



VIDEO SUMMARY

The Role of Faculty

Resource person: Prof. Rachel K J | Assistant Professor of B.Com Corporate Secretaryship in the School of Business; educator in management, company law, marketing, and entrepreneurship.
The Role of Faculty | Academic Freedom and Responsibility | ethics

Faculty practice shapes the institution's reputation

Alongside buildings, laboratories and rankings, people help distinguish one institution from another. Faculty teach, mentor, research, design curricula, build partnerships and represent the institution. A lecture, a feedback conversation, a publication or a community project can all affect what students, parents, employers, accrediting bodies and the public think of the institution. Each interaction, including one online, becomes part of its public identity.

Teaching is the central job. Effective teaching combines syllabus coverage with clear outcomes, inclusive participation and work that helps students understand the subject. Possible tools include smartboards, presentations, videos, simulations, learning-management systems, polls, quizzes, flipped classes, cases and practical experience. Choose each tool for a specific learning need, such as clarifying an idea or drawing students into the work.

Faculty also support students from entry to graduation and beyond. Curricula need explicit outcomes and regular input from the discipline, industry, alumni and emerging needs. Good mentoring starts with listening. It helps students build confidence and belonging, make progress, find internships or placements, consider further study and stay connected as alumni. Assessment should be fair and transparent, use several forms of evidence, and include clear rubrics and timely, specific feedback.

Research and external work matter too. Publications, grants, consultancy, patents, conferences, networks, exchanges and institutional partnerships strengthen academic credibility. Outreach connects the institution with its public responsibilities. Together, these choices affect accreditation, rankings, reputation and trust. Everyday faculty practice gives substance to the institution's public description.