

HEI Undertaking

Best Practice 2. Campus to Corporate (C2C):

This practice has been started by the institute with the sole objective to prepare and train the students to be competent and cope up and sustain in the corporate world. It is also to bridge the gap between campus to corporate through the involvement of various activities and signing the MOUs for better coordination.

The overall development of the physical, mental, and spiritual health of the students is done through yoga and meditation. It is also to invite the participation of experts from the industry for learning enrichment and thereby develop a level of excellence through soft skills. The current trend in business is looking for innovative solutions to meet the needs for higher productivity, more profits, and lower costs. Therefore to meet this challenge the students are groomed accordingly. However, some challenges are faced while implementing this practice.

Normally the student is from a rural background and hence it takes some time for him/her to adjust to the urban environment. The student does not open up because of fear or lack of confidence. Communication skill also is a major challenge faced while implementing this practice since the majority of the students is Marathi speaking. It is difficult to comprehend employability aspects in a structured manner in the classroom because of the average understanding of the student in the initial period. One more challenge faced is in imparting broad-based knowledge with multidisciplinary skills and meeting the unending challenges and expectations from the industry, in doing so many times the stress level increases.

In this practice of the institute communication skills plays an important role because communication is the heart of every business organization. Everything you do in the workplace results from communication. Therefore good reading, writing, speaking, and listening skills are essential if tasks are going to be completed and goals achieved. Since most of the students who are admitted for the MBA program come from a rural background and normally do not have fair communication skills. With this objective in mind, the institute regularly conducts business communication classes for the students.

During this session, many management games are undertaken to create an atmosphere of friendliness which helps the students to come out of their reserved mindset. Oral and written communication is taught through regular group discussions and presentations in the classroom.

Industry-Academia Forum: Under this Forum which was established in the year 2014, Knowledge sessions are conducted for enriching and enhancing the learning of the students every Friday. Eminent personalities from the industry are invited for these sessions. In these sessions, a talk is organized wherein the industry resource person shares his/her experience

about the industry/corporate working conditions with the students. After the lecture, an interaction session is followed wherein the students ask many questions about the actual working of the department or an organization. Over the period these sessions have helped a lot to the students in enhancing their knowledge-based skills.

Industrial visits: Industrial visit has their importance in a career of a student who is pursuing a professional degree. It is considered a part of the college curriculum. Industrial visit helps to combine theoretical knowledge with practical knowledge. Industrial realities are opened to the students through industrial visits. Local and out-of-state visits are conducted every year wherein the students go through the practical knowledge and understanding of the working of a particular department and the organization as a whole.

Stress management: Reducing stress in our everyday life is important for maintaining our overall health, as it improves our mood, boosts immune function, promotes longevity, and allows us to be more productive. With this objective in mind the institute every day conducts yoga and meditation sessions and it is also a part of the timetable. The benefits of yoga and meditation are practiced every day so that the student would be physically mentally fit.

C2C Certificate Lecture Series: In this lecture series the students are imparted with knowledge of the corporate world. The students are taught about the work culture and the working environment of the corporate. These lectures give an understanding to the student about the transition from a Campus to a Corporate environment. **Employability grooming:** Workshops on personality development consisting of training sessions on soft skills, communication skills, group discussion, interview techniques, aptitude tests, presentations, etc. are undertaken by the institute. Apart from this, the students are taught about formal and informal dressing depending upon the situation. This helps them to be corporate ready.

7.2.1 Describe at least two institutional best practices

Response:

Institute has various best practices out of which two practices are enlisted as below;

First Best Practice:

Name of Practice: Campus to Corporate

Objectives:

1. To build confidence in the ability of the students to perform the task
2. To adapt and adopt the corporate environment through practical exposure
3. Work effectively as an individual and be a good team member
4. To improve students communication skills
5. To bridge campus to corporate gap through involvement of various activities
6. Overall development of physical, mental and spiritual healthiness through yoga and meditation
7. To prepare students through institute-industry interaction
8. To invite participation of experts from industry in curriculum development
9. Develop level of excellence through soft skills

The Context:

The current trend in business is looking for innovative solutions to meet the needs for higher productivity, more profits and lower costs.

To meet this challenge it is not just enough for the institute to focus only on academic inputs but also on various other aspects of the student's personality which helps him/her to achieve the desired results. Therefore the students are properly groomed in terms of hard skills and soft skills, communication skills etc during their two year tenure in MBA program so that they become successful in their chosen career.

Our objective is to work on student's attitude and behavior and help them build the right attitude required. One of the major outcomes of this practice is that they gain enough confidence to work

with different people in teams. The involvement and interaction of the industry in academics also plays a vital role in this best practice.

The campus to corporate is designed in such a way that the student derives more knowledge and practical working of a particular company/organization. It is focused to bridge the gap between the industry and academics. With this idea in mind our institute has developed this campus to corporate as our best practice.

The Practice:

1. **Communication skills:** Communication is the heart of every organization. Everything you do in the workplace results from communication. Therefore good reading, writing, speaking and listening skills are essential if tasks are going to be completed and goals achieved.

Since most of the students who are admitted for the MBA program come from rural background who normally do not have fair communication skills. With this objective in mind the institute regularly conducts business communication classes for the students. During this session many management games are undertaken to create an atmosphere of friendliness which helps the students to come out of their reserved mindset. Oral and written communication is taught through regular group discussions and presentations in the classroom.

