



ST. JOSEPH'S DEGREE & PG COLLEGE

(Autonomous), Affiliated to Osmania University
Re-accredited by NAAC (3rd Cycle) with B⁺⁺
King Koti Road, Hyderabad

2nd Industry Academia Meet – 2022

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Date: 25th February, 2022

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Principal

Date: 21-02-2022



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King Koti Road, Hyderabad

DEPARTMENT OF BUSINESS ADMINISTRATION ACADEMIC YEAR 2021 -2022

NAME OF THE COMMITTEE - INDUTSRY ACADEMIA MEET

REPORT ON FINANCE SESSION

Date: 18th February 2022 **Timings:** 2:00pm – 3:00pm **Venue:** Google Meet

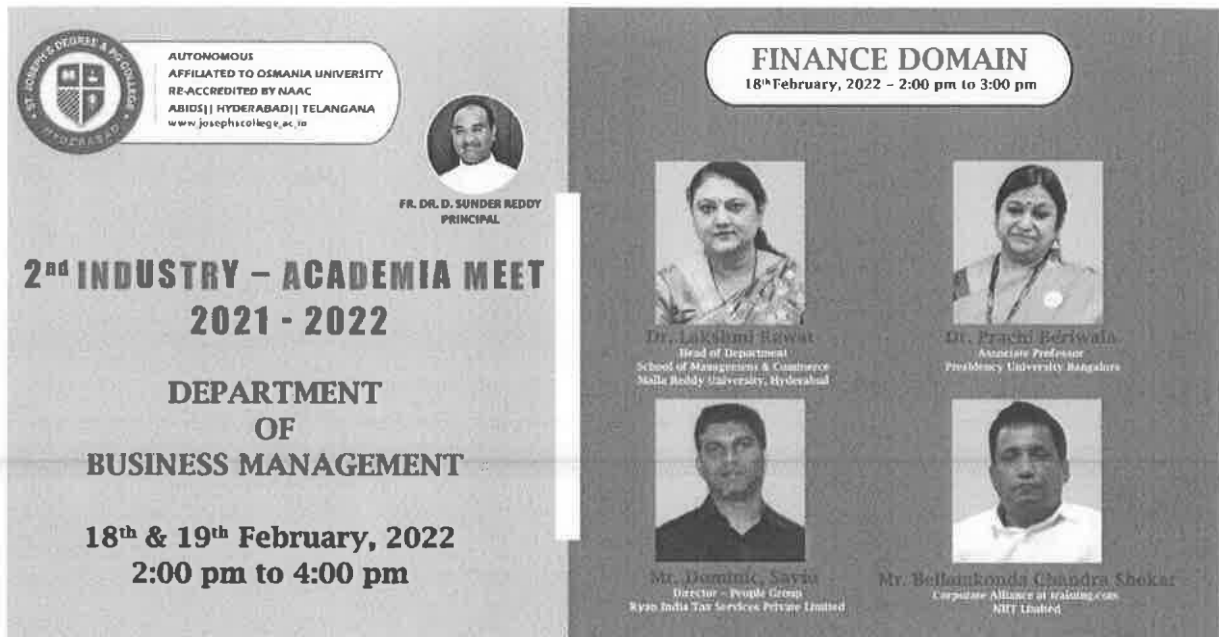
No. of Participants -28

Objective of the event/programme: To identify the skills needed by students for employability

Name/s of the Resource Person/s: Dr. Lakshmi Rawat, Dr. Prachi Beriwal, Mr. Dominic .B. Chandrashekhar Savio, Mr

About the resource persons (3 to 4 lines): Include Contact No. Email I-D and Recommendation for further improvements by the resource persons/Feedback

Date: 21-02-2022



**2nd INDUSTRY – ACADEMIA MEET
2021 - 2022**

**DEPARTMENT
OF
BUSINESS MANAGEMENT**

**18th & 19th February, 2022
2:00 pm to 4:00 pm**

FINANCE DOMAIN
18th February, 2022 – 2:00 pm to 3:00 pm

Dr. Lakshmi Bhowat
Head of Department
School of Management & Commerce
Malla Reddy University, Hyderabad

Dr. Prachi Bhatnagar
Associate Professor
Presidency University Bangalore

Mr. Dominic Savio
Director - People Group
Ryan India Tax Services Private Limited

