


<b>Event Name</b>	<b>LSCM &amp; SOM Area Faculty and Corporate Meet</b>
<b>Topic:</b>	<b>Faculty and Corporate Meet</b>
<b>Date: (DD/MM/YYYY)</b>	21 Aug 2023
<b>No. of Days:</b>	1
<b>Start Time:</b>	9:00 AM to 1:00 PM
<b>End Time:</b>	
<b>Venue Campus Name &amp; Place:</b>	Board Room 2, CMS Business School, Gandhi Nagar
<b>Section/Semester:</b>	Sem I and Sem - II
<b>Batch:</b>	2022-23 and 2023-25
<b>Mode of Event Offline/ Online (Provide Virtual Link)</b>	Offline
<b>Name of Chief Guest/Dignitaries/Speaker:</b>	Mr. Arase Gowda Head- Logistics and Stores ACE Manufacturing Systems Bengaluru
<b>Chief Guest/Dignitaries/Speaker Designation:</b>	Mr. Santosh Jayanthi Lead- Data Analyst INTUIT - India Bengaluru
<b>Chief Guest/Dignitaries/Speaker Contact No &amp; Email Id:</b>	NA
<b>Chief Guest/Dignitaries/Speaker Company/ Institute Name:</b>	NA
<b>Event Coordinators Name &amp; Contact No.</b>	Dr Rupesh Kumar Sinha
<b>Collaboration &amp; Association (Company Name,</b>	NA
<b>Guest Email Id:</b>	arase_gowda@rediffmail.com, santosh.jayanthi21@gmail.com
<b>Guest Contact Number:</b>	8884111621
<b>Moderator (if any)</b>	Faculty of DS Area
<b>No. of Participants</b>	11

	Absentee : Dr. L. Sudershan Reddy
<b>Professional Photographer Name &amp; Contact No.:</b>	NA
<b>Feedback:</b>	NA
<b>Brochure/Poster: (if any)</b>	<p>No brochure. Handout.</p> 
<b>Budget of the Program (if any):</b>	10000 Rs/-
<b>Revenue Collected: (if any)</b>	Nil

**1. Introduction:** A Faculty corporate meet was done on 21 Aug 2023 for Decision Science Area. Two experts from the industry were invited having relevant experience to the area of Decision science. The Semester Preparedness & Industry Relevant Pedagogy for the MBA Programme was discussed. The Program coordinator, Dr. Vijaya commenced by informing participants about the corporate meet.

**2. Program Objectives:**

- a. Faculty Corporate Meet held to discuss the Semester Preparedness
- b. To ensure, we deliver Industry Relevant Pedagogy for the MBA Programme

**3. Relevance to PO, Relevance to PEO and PSOs**

PO	Program Objective (PO)
PO1	Apply knowledge of management theories and practices to address and resolve business challenges
PO2	Demonstrate analytical and critical thinking abilities for information-based decision making
PO3	Analyse global, economic, legal and ethical aspects of business
PO4	Apply trans-disciplinary tools and techniques towards effective problem solving
PO5	Assist others and self in accomplishing organizational objectives and contribute effectively to a collaborative team setting.
PO6	Exhibit an entrepreneurial mind-set for the establishment of sustainable businesses and societies.
PO7	Exemplify value-based leadership for excellence

**4. Activity Overview: (Kindly provide this segment)**

. The field of business management is ever-evolving, and to produce MBA graduates who are well-prepared for the challenges of the modern workforce, it is essential to incorporate industry-relevant pedagogy into the MBA curriculum. The two industry experts Mr. Arse Gowda and Mr. Santosh were invited to discuss the Semester Preparedness & Industry Relevant Pedagogy for the MBA Programme In this discussion, two industry experts, Mr. Arse Gowda and Mr. Santosh, share their insights on how to enhance semester preparedness and foster industry relevance within MBA programs. Industry Relevant Pedagogy for the MBA Programme.

**5. Guest/Speakers' Profile:**

**1. Arse Gowda**

Experienced SCM Head with a demonstrated history of working in the Manufacturing, logistics and supply chain industry. Skilled in Facility Management (FM), Employee Engagement, Warehouse Operations & Management, HRP & Recruiting and Supply Chain Management. Track record of delivering best in class

results through strategic interventions in the areas of cost reduction, supplier negotiation, value engineering, de-risking, quality improvement, after sales marketing

## 2. Santosh Jayanthi

12 + years of progressive experience in the field of Product analytics, Solution design, Retail Analytics, Digital Analytics & Customer Experience

Currently working on key analytics projects for QB.

