

## 7. Industry Connect and Guest Lectures

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**Abstract:**

*The employment of guest speakers in college lectures is a widely acknowledged pedagogical technique, but the scholarly literature has primarily relied on teachers' or event organizers' anecdotal reflections on personal experiences. Guest lectures are frequently a welcome and exciting addition to a course, as they can demonstrate the syllabus's real-world application. It can be difficult to successfully include a guest talk. Guest Lectures and Industry Talks: Industry Connect brings industry professionals into the classroom, giving students direct knowledge of the current trends, challenges, and opportunities in the sector. Using guest lectures can allow graduate students to connect ideas with practice. While guest speakers have a lot to offer, their conventional visits to marketing classrooms may limit student involvement. This paper outlines a concept utilized in marketing classrooms to encourage active learning and maximize the impact of guest speakers' visits. In this paper, we will discuss. Industry Connect and Guest Lectures.*

**Keywords:**

*Industry Connect, Guest Lectures, Guest Speakers, Pedagogical, Classroom, Latest Trends, Challenges, And Opportunities, Student Engagement, Industry Input, Experiential Learning, Technology Integration, Curriculum Co-Creation*

**7.1 Introduction:**

Industry connect is one of the Institute's key strategic linkages or dimensions, which it promotes through activities and initiatives such as regular addresses/talks by

industry leaders, joint research work, consultancy assignments, participation in curriculum reviews, campus event planning, and industrial visits. [1]

## **7.2 Connect Education and Industry Through Innovative Approaches:**

- **Industry Input:**

To effectively connect education and industry, begin by soliciting direct feedback from firms and professionals in relevant industries. Advisory boards, guest lecturers, and curriculum development partnerships can all help to achieve this. Understanding what skills and information are in demand allows you to personalise your instruction to better prepare students for the real-world issues they will face. Engaging with industry experts not only enhances instructional content, but also allows students to network and gain insight into potential future routes.

- **Experiential Learning:**

Experiential learning is a powerful tool that helps students to apply theoretical information in real-world contexts. This can include internships, cooperative education, or project-based learning programs in collaboration with local businesses. By implementing these hands-on activities into your curriculum, you give students vital exposure to industry methods and workplace culture. Not only does this improve their learning, but it also makes them more appealing to potential employers. [2]

- **Technology Integration:**

In today's digital age, incorporating technology into schooling is critical. Use cutting-edge tools and software used in the sector to familiarise pupils with the technical landscape they will face. This could include simulations, virtual reality, and industry-specific applications. By learning these techniques during their

education, students acquire a competitive advantage and are better prepared to transition into the workforce.

- **Curriculum Co-creation:**

Include industry professionals in the co-creation of curricula to ensure that the material taught is current and relevant. This partnership can result in a curriculum that reflects current industry standards and practices. Regularly modifying course content with input from industry partners ensures that students are studying the most up-to-date information and are ready for an ever-changing employment market.

Guest speakers from the industry can give business students with useful practical information and real-world experiences. Their understanding helps to integrate theory and practice into course content. As a result, visits by guest speakers to marketing courses have the potential to improve students' experiences and contribute meaningfully to their learning; thus, such visits are typically highly recommended.

Guest lectures are a strong tool for improving the learning experience in the classroom. By bringing professionals and experts from various industries, educational institutions can bring real-world knowledge and expertise into the classroom. This practice is critical for preparing students for their future endeavors, as it provides them with practical insights and bridges the gap between academia and the real world. [3]

However, while students frequently enjoy guest lecturers' visits, they are not always rigorous. As a result, in terms of influence on student learning, the traditional guest speaker visit model may be ineffective.

First, in order for the traditional format to be effective, speakers may need to devote significant time to preparing a presentation. This kind of time investment may dissuade busy professionals from fully preparing for their visit. In my experience,

lack of preparation was frequently evident in one of two ways: a) a long series of slides that were clearly prepared for another occasion and were not subsequently tailored for the student audience in any way, or b) the speaker "winking" it by sharing random stories from his or her experience with no clear focus or substantive content. In both cases, the students had an unsatisfying experience. [4]

Another challenge is that students may see guest speakers' appearances as "down time." It is typically difficult for the professor to incorporate the speaker's topic into tests. As a result, students may be uninterested in a speaker (particularly if the speaker's career or place of employment is unappealing to them) and pay little attention to what he or she has to say since they believe there is little at risk. Although some students raise excellent questions, the Q&A segment is frequently simple.