Mr. Bellankonda Chandra Shekar
Corporate Alliance at training.com
MIT Limited

About the Programme with photographs

The session started with a warm welcome by Prof. Vandana Samba, Head, Department of Business Management, St. Joseph's Degree & PG College to all the esteemed Academicians and Industry experts. Mam explained the purpose for which this Industry Academia meet is conducted to discuss skill based learning and identify industry skills gaps in curriculum. Prof. Vandana Samba presented the syllabus content of all 6 subjects under Finance domain namely Accounting for Business, Financial Management, Investment Analysis and Portfolio Management, Financial Systems and Services, Financial Risk Management and International Finance. Mr. Dominic Savio shared about US Taxation which is very important for students to learn as industry requires candidates to possess knowledge for which they make it mandatory for certification which adds credit to their profile. Sir mentioned that our syllabus is good and suggested to conduct guest lecture on Taxation concepts which will help students to understand better.

Mr. Ganesh clarified that we have Tax as part of Unit V syllabus in the subject of International Finance. Dr. Prachi suggested the following changes in the subjects:

- ✓ **International Finance - to remove VAT as it is no more applicable in our country**
- ✓ **Accounting for Business – to remove the topic of Funds flow Statement and replace it with ethics in finance.**
- ✓ **Mam also suggested to offer a new paper titled “Personal Wealth Management with 1 or 2 credits to help students get awareness regarding basic financial concepts.**

Date: 21-02-2022

Dr.Laxmi Rawat suggested to include **budget in Financial Management syllabus** and recommended to reduce the syllabus content and include must to know points appropriately for the students to learn.

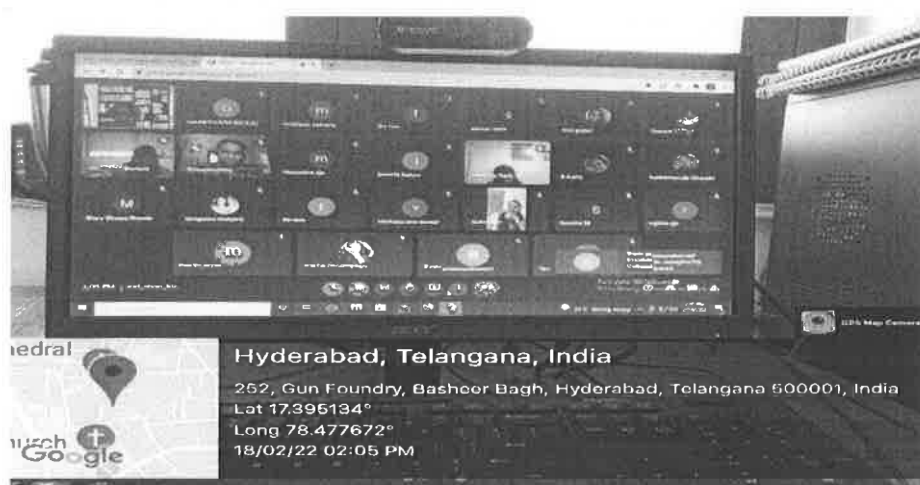
Mam also suggested to include **global perspective of financial system** , global perspective for financial markets as syllabus is covering only Indian perspective , add introductory **topic of Fintech** as one unit in Financial System and Services Subject and recommended to reduce syllabus content as it is heavily loaded.

Mam even suggested to include **Cost and Management Accounting paper**,mentioned that country is growing in banking industry so a paper related to **Commercial Bank can be added**.

NEPTEL and Swayam courses will be of added advantage to students.

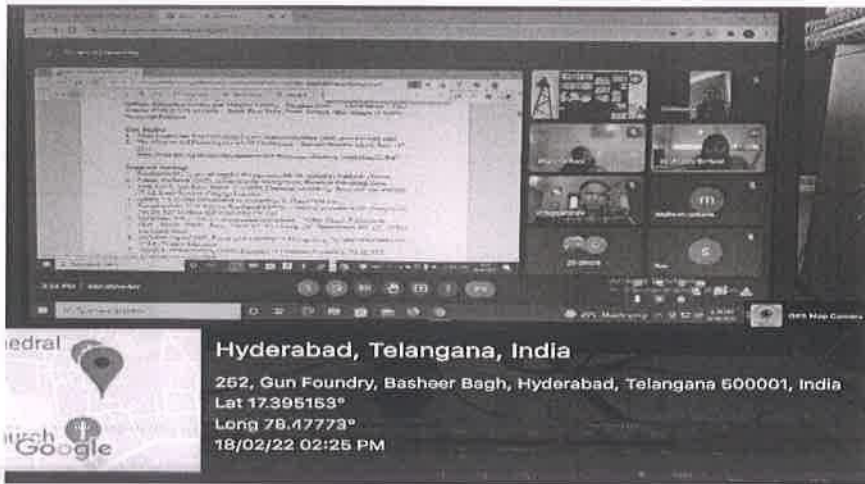
Mr.Chandu appreciated for including case study as part of syllabus and mentioned that BFSI sector to be included as it's an emerging sector. **He suggested to include NISM certification too.**