Prior to this, I led the Pre and post transactions teams for Digital with world's best HI retailer, Lowe's

Preceded by , leading the Digital team - Analytics Centre of Excellence @JCPenney

Exposure across Retail, Banking, Health care verticals.

Executive Leadership facing roles across the Digital product, Technology and Digital operations teams.

### Roles:

Current - Data & Product Analytics for QB

Senior Manager - Digital @ Lowe's

Portfolio Lead - Digital Analytics @ JCPenney.

Lead - Web Analytics @ Europe's largest retailer, Tesco.

Business consultant - Digital strategy @ Adobe systems.

Web Analytics Consultant - Cognizant.

### Certifications

Adobe Certified Expert: Analytics Architect

Adobe Certified Expert: Digital Analyst

Adobe Certified Expert: Analytics Developer

Adobe Certified Expert: Sitecatalyst processing rules

Expertise in providing end to end Web Analytics & optimization services which includes BRD, Audit, identifying KPIs, Implementation roadmap, Solution Design, Implementation, Testing ,Reporting, Analysis & Optimization. Also certified in Digital marketing

Rich experience in Optimization with expertise in defining, setting up, measuring various Landing page tests, A/B testing, Multi-variate tests etc. (Test & Target, Optimizely, Monetate)

Excellent ability in understanding the product requirements and creating the Technical Solution Architecture for the business requirements.

Optimizing the Organization's Revenue by leveraging Adobe Target by providing data-driven insights, Design & Execution of Test plans.

Good value added contribution to Business analysis projects on Affinity Analysis, Customer segmentation etc.

Hands on experience: (Implementation and user)

Adobe Target

Adobe Analytics - Report builder, Analysis workspace, Activity map

Adobe audience manager

IBM Digital Analytics

Optimizely (A/B Testing, MVT)

Google Analytics

Tealeaf, Quantum metrics

Webtrends

**6. Summary and Key Learnings of the session: (Kindly provide this information)**

Incorporating industry-relevant pedagogy into MBA programs is essential to prepare students for success in the competitive business landscape. By combining theoretical knowledge with practical exposure, internship opportunities, guest lectures, project-based learning, and a flexible curriculum, institutions can produce well-rounded MBA graduates equipped with the skills and knowledge required to thrive in today's dynamic business environment. Additionally, focusing on practical aspects of LSCM and SOM ensures that MBA students are not only academically prepared but also ready to excel as effective leaders in their chosen fields.

**7. Participant details:** Faculty of DS Area, Attendance is attached

**8. Details of Winners (if applicable):** -NA

**9. Details of the judges (if applicable):** -NA

**10. Attendance records: Enclosed Zip file.**



**11. Participants' Feedback, Feedback Analysis, and Attainment Calculation: (if Applicable)**

## 12. Proposals for the Event/Programme:

To  
The Programme Coordinator for kind approval,  
**Sub:** LSCM and SOM Corporate Meet

Dear Sir,

We propose organizing a faculty and corporate meet to foster collaboration and enhance semester preparedness by leveraging the valuable insights of industry experts. This event aims to facilitate a dynamic exchange of ideas and experiences between academia and the corporate world, ensuring our curriculum remains relevant and responsive to the evolving needs of the job market.

The primary objectives of this meet are as follows:

1. **Knowledge Exchange:** Engage industry experts to share their latest insights, trends, and skill requirements, enabling faculty members to align their teaching methodologies and course content accordingly.
2. **Curriculum Enhancement:** Collaborate with corporate representatives to identify areas where our curriculum can be enriched, ensuring that our graduates possess the skills and knowledge that are in demand.
3. **Industry Partnerships:** Explore opportunities for internships, research collaborations, and guest lectures, fostering stronger ties between the academic and corporate sectors.
4. **Student Development:** Discuss strategies for equipping students with practical skills and a better understanding of industry expectations, ultimately improving their employability.
5. **Continuous Improvement:** Establish a framework for ongoing dialogue and collaboration, with the aim of making this meet an annual event to ensure continuous improvement in semester preparedness.

By bringing together academia and industry experts, we aim to create a more dynamic and responsive educational environment that empowers our students to excel in their careers and contribute effectively to the workforce. We look forward to your participation and contributions to this important discussion.

The Dean has recommended this proposal.

