



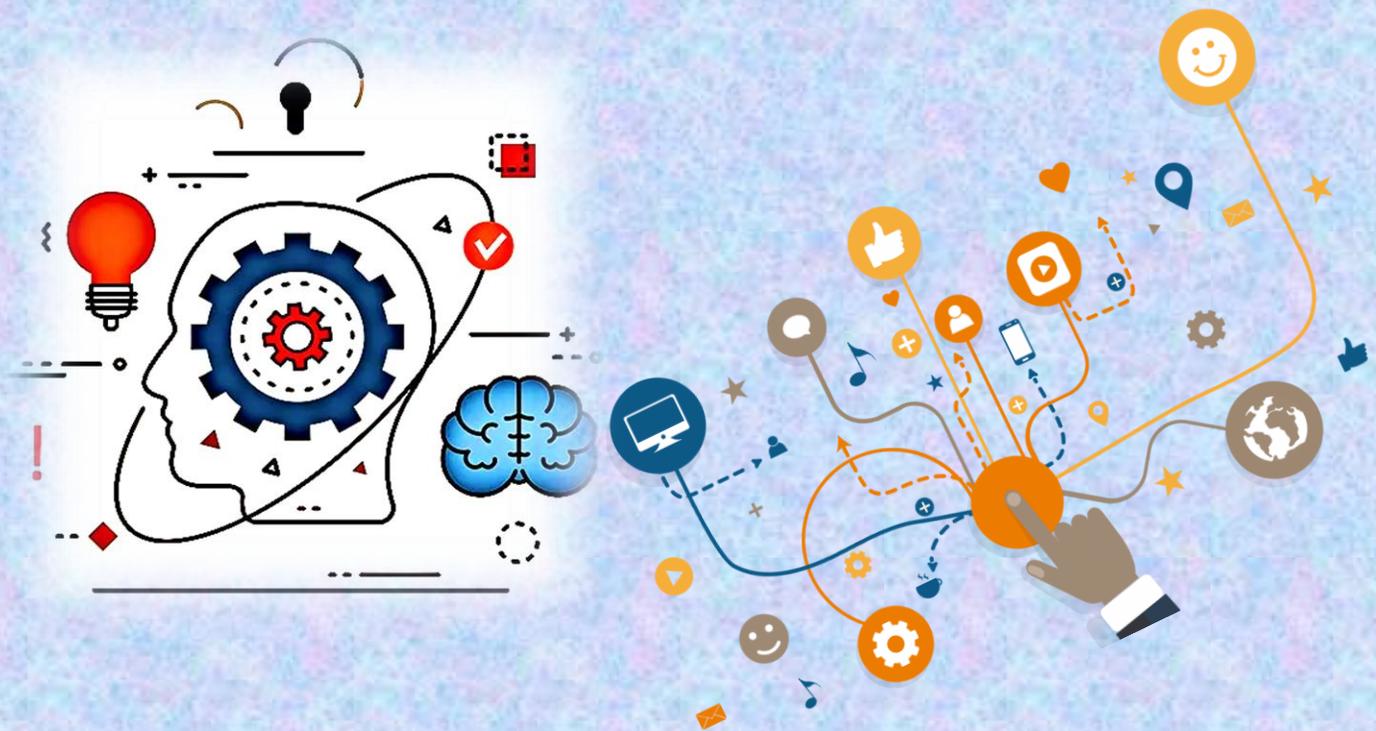
**ALAGAPPA UNIVERSITY, KARAIKUDI, TAMILNADU**

(A State University Accredited with 'A+' Grade by NAAC in Third cycle with 3.64 CGPA)

