practitioners.
- 4. Faculty Support:**
- Faculty members to facilitate discussions, integrate practitioner insights into the curriculum, and provide additional guidance to students.



**Mr. Yedu Jathavedan CEO of Vision Astraa Sharing his personal experience of working in Intel and also giving Real Time Life Insights**



**Mr. Karan B S, Supply Chain Specialist, HP lectures about Strategy for automating material planning, ordering, and tracking through ERP**