Kind Regards,

Faculty Corporate Meet  
(DS Area) Coordinator  
Signature

Programme Coordinator  
Approval Authority  
Signature

### 13. Minutes of Meetings:

Meeting Title	LSCM & SOM Area Meeting	
Date of Meeting	21 Aug 2023	
Meeting Venue	LH 504, CMS Business School, Sheshadri Road, Bengaluru	
Meeting Agenda	Decision Science Area- Faculty Corporate Meet	
In Attendance	Name	Designation
	1.Jaykumar Padmanabhan	Associate Professor and LSCM Area Chair
	2. Navaneetha Kumar V	Professor and LSCM Area Chair
	3. G S Vijaya	Professor and Programme Coordinator-LSCM and SOM
	4. Yavana Rani S	Associate Professor
	5. Srinivasa Rao K S	Adjunct Professor
	6. Ravishankar S Ulle	Assistant Professor
	7. Vinoth Kumar V	Assistant Professor
	8. Abhinav Tiwary	Assistant Professor
	9. Rupesh Sinha	Associate Professor
	10. Thilak Reddy	Research Assistant
	11.Mr. Arse Gowda	External Expert
	12. Mr. Santosh Jayanthi	External Expert
Key Points discussed		
	<p>Dr. Vijaya Welcome the guest and Faculty. Dr. Jayakumar briefly introduced the program to the External Expert. Then Dr. Rupesh Kumar Sinha explained the TAPR model and then Syllabus was presented by Dr. Rupesh Sinha and Dr. Ravishankar Ulle. The Industry experted suggested following points:</p> <ol style="list-style-type: none"> <li>1.Use of Mini Tab in syllabus</li> <li>2.Use of google data studio to teach charts and dynamic charts</li> <li>3.Teaching Propensity Modeling</li> <li>4.Encouraging students to go for Story telling using data</li> </ol> <p>Dr. Jayakumar and Dr. Navanitha Kumar assured to during next syllabus revision we are going to include these points in our syllabus.</p>	



**14. Budget: -**

To,

The Directors/ Dean for kind approval

**Sub:** Budget for “Bridge Course DS area sessions”

The DS area is organizing Bridge Course sessions from 4th August to 10<sup>th</sup> August 2023 in CMS Business School building, Faculty of Management Studies, JAIN (Deemed-to-be University), Bengaluru.

The following are the requirements for the same:

<b>Sl. No.</b>	<b>Details</b>	<b>Units</b>	<b>Amount (₹)</b>
1	Payment to 2 external experts		10000/-
3			
		TOTAL	
		L	10,000/-

Total in Words: Rupees Ten thousand only.

Director/Dean, kind approval is requested for conducting the “Faculty Corporate Meet”, and incurring the expenses Rupees Ten thousand Only towards the same.

The Dean has recommended this proposal.