**ALAGAPPA INSTITUTE OF MANAGEMENT**



**FACULTY DEVELOPMENT PROGRAMME ON  
PEDAGOGICAL DESIGN THINKING FOR  
DIGITAL EMPLOYABILITY**



**DATES**

**05.12.2022 to 10.12.2022 – Online**

**12.12.2022 to 16.12.2022 - Offline**



**Sponsored by AICTE-ATAL**



## FACULTY DEVELOPMENT PROGRAMME ON PEDAGOGICAL DESIGN THINKING FOR DIGITAL EMPLOYABILITY

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### HOST INSTITUTE

#### ALAGAPPA UNIVERSITY

Alagappa University, the only State University in Tamil Nadu to be accredited with 'A+' Grade with CGPA of 3.64 by NAAC in the third cycle, has emerged from the galaxy of institutions initially founded by the great philanthropist and educationist, Padmabhushan Vallal Dr. RM. Alagappa Chettiar, with the motto "Excellence in Action". The University brought into existence by a Special Act of the Govt. of Tamil Nadu in May 1985 and recognized by the University Grants Commission (UGC), has 44 Departments, 2 Constituent Colleges and 9 Centres of Development Studies offering over 198 Programs to foster research, development and dissemination of knowledge in various branches of learning. 46 Affiliated Colleges located in the districts of Sivaganga and Ramanathapuram are part of the University. The University is a member of the Association of Common Wealth Universities (ACU) and has formed International Collaborations with Institutions of Higher Learning in countries like China, Malaysia, West Indies, U.S.A., UK, Australia and South Korea, to offer exchange programmes.

The University has obtained *ISO 9001-2015 certification* based on the quality measures in higher

education. The University has bagged *Indian Association for the Blind (IAB) Silver Zone Award* for outstanding excellence and amazing contribution for the empowerment of persons with Visual Challenges.

*It is the only University in Tamilnadu which was sanctioned Rs.100 crores under MHRD-RUSA 2.0 Scheme.* The University has also received Rs.1 Crore under the UGC-STRIDE scheme for Research enhancement. The University has obtained *Category-I status autonomy by the MHRD-UGC* and occupies 2nd place out of the 12 State Universities with Category-I Status in the Country and thereby was granted Autonomy status by MHRD. It has secured *33<sup>rd</sup> position* among Universities in National Institutional Ranking Framework *NIRF 2021* ranking. Adding to its glory, the University has reached global recognition with the coveted *QS World Universities Ranking, securing 104<sup>th</sup> in BRICS, 220<sup>th</sup> in Asia, and 20<sup>th</sup> in India in 2022.*

Owing to these achievements, Alagappa University is proud to acclaim that it is the only State University in Tamil Nadu which fulfilled all the requirements of MHRD in the context of quality higher education.

### HOST DEPARTMENT

#### ALAGAPPA INSTITUTE OF MANAGEMENT (AIM)

Alagappa Institute of Management (AIM), a University Department, was established in the year 1993, to offer *MBA programme, M.Phil. and Ph.D. degree in Management.* The institute has been ranked and acclaimed as *one among the Top 100*

*business schools* in India through various surveys conducted by *Business Today, AIMA,* and other agencies, from time to time.

At AIM, we give conscientious importance in

polishing their problem solving, analytical and decision-making skills which are sought after and looked for by organizations in ever changing business environment and to fit in to the managerial careers in esteemed organizations. AIM with fervour encourages its students to build up a great sense of solidarity tangled with vital skills and talents to fulfill the expectations of the employers.

The uniqueness of AIM rests with the methods of urging the students to opt entrepreneurship as their way of life. The curriculum and pedagogy of MBA at AIM is benchmarked through its *highest number of diversified specialization elective courses*, live case studies, project based learning, field study, interactive learning through '*Meet the Managers*' and '*Meet your Alumni*', national-level educational

### ABOUT THE FDP

Technology-mediated approach towards education with complete learning upgrades in the pipeline has gained pace during COVID-19 lockdown. Hon'ble Prime Minister has also come up with the NEP-2020 to transform the Education into a 'complete' system. Contemporary learners are undergoing a rapid metamorphosis as they need to keep pace with the fast changing tech savvy world. From black, green to white boards, pen to pendrive, smart students to smart boards, there had been a paradigm shift in the teaching techniques.

Reference is often made to skills such as critical thinking, problem solving, collaborative skills, innovation, and adaptability – with special importance presently on “digital literacy”.

The existing education system and pedagogy lack flexibility and self-learning among students. A new approach focusing on student-centered learning will give students autonomy over their learning so that they can explore conceptual information pertaining to their curriculum and gain an in-depth understanding in addition to what is being taught by the teacher.

tour, and the list goes on. It envisages substantial participation and applied learning process. The mission of the Institution stands to afford a high quality management education to the future managers to transform them into intellectually competent human resources who will uplift the nation towards economic, social, technological, educational and environmental, magnificence.

AIM has unveiled several milestones through its silver jubilee years, with its vision of Achieving excellence in all Spheres of Management education with particular emphasis on *PEARL - Pedagogy, Extension, Administration, Research and Learning*. The Institute alumni has made into several renowned corporates and MNCs nationally and globally.

