

# **INSTITUTE BEST PRACTICES**

**[Pioneer Internal Quality Assurance Cell (IQAC) Initiative]**

## **1. Title of the Practice:**

"Industry Centric Certificate and Diploma Courses enhancing skills and employability of students"

## **2. Objectives of the Practice:**

### **Various objectives of Industry Centric Certificate and Diploma Courses:-**

1. To bridge the skill gap between institute and industry and implement industry interaction
2. To provide Industrial Training & Exposure to students for career enhancement
3. To meet the institution needs
4. To enhance the skill set of students
5. To provide the experience of industrial working ambience
6. To promote advancement of research and implementation professional skill sets in students
7. To provide an experience and importance of team-work.
8. To collaborate for possible R&D work.

## **3. The Context:**

Industry Centric Certificate and Diploma Courses enhancing skills and employability of students were started post second cycle accreditation. These courses were planned to be started with key focus on enhancing skills and employability of students. These courses were initiated by the IQAC and designed with the help of subject experts. After draft was prepared these were put up before the Board of Studies, Academic Council and Governing Body for approvals. Suggestions of Board members were duly considered in structuring of these courses. The area identification was a major challenge which was done after careful industrial requirement analysis. One major analysis was done in the area of agriculture management, where it was found that none of the Institutes are offering agriculture management related programs. This requirement was addressed by the Institute and lot many students passed out in this program. They were directly benefitted as is evident from their success stories of obtaining licenses, etc.

## **4. The Practice**

### **About the industry centric certificate and diploma courses:**

#### **4.1 Certificate Course on Research Methodology (CCRM)**

##### **Programme Outcomes:**

- The Objective of this course to pay attention to the most important dimension of Research i.e. Research Methodology. It will enable the Researchers to develop the most appropriate methodology for their Research Studies.

- The mission of the course is to impart research skills to the beginners and help improve the quality of Research by the existing researchers.

### **Course Specific Outcomes:**

- The Course Structure is designed in a way that the learning of Research Methodology can move from Mugging up syndrome to fun-practical method; from a teaching process to an experimental process, from memorizing to brainstorming, from clearing the examination to feedback learning, from knowledge transfer to knowledge creation, from competitive learning to collaborative learning.
- The Participants of the Course will start the course by reading the provided literature at the end of the course they will find themselves equipped enough to author a book or two themselves.

### **Course Outcome:**

- The Course Structure is designed in a way that the learning of Research Methodology can move from Mugging up syndrome to fun-practical method; from a teaching process to an experimental process, from memorizing to brainstorming, from clearing the examination to feedback learning, from knowledge transfer to knowledge creation, from competitive learning to collaborative learning.

### **Industry Centric Outcome:**

- It inculcates scientific and inductive thinking, important for the Industry. The Primary objective of the industry is met out through Online Surveys, Report Based Customized Questionnaires, key decision making; while the Secondary objective like working on Government Statistical Databases, Company Websites and Annual Reports, Trade Publications, Online Databases, Offline Databases such as CD-ROMs, Reading Research Reports, Understanding Key Market Players etc.

## **4.2 GERMINATION: A Certification Module for Developing Entrepreneurship**

### **Programme Outcomes:**

- To educate and equip potential and early stage entrepreneurs by providing Entrepreneurship education and training, designed and developed by national and international experts.
- To mobilise upcoming entrepreneurial talent and connect it to networks of ideas, mentors and funding, thereby providing them an easy platform to succeed on the path of entrepreneurship.

### **Course Specific Outcomes:**

- To catalyse a culture shift to encourage entrepreneurship through state and national level linkages through internship opportunities and exchange trips to global entrepreneurship hubs.
- Aims to create an enabling ecosystem for entrepreneurship development through entrepreneurship education & training, advocacy, and easy access to entrepreneurship network.
- The course also aims to promote development of social enterprises for inclusive growth.

**Course Outcome:**

- Aims to create an enabling ecosystem for entrepreneurship development through entrepreneurship education & training, advocacy, and easy access to entrepreneurship network.
- The course also aims to promote development of social enterprises for inclusive growth.

**Industry Centric Outcome:**

- A student can benefit an Industry by the understanding of writing Business Plan, Entrepreneurial Marketing and Consulting Methodologies, Entrepreneurship Case Studies, Business Practices, Career counselling, Product demonstration, Advertising, Marketing management, Tourism and hospitality. The Students can work as Product Developers, Corporate Managers, Marketing Managers, Business Consultants and Market Analysts.

**4.3 Certificate Course in Financial Derivatives****Programme Outcomes:**

- Understand how risks in derivatives transactions differ from traditional banking products and why special care needs to be taken in measuring and monitoring these risks
- Distinguish market, credit, operational, liquidity and reputation risk in derivatives products and understand how they inter-relate

**Course Specific Outcomes:**

- The aim of this course is to give participants an overview of the different risks encountered in derivatives transactions, how they interrelate and how they can be measured and monitored.

