



Shinas College of Technology

CONFLUENCE-2017: INDUSTRY – ACADEMIA MEET

*Tuesday, November 21, 2017, Venue: **Sohar Beach Hotel***



Confluence 2017

Business Studies Department

CONFLUENCE – 2017: INDUSTRY – ACADEMIA MEET

Business managers in the globally integrated economy are exposed to entirely new types of challenges; they need people who can win over such challenges. On the other hand, business schools cannot stand aside, they need to learn, produce, and share new knowledge, to ease the challenges before business managers.

The need of the hour is to bring industry professionals and academic experts at one platform to discuss the industry expectations from business schools and to get insight about the future talent requirements of industry. We, **Shinas College of Technology (ShCT)**, are organizing an event ‘**CONFLUENCE – 2017: INDUSTRY – ACADEMIA MEET**’ with similar objectives.

The event is organized to provide an opportunity to management professionals and academicians to share their views on the issues mentioned below:

- Managerial practices for performance excellence
- Gap between the current state of academics and industry expectations
- Challenges for business management courses in the rapid changing work environment
- Reviewing the course outcomes offered by the Business Studies Department (BSD), ShCT

The program will include talks, presentations and panel discussions by industry professionals and academicians. Detail schedule is as follows:

Title of the event:	CONFLUENCE – 2017: INDUSTRY - ACADEMIA MEET
Day and date of event:	Tuesday, November 21, 2017
Time:	8:30 AM – 3:30 PM
Venue:	Sohar Beach Hotel
Delegates:	Industry experts and academicians from various sectors

The present program could be an opportunity to fulfill our commitment for the development of management discipline. Also, it is an occasion for participating organizations to enhance goodwill and to cast the good corporate image in the industrial get-together.

Scope and sequence of the event:

The event will cover discussions on industry experiences and challenges in the present global and local economic scenario. In the beginning, industry professionals will be invited for talks, deliberations or presentations on the challenges before their respective industry or work domains. Also, we would like to explore the workplace challenges especially related to the talent procurement and accommodating the newly recruited in a specific work culture. We believe that as a source of skilled human resource for many companies, BSD needs to learn about the process of adaptation at workplace in the large recruiters.

The first part of the event will have a panel discussion involving participants from different industries and one from the BSD. The panel discussion will cover issues such as:

- i. Industry expectations from the colleges of technology,
- ii. The shortcomings of the courses offered at business schools,
- iii. Essential skills needed in the current competitive work environment,
- iv. Possible ways of association between industry and BSD etc.

The second session will have presentations from the three heads of sections (HOS) in the BSD. The HOSes will give presentations about the performance of their respective sections. The presentation may include a short course introduction, the pedagogy and skill development exercises in the respective sections.

The subsequent session will be a round table discussion on the course outcomes. The participants and the BSD lecturers along with HOSes will be divided in three different groups to discuss the respective course outcomes.

Participants:

Industry professionals working in the variety of industries and academicians would participate in the event.



Session plan and schedule

S. N.	Time	Activity
1	8:30 AM	Registration & Tea
2	9:30 AM	<p><u>Opening session</u></p> <p><u>Panel discussion</u> on the issues such as industry expectations from the colleges of technology, the short comings of the courses offered at business schools, what are skills needed in the current competitive work environment, the ways of association between industry and Business Studies Department etc.</p>
3	12:00 Noon	Giving mementoes to the Speakers and Panelists and other eminent guests by the HOD and College Dean
4	12:15 PM	Vote of thanks by the Head, Business Studies Department (BSD).
5	12:30 PM	Prayer & Lunch
6	1:30 PM	<u>Round table discussion</u> among department HOS, lecturers and industry professionals.
7	3:00 PM	Certificate distribution to the participants of the Round table.
8	3:30 PM	End of the program