

EducationTIMES presents

# TIMES UNIVERCITY 2017

Bengaluru's Premier College Expo

Decide Your Future

## THE NEW DIGITAL WORKFORCE

Digital engineering is viewed as the main driver of growth fuelled by the availability of skilled professionals



Linkedin users are women who are driving social media trends and making purchasing decision. Thus it's important to have greater representation of women engineers in the industry as they bring a much-required different perspective to difficult and complex scenarios and a greater cultural diversity.

### PERTINENT SOFT SKILLS

From a soft skills perspective, learning agility, analytical skills, cognitive skills stand out as the key aspects required for fresh graduates. While these remain common for the laterals as well, the additional skills desired include potential to grow, multi-tasking, ability to navigate ambiguity, creative thinking and innovate skills global exposure and flexibility to change roles or assignments.

### STUDENT-INDUSTRY COLLABORATION

It makes sense to reiterate the need for a collaborative model wherein the corporates, academia, student community work together towards the larger interests of all stakeholders, such as TECHgium, an initiative that brought together members of the academia, engineering students, industry experts and customers to solve current business challenges faced by the industry. Over 7,000 engineering talent, 193 faculty members from 164 reputed engineering institutes participated in the competition to solve the 22 challenges defined by global clients. The multi-stage competition required students to create concepts, submit abstracts, present technical papers and showcase Proof of Concepts (PoCs) to address the challenges. The learnings and insights derived from such events can serve as a reference guide and can go a long way in strengthening industry alignment with educational institutions, to gear up for the needs of the future.

### SCOPE FOR WOMEN ENGINEERS

While the above is from a skillset perspective, the Digital Engineering wave has also triggered the need for organisations to rethink on their diversity focus. This belief is supported by the fact that the social media today is dominated by women who are driving debates on sociocultural issues and also influencing purchasing decisions. Currently, more than half Facebook users and a third of

requirement to do complete justice is the availability of professionals with appropriate skillsets.

### SKILLS TO POSSESS

To start with, professionals enabling Digital Engineering should have the capabilities to design networks incorporating the elements of social intelligence to predict and create lifestyles of the future. This ambitious expectation will require the co-optive association of not only the students, but also the academia and the corporate world.

While the above is true from a long-term perspective, the pertinent requirement

from Digital Engineering perspective is to equip the students specialising in streams such as electronics, mechatronics and Power Electronics, to name just a few, with all the appropriate skillsets.

Ecosystem players have already started looking out for students with micro-specialised domains exposure, for example, engineers with solid knowledge of Computer Aided Systems or AUTOSAR. Professionals with deep and niche subject matter expertise and a passion to excel will always be in demand by companies, irrespective of the macroeconomic conditions. In addition however they

need to keep evolving and adding to their skillsets to keep up with the rapidly changing environment.

(The author is CEO & MD of an engineering technology services company)

Keshab Panda  
tpb@timesgroup.com

The human race is currently at an interesting juncture of the ongoing digital wave that promises to positively impact our lifestyles like never before. Even the more orthodox and conventional proponents of engineering are rapidly embracing benefits of digitisation at an exponential level and this has given rise to the emergence of Digital Engineering. Pundits bet this to be the main driver of growth for years to come. Thus, while the ecosystem gears up to tap on this opportunity, a key

## Two-day education expo in city

Times UniverCity is a premier festival for students to explore various career options after the 12th standard.

The fourth edition of Times UniverCity is a two-day experience filled with workshops, speaker sessions, performances and career building activities.

This year, Times UniverCity is creating an agenda that primarily focuses on students getting a chance to explore exciting career options through various formats. The objective is for students to interact with various institutions and get a chance to scout through

potential career options and make informed choices.

Over the course of two days, Times UniverCity offers an interesting mix of workshops in various fields ranging from technology to design thinking. Through the speaker sessions, industry experts will interact with students. Performances from musicians and theatre artists will add colour to the event.

The expo is on this weekend, May 20 and 21, 2017, at St. Joseph's Boys' High School, Bengaluru, between 10.30 a.m. and 6 p.m.

## TIMES UNIVERCITY 2017 EVENTS

Day 1 : SATURDAY, MAY 20, 2017		Day 2 : SUNDAY, MAY 21, 2017	
11:00 11.30AM	Inauguration and keynote session: Sruthi Hariharan, actor	11:00 11.45AM	Q&A: Danish Sait, RJ and Saad Khan, film director. Moderator: Vineeth Vincent
11:30AM 12.00PM	Talk by Sai Krishna V K Founder, Scapic	12:00 12.20PM	Music performance by Joel Jacob
12:00 12.20PM	Music performance by Anup K R	12:30 12.50PM	Q&A: Yuvraj Bharadwaj and Yashraj Bharadwaj, Founders, Zenith Vipers
12:30 12.50PM	Talk by Shashank Murali, Founder, Tap Chief	2:30 2.50PM	Talk by Sanjay Manaktala, stand-up comedian
2:30 2.50PM	Talk by Bert Mueller, Co-founder, California Burrito	3:00 3.20PM	Talk by Siddhant More, Founder, Mad Over Marketing
3:00 3.20PM	Talk by Richa Singh, Co-founder and CEO, YourDOST	3:30 3.50PM	Music performance by Shubham Roy
3:30 3.50PM	Music performance by Hannah Elizabeth Mathews	4:00 4.45PM	Talk by Raghu Dixit and Gaurav Vaz, musicians
4:00 4.45PM	Talk by Varun Agarwal, author and co-founder, Alma Mater	5:00 5.30PM	Talk by Nikhil Chinapa, music entrepreneur