Dr. K.Martina Rani thanked the resource persons for their valuable insights and ensure that their suggestions would be incorporated accordingly. Mam also thanked our Principal to arranging this meet as it will benefit students.



Prof.Vandana Samba, welcoming our Resource Persons

Date: 21-02-2022



Presenting the Syllabus of Finance Subjects

Prepared by: Smriti Nagaria

Rev.  Reddy
Pr. Dr. D. Sunder
Principal



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Ref.No. SJC/18-02-2022/MKTG

18-02-2022

INDUSTRY ACADEMIA MEETING – MARKETING REPORT

Theme: Skill based Learning and Application

Date: 18th February, 2022

Day: 1

Session: Marketing

Duration: 1 Hour

Time: 3:00 PM to 4:00 PM

Panel Members:

1. Prof. U. Devi Prasad, Professor of Marketing, HBS
2. Dr. Ammani Pagadal, Sr. Associate Professor – Marketing & Strategy Head - NICMAR
3. Mr. Sourab Nagarkar, Assistant VP-Campus Solutions SHL
4. Mr. Bhargav Krishna, Co-Founder – UCLID

Convener: Prof. Nagunuri Srinivas, Department of Business Management

Marketing Faculty: Mr. B.L. Martin, Mrs. Dola Sarkar

understand the concepts better. Mentioning on CK Prahlad's book "The Bottom of Pyramid" can give good insights. Marketing Simulation activities like Bubble Chart, Dash Board Chart and Hub Spot will improve student's analytical skills.

Mr. Saurab Nagarkar:

Mr. Saurabh Nagarkar opined that Certificate Courses in Digital Marketing, E-Commence, and CRM etc can not only benefit the students but also shorten the gap between the academics and industry expectations. Presentations, Case Studies and Live projects will definitely improve the skill set of the stents. Mr. Saurab was expressing that self learning is possible within the students by forming into groups like interviews where in a groups interviews students and vice versa.

Mr. Bhargav Krishna:

Mr. Bhargav Krishna opined that in order to better the student capabilities not only the above mentioned value additions but Written and Communication Skills come a long way in improving the holistic approach of the students towards the programme and career. While explaining and Communication skills the students should not only be good at writing but also other skills like listening and reasoning. He was also stressing on other aspects like Content Marketing, Data Interpretation, Google Analytics, Search Engine Optimization (SEO), Customer Relationship Management (CRM) and Negotiation Skills. Mr. Bhargav expressed that Internship opportunities will help the students in getting groomed for career and better prospects.

Prepared by:

1. Mr. B.L.MARTIN
2. Mrs. DOLA SARKAR


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DEPARTMENT OF BUSINESS MANAGEMENT

REPORT ON
INDUSTRY ACADEMIA MEET-2022
Date: 19.02.2022

Date: 19.02.2022 Timings: 3.00 PM TO 4.00PM
For whom: Members of Faculty
No. of Participants: 24

Objective of the Programme: To collaborate with the Industry and Academia experts in deriving the inputs for designing the curriculum.

Prof. R. Anita started the session with the opening remarks. She warmly welcomed all the resource persons and gave a brief overview of the purpose of this Industry-Academia Meet. She ran through the subjects of Management to give a snap shot of the existing curriculum.

Dr.V. Pramada Srinivas: Dr.Pramada appreciated St.Joseph's for their relentless efforts in building up the best curriculum for the students and other activities. She said often there is one big challenge on the part of institutions. There is a gap between what the management wants and what the students want. We are ending up giving them what we want. ASK – 'A' should be the attitude and not Ability. Online classes also have made the situation worse. Inculcate into the students the learning attitude. Accountability should be increased on the part of the students. MBA is Management beyond academics she said.

