



**VIT-AP**  
**UNIVERSITY**

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**A Five-day Online Faculty Development Program (FDP)**  
**on**

# **Fostering Industry-Relevant Communication Skills for Language Educators: A Bridge Between Academia and the Workplace**

Organized by

**School of Social Sciences and Humanities**

VIT-AP University, Amaravati, Andhra Pradesh, India

**10, 11, 13, 14, 15 MAY 2024**



**E-Certificate  
for participation**



Registration link:

<https://forms.gle/eW3mLQmMAu3hcjJ1A>

## **Last date for Registration: 05 May 2024**

### **About the FDP**

As language educators, we recognize the imperative to equip our students with communication skills that serve them well academically and seamlessly transition into the demands of the professional world. The evolving dynamics of the workplace often require a bridge between the theoretical foundations taught in academia and the practical applications sought by industries. The FDP aims to address this pressing need by providing language teachers with crucial insights into the evolving communication landscape within various industries. Through engagement with experienced communication and language trainers, hiring managers, and industry experts, participants will gain invaluable first-hand knowledge of the communication skills and competencies valued in today's workforce.

## Program objectives

To

1. Deepen understanding of the dynamic relationship between academic language instruction and industry-specific communication requirements.
2. Access industry cases for practical insights into effective communication across diverse professional settings.
3. Develop pedagogical strategies to seamlessly integrate industry-specific communication skills into the curriculum.

## Target Audience

This FDP welcomes all language educators eager to enhance their understanding of industry-specific communication needs and effectively integrate them into their teaching practices.

**Certificate:** After attending all the sessions, registered participants will receive an E-certificate.

**Venue:** Google Meet (the link will be provided to the registered participants)

**Registration fee for participants:** 350/-

**Payment link:** <https://vtop1.vitap.ac.in/RSCLE/Conferenceinitial>



## Inaugural Session

10:30-11am

## Schedule of the FDP

**Day 1**  
10 May (Friday)  
11am-1pm



### Dolon Gupta

Co-Founder

BCFAI (Business Communication Facilitators Association of India), Kolkata

**Title of the talk:** *Personal Branding*

**Day 2**  
11 May (Saturday)  
9am-11am



### Sumesh Khatua

Director - Learning and Development

KPMG Global Services (KGS), Gurugram

**Title of the talk:** *Bridging the Gap Between Academic Instruction and Industry Communication Needs*

**Day 3**  
13 May (Monday)  
11am-1pm



### Ruhi Priya

Operations and People Manager

Amazon India, Hyderabad

**Title of the talk:** *Enhancing Workplace Communication Skills: Insights from a Manager's Perspective*

**Day 4**  
14 May (Tuesday)  
3pm-5pm



### Evan Frendo

Learning consultant specializing in English for the international workplace  
Berlin, Germany

**Title of the talk:** *Teaching English for the International Workplace: Meeting the Challenge*

**Day 5**  
15 May (Wednesday)  
11am-1pm



### Ishita Ray

Intercultural Education Consultant

BCFAI (Business Communication Facilitators Association of India), Kolkata

**Title of the talk:** *Collaborating across Cultures in the 21st-Century Workplace*

**Vote of Thanks :15 May (Wednesday), 1-1.30pm**

## **About the University**

Renowned for its commitment to excellence, VIT consistently ranks among the nation's premier educational institutions. The VIT group of institutions has a rich heritage of fostering knowledge and distinction. Embracing this spirit, the leadership at VIT-AP exemplifies a dynamic fusion of academic innovation and industry partnership, aiming to establish one of the world's premier academic hubs. VIT-AP University is a private university located in Amaravati, Andhra Pradesh, India. The university aims to provide quality education in various disciplines, including engineering, business, science, and humanities. The university is known for its state-of-the-art infrastructure, modern campus facilities, and a focus on research and innovation. The university often promotes faculty development programs (FDPs) and collaborations to ensure that teachers stay updated with the latest advancements in their respective fields and industry, contributing to a high-quality educational experience for the students.

## **About the School**

The VIT-AP School of Social Sciences and Humanities (VISH) has evolved into an independent School that combines the Department of Languages and the existing courses of Social Sciences that have been present at the university since its inception in 2017. The School focuses on providing students with language skills and a broad perspective on the evolution of culture, society, politics, and economics. Apart from the production and dissemination of the disciplinary concerns the faculty of the School also provide students with a well-rounded education that would complement other disciplines of study offered at the university resulting in individuals who are capable of applying new knowledge and solving problems. The varied courses offered by the School enable the students to gain highly marketable skills ranging from critical thinking and problem-solving to knowledge application and evidence-based analysis.

Besides, the School aims to excel in interdisciplinary research drawing knowledge from diverse disciplines: English Language Teaching, English Literature, Cultural Studies, Film Studies, Linguistics, Spanish, French, German, Korean, Hindi, Anthropology, Sociology, Psychology, History, Economics, Geography, and Political Science. The vast spectrum of disciplinary knowledge and ideas enables researchers to examine theoretical and real-world problems and provide innovative solutions.

## **Research Programme offered**

The VIT-AP School of Social Sciences and Humanities (VISH) presently offers PhD programmes in a wide array of research areas including Post-colonial Literature, Cultural Studies, Literature and Religion, Sexuality Studies, Language Assessment, Second Language Acquisition, Translation Studies, Film Studies, Gender Studies, Nepali Literature, Subaltern Studies, Colonial and Post-colonial Historiography, Linguistics, Phonetics, Syntactic Analysis, Corpus Linguistics, Annotations, Health Humanities, Graphic Medicine, Comics Studies, Visual Studies, Disability Studies, Political Ecology, Biodiversity Conservation, Climate Change Adaptation, Protected Area Management, Sustainability, Human-Environment Interactions in the Global South, Psychology, and Economics.

## Research fellowship

VIT-AP Fellowship	GATE Qualified (Above 60 percentile)	Others
First Year	31,000/-	25,000/-
Second Year	35,000/-	25,000/-
Third Year	35,000/-	31,000/-

- Raman Research Award up to 1 lakh for research publications exclusively for scholars
- Scholars are encouraged to apply for JRF (CSIR / UGC) / Inspire Fellowships / Rajiv Gandhi Scholarships and other Government Scholarships
- Contingency amount of Rs. 10,000 per year for all scholars
- Hostel facility is available for all full-time research scholars
- Financial support for attending conferences/workshops/training etc.
- Open Access research publication support for Q1 and Q2 Journals
- Support for start-ups and patents
- Opportunity to work under university-funded projects with faculty members

## Organizing Team

**Dr Tannistha Dasgupta**

**Dr Deepjoy Katuwal**

**Dr Rasheda Parveen**

**Dr Renuprasad Patki**

## Contact information

**Email:** [fdp.vish2024vitap@gmail.com](mailto:fdp.vish2024vitap@gmail.com)

**Contact number:** +918632370523 (9.30 am to 4.30 pm, Tuesday-Saturday)

**VIT-AP School of Social Sciences and Humanities (VISH),**

**VIT-AP University, Andhra Pradesh**



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