

## **Faculty Introduction Template**

**Note to faculty:** Please use this template to create a short intro for yourself, which you can rehearse beforehand and share with students verbally at the start of your session.

### **Why is an intro important?**

In online education, especially in new programs, the faculty-student connect is not yet established. It is important that you clearly put forward an introduction to students so that:

- a. They understand that you are an authority on the subject matter
- b. They come to know about your teaching experience and that you have handled similar learners
- c. They are able to connect with you as a professional

### **What are the components of an introduction?**

- a. **Your name:** Start by stating your full name, with the correct prefix (*Dr., Prof., Mr., Ms.*). In this program, students are going through 5-6 subjects at once, sometimes with multiple faculty in each subject. So Make sure you mention your full name at the beginning of the session.
- b. **The subject:** Please mention the name of the subject. You need not mention the course code or other details.
- c. **Your credentials:** These could be:
  - i. Your academic qualifications - degrees, diplomas and the University from where they were received. If you have multiple credentials, please choose the 2-3 most relevant ones.
  - ii. Your years of experience - if your experience is split across industry and academia, please mention that too.
  - iii. Programs handled so far - briefly explain your experience for undergraduate programs, graduate programs (PG), or supervision of PhD students, across subjects or domain areas.
  - iv. Any awards and recognitions related to your subject or teaching.
  - v. Papers published - please mention the number of papers published, indexed in SCOPUS, Web of Science or ABDC journals. Highlighting the domain areas of the research papers and books authored will re-establish you as the expert of the subject to be taught.

### **What can be avoided?**

- a. Name of your current institution - Please avoid mentioning your current institution during the LVC
- b. Non-relevant credentials - degrees not related to subject (example, if you are teaching Organizational Behaviour and have an MPhil in English literature and a PhD in Management, you can skip the MPhil)
- c. Personal information - phone/email, location, hobbies, other demographic and personal information.

- d. Non-institutional credentials - ratings on urbanpro, teacheron, other similar channels

### What does a good intro look like?

Hello everyone. Hope you are all doing well. It's wonderful to have you in my class this Saturday morning. My name is Dr. Deepa Manchanda and I'm your faculty for this course on **marketing management**.

I want to tell all of you a little more about myself. I have an MBA from SP Jain Institute of Management and Research, and an FGM, or a Fellowship in General Management, (which, in management, is equivalent to a PhD) from K J Somaiyya Institute of Management. During my fellowship, my research specialization was **brand marketing**, and I have published 4 papers apart from my thesis, in this area. One of these papers "An examination of the spread of meme-based branding" has been published in the International Journal of Research in Marketing, and pertains to our topic for discussion today as well.

Coming to my career in academics, I have a teaching experience of 6 years. I have handled over a thousand MBA students, apart from BBA and BCom students. This year, I will also be guiding PhD students in their thesis work. As faculty, I'm also very mindful that I need to stay updated, and so I've participated in three faculty development programs in the recent past.

I have also received a few awards from my institutions and the government for excellence and expertise. I will mention a couple of them here - I received the Excellence in Teaching award from Sagar Institute of Technology in 2018 and a certificate from MHRD in 2019 for continued good performance.

That was a short summary of my professional career, and I want all of you to know that I'm very excited to be teaching this class. Let's get started.

#### Notes:

1. The above is ~250 words, which should take 2-3 minutes. Please don't exceed this time unless you want to share something very specific or important.
2. You may prepare a similar summary and rehearse it before the class. Please do not share your script on-screen. Please do not read out the entire script word by word from notes, although you may refer to your notes from time to time.
3. You may have the key points on a slide.
4. After the first 2-3 classes, once the connect is established, you can skip this.