

Title of the Practice:

Faculty Corporate Meets: Strengthening Academia-Industry Collaboration by Domain Specialization

The Context That Required the Initiation of the Practice:

In the rapidly evolving corporate world, maintaining alignment between academic curricula and industry requirements is essential for producing industry-ready graduates. Faculty members need to remain updated with the latest industry trends, challenges, and expectations to impart relevant and practical knowledge to students.

To address this need, the institution initiated **Faculty Corporate Meets**, organized at the area level based on domain specialization. These meets serve as a platform for faculty members to interact with industry experts, gather insights on emerging trends, and incorporate real-world perspectives into their teaching and research.

Objectives of the Practice:

1. To bridge the gap between academic learning and industry practices by facilitating direct interaction with corporate professionals.
2. To enable faculty members to update their knowledge and align curriculum delivery with current industry needs.
3. To identify opportunities for industry collaboration in areas such as research, consultancy, internships, and live projects.
4. To strengthen the institution's relationship with corporate partners for mutual benefit.
5. To enhance the relevance and effectiveness of classroom teaching by integrating practical insights from industry leaders.

The Practice:

1. **Area-Based Specialization Focus:**
 - Faculty Corporate Meets are organized for specific academic domains, such as Marketing, Finance, Human Resources, Operations, and Analytics.
 - Each meet is tailored to address the unique challenges and trends within the respective domain.
2. **Participation of Corporate Experts:**
 - Industry leaders, alumni in senior roles, and HR professionals from reputed organizations are invited to share their expertise and perspectives.
3. **Interactive Discussions:**
 - The sessions include discussions on emerging trends, challenges faced by industries, skill gaps in students, and recommendations for curriculum enhancements.
 - Faculty members present their research ideas and seek feedback on potential industry applications.
4. **Actionable Outcomes:**

- Insights gathered from the meet are documented and analyzed to identify actionable steps, such as revising course content, incorporating industry case studies, and planning student engagement activities like internships or live projects.
5. **Frequency and Planning:**
 - Faculty Corporate Meets are held biannually, with each session focusing on a specific domain and involving faculty from that specialization.
 6. **Knowledge Sharing:**
 - Outcomes of the meets are shared across the faculty team, ensuring that insights benefit all academic areas, not just the specific domain.

Obstacles Faced and Strategies Adopted to Overcome Them:

1. **Challenge:** Securing Corporate Participation
 - Industry professionals often face time constraints, making it challenging to secure their presence at the meets.
 - **Strategy:** Scheduled sessions well in advance and leveraged alumni networks to ensure participation of corporate experts.
2. **Challenge:** Domain-Specific Representation
 - Some niche domains faced difficulty in finding industry experts willing to participate.
 - **Strategy:** Partnered with industry associations and professional bodies to identify suitable speakers and participants.
3. **Challenge:** Translating Insights into Action
 - While discussions were fruitful, implementing actionable changes in curriculum or pedagogy was initially slow.
 - **Strategy:** Created a structured process for documenting insights and assigned faculty teams to work on implementation within a set timeline.
4. **Challenge:** Faculty Time Management
 - Faculty members found it difficult to balance their regular responsibilities with the preparation required for these meets.
 - **Strategy:** Instituted a rotation system for faculty involvement and allocated dedicated time slots for meet preparations.

Impact of the Practice:

1. **Enhanced Industry Relevance of Curriculum:**
 - The inputs from corporate experts have led to updates in curriculum design, ensuring alignment with current industry needs.
2. **Stronger Academia-Industry Relationships:**
 - The meets have strengthened the institution's ties with corporate partners, leading to increased collaboration in areas such as internships, projects, and research.
3. **Faculty Development:**

- Faculty members gained valuable insights into industry practices, enabling them to deliver more practical and application-oriented content in the classroom.
- 4. **Improved Placement Outcomes:**
 - Students benefited indirectly from the improved curriculum and faculty knowledge, resulting in better placement opportunities and higher industry satisfaction with graduates.
- 5. **Increased Research Opportunities:**
 - Faculty members identified potential areas for industry-sponsored research and consultancy, enhancing the institution's research output.
- 6. **Mutual Learning:**
 - Corporate experts gained insights into academic perspectives and research ideas, fostering a two-way exchange of knowledge.

Resources Required:

1. **Industry Network:**
 - A robust network of corporate professionals, alumni, and industry associations willing to engage with the institution.
2. **Event Management Team:**
 - A dedicated team to plan, coordinate, and execute the corporate meets, including invitations and logistics.
3. **Meeting Infrastructure:**
 - Conference facilities equipped with audio-visual technology for effective presentations and discussions.
4. **Documentation Tools:**
 - Templates and tools for recording insights and tracking the implementation of recommendations.
5. **Faculty Participation:**
 - Faculty members actively participating in the meets and dedicating time to follow up on actionable outcomes.
6. **Budget for Honorariums and Logistics:**
 - Financial resources to provide honorariums for corporate speakers and manage logistical expenses.

Faculty Corporate Meets have emerged as a transformative practice, fostering a culture of continuous learning and collaboration between academia and industry. This initiative not only benefits faculty members but also enhances the overall learning experience for students, equipping them with the skills and knowledge needed to excel in their careers.



A diverse group of faculty and Magellan Aerospace representatives engaged in a lively discussion, exchanging ideas about industry challenges and educational practices



Introduction of the Resource Persons and Guest person addressing the gathering Event