**Course Outcome:**

- Identify the different types of exposure within each risk group and derivative type and review how these exposures can be measured
- Review lessons learned from risk management failures in derivatives transactions in order to establish best practice in the monitoring and mitigation of risks

**Industry Centric Outcome:**

- A Student can get the understanding of Finance, he/she can work in area of finance, stock market, analyse the risk and take decisions accordingly. This course will help generate employability.

**4.4 C-Language Certificate Course****Programme Outcomes:**

- To familiarize the trainee with basic concepts of computer programming and developer tools.

- To present the syntax and semantics of the “C” language as well as data types offered by the language
- To allow the trainee to write their own programs using standard language infrastructure regardless of the hardware or software platform

### **Course Specific Outcomes:**

- Learn how to program in C
- Learn about program flow
- Learn about functions, methods and routines
- How to use arguments and return value
- How to run a simple C program

### **Course Outcome:**

- Students gain valuable knowledge of fundamental programming concepts such as data types, internal data representations, operators, expressions, loops for repetitions, control structures, arrays, input and output, functions, debugging, etc.
- Studying C provides a solid foundation for students who want to learn advanced programming skills such as object-oriented programming, event-driven programming, multi-thread programming, real-time programming, embedded programming, network programming, parallel programming, other programming languages, and new and emerging computing paradigms such as grid-computing and cloud computing.

### **Industry Centric Outcome:**

- The Industry can be benefited through candidates proficient in hand-crafting own website, developing technology business, knowledge of input-output functions, data types, knowledge of control flow statements, operators, arrays, modular programming, file handling, usage in structures and defined data types.
- It is for the best interests of a company to faster develop IT and programming skills of such candidates, translate into simplified production processes and develop higher standards and best practices in the organization. This learning brings efficiency and accuracy to a company and earn good reputation.

## **4.5 Certificate Course in MS-OFFICE**

### **Programme Outcomes:**

- Explain Microsoft Word 2010 functions abilities and uses.

### **Course Specific Outcomes:**

- Gain a good business standard level of knowledge in key Microsoft Office programmes - Word, Excel, Outlook, Access and PowerPoint.

### **Course Outcome:**

- Recognize when to use each of the Microsoft Office programs to create professional and academic documents.
- Use Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards.
- Apply skills and concepts for basic use of computer hardware, software, networks, and the Internet in the workplace and in future coursework as identified by the internationally accepted Internet and Computing Core (IC3) standards.

#### **Industry Centric Outcome:**

- The certifications help qualify for a variety of positions and candidates can support Industry by becoming Office Manager, Executive Assistant, Administrative Assistant, SharePoint Specialist, Database Specialist, Research Analyst, Project Coordinator, IT Support Technician, SharePoint Specialist, Database Specialist, Workbook Developer, Research Analyst, Project Coordinator etc.

#### **4.6 MS-Excel Professional Certificate**

##### **Programme Outcomes:**

- This intensive hands-on one-day training course has been designed to provide delegates with a very advanced set of tools and concepts for Excel 2007, 2010, 2013 or 2016 in order to further increase their knowledge and productivity.

##### **Course Specific Outcomes:**

- This advanced excel certification course will help the student:
- Master Excel Functions and Formulas that save time and increases productivity
- Cut hours of labour by using Pivot tables to analyse data
- Discover new tools to share your work
- Find new and more efficient ways to analyse data
- Add colour and images to improve readability and get messages across to the audience more effectively
- Learn the tricks to produce professional charts and graphs
- Include diagrams in marketing reports and sales presentations to boost sales and readability
- Find new ways to visualise data
- Reduce workload each month by automating repetitive tasks by using macros
- Import data using Power Pivot
- Prepare better for your exam with tips, tricks & strategies

##### **Course Outcome:**

- This certificate in Excel and Access is designed to prepare students for working with Microsoft Excel and Access in a business environment.
- The certificate offers a balanced set of classes that prepares students for using advanced features of both Excel and Access needed by industry.
- Emphasis is placed on Excel functions as well as Access' relational database techniques.
- Within Excel, students create a variety of workbooks, utilizing charts, PivotTables, various functions, macros, lists and tables.
- With Access, students create a variety of objects, including tables, queries, forms, reports and macros, as well as VBA programming.
- In the VBA for Excel and Access, VBA is used in both Excel and Access to program advanced functionality that may be needed within these applications.