Design thinking is a reiterative and recursive process in which teams of educators, teachers *and* students collaborate to develop lessons, activities, assignments, etc. to address the myriad problems that will confront us all as we try to teach and learn. The design thinking process involves the sequence of process steps as Define, research, ideate, prototype, choose, implement, learn.

For restructuring pedagogy with design thinking, practitioners adopt the reworked model as identify opportunity, design, prototype, get feedback, scale and spread, and present. Because of its user-centric approach, when design thinking is applied to teaching, it insists on much more than a repackaging of content delivery.

The Gig and Digital Employment economy is a rapidly growing and yet relatively new career choice for professionals in India. One of the biggest priorities for WorkTechplatforms is to invest in enabling trust in this new model of employment and enhancing adoption. Strengthening the process of verification of candidates, a clear delivery process, and transparent compensation structures can help boost the Digital Employment ecosystem.

The fourth industrial revolution is raising challenges for the future of work, as digitalization, automation, robotics and artificial intelligence (AI) generate opportunities for the economy and society (Bughin et al., 2018; Frey & Osborne, 2017; McKinsey Global Institute, 2018; OECD, 2018a). It is estimated that 9 out of 10 jobs will require digital skills in the future. As vulnerable populations are more likely to be excluded from the digital economy and therefore from the workforce, digital literacy approaches should specifically address their needs.

Digital skills are crucial for businesses across industries that want to raise brand awareness, offer great social customer service, generate leads, and increase revenue. Unesco's definition of digital skills is 'a range of abilities to use digital devices, communication applications, and networks to access and manage information. They enable people to create and share digital content, communicate and collaborate, and solve problems for effective and creative self-fulfillment in life, learning, work, and social activities'. The top employable digital skills

for students and employers are as Social Media usage, Search Engine Optimization (SEO), Data Analytics, Content Creation, Email Marketing, Mobile Marketing, Social Networking, Pay per Click Marketing (PPC), Video creation, etc.

With rapid technological advancement, traditional and emerging learning deficits can put them at greater socio-economic risk by exacerbating inequalities and unemployment. There is a strong need in extending basic, intermediate, and advanced digital skills beyond schools to create a wider range of educational pathways to acquiring these skills for the student populations. The UK Parliament have stated that digital skills should be taught as a third core subject, and treated with same importance as numeracy and literacy.

It is with this demanding pace, this FDP is proposed to cover up the scope of providing indepth inputs to the Faculty-learners to design trending pedagogies that would fulfill the digital employment gap in the industrial environment.

### **AIM & OBJECTIVES OF FDP**

- 1) The FDP aims to impart the Faculty members with the advanced framework of design thinking pedagogy and approaches leading to enhanced digital literacy.
- 2) The program modules are designed in such a way to awaken the digital intuition in the Educators and take forward the inputs to the students for their digital skill development.
- 3) The FDP would bring out trending advancements and tactics in educational technology and thereby seek to develop the graduating students with digital employability skills for industry.
- 4) The FDP shall provide training to develop and nurture critical, creative and innovative thinking among the students to prepare them digitally skilled to work in any industry demanding such skills.
- 5) The FDP foresees to train the faculty, and consequently the students with digital skills through design thinking and innovation in this ever-changing competitive environment.
- 6) The FDP will support the educators to make informed choices about the use of technology to underpin the curriculum design.
- 7) The FDP determines to train the educators to develop a framework for fulfilling the learning outcomes of the course, modules or programmes of study designed for the digital natives.

## LEARNING OUTCOMES OF FDP

- Unveiling & exposure to the developments in pedagogical framework through design thinking to the learners, educators and other stakeholders.
- Identify the digital skill gap existing in the industries of the State and fostering those skills among the graduating students.
- Comprehend the ideas about design thinking from eminent experts, academic institutions and industries to make it applied in curricula and digital training.
- Understand how to ideate and innovate content delivery through design thinking pedagogical framework with real life applications and empathizing with the needs of the students.
- FDP leads to learn and think out of the box, and to design the pedagogy for training and content delivery for enhancing digital skills.
- Bring out the model and framework for digital employability curriculum design, and identify the learning outcomes of the course, modules or programmes designed for the digital natives.
- Pedagogical contents and relevant course components incorporating design thinking for imparting digital skill training and employability quotient among the digital natives.

