Industry - Academia Collaboration for Enhanced Higher Education Experience
IT Industry Context

- Large Business Potential
- Talent Shortage
## Competency Development at Infosys

From Campus to Continuous Education ...

### Continuous Education and CoE

- **Fresh Entrants**
  - **Foundation Program**
    - **Campus Connect**
      - Industry Readiness
      - Strong Base
      - Current & Relevant

- **Behaviors, Leadership**
- **Technical**
- **Continuing Education**
- **Processes**
- **Domain**
Goal

To Enhance the **Quantity** and **Quality** (Technical Competency, Soft Skills, Process Orientation, Analytical Abilities, English Language fluency) of IT Talent Pool
Evolution of Campus Connect

2004-05 Design, Pilots

2005-06 From Lift-off to Orbit

2006-07 Scale, Results

2007-08 Stability and Utilization

2008-12 Effectiveness, Sustainability

2013-15: Greater Relevance

Objective: To enhance the Quality and Quantity of IT Resource Pool
3 Phase Model of Campus Connect
Engage – Enhance - Sustain

Engage
- Awareness Creation
- Formal MoUs
- Governance Structure
- Stakeholder Engagement
- Pilots

Enhance
- Enhance the Offerings
- Performance Focus
- Globalization
- Effectiveness

Sustain
- Industry Electives
- Institutionalization
- Co-create
- Co-teach
- Contests
Program Approach

• Influence Higher Education Policies
  (Access, Relevance, Scale, Administration, Infrastructure, Versatility, Investments…)

• Education Management Thought-Leadership

• Provide IT Industry Exposure & Experience

• Provide Access to Infosys Courseware, Projects and Case Studies
Campus Connect Program Offerings

- Conclave
- Sponsorship
- FEP
- Technical Seminars
- Webinar
- Workshop
- Student Projects
- Contests
- Sabbatical
- FP, Soft Skills, Electives

Stakeholders
- Students
- Faculty Members
- College Management
- Industry
Educationware

Education Assets

- **Relationship Framework**
  - MOU with college/ University
  - Campus Connect Annual Planning Process
  - Stakeholder survey, Feedback and Information system

- **Digital Infrastructure**
  - Campus Connect Portal
  - Help desk, Email based request system, Survey Tool
  - Webinar, Video Conferencing, Teleconferencing, Event Recording

- **Program Offerings and Services**
  - Faculty Enablement Program, Roadshows
  - Sabbaticals, Sponsorship
  - Technology Seminars, Contests for students and faculty

- **Program Management Practices**
  - Roll-out Planning and Execution Framework
  - Deployment Tracking at National Level
  - Regional and National level Review Methodology, Segmentation Model

- **Courseware and Methodology**
  - Foundation Program Courseware, Soft skills Courseware, Domain specific (Mainframe systems, BI, Enterprise Architecture, etc.,)
  - Student Project Bank
  - Assessment methods, Lab Assignments Bank
The Flexibility Challenge

Source: Gartner (September 2005)
Why Soft Skills - Changing Needs...

Historical Sweet Spot
The Specialist
Source: Gartner (September 2005)
Industry Electives – Expanding the Scope

Why Industry Electives?
- Academic flexibility – Align programs with future workplace demands
- Outcome based learning - Based on “learn and apply”
- Students have special interest to round-up their general education
- Faculty have special interest to create channels with Industry

Role of Infosys

During Proposal discussion
- Understand the process elements for introducing a new elective
- Facilitate

During Roll-out
- Faculty Enablement
- Sharing the Curriculum, Sharing the Syllabus
- Sharing the presentation material and notes
- Organizing Co-Teach Webinars
- Sharing Webinar Repository
- Sharing the course videos (for faculty only)
- Sharing the assessment framework (faculty only)
- Sharing the roll-out processes & Reviews
Reaching-out Digitally

Online Computer Lab

Participating College

Internet

Citrix GoTo Webinar

Speaker (SME)

Moderator (CC Anchor)

PC+Projector

Audio
Deployment
Scalability, Consistency and Repeatability

Foundation Program Deployment Guide
Generic Courses

Pre-deployment
- Plan the course schedule
- Announce the program schedule
- Get resources and course material ready
- Review the rollout plan with Infosys
- Plan the rollout plan
- Plan batches (optional)
- Select students
- Announce the FP testing
- Prepare the rollout plan

Deployment
- Lay off Courseware Delivery
- Prepare Courseware
- Deliver Courseware
- Assess Students' Performance
- Review Test Papers with Infosys
- Record Progress and Student Performance
- Collect Feedback from Students
- Counsel Students
- Submit FP Feedback Form
- Issue Certificates
- Send a Course Completion Letter to Infosys

Post-deployment
- Organize a Road Show (optional)
- Announce a Road Show (optional)
- Announce students
- Plan batches (optional)
- Prepare the rollout plan
- Review the rollout plan with Infosys
- Plan the course schedule
- Get resources and course material ready
- Lay off Courseware Delivery
- Prepare Courseware
- Deliver Courseware
- Assess Students' Performance
- Review Test Papers with Infosys
- Record Progress and Student Performance
- Collect Feedback from Students
- Counsel Students
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Infosys
Campus Connect

Building Tomorrow's Enterprise
Campus Connect in India and other Countries

- China
- Singapore
- Malaysia
- UK
- Boston University, USA
- Mexico
- Brazil
Recognition and Awards

1. QCI DL Shah Quality Award, April 2014
2. Golden Award for Blended Learning - TISS 2012, CLO Summit, 2012
3. Most Engaged Industry Partner - Malaysia Govt., 2012
4. NASSCOM Exemplary Talent (NExT) Practices Award, 2012
5. 12th Annual Corporate University (CorpU) XChange Awards, for Excellence and Innovation - Global Leadership Conference, 2011
7. Infosys Excellence Award - A System for Co-designing Industry Electives with Academia, 2010
8. Infosys Excellence Award - The Foundation Program Deployment Methodology, 2006
Thank You