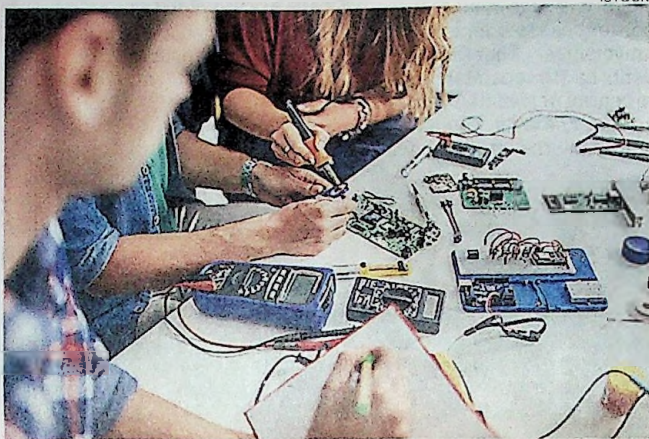


How will UGC's initiative on industry collaboration help students

If implemented correctly, this could cut down the company's training cost and colleges would produce readily deployable new hires

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The University Grant Commission (UGC) is considering to rope in experts from industries to teach in the universities. These experts will not be required to have a PhD or NET qualification and would either be hired as full-time or part-time faculty.

The training for professional growth among students is best delivered by the people who are working in the industry or the academicians who are into research and consulting, says, Jaskiran Arora, dean, School of Management, BML Munjal University (BMU). They bring with them the entire boardroom into the classrooms. The collaboration also cuts down the company's training cost automatically and they get new hires who are readily deployable on the job.

Highlighting the on the need for such collaboration, she says, "This has become far more crucial in the VUCA world when there is lesser time for 'learning and orientation'. Learning-unlearning -re-learning must happen on the go. By the time, a business case study gets published in textbooks or research papers, it already becomes obsolete. So, the best option for the universities is to get the industry to train the students"

At BMU's School of Management an MBA in Forensic Accounting and fraud investigation is of-

fered in collaboration with KPMG. The managers working in the KPMG's fraud investigation team train the students on the nuances of fraud investigation.

The university-industry collaboration helps in improving the employment prospects and employability quotient among the students, says SRR Senthilkumar, principal, Sona College of Technology, Salem. They learn to develop a sense and awareness of industry workplace culture. Learning from the industry experts also helps in building a network of industry personnel contacts and enhances their soft skills and technical knowledge.

At Sona College of Technology, experts from industries such as Festo, Titan, ISRO, SAIL, JSW, IBM, Amazon, Philips, Intel, L&T, Infosys and VMware join our curriculum, he adds. "They act as adjunct faculty and teach a specialised course every semester. These faculty also contribute to sharing their expertise in the form of workshops and guest lectures."

Amity University has also announced various industry collaborations. "We are the first university to announce Education 4.0 in collaboration with Industry 4.0. Amity has also tied up with RICS, UK for real estate programmes. For Transport and Logistics programme we have a tie up with CII School of Logistics," tells Sanjeev Bansal, dean, director, Amity Business School.