Dr. Pramada said, as skill development becomes the need of the hour, Students should work on:

1. **Conceptual Skills:** Build their fundamentals (Clarity). Tell that there is no way without connecting theory to application.
2. **Professional Skills:** Job related skills. Students should work on communication, Leadership skills, decision making, preparation of the Resumes and
3. **Life Skills:** Time Management, Stress Management, accepting failures, Empathy, Balancing Personal life and Professional Life.
4. **How can we put into the curriculum:** Include Case studies which are of current times? Use internet resources, make your teaching activity based. Ex: Team Building, Management Games, Behavioural Training (External Resource Person), Take the students for Industrial Visits, Mini Internships or Mini Projects and let the students to make the report which can later be converted into research papers.

Dr. Jayalaxmi Samal: As academicians we need to identify the gaps which are leading to difficulty for the students to find the jobs. This is because of lack of employability among the students. This is because of lack of application of the theories. She cited Nep and said that we can bring the desirable changes in the curriculum that can help the students to become employable. It is more important for the students to get the clarity of what they learn rather than the marks. She insisted on the attitude of the students which is the life skill and students should be trained in that dimension. She recommended an integrated approach to teaching where all the faculty. She said at the beginning of the Semester we should conduct Goal setting activity, (Protean Career), despite limitations, we can introduce a number of Add-on Courses.

Ms. Purvi Jain Spoke on:

- **Communication:** Ms. Purvi Jain said Communication improvement programmes should be conducted which helps in identifying the errors in communication and correcting them. She spoke on email Communication, drafting letters, verbal communication-public

speaking and presentation, appoint some soft skill trainers on continuous basis. Make 'Communication' as a practical oriented subject. Mock Performance appraisals, Role plays and other activities can be conducted. 20% theory and 80 % Practical impartation is suggested. Corporate examples need to be given extensively.

- **Computer Proficiency** : MS Office, Computer classes for improving proficiency can be conducted. Every student should have a Laptop.
- **Linked In**: Students should be taught to make effective Linked In account.
- **Curriculum: Curriculum** should be updated according to the current scenario. Encourage the students to read business News Papers like Economic Times etc. News updates should be discussed in the classroom. Placements to be focussed more upon. Efforts to be made to make the students Industry-Ready.
- **Top Core employability**: Resume Making should be taught. Appoint special trainers for guiding the students to make their Resumes. Training to be given the students to read the emails. Interview skills need to be imparted.

The session ended with closing remarks by Dr. Danam Tressa. She thanked the Principal, Fr.Dr.D.Sunder Reddy for giving the wonderful opportunity and the Resource Persons for their excellent inputs and assured that their valuable inputs shall be incorporated in the curriculum.

Report Prepared by:

K.Gracy Saila Sree


Principal



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19th February, 2022

INDUSTRY ACADEMIA MEETING – OPERATIONS REPORT

Theme: Skill based Learning and Application

Date: 19th February, 2022

Day: 2

Session: Operations

Duration: 1 Hour

Time: 3:00 PM to 4:00 PM

Panel Members:

1. Prof. G.V.R.K. Acharyulu, Professor of Operations, University of Hyderabad
2. Dr. Rahul Gandhi, Assistant Professor, NALSAR University of Law
3. Mr. Ajay Chowdary, CEO, Surya Technologies & Services
4. Mr. Apritam Sinha, Co-Founder & GM, Biomech health Care (Pvt) Ltd

Convener: Prof. Nagunuri Srinivas, Department of Business Management

Operation Faculty: Prof. R. Anita, Mr. B.L. Martin and Mr. Kaylan Jyothi

Dr. Rahul Gandhi:

Dr. Rahul after going through the curriculum of Operations domain mainly the courses like Operations Management, Material Management, Total Quality Management, Supply Chain Management gave the following suggestions. He was of the opinion that the students should be taught the following topics for updating the concepts and reduce the industry academia gap like Game theory, Operations Problems, Micro Economics, Strategic Management and Project Tools like Prima Vera, MS-Projects and Oracle. He was highlighting the topics which needs to be known to students like Project Scheduling-Gant Chart etc., Linear Programming. He was also mentioning to introduce duality and sensitivity topics to students and referred a good book which is written by Prof. Samuel along with topics like Duality and Sensitivity Analysis in LPP model. Mr. Rahul opined that MS Projects can be done through as a 2 or 3 day session/workshop. He was stressing for Mind Mapping and discussions on Project Management Case Studies can improve analytical and decision making skills of the students. Topics like Facility Management, Location and Layout related to Projects commission is needed. Coming to Supply Chain Management topics like SCM Driers, metrics will truly benefit the student. Black Chain applications in SCM, Marketing, a work shop on Six Sigma, Green Belt, TQM and certificate courses in other allied topics can really shorten the vacuum in preparing the students for a corporate role.

