

Great Lakes & Virtusa collaborate to make students Industry ready

City college inks MoU with firm: Virtusa Corporation, a global provider of digital strategy, digital engineering, and IT outsourcing services, signed a memorandum of understanding (MoU) with Great Lakes Institute of Management, Chennai. As part of the partnership, subject matter experts will give industry-oriented invaluable inputs, deliver sessions at the institute, pick students for internships, and make pre-placement offers.

Virtusa, Great Lakes to improve employment readiness of students

Chennai, Aug 18: Virtusa Corporation, a global provider of digital strategy, digital engineering, and IT outsourcing services, signed a memorandum of understanding (MoU) with Great Lakes Institute of Management, Chennai, a premier business school in India.

In this partnership, Virtusa will help redefine Great Lakes' program curriculum and restructure their new age technology course modules on artificial intelligence (AI), machine learning (ML), and Analytics.

Arvind Purushothaman - SVP & Global Head - Data Management Practice, Virtusa said, "This technical know-how will, in turn, help the students reap benefits at the time of campus placements."

Bala V Balachandran, Founder, Dean & Chairman, Great Lakes Institute of Management, India, affirms, "I hope this will further strengthen our already excellent relationship with Virtusa and I look forward to many years of meaningful, fruitful and mutually beneficial association with Virtusa."

Virtusa also aims to engage with the faculty of Great Lakes and provide them guidance and inputs to make the programs industry relevant.



ఒప్పంద పత్రాలను చూపుతున్న ప్రతినిధులు

ఒప్పందం కుదుర్చుకున్న 'గ్రేట్ లేక్స్'

టీవీఎన్, న్యూస్టుడే: చెన్నై నగర శివారులోని గ్రేట్ లేక్స్ ఇన్స్టిట్యూట్ ఆఫ్ మేనేజ్మెంట్ సంస్థ గురువారం విచ్చిన సంస్థతో ఓ ఒప్పందం కుదుర్చుకుంది. ఇరు సంస్థల ప్రధాన నిర్వాహకులు బాలచంద్రన్, అరవింద్ పురుషోత్తమన్లు ఒప్పందంపై సంతకాలు చేశారు. ఈ సందర్భంగా వారు విలేజ్ కథతో మాట్లాడుతూ... విద్యార్థులు వచ్చే వూర్తి చూసుకున్నాకే ఉద్యోగాలు సులభంగా పొందేందుకు ఇటీవల తదితర రంగాలపై శిక్షణ ఇప్పించేందుకు ఈ ఒప్పందం దోహదం చేస్తుందని పేర్కొన్నారు.

Great Lakes, Virtusa to impart new age tech based education

CHENNAI: Virtusa Corporation, a global provider of digital strategy, digital engineering and IT outsourcing services, signed a memorandum of understanding (MoU) with Great Lakes Institute of Management.

In this partnership, Virtusa will help redefine Great Lakes' program curriculum and restructure their new age technology course modules on artificial intelligence (AI), machine learning (ML) and Analytics.

Speaking at the event, Arvind Purushothaman, SVP and Global Head - Data Management Practice, Virtusa, said, "We are happy to partner with Great Lakes Institute and will support them in building an industry-oriented curriculum that will

help students gain knowledge of the new age technologies. This technical know-how will, in turn, help the students reap benefits at the time of campus placements."

As part of the partnership, Virtusa will nominate its subject matter experts to give out industry-oriented invaluable inputs. They will deliver sessions at the institute, handpick students for internships, and make pre-placement offers. Additionally, as part of the coursework, students will have the opportunity to work on real-time use cases that will expose them to actual scenarios. The Virtusa team will mentor and review their work to ensure they are industry-ready by the time they pass out.

Speaking on the partnership, Bala V Balachandran, J L Kellogg Profes-

or of Accounting and Information Management, Northwestern University, USA and Founder, Dean and Chairman, Great Lakes Institute of Management, India, affirms, "Great Lakes, a pioneer in Management Education has introduced a new major in AIMLA and is also proud to announce an association with Virtusa to impart practical, industry-relevant course content to our students. I hope this will further strengthen our already excellent relationship with Virtusa and I look forward to many years of meaningful, fruitful and mutually beneficial association with Virtusa."