Kind Regards,

Dr. Rupesh Kumar Sinha

DS Area Faculty Corporate Course 2023 Coordinator

Faculty Coordinator

Approval Authority

Signature

Dean

Approval Authority

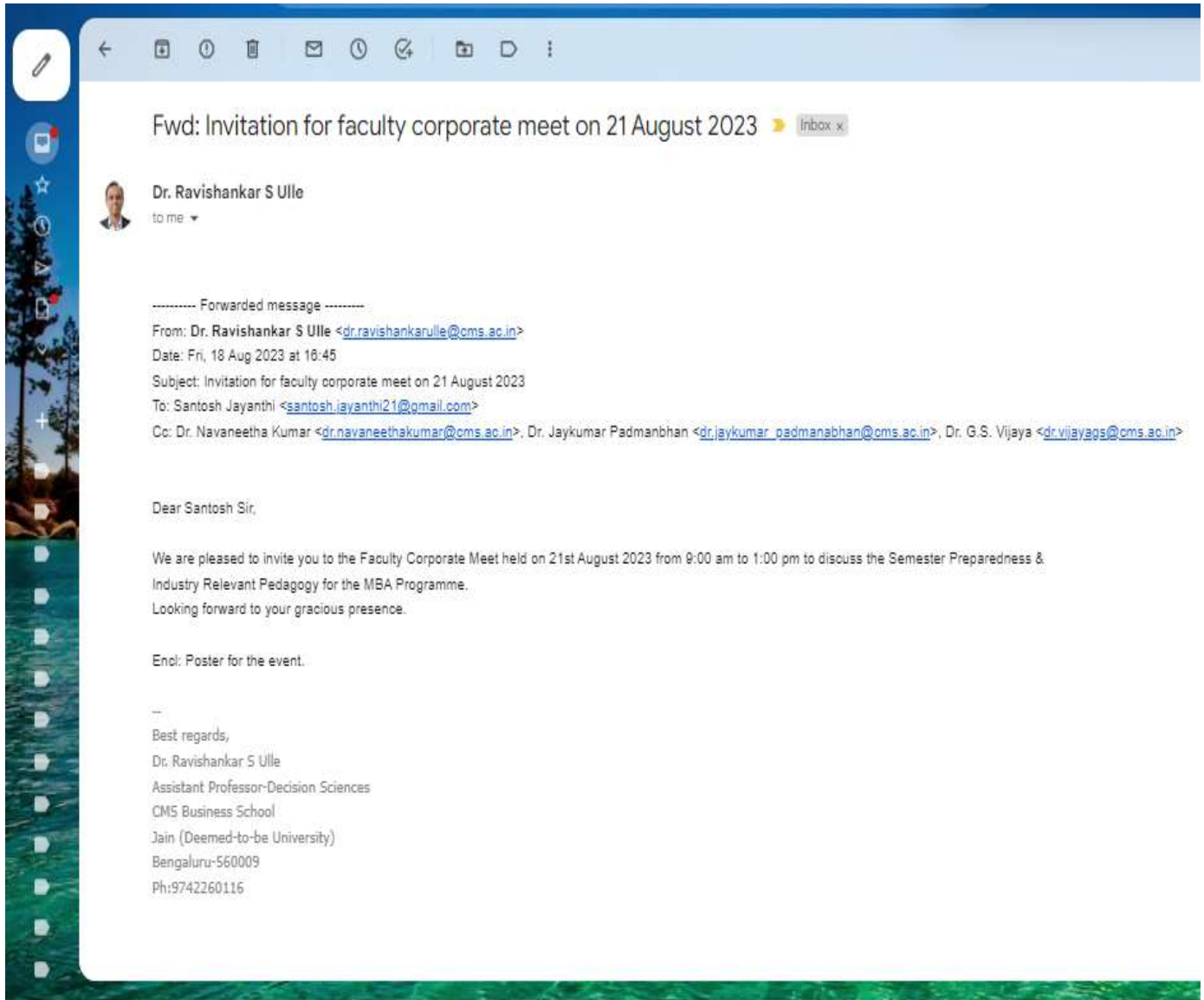
Signature

Director

Approval Authority

Signature

## 15. Trailing Emails/communications:



The screenshot shows an email client interface with a blue header bar containing navigation icons. The main content area displays a forwarded email. The sender is Dr. Ravishankar S Ulle, and the subject is 'Fwd: Invitation for faculty corporate meet on 21 August 2023'. The forwarded message text includes the following details:

