

Vichar Vimarsh – An Academic Discussion Colloquium
Fifth Edition of Academic Discussion
Department of Commerce

An IQAC Initiative

- Topic –
- Admissions – Improving the Quality and Diversity
 - Alumni Engagements Strategies
 - Placements – Quality, No of Offers, CTC

Participants – Faculty Members from all the Departments.

Date – 27.05.2023 @3.30pm

Venue – Seminar hall

A Report

The event started with Mr.Arun Kumar R, Who gave opening remarks about the topic for the discussion. He mentioned the need for digitization in higher education among the faculty members. The topic was initiated by Head of the Department of Commerce and IQAC Director, Dr. M S Nagaraj.

The academic discussion on the topics • Admissions – Improving the Quality and Diversity , Alumni Engagements Strategies ,Placements – Quality, No of Offers, CTC It was held in the seminar hall, of the College and was attended by faculty members of the Department of Commerce, Department of BBA, Department of commerce (PG) and the Department of computer applications. The discussion was moderated By Mr.Gokul C.

The discussion outcomes are as follows:

- ✓ Admissions – Improving Quality and Diversity
 - First criteria for admissions is the perception and feedback of the Alumni and current batch students.
 - To improve the branding of the College especially under the flagship of RV Brand
 - To promote the College in various academic circles through events (offline and online) throughout the year.
 - Increase merit scholarships to attract advanced learners.
 - To have staggered timing of the College to encourage students to pursue their interests beyond College hours. (Early morning/ second half)
- ✓ Placements – Quality, No of Offers etc
 - To ensure that the PDP classes and Pre placement classes are not static and the syllabi caters to the needs of the industry.
 - Frequent tests and evaluation to be conducted to check the readiness of students for placements.
 - To conduct Group Discussions and mock interviews more frequently especially for

final year batches.

- Placement cell to allow even an employer with a relatively low CTC to recruit students. Many a times even a smaller CTC might help the student who has a dire financial need.
- The students need to be sensitized on the importance of campus placements vis a vis finding a job after the completion of the course.
- Special attention to be given to the training and communication needs of the students.
- Creation of LinkedIn profile to be made mandatory for final year students.

✓ Alumni Engagement Strategies

- Alumni to be treated with positivity and hospitality whenever they are in campus.
- To have constant connect with Alumni for better brand enhancement.
- To have more alumni engagement activities – alumni meet, alumni interactions with current students
- To make our social media platforms more active by adding more alumni activities.
- Involve alumni for placements and internships for students of current batch.

All faculty members actively participated and gave their valuable ideas for upcoming challenges analysis. The concluding remarks was given by Ms.Bharathi N S.

