

INSTITUTIONAL DISTINCTIVENESS

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 started this College in the year 1994, to offer, only, job oriented courses. The founder of this College had the Vision to provide only job oriented courses so that the youth of this country get benefitted and lead a quality life. The courses offered by the Institution are very unique, in terms of syllabi, content and course structure.

1. The college monitors the syllabus coverage through student representatives for every class hour and one academic auditor verifies the lesson plan already given by the staff.
2. The final year students are sent for internship / hands-on training in their respective field for a period of six months in their final semester. This type of internship is not followed in many Arts and Science Colleges. The Animation and Visual Communication students generally go to Chennai for their study as better infrastructure facilities related to film shooting, editing facilities, etc. are available. The students who undergo internships must maintain a work diary which is acknowledged by the industry and the institution. The students normally get placed in the Companies where they do their Internships.
3. The second and third year students are given Skill Orientation Courses by providing Campus Recruitment Training so as to provide hands-on exposure to the students to face interviews in a confident way. We have faculty specialized in teaching soft skills.

4. Choice Based Credit System is followed for all the Programmes. Outcome Based Education has been implemented.

5. The post graduate students of Management Studies are given training through Practice School concept, in addition to internship. Under Practice School concept, the students are sent to various organizations for hands-on training, twice a week during the third semester.

6. The college also offers two life skill Courses to all the students. They are Driving and Swimming. The college has a Semi-Olympic size swimming pool where the students are trained. There are separate Trainers for boys and girls certified by the National Institute of Sports. The college has a driving school with two simulators, two cars, two bikes, and two qualified trainers. The school is approved by RTO - Government of Tamil Nadu.

7. The college offers Value Added Courses to all the students to improve their employability. The college helps them to get at least one International certification, which will help them get jobs anywhere in the world.

8. As a distinctive measure, our management offers conducive environment by providing single room accommodation to male students and twin accommodation to female students. This is to enable students to study well and easily update their knowledge.

9. Another distinctive measure is that the college runs a Community Radio Station – Shyamalavani 90.4, which creates avenues for the students to learn the nuances and practices related to broadcasting of the Community Radio programs.