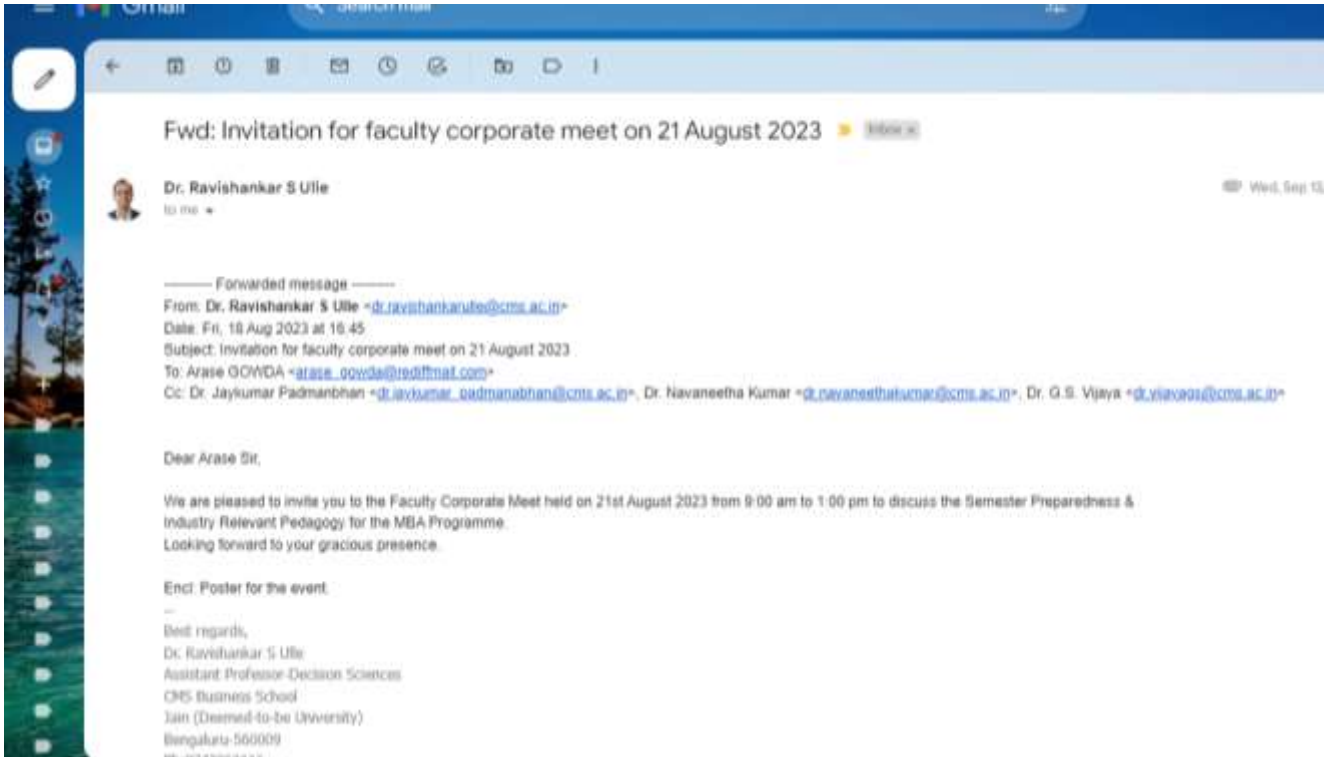
----- Forwarded message -----  
From: Dr. Ravishankar S Ulle <[dr.ravishankarulle@cms.ac.in](mailto:dr.ravishankarulle@cms.ac.in)>  
Date: Fri, 18 Aug 2023 at 16:45  
Subject: Invitation for faculty corporate meet on 21 August 2023  
To: Santosh Jayanthi <[santosh.jayanthi21@gmail.com](mailto:santosh.jayanthi21@gmail.com)>  
Cc: Dr. Navaneetha Kumar <[dr.navaneethakumar@cms.ac.in](mailto:dr.navaneethakumar@cms.ac.in)>, Dr. Jaykumar Padmanabhan <[dr.jaykumar\\_padmanabhan@cms.ac.in](mailto:dr.jaykumar_padmanabhan@cms.ac.in)>, Dr. G.S. Vijaya <[dr.vijayags@cms.ac.in](mailto:dr.vijayags@cms.ac.in)>

Dear Santosh Sir,

We are pleased to invite you to the Faculty Corporate Meet held on 21st August 2023 from 9:00 am to 1:00 pm to discuss the Semester Preparedness & Industry Relevant Pedagogy for the MBA Programme.  
Looking forward to your gracious presence.

Encl: Poster for the event.

—  
Best regards,  
Dr. Ravishankar S Ulle  
Assistant Professor-Decision Sciences  
CMS Business School  
Jain (Deemed-to-be University)  
Bengaluru-560009  
Ph:9742260116



**16. Brochure/Poster:**

**JGI JAIN** | CMS BUSINESS SCHOOL  
DEEMED-TO-BE UNIVERSITY

**Decision Science Area**  
 LSCM & SOM

**Faculty Corporate Meet**

**Semester Preparedness & Industry Relevant Pedagogy**

**EXPERT PANEL**



**Mr. Arase Gowda**  
 Head- Logistics and Stores  
 ACE Manufacturing Systems  
 Bengaluru



**Mr. Santosh Jayanthi**  
 Lead- Data Analyst  
 INTUIT - India  
 Bengaluru

21st August 2023 | Monday | 09:00 AM - 01:00 PM | Board Room - 1

**Faculty Coordinators:**

**Dr. Jaykumar Padmanabhan**  
 Area Chair

**Dr. Navaneetha Kumar V**  
 Area Chair

**Dr. G.S. Vijaya**  
 Programme Coordinator - Professor

No. 17, Sheeshadri Road, Gandhi Nagar, Bengaluru - 560009  
 P: +91 80 4884 0400 | E: bschool@cms.ac.in | www.bschool.cms.ac.in

**17. Pictures for the Event: (Geo-Tag format only)**



*Figure 1: TAPR Model Presentation to Industry expert: Faculty Corporate Meet: DS Area, CMS Business School, Bangalore*



*Figure 2: Syllabus Presentation during Faculty Corporate Meet 2023, by DS area*



*Figure 3: Students engaged in their work assigned during a Bridge course 2023 session*