## FDP CONTENTS

- Design thinking for Education 4.0
- NewGen collaborative pedagogy with Design thinking
- Digital Skills – Bridging Employment Gap
- Design Thinking and Digital Literacy
- Design Thinking for Leading and Learning of Digital Natives
- Industrial Digital Trends – foreseeing Opportunities
- Realizing NEP-2020 through Design Thinking Pedagogy
- Small Group Teaching Online - Framing Delivery Contents
- Podcasting in education – Content creation & hosting
- Game-based Learning in Design Thinking – Developing Innovative Gamification
- Hybrid Pedagogy & Pedagogical Research
- Instituting Collaborative Mindset for Pinpointing
- Skill Mapping for Digital Employability
- Mental & Emotional Development for Design thinkers
- Upholding Indian values & Sustaining teaching-learning institutional-industrial ethos

## PROGRAM DELIVERY MODE & VENUE

**Week – 1: Online Delivery Platform** - Google Meet

**Week – 2: Offline Delivery Venue** - Alagappa Institute of Management, Alagappa University, Karaikudi,

## TARGET PARTICIPANTS

- Faculty members from University Departments, Affiliated Institutions and AICTE approved Institutions within 100 km radius of Karaikudi.
- Maximum 50 participants may be allowed to attend the FDP.
- Faculty member should be nominated by respective institute/organization for better attendance.
- Preference will be given to newly joined faculty members
- Faculty member can sign up and attend a maximum of 2 Basic and 2 Advance ATAL FDPs per academic year.

**FDP SESSION PLANNING**

**BASIC AICTE ATAL FDP/CPDP Week 1 AND Week 2**

**Week 1 – ONLINE (7:00 pm – 9:30 pm)**

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
<b>05.12.2022</b>	<b>06.12.2022</b>	<b>07.12.2022</b>	<b>08.12.2022</b>	<b>09.12.2022</b>	<b>10.12.2022</b>
<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>
7:00 – 7:50 Session 1 (I)	7:00 – 7:50 Session 2 (I)	7:00 – 7:50 Session 3 (I)	7:00 – 7:50 Session 4 (I)	7:00 – 7:50 Session 5 (I)	7:00 – 7:50 Session 6 (I)
&	&	&	&	&	&
8:00 – 8:50 Session 1 (II)	8:00 – 8:50 Session 2 (II)	8:00 – 8:50 Session 3 (II)	8:00 – 8:50 Session 4 (II)	8:00 – 8:50 Session 5 (II)	8:00 – 8:50 Session 6 (II)
<b>Design thinking for Education 4.0</b>	<b>NewGen collaborative pedagogy with Design thinking</b>	<b>Digital Skills – Bridging Employment Gap</b>	<b>Design Thinking and Digital Literacy</b>	<b>Design Thinking for Leading and Learning of Digital Natives</b>	<b>Industrial Digital Trends – foreseeing Opportunities</b>
<i>Dr. Sathya Swaroop Debasish, Professor, P.G.Department Of Business Administration, Utkal University, Bhubaneshwar</i>	<i>Dr. K.S.Chandrasekar, Professor, Institute of Management, University of Kerala, Trivandrum</i>	<i>Mr. K. Rajesh Kumar, Manager – Human Resource, Minda Industries Limited., Hosūr</i>	<i>Dr. SA. Senthil Kumar, Professor &amp; Head, School of Management, Pondicherry University</i>	<i>Mr. Murugan Sarangapani, Associate Director - Marketing Communications, DXC Technology India Pvt Ltd, Chennai</i>	<i>Mr. P. NandaKumar, Proprietor, Bubbles Enterprises, Erode, Tamilnadu</i>
9:00 – 9:30 Session 1 Interactions	9:00 – 9:30 Session 2 Interactions	9:00 – 9:30 Session 3 Interactions	9:00 – 9:30 Session 4 Interactions	9:00 – 9:30 Session 5 Interactions	9:00 – 9:30 Week 1 MCQs

