



Activity Report

Title	Faculty Development Programme on “Sales & Fulfillment		
Organized By	Infosys BPM, Mysore in collaboration with Placement & Career Guidance Cell		
Type of Activity	Faculty Development Program		
Level	Institutional		
Date	09.09.2025 – 11.09.2025	Time	Full Day
Venue	Infosys Mysore Campus, Hebbal, Mysore	Mode	Offline
Resource Person Details	Ms. Shalini, Mr. Govind, Mr. Dayananda C. R., Ms. Bhavana Kulkarni, Ms. Manjusree, Ms. Nisha, and Ms. Daniya		
Objective of the Programme	To familiarize faculty members with up-to-date knowledge about Sales & SCM. • To expose participants to industry-relevant tools like AI & ERP. • To integrate practical assignments with learning for hands-on experience. • To encourage industry-oriented teaching methods through live examples, practices & case studies. • To understand Business Process Management.		
Internal Participants Count	Faculty : 5	External Participants Count	Nil

Summary

From our institution, five faculty members: Dr. Rakini A, Ms. Rohini C, Ms. Vino Rajathi C, Ms. Aishwarya G, and Ms. Aaysha Muskan V. M. attended the Faculty Development Programme (FDP) titled “Sales & Fulfillment”, conducted by Infosys Limited from 9th September 2025 to 11th September 2025 at Infosys BPM, Mysore.

The programme was facilitated by experienced industry professionals Ms. Shalini, Mr. Dayananda C. R., Ms. Bhavana Kulkarni, and Ms. Manjusree, who shared in-depth industry insights and practical tools essential for teaching and integrating Sales and Supply Chain Management (SCM) concepts in an academic context.

Day 1 (9th September 2025): The FDP began with a welcome address and orientation session by Ms. Shalini, followed by a detailed discussion on Business Process Management

and Sales (Pre-sales, Sales, and After-sales) by Mr. Dayananda. Pre-sales topics such as Lead Management, Quoting, Pricing, Account Planning, Sales Channel Support, and AI integration were covered. The Sales module discussed Order Entry, Catalogue Management, Customer Support, and Discount Validation. After-sales covered Service Control Management, Dealer Management Warranty Claims, and Reverse Logistics.

Day 2 (10th September 2025): The second day focused on Fulfillment Operations led by Ms. Bhavana Kulkarni. Topics included Supply Chain Coordination, Replenishment Management, Stock Maintenance, Vendor Management, Inventory Planning, and Activity-based Learning on Supply Chain Management, facilitated by Mr. Dayananda.

Day 3 (11th September 2025): The final day explored Market-Driven Pricing Approaches such as Competitive, Value-based, Demand-based, Penetration, and Psychological Pricing. Participants also learned about Risk Management Strategies, Supply Chain Risk, and Digital Influence. The session included an introduction to Infosys Springboard—an e-learning platform offering numerous certification courses for skill enhancement. Participants were also introduced to AI concepts including Traditional vs. Generative AI, Natural Language Processing, Large and Small Language Models, and Prompt Engineering. The program concluded with an open Q&A session, certificate distribution, and a group photo coordinated by Ms. Shalini, Mr. Govind, Mr. Dayananda, Ms. Bhavana, and Ms. Nisha.

Outcome of the Program

Enhanced understanding of Sales, Fulfillment, and AI-driven SCM practices.

- Bridged the gap between academic knowledge and real-world industrial exposure.
- Gained insights into Infosys Springboard for continuous professional upskilling.
- Exposure to corporate practices and teaching methods aligned with industry trends.
- Improved ability to train students with employability-focused skills.

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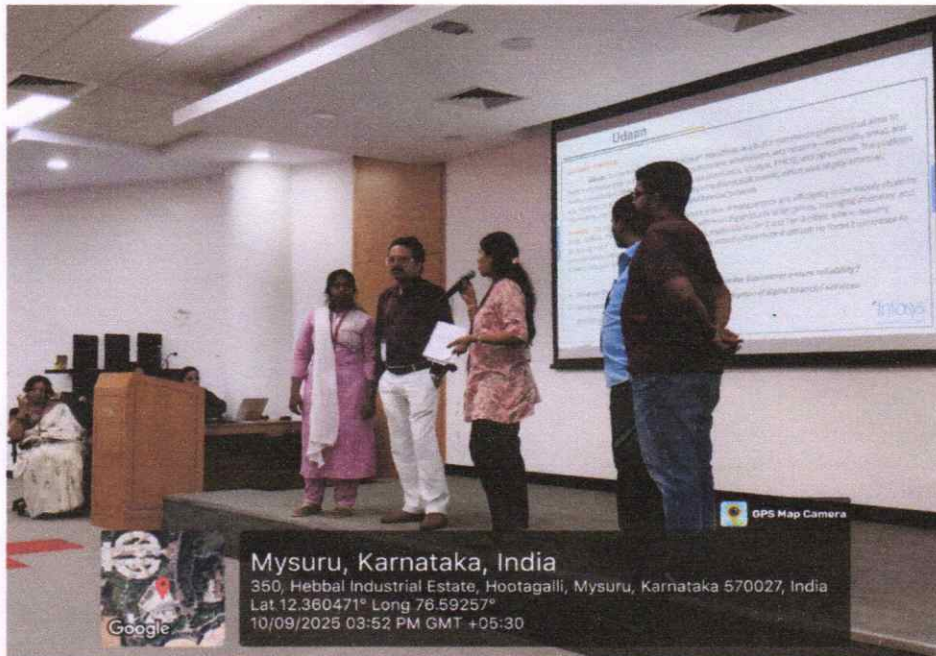
VANIYAMBADI

PLACEMENT & CAREER GUIDANCE CELL

3 DAYS FACULTY DEVELOPMENT PROGRAM AT

INFOSYS, MYSORE

09.09.2025 to 11.09.2025





B. Varanthy
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