



LOYOLA COLLEGE (AUTONOMOUS)

Affiliated to University of Madras
Nungambakkam, Chennai - 600 034

Virtual Orientation Programme for the outgoing UG and PG students of Commerce and Economics

Event Title	Skilling for Industry 4.0 – Post-Pandemic Preparedness	
Organizer	School of Commerce and Economics, Loyola Alumni Association – UAE Chapter and Loyola Placement Cell	
Category	Orientation Programme	
Date	16/06/2021	Time: 09.30 a.m., to 12 Noon
No. of Resource Persons	3	
No. of Participants	130	
Platform	Cisco Webex	

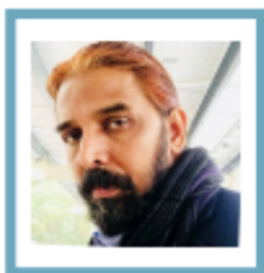
(1) Report Description

Virtual Orientation Programme for the outgoing UG and PG students of Commerce and Economics – held on 2021, Jun 16.

Objectives of the Programme

- To orient the students, to prepare them for the job markets efficiently by matching the changes and dynamics of time.
- To let students, know the expectation of the industries and equip themselves Better.
- HR professionals from the industries intend to provide knowledge to the outgoing students for a transition from campus to successful career life.

The programme started with a prayer song, by our student Haritha at sharp 09.15 a.m., Eldho Babu and Sahana, Students of II M.Com. compeered the full programme. Dr. M. Salathiyan, Assistant Professor, Department of Commerce delivered the dynamics of the programme.



SPEAKER: Prof. Reuben S. Andrews
Specialist consultant, 720 Transform, Dubai UAE.

Theme: Light on Excellence 4.0
Time: 09.30 a.m., - 10.10 a.m.,

Covid 19 has challenged us with a less walked path but we are in the state to skill up and be prepared for the challenges which comes to our side and to be a better one in the workspace. Covid 19 has made it a compelling reason to reaffirm Industrial Revolution 4.0. Digitalization, the Internet of Things, Convergence of technology, Cloud Computing, SAS, Artificial Intelligence, Augmented Reality and 3D printing have become the need of the hour which is ruling every industry. The virtual world is being mixed up with the real world which has made success quite simple with the ample number of opportunities added with our preparation which is vital to grab the opportunities. The basic expectations of the potential employer

include some aspect as listed below

- Resume – Simple, Clean and Structured Resume with readable fonts, very good spacing and most importantly the customization of the resume according to the job requirement.
- Tell me about yourself - Should focus on why you are the best fit for the job.
- Knowledge of the Company - One should read about the company to know its Goals and vision in order to gain confidence and express how you can better support their goals.
- Behavioural Competencies - Key aspect to better fit to the particular company's working culture.
- Big-ticket company – Focus will be more on the innovative aspect, how intellect and simple a person is.

Personal growth is expected by both the employee and the employer which is better supported with the Regimental Training Programme. Performance Appraisal is given due consideration, almost in all the workspaces. Focus on reading more books to gain insights from the great personalities and to supplement your ideologies and equip yourself with better brainstorming to think wisely. Input-output matrix is better attained in all the industries only with the help of a good workforce.



SPEAKER: Mr. Ravish

Director, MHL Global, Dubai

CEO & Master Consultant – Kun Cidar Associates

Theme: Disruption is the new normal

Time: 10.15 a.m., - 10.55 a.m.,

The second session started in an enthusiastic manner where the resource person encouraged every participant's involvement in the discussion. Since today's common topic for discussion was about preparing the outgoing students for a transition from campus to successful career calling, he encouraged the participants to put forth their questions at any point in time. There was a strong emphasis on how those who take the initiative to 'make a difference' will be able to thrive in their respective coming years. His topic of choice 'Disruption' need not necessarily mean the literal meaning (destroy) but could also denote 'change'. He went on to paint more about the word change by using it as a noun, i.e., Changes happening in five dimensions are Speed, Boundaries, Fuel, Culture and Talent and how it affects the media industry. He continued to explain it in detail.