2. **Knowledge session:** The knowledge session are conducted for enriching and enhancing the learning of the students every Friday. Eminent personalities from the industry are invited for these sessions. In this sessions a talk is organized wherein the industry resource person shares his/her experience about the industry/corporate working conditions with the students. After the lecture an interaction session is followed wherein the students asks many questions upon the actual working of the department or an organization. Over the period these sessions have helped a lot to the students in enhancing their knowledge based skills.

3. **Industrial visits:** Industrial visit has its own importance in a career of a student who is pursuing a professional degree. It is considered as a part of college curriculum. Industrial visit helps to combine theoretical knowledge with practical knowledge. Industrial realities are opened to the students through industrial visits. Local and out of state visits are conducted every year where in the students go through the practical knowing and understanding the working of a particular department and the organization as a whole.
4. **Stress management:** Reducing stress in our everyday life is important for maintaining our overall health, as it improves our mood, boosts immune function, promote longevity and allow you to be more productive. With this objective in mind the institute every day conducts yoga and meditation and it is also a part of the time table. The benefits of yoga and meditation are practiced everyday so that the student would be physically and mentally fit.

Evidence of Success

The following is the gist of evidence of success due to implementation of campus to corporate practice:

- ✓ This practice helped the students to get good job placements
- ✓ Due to institute-industry interaction it helped place students for summer internship program in the companies
- ✓ This practice helped in getting easy access to industry for industry visit purpose
- ✓ MOUs are signed for better interaction and coordination
- ✓ It helped in improving communication skills of students

The following is the impressive list of guest speakers who visited our institute for the lectures, workshops and industry interaction which speaks about our success in this best practice of campus to corporate in our institute. (Partial list of the speakers as below)

Sr. No.	Name of Speaker	Designation	Topic
1	Dr Roshan Kazi	SPSS & RM Expert	Use of SPSS in research
2	Dr. Manik Kadam	Research expert	Research Methodology
3	Mr.Shekhar Ghotgalkar	Marketing Executive, Cos & Financial	Career Opportunities in BFI
4	Mr.Klin	CPF (India) Pvt Ltd,H.R .Head, Thailand	HR Transformation
5	Ms.Mugdha Wagh	Opine Group, Consultant Head	Business Intelligence -Analytics: Consulting & Training
6	Mr.Sumedh Gupte	Business Standard, Manager Marketing Development	Welcome To The New World Of MBA
7	Mr.Surendra Dodwadkar	International Business Expert	Opportunities for MBA's to Explore
8	Mr.Indranil Datta	Sr.VP, Mudra Max	Grooming budding Manager
9	Prof.Kapil Kucheriya	Management Trainer, University of California	Overview of Mgmt. Education with reference to california
10	Mrs.Poonam Joshi	Chinese Language Translator, Bhashalaya - an ISO 9000	Importance of learning foreign languages for MBA students
11	Ms.Swati Joshi	Language Trainer, Bhashalaya - an ISO 9000	Career opp. With Chinese language
12	Mr.Kishore Borate	Area Sales Manager, Bisleri International Pvt. Ltd	Think Global, Act Local

13	Mrs.Mridula Chordia	CA,Free Lancer	Risk Management
14	Mr.Dharmesh Mehta	HR, V Customer	Business HR
15	Dr.M.S Mangale	Director, SIBS, Pune	Opportunities for MBA's to Explore
16	Mr.Shirkant Bhoikar	VP,Bharat Forge	Learning and Grooming Managers in India
17	Dr.B.B Jain	Principal,JSPM's JSCP	Pharma Marketing
18	Mrs.Shakuntala Yadav	Management Trainer,Fine Soft Skills, Pune	Stress Management
19	Ms.Poonam Kulkarni	Project Staffing, Ibm	Hobbies And Its Importance On Personality Development
20	Ms.Mugdha Wagh	Consultant Head -Educational Services	Business Intelligence -Analytics :Consulting & Training
21	Mr.Sumedh Gupte	Manager Market Development	Welcome To The New World Of Mba
22	Mr.Girish D.Joshi	Trainer	Personality Development
23	Dr. Ranjit Tambe	Corporate Medical Advisor & Medical Health Consultant	Goal Setting
24	Mr. Sanjeev Choubey	Regional Manager	Business Intelligence & Analytcs
25	Ms. Desiree Alex	Senior Network Manager Idea Cellular	Expectations Of Corporate From Mba Students
26	Mr.Amitabh Mehta	Director Spectrum Education	Living The Life To The Fullest With Management Education

Table showing the industries visited:

SR.NO.	COMPANY VISITED	Place of visit
1	Katraj Dairy Ltd	Pune
2	Oxyrich Ltd	Pune
3	Barcalyas	Pune
4	Vishwas Industries	Pune
5	Guardian Realities	Pune
6	Mapro Foods Ltd	Mahableshwar
7	HMT Ltd	Bangalore
8	Bangalore Stock Exchange	Bangalore
9	Mysore Silk Ltd	Mysore
10	U.B. Group	Baramati
11	U.B. Group	Goa
12	Baramati Agro Ltd	Baramati
13	Chowgule Industries Ltd	Goa
14	Dabhol Power Plant	Ratnagiri





MRS. POONAM KULKARNI
RESOURCE DEPLOYMENT MGR-IBM, PUNE.



Ms. Snehal Sarkar - Certified Life Coach and Corporate Trainer



Mr. Abhay Kumar - Co-Founder at IREF, Pune



Problems Encountered and Resources Required and Resources required:

- ✓ There is gap between University Syllabus and current industry need.
- ✓ Demonstration of learning through industry knowledge is a challenge.
- ✓ Translating learning of industry norms into actual practice is difficult.
- ✓ Selecting appropriate models and strategies to implement industry interaction is a challenge
- ✓ Providing tools to meet growing student expectations