



Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

Approved by Government of Tamilnadu and Accredited by NAAC with 'A' Grade (2nd Cycle)

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M.Narasimham Endowment Lecture

Name of the Faculty	: Commerce
Name of the Department	: Commerce Banking and Insurance
Name of the Endowment	: M.Narasimham Endowment Lecture
Year of establishment	: 2020
Title of the Endowment Lecture	: Career Transformation
Resource Person's Name & Designation	: Mr. SasikumarSivasubramaniam, Chief Executive Director, Brsta Global Sales Pvt Ltd, Coimbatore
Date & Venue	: 25.02.2020, Seminar Hall XI

Report of the Lecture:

Mr.SasikumarSivasubramaniam delivered a lecture on “**Career Transformation**”at Dr.N.G.P Arts and Science College, Coimbatore on 25.02.2020 at 9.30am. He shared his views on the global market is rapidly shifting from traditional IT services (ERP, application development, and software maintenance) to digital technology. Companies are on the lookout for professionals who are trained in the new-age technology and can add value by supporting their projected growth. The current market requirements are gradually moving towards digital transformation, which requires different skill sets, including analytics, artificial intelligence, data science, agile project management, Internet of Things, and mobile technologies, among others. "Upskill or perish" is the new tagline of the digital

world. This also means employees' jobs aren't very secure unless they are up-to-date and aligned on the latest technologies and digital skills.



Lecture on “**Career Transformation**” by **Mr. Sasikumar Sivasubramaniam**, Chief Executive Director, Brsta Global Sales Pvt Ltd, Coimbatore



Students' interaction with Resource Person during Endowment Lecture on 25.02.2020