Virtusa also aims to engage with the faculty of Great Lakes and provide them guidance and inputs to make the programs industry relevant.



Bala V Balachandran, J L Kellogg Professor of Accounting & Information Management, Northwestern University, USA and Founder, Dean & Chairman, Great Lakes Institute of Management and Sundararajan Narayanan, Chief People officer, Virtusa Corp during the signing of MoU

AIMLA is the buzzword

◆ Virtusa CPO says Artificial Intelligence, Machine Learning and Data Analytics are future of tech biz and education

[A HARSHA VARDHAN | Chennai, Aug 20:

In the world of tech biz, AI (Artificial Intelligence) and ML (Machine Learning) are buzzwords. However, students coming out of colleges lack practical knowledge, as both AI and ML are confined to the industries and has not filtered down to University level.

So, for the first time in India, a business school, Great Lakes Institute of Management has signed a MoU with a global IT company, Virtusa Corporation who are experts in digital strategy and digital engineering, to offer a new major - AIMLA (Artificial Intelligence, Machine Learning and Analytics) in Great Lakes' management curriculum.

In a conversation with *News Today*, Virtusa Corporation's CPO, Sundararajan Narayanan gives an insight into AIMLA in business and its need in the University curriculum.

Here are excerpts from the interview

Q. What is the reason behind integrating AIMLA into a business school?

A. AI and ML are being used everywhere and they will be inte-



Founder and chairman of Great Lakes Institute of Management, Bala V Balachandran and Chief People officer, Virtusa Corp, Sundararajan Narayanan, during the signing of MoU.

EDUCATIONIST'S VIEW

Founder and chairman of Great Lakes Institute of Management, Bala V Balachandran said, "The real reason for this MoU is our belief that academic elegance should blend with business relevance. If you are not teaching something in tune with the current needs of business, then the teaching is useless. The world is moving from entrepreneurship to technopreneurship and it is time that education moves in the same direction."

grated into all businesses in the future. But, as a company, whenever we go to recruit new graduates, we find that students lack an understanding of the practical aspects of this new technology. So, we decided to support colleges build an industry-oriented curriculum. We have partnered with tech schools before, but this is our first partnership with a business school.

Q. What will this partnership bring to the table?

A. As part of the partnership,

MACHINES WILL HIRE HUMANS IN FUTURE

The day is not far off when machines will completely take over the hiring processes in big companies, says Sundararajan. In fact, the process has already started.

He said, "AIMLA will be an important aspect of the hiring processes as well. The machines will analyse all your publicly available data in the digital world. It will look at keywords in your job profile, your education, past experience, your social media searches. Based on machine learning, it will predict what is your expectation of the company and it will analyse if it matches with what the company expects from its employee."

"Even changes in marital status, or if you are going to have kids or change your location will be calculated by predictive algorithms. This will save the company time in filtering candidates. Earlier, when we go to hire for a position, we will get 22 profiles, interview 10 people, shortlist five out of them and give offers for three. Out of those three, we will negotiate with two and select one employee. Now the computer will shortlist three worthy candidates for us," he explained.

Will this remove the gut instinct of an employer?

"Yes. But at the same time, it will bring in more transparency in the hiring process," says Sundararajan.

Virtusa will nominate its subject matter experts to give out industry-oriented inputs. The coursework will provide students with an opportunity to work in real-time use cases of AI, ML and data analytics in live ongoing projects of Virtusa that will not impact the data privacy of the company. It will expose them to actual scenarios. The Virtusa team will

A. There is a willingness. But the right economic conditions are not there. This is why you now see a lot of interaction points opening up between corporations/industries and colleges in India now. This was not there 15 years back. Now colleges are approaching industries to prepare their syllabus. A change can be seen, but it is slow and will take some time as decision-making powers are in different places in India.

Q. What can be done to hasten change?

A. Slow adaptation of technology into education is not only in India, but also in the US. But in the Western countries, the professors take a sabbatical every 12 months or so, to go and work in an industry or a corporation.

When they do, they get to know what they have to teach their students. This kind of flexibility must come here. The learning process of people in tech biz must also be continuous. Specialisation plays a key role. Earlier in the tech biz, after every five years of growth, there will come a big change. But now, growth and change happen together and the people in the industry, students and institutions should adapt to this.