Prepared by:

1. Mr. B.L. MARTIN
2. Mrs. DOLA SARKAR


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:: NOTICE ::

Date: 15th February, 2022

This is to inform all the faculty members of the Department of Business Management that "**2nd Industry-Academia Meet - 2022**" is scheduled on 18th & 19th February, 2022 from 2:00pm to 4:00pm through online mode to discuss the skill based learning and applications to address the Industry Skills Gap in the curriculum.

All the faculty members are asked to attend without fail.


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RESPONSIBILITY SHEET 2nd Industry-Academia Meet - 2022

Date: 15th February, 2022

I. Finance Domain : 18th February, 2022 2:00pm to 3:00pm

Meet Link: <https://meet.google.com/idd-zbno-ktr>

S.No.	Faculty Team	Responsibility	Signature
1.	Prof. Vandana Sambha	- Introduction	
2.	Mr. Ganesh Anand	- leading the discussion	
3.	Ms. Smriti	- Report Writing	
	Dr. Martina	- Closing Remarks etc.,	

II. Marketing Domain : 18th February, 2022 3:00pm to 4:00pm

Meet Link: <https://meet.google.com/cuv-daem-yim>

S.No.	Faculty Team	Responsibility	Signature
1.	Prof. Nagunuri Srinivas	- Introduction	
2.	Dr. Vani	- leading the discussion	
3.	Mrs. Dola	- Report Writing	
		- Closing Remarks etc.,	

III. HR Domain : 19th February, 2022 2:00pm to 3:00pm

Meet Link: <https://meet.google.com/wpg-fxzj-zru>

S.No.	Faculty Team	Responsibility	Signature
1.	Prof. R. Anita	- Introduction	
2.	Dr. Rani	- leading the discussion	
3.	Mrs. Gracy	- Report Writing	
	Dr. Venkata shiva	- Closing Remarks etc.,	
	Dr. Danam		

IV. Operations Domain : 19th February, 2022 3:00pm to 4:00pm










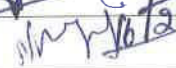



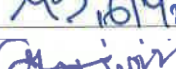


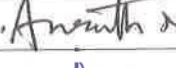


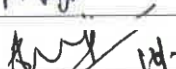



Meet Link: <https://meet.google.com/vou-zdif-szr>

S.No.	Faculty Team	Responsibility	Signature
1.	Prof. R. Anita	- Introduction	
2.	Mr. Martin	- leading the discussion	
3.	Mr. Kalyan	- Report Writing	
		- Closing Remarks etc.,	

*Technical assistance and Geotag photos : Mr. Kiran Kumar & Mr. Swamy

PRINCIPAL

Faculty List:

S.No	Name	Signature
1	Prof R.Anita	
2	Dr. A. DanamTressa	
3	Mr P Ganesh Anand	
4	Prof Nagunuri Srinivas	
5	Ms.SmritiNagaria	
6	Ms S Swapna	
7	Prof Vandana Samba	 16/2/2022
8	Dr Martina Rani Kopala	
9	Dr Rani Gujarai	
10	Dr S Venkata Siva Kumar	
11	Dr Vani H	 16/2/2022
12	Mrs Mubeen Sultana	
13	Mr Martin L Bhoompag	
14	Mrs.Gracy SailaSree	 16/2/2022
15	Mr Martin Mysa	
16	MrJyothi Kalyan	 16/4/2022
17	Mrs G. Joseph Mary	 16/2/22
18	Mrs Gude Mamatha	 16/2/22
19	Dr. Samuel	
20	Mr Ananth Narayan	 16/2/22
21	Mrs. Buela	
22	Mrs. Neeraja	
23	Mrs. Rajitha	
24	Mrs. Swapna Rani	 14/2/22
25	Mrs. Gowri	
26	Ms. Juveria	 16/2/22
27	Mrs. Dola	 16/2/22