## WORKSHOPS

Day 1 : SATURDAY, MAY 20, 2017			Day 2 : SUNDAY, MAY 21, 2017		
TIME	TOPIC	FACILITATOR	TIME	TOPIC	FACILITATOR
10:30AM 1.00PM	Mental health	YourDOST team	10:30AM 1.00PM	Design thinking	Akash Kuttappa UI/UX expert
2:30PM 4.30PM	Spoken word	Open Sky team	2:30PM 4.30PM	Culture of making	Richard DIY professional

VENUE: St. Joseph's Boys' High School, Museum Road, Next to SBI Head Office, Bengaluru

CONTACT: Santosh 99168 70088 / Suresh 97048 15678

ENTRY FREE



# GARDEN CITY UNIVERSITY

University Established under Karnataka State Act 47 of 2013

CREATING DREAMERS, ACHIEVERS & WINNERS

Garden City University is established under Karnataka State Act No.47 of year 2013. GCU is recognized by the University Grants Commission (UGC). Garden City Group of Institutions have been in the forefront of the education sector for two and a half decades.

The years of experience and the invincible desire to provide world class education at all times has made these group of institutions, one of the most sought after for pursuing tertiary education in India. The academic culture of our institution and its credentials are vast spread across the world which has brought in students from 79 different countries and every State & Union Territories of India.

Garden City University is a recognised centre for higher learning & research, offering a variety of graduate, post graduate, research & doctoral programs located on a vast campus in the Garden City of India - Bangalore.

## ADMISSIONS OPEN FOR THE ACADEMIC YEAR 2017-2018

For details, visit our campus or email to: [admissions@gardencity.university](mailto:admissions@gardencity.university) or call: 9243750005/ 9243750006 9243750008/ 9243750009 9243750010/ 9243750011



## GCU SCHOOLS & PROGRAMMES

[www.gardencity.university](http://www.gardencity.university)

### SCHOOL OF PROFESSIONAL STUDIES

BA Tourism, History, Journalism  
BA Tourism(Hons)  
BSc Fashion & Apparel Design  
DHM-Diploma in Hospitality Management  
BHM-Bachelor of Hotel Management  
BSc (HM&CT)-(Hotel Management & Catering Technology)  
MTTM-Master of Travel and Tourism Management

### SCHOOL OF SCIENCES

BSc Biotechnology (Hons)  
BSc Biotechnology, Biochemistry, Genetics  
MSc Biotechnology  
MSc Microbiology

### SCHOOL OF COMPUTATIONAL SCIENCES & INFORMATION TECHNOLOGY

BCA-Bachelor of Computer Application  
BSc Information Technology  
MCA-Master of Computer Application

### SCHOOL OF INDIAN AND FOREIGN LANGUAGES

BA English (Hons)  
BA French  
MA English  
MA French

### SCHOOL OF HEALTH SCIENCES

BPT-Bachelor of Physiotherapy  
MPT-Master of Physiotherapy

### SCHOOL OF COMMERCE & MANAGEMENT

BCom  
BCom (Hons)  
BBA-Bachelor of Business Administration  
BBA-Specialization in Business Analytics in association with IBM  
MBA (Dual Specialisation)  
MBA (International Business/Marketing/HR/IT/Finance)

### SCHOOL OF MEDIA STUDIES

BA Journalism, Psychology, English  
BA Journalism (Hons)  
MA Journalism & Mass Communication  
MSc Electronic Media

### SCHOOL OF SOCIAL SCIENCES

MSc Psychology

## Lead the transformation!

Be future-ready with IBM Career Education Program @ Garden City University

- Bachelor of Business Administration with Specialization in Business Analytics, in association with IBM



IBM Software Lab for Emerging Technologies  
Initiative of the Career Education Program



In collaboration with Garden City University, Karnataka



Chancellor with alumni

For More information contact: 90 1992 1992

CITY OFFICE: GCC House, #340, 5<sup>th</sup> Main, Double Road, 1<sup>st</sup> Stage Indiranagar, Bangalore-560038, Ph: +91-80 25 26 11 12

CAMPUS: 16<sup>th</sup> KM, Old Madras Road, Bangalore - 560 049, Ph: +91 80 - 66 48 76 00 Mob: 92437-50005 / 92437-50010