This includes broad queries such as career advice or basic information about the speaker's organization. In summary, the primary difficulties with the normal student queries I used to have when guest speakers would arrive were the following:

- 1 Were really basic.
- 2 Mainly focused on simple information.
- 3 This could have simply been answered by visiting the company's website.

Overall, there appeared to be little effort to actively absorb the content covered by the speaker and/or to link course materials to the speaker's examples. Furthermore, having the speaker speak for an extended period of time before moving on to questions may result in an indifferent audience due to the previous lack of participation. As a result, students may not profit from the speaker or understand the relationship between the speaker's talk and course content. [5]

All of these difficulties are troublesome because they demonstrate a lack of involvement with the course material, making it harder for me to fulfil my course

objectives. My primary goal in inviting guest speakers to my class is to help me achieve specific learning objectives and expected student outcomes; students should be able to connect real-world issues to class concepts, analyses real-world problems and make recommendations, and think critically. To solve these challenges, I built a more dynamic setting in which students must prepare for each speaker's visit in advance.

Collaboration among students and stakeholders outside of their immediate learning group at the university is critical for good learning. The use of external guest speakers is a frequent strategy for expanding students' learning experiences in various fields. In higher education, a guest lecturer is someone who is invited to present or speak on a topic at an event where they are not the host, such as a course or event. Traditional guest lecturer experiences involve a guest engaging with students in a series of collaborative activities such as presentations or seminars. Virtual guest lecturers are becoming increasingly common in university classrooms as technology advances. [6]

Guest Lectures provide techniques to improve the value of speaking and participation, as well as a strategy for ensuring that the presentation aligns with classroom objectives. Colleges invite guest lecturers to their campuses for a variety of reasons. A teacher may ask a successful alumnus to visit the classroom and speak with pupils about how they achieved success in their industry. Guest lecturers should not be limited to campus-based courses. College instructors teaching distance learning and online courses may also add guest lecturers into their curricula. Guest lecturers can open students' minds to job opportunities they never considered before. These guest lecturers offer a flourishing series of lectures and seminars covering a wide range of legal, political, and philosophical themes.

The goal of industry-institute collaboration is to increase the quality of technical education in order to meet the needs of industry and the economy. Industry Institute Interaction improves teaching-learning processes, raises student awareness of the

industrial environment, gives students with practical knowledge, and helps students acquire the confidence to become entrepreneurs.

The Department of ECE is particularly active in Industry Institute Interaction, having signed Memorandums of Understanding with various industries. The gap between industry and academia is addressed through industry expert lectures, hands-on workshops, industry-led curriculum delivery, internship trainings, industrial visits, sponsored projects, and so on. [7]

To improve Industry-Institute Interaction, the following initiatives are performed throughout the year:

- The institute and industry have signed Memorandums of Understanding to strengthen their strategic relationship.
- Encouraging industry experts to conduct guest lectures at our university.
- Conducted hands-on seminars in collaboration with industries.
- Exhibitions evaluated by industry professionals in collaboration with professional societies.
- Organizing workshops and seminars involving faculty and industry experts.
- Industry leaders and engineers visit the Institute for talks and lectures on current industrial methods, trends, and experiences.
- Students can gain practical experience through internships in many businesses.
- Scheduling industry visits.
- Hiring Adjunct/Visiting Professors from Industry.
- Industry experts conduct STTP/FDP.
- Provided training for students to improve their aptitude and interview abilities.
- Professional bodies offer skill development courses.
- The company contributed to the development of institute infrastructure.

### **7.3 Industry Connect Lecture Series:**

As part of our Guest Lecture series, we invite experts from several industry verticals to share their knowledge and experience with student participants. Students can stay up to date on industry advances and challenges by participating in interactive sessions with professionals. This enables them to grasp the practical parts of the theoretical knowledge provided and refine their skills for speciality roles in organisations. Such interactions also allow prospective recruiters to accurately assess the student's aptitude as well as their knowledge and comprehension of the disciplines and principles of finance and management.

During the academic year 2023-24, the Department organised an impressive lineup of over 20 Guest Lecture Series, with renowned experts sharing their insights on critical topics such as valuations, angel investing, investment management, investment research, investment banking- M&A, portfolio management, real estate, REITs, credit rating, wealth management, and risk management. Each session was a beacon of knowledge, with leading experts offering fascinating presentations and interesting debates. The department ensures that students obtain a top-tier education and are exposed to cutting-edge financial and investing strategies.