**Week 2 – Offline (9:30 am – 4:30 pm)**

Day 1	Day 2	Day 3	Day 4	Day 5
<b>12.12.2022</b>	<b>13.12.2022</b>	<b>14.12.2022</b>	<b>15.12.2022</b>	<b>16.12.2022</b>
<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>
9:00 – 9:30 Inauguration	9:30 – 12:00 Session 9	9:30 – 12:00 Session 11	9:30 – 12:00 Session 12	9:30 – 12:00 Session 14
9:30 – 12:00 Session 7	<b>Podcasting in education – Content creation &amp; hosting</b> (Practical Lab)	<b>Hybrid Pedagogy &amp; Pedagogical Research</b> (Experiential Learning)	<b>Instituting Collaborative Mindset for Pinpointing</b> (Ideation Brainstorming)	<b>Mental &amp; Emotional Development for Design thinkers</b> (Observation based Learning)
<b>Realizing NEP-2020 through Design Thinking Pedagogy</b> (Case-based & Interactive session)	<i>Dr. P. Malliga, Professor &amp; Head, Dept. Of Educational Technology, National Institute Of Technical Teachers' Training And Research NITTTR, Chennai</i>	<i>Dr. S. Manivel, Prof &amp; Head, Dept. Of Cooperation, Gandhigram Rural University, Dindigul</i>	<i>Shri. K. Gnanasambandan Aathma Academy, Madurai</i>	<i>Dr. T.R.G. Gurumoorthy Professor &amp; Head, Dept. of Commerce, Alagappa University</i>
<i>Dr. C. Sekar, Professor, Dept. of BioInformatics &amp; Biosensor, Alagappa University, Karaikudi</i>				
12:00 – 1:00 Article 1 Discussion	12:00 – 1:00 Article 2 Discussion	12:00 – 1:00 Lunch	12:00 – 1:00 Visit Report (Team)	12:00 – 1:00 MCQs
1:00 – 2:00 Lunch	1:00 – 2:00 Lunch	1:00 – 2:00 Travel for Visit	1:00 – 2:00 Lunch	1:00 – 2:00 Lunch
2:00 – 4:30 Session 8	2:00 – 4:30 Session 10	2:00 – 4:00 Visit	2:00 – 4:30 Session 13	2:00 – 4:00 Reflection Journal & Upholding Indian values & Sustaining teaching-learning institutional-industrial ethos
<b>Small Group Teaching Online-Framing Delivery Contents</b> (Team Exercise)	<b>Game-based Learning in Design Thinking – Developing Innovative Gamification</b> (Practical Lab)	IIM, Trichy & BHEL, Trichy	<b>Skill Mapping for Digital Employability</b> (Case study)	
<i>Dr. K.V.R. Rajandran, Associate Professor, Periyar Maniammai Institute of Science And Technology, Thanjavur</i>	<i>Dr. K.A. Agalya Certified Trainer, JC, Assoc. Professor, SriVasavi College, Erode.</i>		<i>Shri. Palaniappan Co-founder WBC Software Solutions, Karaikudi</i>	<i>Dr. V.Manickavasagam Principal Koviloor Andavar College of Arts &amp; Science</i>
4:30 – 5:00 Teaching Practice	4:30 – 5:00 Teaching Practice	4:00 – 5:00 Travel back	4:30 – 5:00 Teaching Practice	4:00 – 5:00 Feedback & Valedictory

## REGISTRATION. PARTICIPATION & CERTIFICATES

- Participants have to register themselves through the AICTE-ATAL website.
- Eligible participants will be selected & intimated to attend the FDP.
- Selected participants have to confirm their participation in advance, and arrange themselves to attend the FDP, forwarded and nominated by their Institution.
- If any selected participants fail to confirm and accept to attend the FDP, waitlisted participants would be considered in their place.
- *Participants shall bear the cost of travelling and boarding/lodging if he/she wishes to attend the ATAL FDP. Lunch and Hospitality will be provided during the FDP offline sessions.*
- It is mandatory to attend all the Sessions, both Online & Offline session of the FDP.
- All eligible participants, attending the FDP completely and submitting their Assessments, would receive FDP Certificate from AICTE-ATAL.

## REGISTRATION LINK

<https://atalacademy.aicte-india.org/signup>

## FDP ORGANISING TEAM

- Patron** - Dr. G. Ravi, Vice-chancellor, Alagappa University
- Chairman** - Dr. S. Rajamohan, Registrar, Alagappa University
- Coordinator** - Dr. S. Chandramohan, Professor, Alagappa Institute of Management
- Co-coordinator** - Dr. K. Chandrasekar, Assistant Professor, Alagappa Institute of Management
- Members** - Dr. S.Sudhamathi, Dr. P.S.Nagarajan, Dr.M.AyishaMillath, Dr. G.IIankumaran, Dr.C.K.Muthukumaran

## CONTACT

### COORDINATOR

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