

7.3 Institutional Distinctiveness

ANS:

JOB ORIENTED PROGRAMMES

The College Vision statement is “To offer world class job oriented programmes with an ethical focus for the benefit of all stakeholders”. Based on the College Vision, the Management has started this College in the year 1994, to offer only job oriented courses. The founder of this College had Vision to provide only job oriented programmes so that the youth of this country will get benefitted and lead quality life. The programmes offered by the Institution are very unique, in terms of, syllabi, content and course structure. These programmes are not offered in many of the Institutions in India.

This is the distinctive feature of our college and we prove this by carrying out the following,

1. The curriculum is designed by the members of the Board of studies (BoS), which includes eminent Industry Expert,. These industry experts fine-tune the curriculum to meet industry requirements and enable the students to become employable. Outcome Based Education (OBE) has been implemented to facilitate the easy transition of the students into professionals.
2. The college offers VAC to all the students to ensure their employability. The college helps them to acquire at least one VAC certificate, which includes International certification such as, CCNA, MCSE, MTA, Comptia, and Networking+.
3. The Campus Recruitment Training (CRT) is part of the curriculum and it is provided for all Second and Third year students. The training includes communication, verbal, quantitative Aptitude, Soft skills, Group Discussions and Interview sessions to ensure that students are placed. We have trained / certified faculties who are specialized in providing CRT.
4. The final year students are sent for internships in their respective fields in the final semesters. This type of internship is not followed in many institutions in India. The Animation and Viscom students go to Metro cities for their study as Animation facilities like VFX, film shooting, editing facilities, which are not available in Madurai. The

students who go for internship must maintain a work diary which is acknowledged by the employer and the institution.

5. The MBA students are given training through an innovative concept called Practice School System, in addition to internship. Under Practice School System the students are sent to various organizations for hands-on training twice a week, during their second year.
6. Driving skills is essential for everybody in their day-to-day life. Hence the college provides two life skills training-Driving and Swimming to all the students. The college has a semi Olympic size swimming pool and in-house driving school approved by RTO. During the year, 142 students have got their permanent driving license. This training ensures that the student acquires his / her driving license and becomes adept in swimming while pursuing his/her programme, itself.

All the above practices improve the employability and in turn provide better living. To summarize, the main thrust of the institution is to offer job oriented courses at affordable cost and uplift youth of the country to lead disciplined, successful and a happy life.