Guest Speaker Strategy Effective teaching tactics in graduate courses can expand students' experiences by introducing them to new pedagogies to provide better education: Using numerous teaching methods and ideas to supplement the traditional lecture style can enrich the classroom experience and help to reach the greatest number of pupils. The goal of employing a particular teaching approach should be to promote quality learning. [8]

### **7.4 The Value of Guest Lectures:**

Guest lectures provide students with important viewpoints and practical insights that extend beyond textbook knowledge. Guest speakers bring in experts and professionals from other industries, providing a new perspective that can

considerably improve students' grasp of hard topics. These professionals bring their knowledge to life, making abstract ideas more relevant and intelligible.

At Radcliffe World Academy, for example, Principal Aditi Mam gave a remarkable speech about kindness and acceptance of variety. Her statements emphasized how simple gestures of kindness and respect can make a tremendous difference in someone's life.

This guest talk not only emphasized humane beliefs, but also demonstrated the practical benefits of accepting diversity and valuing everyone's distinct characteristics.

These examples demonstrate how guest lecturers at the Radcliffe Group of Schools have a significant impact on student learning. Guest lectures guarantee that students not only comprehend the academic underpinning, but also get a deeper understanding of how these concepts are utilized in practice. [9]

- **Exposing Students to Industry Professionals:**

Guest lectures give students a unique opportunity to meet with specialists from other businesses. This encounter provides students with a personal understanding of many jobs and potential career choices. Listening to these professionals allows students to explore other professions and uncover their passions and interests.

- **Enhancing Critical Thinking and Problem-Solving Skills:**

Guest lectures help students develop critical thinking and problem-solving skills. Guest speakers urge students to think outside of their regular frame of reference and encourage them to think creatively.

Guest lectures pique students' intellectual interest and push them to seek out novel solutions to complicated challenges by presenting new views and firsthand



experiences. Real-world examples and case studies offered by guest speakers are critical in enhancing students' problem-solving abilities. By evaluating these actual scenarios, students are exposed to real-world problems and taught how to apply theoretical knowledge to discover effective solutions.

These examples give students a better knowledge of how to apply the principles they learn in the classroom, preparing them for the intricacies of the professional world.

- **Fostering Engagement and Motivation:**

Guest lectures contribute significantly to student engagement and motivation. They provide a refreshing alternative to typical classroom learning by providing real-world perspectives on a subject. When guest speakers share their own experiences and success stories, they can pique students' curiosity and inspiration.

### **7.5 Benefits of Industrial Visits:**

Industrial visits, also known as industry trips for students, are an important part of the academic syllabus for many undergraduate and postgraduate degrees. These educational visits promote interactive learning, providing students with essential exposure to real-world work contexts as well as a practical comprehension of theoretical topics relevant to their field of study. The major goal of industrial visits is to bridge the gap between theoretical knowledge and practical application by immersing students in firsthand experiences that allow them to understand the complexities of diverse business operations and processes in the workplace.

Beyond standard classroom instruction, industrial trips for college students play a crucial role in supporting holistic development. They enable students to understand current market trends, anticipate future industry dynamics, and become acquainted with cutting-edge technology being used in the area. [10]

## **7.6 Benefits of Guest Lectures and Industrial visits:**

**Practical Exposure:** Industry trips give students personal experience in real-world business contexts, allowing them to see theoretical concepts in action and better comprehend industry processes.

**Networking Opportunities:** Guest lectures by industry experts allow students to interact with professionals, form relationships, and broaden their professional network, which can be extremely beneficial for future employment chances.

**Insights from Industry Professionals:** Guest lectures impart ideas, experiences, and practical expertise from industry leaders and professionals, giving students a broader perspective and deeper understanding of numerous business sectors.

**Application of Classroom Learning:** Both industry visits and guest lectures bridge the gap between theory and practice by illustrating how classroom concepts are applied in actual business scenarios, enhancing students' understanding and application of theoretical knowledge.

**Career Guidance and Mentorship:** Industry visits and guest lectures frequently include conversations about career choices, industry trends, and job prospects, which provide students with useful advice and mentorship to help them make informed career decisions.