- ❖ Speed - This factor is attractive for the younger generation, meaning, we all love it when something that we desire reaches us fast. He went on to give a small example of how things have evolved over the years. The first kind of entertainment piece, a radio took about 40 years to reach a total of 50 million users when compared to the recent development of various text and video sharing applications which takes only 4 months to reach the same total of 50 million users. So as career seekers we should be prepared at any point in time to utilize the opportunities that come our way.
- ❖ Boundaries - Your ideas and exploration should not be restricted to the boundaries of your country alone. Keep exploring what you are good at. Let your imagination and expectations run wild until you are satisfied with the outcome. Warner media could

only triple its market capitalization in less than a decade while Netflix could increase its market capitalization by 50 times in less than a decade.

- ❖ Fuel - This generation is the age of technology. Six out of twelve, that is, 50 percent of the world's most valuable public companies are Tech companies. All of these companies are valued at a relatively more market capital than the rest of the companies' combined. These tech companies use loads of data which is the new fuel (oil). The future value of the customers is hidden in these data that are collected over a large period. Machine learning, big data, deep learning, and artificial intelligence are the big deal.
- ❖ Culture - This factor talks about the culture statement that is categorized into two, namely, the agile ones and the nonagile ones. The agile ones are: Individuals & Interactions, working software MVP, ABM., Customer collaboration, and responding to change. The nonagile ones are Processes & Structures, Comprehensive documentation, Contract negotiation, and following a plan. The change should suit all cultures and forms to withstand in the market. Kodak, Nokia, Polaroid is some of the examples that failed to inherit this factor.
- ❖ Talent - The last factor is talent. Talent is something one is born with for some while something that is developed over sometime for others. Either way, you should be talented in some valuable form to reach success, be it entertaining people or good at academics of your chosen field and many others. Disruption or change is caused due to originality, innovativeness, creativity or to sum it all up, out-of-the-box thinking. Keep thinking and innovating to add value to the organization that you work for so that they have a reason to keep you running the job.

The overall session was light with a little bit of humor here and there. It was interactive and fun to keep up with the resource person's content. The whole session was very informative and worth our time.



SPEAKER : Mr. Tibine Mathew Varghese

Deputy Group Head – HR

Artan Holding, Doha, Qatar

Theme: Starting right in a frenzied world

Time: 10.15 a.m., - 10.55 a.m.,

In the beginning, Mr. Tibine Mathew explained about VUCA (Vision, Understanding, Clarity, Agility), and also about the pandemic and economic depressions, famines, wars, etc. he said that this pandemic is also a phase of abundance. He also explained that an attitude of continuous learning, creativity to innovate (disrupt) and the ability to adapt to markets and situations – watch out for gaps and opportunities, power skills – success in the new normal. He clearly explained that human potential is yet to be measured. Each one of us is a unique person and has a unique set of talents used them optimally to help you and help others. He also played a video “TMB Panyee FC” short film, in which it throws light on the possibilities in the impossibilities. *Panyee FC* is a short about a youth soccer team in Thailand. What makes them underdogs? The fact that they live in a floating fishing village in the middle of the sea! The young go-getters don't let that dissuade them from their dream however. They succeed, through hard work and perseverance, in creating a pitch to call their own. But can these kids, playing on

makeshift floating platform that has nails sticking out of it, really compete when it comes time for the big tournament held on the mainland. He pictured everything with an example. He reveals the current prevailing situation that wedged between Higher Supply verses the Demand and explained USP.

Later he illustrated the process, pain, patience which he compared to a “metamorphosis.” He took Falcon, the national bird of Qatar as an example and he said that to move out of comfort zone and to experience new things. The session was ended with the importance of opportunities in frenzied world. Many questions were put forth by the participants he answered everything patiently.

The session was very clear and understandable to every student; he gave lots of examples to understand the concept of Starting right in a frenzied world.

Finally, the programme ended with a formal vote of thanks was given by Dr. A. Marcus, Assistant Professor & Head, Department of Commerce and he also presented a token of appreciation to all our valuable eminent speakers.

TAKEAWAY

- Active learning, Analytical thinking, creativity, Originality, Initiative will take people to the great height.
- Focus should be on how to acquire demanding skills and make ourselves a best fit.
- One should learn to be patient and better utilize the Opportunities which comes by our way.
- ‘Change’ is the only word which does not undergo any change. So, adapt the changes and shine accordingly.
- Hard work and perseverance will definitely takes you to the zenith, a fine day.