- Much attention is paid to design principles, including normalization, securing databases, and other current topics in the database field.
- Students will demonstrate understanding of the topics via projects using various real-world workbooks and databases.
- Opportunities available after the completion of this certificate include, but are not limited to, administrative aides, database administrators, designers and developers, and database systems analysts.
- In addition, courses help prepare students to take the Microsoft MOS certification exam in Excel and Access.

**Industry Centric Outcome:**

- The following job profiles are the most popular and demanding in the Industry that a candidate excels into. Candidates can serve as Data Analyst, Metrics and Analytics Specialist, MIS Executive, Financial Analyst, Market Research Analyst and many more.

**4.7 Certificate Course in Tally (ERP.9)**

**Programme Outcomes:**

- The objective of the course is to acquaint students with the accounting concept, tools and techniques influencing business organization
- To educate the students about the usefulness/importance of Tally ERP-9 software for simplifying the accounting methods & procedures.
- To train the students to create/load the company, group, security control, back-up etc.
- To make the students proficient towards creating the accounting records and extract the financial statements and other statements related to inventory management, depreciation accounting and VAT procedure and records.
- To impart practical training on this software so that the students could apply its various aspect in their day to day business/professional activities.

**Course Specific Outcomes:**

- After successfully qualifying practical examination, students will be awarded certificate to work with well-known accounting software i.e. Tally ERP.9
- Students do possess required skill and can also be employed as Tally data entry operator.

**Course Outcome:**

- Student will do by their own create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software

**Industry Centric Outcome:**

- Tally software teaches in handling complex business accounting, inventory transactions, handling TDS, various Taxes, generate reports for taxation and returns that can be uploaded electronically and performing all kinds of accounting operations as required by the industry.

**4.8 Diploma in Computer Application (DCA)**

**Programme Outcomes:**

- This course will enable students from all fields to get a grip on the fundamentals of IT. We have designed this course to meet today's standard of education.

**Course Specific Outcomes:**

- To train the students to handle independently various categories of computers and programming. The course content comprises of Computer Programming in C, C++ and JAVA; Packages such as Oracle-VB, MS Office-Web Designing and Tally with MS Dos and Windows as operating systems.

**Course Outcome:**

- At the end of the course student should be able to use accounting and business terminology, explain the objective of financial reporting and related key accounting assumptions and principles.

**Industry Centric Outcome:**

- Industry is benefitted by getting skilled Computer Operator, Web Designer, skilled Accountant, Software Developer, C++ Developer, Basics Computer Skills, MS Office Applications, and proficient candidates knowing Basics of Internet, E-Business, Software Hacking & IT security, PC Assembly and Troubleshooting and Software Engineering.
- The various subjects teaches Networking, Database Development, Programming Development Tools, Languages, Technical writing, Software design, Graphic design, animation, Web and e-commerce development.

**4.9 Post Graduate Diploma in Computer Application (PGDCA)**

**Programme Outcomes:**

- At the end of the Program, students will be able to: PGDCA equips the students with skills required for designing, developing applications in Information Technology. Students will be able to learn the latest trends in various subjects of computers & information technology.

**Course Specific Outcomes:**

- After studying this student will be able to know about terms and concepts of Microsoft suite completely.(like MS-word, power-point-excel sheets, outlook express)

**Course Outcome:**

- Able to create fundamentals of structure programming with basic structure
- Able to develop program In such a way that machine can take decision by programming
- Able to know importance of an array by real life example as well as technical problem solving.
- Able to develop functions and enrich their skill to library function and user define side.
- Able to develop a small type of data storing with File Handling
- Able to know the importance of reference process by pointer

**Industry Centric Outcome:**

- Industry is promoted by getting skilled IT Support Analyst, IT Consultant, Technical Sales Representative, Web Designer, Application Analyst and Systems Analyst
- Various Industries can be benefitted including Insurance Firms, Health Industry and Entertainment Sector, Electronic Industry, Research Firms, Educational Organizations and Banking Industry etc.

**4.10 Diploma in Digital Marketing / Diploma in Digital Design and Marketing/ Advance Diploma in Digital Marketing/ Certificate Course in Digital Marketing**

### **Program Outcomes (Digital Marketing)**

Program outcomes are not discipline-specific but relate to generic skills that allow for professional and personal growth outside of a formal educational setting. The Digital Marketing program focus on:

- Embrace the tools and techniques required to succeed in the new media environment.
- Learn to develop and execute digital marketing plans, including aspects such as website building and optimization, development of content scheme, use of social media, advertising, conversion and nurturing leads, and tracking and monitoring.
- Learn the fundamentals and vital concepts of advertising and communication. Gain a sense of how advertising works, and what mechanisms work best for different marketing objectives.
- Learn how to assess and evaluate the performance of digital marketing campaigns through behavioural and attitudinal engagement metrics and measures, and make use of a broad spectrum of digital and consumer analytic tools and techniques.
- Gain an understanding of how analytic techniques and research processes are being refined and re-engineered, in the multi-media environment of marketing and advertising.