**Inspiration and Motivation:** Interacting with accomplished experts and seeing new business practices during industry visits and guest lectures can inspire and drive students to set higher goals, strive for excellence, and confidently follow their career goals. [11]

## **7.7 Academia and Industry Collaboration Plan:**

As previously said, it has become increasingly evident that bridging the gap between academics and industry is crucial; nevertheless, it is even more critical to bridge the

gap between requirements engineering in the literature and more efficiently putting those needs into practices. Therefore, identification of the problem domain is required, which comprises the following:

- Use outdated processes and approaches after researchers have introduced new methods.
- Theoretically designed processes may not be applicable in the industrial field once executed.
- Students learn industry-relevant methods; however, their application may differ based on specific requirements.
- There is a divide between academic and industrial researchers.
- Students sometimes lack marketing skills outside of academia.
- Resources available to researchers and practitioners.
- Industry is hesitant to implement new ideas, while academia is hesitant to adopt new teaching approaches.
- Long-term trust deficit between spouses is low.

Both partners must understand that technological advancement is unattainable without fresh ideas. It has become vital to establish long-term relationships among primary stakeholders. As a result, we are emphasizing key elements in the solution domain, which could signal the start of a collaboration strategy between academia and industry.

- Practical application of theoretical standards in industrial settings is essential.
- Start an internship program.
- Project managers with industrial expertise will provide lectures to share their knowledge with academia.
- Academia shares research with industry and creates studies on new process models to benefit partners.
- Industrial relevance is crucial for teaching pupils.

- Industry and academia need to share resources. Students and staff should have access to internet resources that allow them to obtain references from current research, studies, and publications.
- International exchanges between students and employees should be encouraged, rather than only intra-country collaborations.
- Committees are required for monitoring and growing collaboration. [12]

### **7.8 The Purpose of the Guest Lectures' Program:**

#### **Advantages for Students:**

- Receive unique information and insights from KBTU alumni and professionals.
- Be inspired by success stories in order to select the best models for career development and learn the secrets of professional talents.
- Find answers for career self-determination and the greatest tips.
- To learn the essential skills for a successful job.

#### **Advantages for Speakers:**

- Speakers will offer their rich knowledge and unique experiences.
- Speakers might summaries their skills gathered over time.
- To develop oratory skills.
- The speakers will help address the issue of a shortage of highly trained university lecturers.

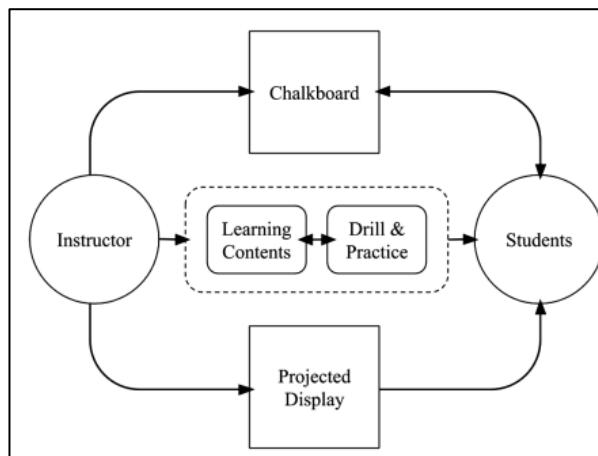
#### **Advantages for University:**

- To strengthen industry connections.
- Identify modernization trends in the labor market.
- Adapt established academics to modern tendencies.
- Receive guidance for developing advanced study programs to support labor market transition [13].

### **7.9 Traditional Lecture-Based Instruction:**

The lecture-based instructional technique is a classic classroom teaching model in which the instructor delivers a lecture verbally while using a projector, visual display surface, and writing surface (such as a chalkboard or dry-erase whiteboard). This is widely regarded as an instructor-centered, content-oriented approach. In other words, traditional lecture-based instruction is intended to enhance learning through practice questions and exercise exercises, which often results in less classroom interaction between the teacher and students, as well as among students themselves.

Figure 1 shows the framework for the standard lecture-based instructional technique utilized in this study to teach students in the control group. Figure 1 depicts traditional lecture-based learning, in which instructors use a projector to show students multimedia resources such as video and audio files, as well as numerous sorts of educational information. In this study, the traditional lecture-based training group made extensive use of the chalkboard to enhance interaction between instructor and students. This would include, for example, the teachers' taking of notes and the students' responses to exercise questions. In contrast, the projector was utilized just to display course materials. [14]



**Figure 7.1 A Traditional Lecture-Based Instructional Approach**

### **7.10 Conclusion:**

They offer students alternate perspectives, ideas, and personal experiences that can enhance the instructor's curriculum. The guest talk may include stories or anecdotes other than those utilized by the instructor. Guest Lectures and Industry Talks: Industry Connect brings industry professionals into the classroom, providing students with firsthand knowledge of the latest trends, problems, and opportunities in their sector.

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