



7.3 INSTITUTIONAL DISTINCTIVENESS

JOB ORIENTED PROGRAMMES

The College Vision is “to offer world class job oriented programmes with an ethical focus for the benefit of all stakeholders”. Based on the Vision, the Founder established this College in the year 1994 to offer only job oriented Programmes to enable the youth of this country to lead a quality life. The programmes offered by the Institution are distinct, in terms of syllabi, infrastructure, and pedagogy.

The college offers the following Job-Oriented Programmes:

Name of the Programme	Year of Introduction
Under graduate Programme	
B.Sc. Marine Catering & Hotel Management	1994 - 95
B.Sc Computer Science (Security System Specialization)	2001 - 02
B.Com Banking and Insurance	2008 - 09
B.Sc Animation	2009 - 10
B.Sc Visual Communication (Film & Television Production Specialization)	2011 - 12
B.Sc Networking	2011 - 12
B.B.A Logistic and Shipping Management	2016 - 17
B.Sc Fire and Industrial Safety	2016 - 17
B.Com Honours	2018 - 19
B.Sc Food Science and Processing Management	2018 - 19
B.Com (Honours)-(Association of Chartered Certified Accounts (ACCA) Specialization)	2019 - 20



Name of the Programme	Year of Introduction
Post Graduate Programme	
Master of Business Administration	1998 - 99
M.Sc Visual Communication	2016 - 17
PG Diploma in Fire and Safety	2019 - 20

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

1. The curriculum is designed by members of the Board of Studies (BoS), which includes eminent Industry Experts. These industry experts fine-tune the curriculum to meet industry requirements and enable the students to become employable. Outcome Based Education (OBE) has been practiced to facilitate the easy transition of the students into professionals.
2. The college offers twenty - eight Value Added Courses (VAC), which include ten International and seven National Certification courses to give an added advantage for the students' placements. The college helps them acquire at least one VAC certificate before completing their Programme.
3. Campus Recruitment Training (CRT) is part of the curriculum and is provided for all Second and Third year students. The training includes Communication Skills, Verbal & Quantitative Aptitude, Soft skills, Resume preparation, Group Discussions and Interview Skills. We have trained / certified faculty who are specialized in providing CRT. This gives the students the confidence to attend placement tests, participate in group discussions and face interviews.



4. All final semester students are sent for internships in their respective domains. It helps the students to bridge the gap between academics & industry and exposes them to the work culture during the course of study itself.
5. MBA students are given training through an innovative concept called Practice School System, in addition to internships. Under Practice School System the students are sent to various organizations for hands-on training two days in a week, during their second year. This bridges the gap between theory & practice and ensures the smooth transition of the students as employees / entrepreneurs.
6. Driving and Swimming skills are essential for everybody in their day-to-day life. Hence the college provides training for these two basic life skills to all the students. The college has a semi Olympic size swimming pool and an in-house Driving School approved by the RTO, which provides theory classes, simulator and on-road practical training. This training ensures that the student acquires his / her swimming certificate and driving license 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 Programmes at affordable costs and uplift the youth of the country to lead a disciplined, successful and happy life.