### **Program Specific Outcomes (Digital Marketing):**

- Analyse the confluence of marketing, operations, and human resources in real-time delivery.
- Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.
- Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
- Investigate and evaluate issues in adapting to globalised markets that are constantly changing and increasingly networked.
- Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.
- Comprehend the importance of conversion and working with digital relationship marketing.
- Analyse cross-cultural and ethical issues in globalised digital markets.

### **Course Outcomes (Digital Marketing):**

- Develop digital advertising campaigns such as presentations, websites and social media, brochures, reports and newsletters
- Make use of tools such as WordPress, HTML and CSS, Google Adwords and Google Analytics
- Learn to improve writing and create content for promotional purposes
- Plan and implement a successful marketing strategy to position a brand, maintain its reputation and build a website
- Conduct surveys to identify the interests and concerns of key stakeholders
- Build, optimize and analyze PPC campaigns on Google Ads and Bing Ads

### **Industry Centric Outcome:**

- The Industry can get developed candidates for digital advertising, presentations, websites and social media, drafting brochures, reports and newsletters, candidates with knowledge in WordPress, HTML, Google Adwords and Google Analytics etc.
- The Institute offers the Course at the Junior and Advanced Level. At the Junior & Mid Level, the Industry can get skilled candidates as Digital marketing intern, Digital

marketing executive, Social media specialist, Google Ads specialist, Email marketing specialist, Web Analyst, Online executive, Content marketing executive.

- On the other hand, at the Higher Level, the Industry can get skilled candidates as Digital Marketing Strategist, Digital Marketing Manager, Social Media Manager, Digital Marketing Head, Advertising manager and Digital Branding Head.

## 5. Evidence of Success

The following Programs were started during the last five years which were duly approved by the Board of Studies, Academic Council and Governing Body:-

SN	Name of Diploma Course / Certificate Program	Duration
1.	Diploma in Food Safety & Quality Management (DFSQM)	1 Year
2.	Diploma in Agri Business Management	1 Year
3.	Diploma in Computer Application (DCA)	1 Year
4.	Post Graduate Diploma in Computer Application (PGDCA)	1 Year
5.	Diploma in Digital Design and Marketing	1 Year
6.	Diploma in Digital Marketing	1 Year
7.	Advanced Diploma in Digital Marketing	20 Months
8.	Certificate Course on Research Methodology (CCRM)	6 Months
9.	GERMINATION: A Certification Module for Developing Entrepreneurship	6 Months
10.	Certificate Course in Financial Derivatives	6 Months
11.	C-Language Certificate Course	6 Months
12.	Certificate Course in MS-OFFICE	6 Months
13.	MS-Excel Professional Certificate	6 Months
14.	Certificate Course in Tally (ERP.9)	6 Months
15.	Certificate Course in Digital Marketing	6 Months

The success of this best practice i.e. introduction of industry centric specific courses is evident from many students. It will not be possible to elaborate on each and every courses or programs. However, one such big example of evidence of success is Diploma in Agri Business Management. Following are the details highlighting the successful implementation of this best practice DIABM.

### **DIPLOMA IN AGRIBUSINESS MANAGEMENT**

The Certificate Course, Diploma in Agriculture Business Management; take an activity-based approach to raising learners' awareness about government expectations in the field like license formalities and other documentations and the practical approach to agriculture based businesses. The duration of this course is one year. The course supports learners in preparation for vocational training, for achieving an employability qualification, or for getting a job. The Institute offers an extensive course work in agribusiness.

Diploma in Agri-Business Management is a Diploma Course for the future Agri-business leaders. During the One Year Full Time Diploma Course, students are trained with the Agri-Business skills and develop an understanding of latest Agri-Business trends. Students are exposed to the core Agri-Business concepts and their practical applications. The focus is on developing professionals in Agri-Business in India - an agricultural country.

The students get better exposure to the conceptual understanding of various fundamentals of Agriculture and Business processes during the course. The course is academically superior and

logically thought-provoking. At Institute, the focus is on enhancing the Subject Knowledge, Business Skills, Intellectual Ability and Soft Skills through practical oriented teaching.

Typically, the classes in the Diploma in Agri-Business Management deal with:

- Agribusiness Management
- Agricultural Industries Marketing
- Financial Management
- Commodity Trading
- Technology

The emphasis of this Certificate Course is on developing business acumen and learning about the best practices in the various fields of agribusiness. Agribusiness is defined as agriculture conducted on commercial principles, or the various industries trading in agricultural produce and services. The management, organization, scoping, marketing, profitability and trade of agricultural products are some of the key topics that Agribusiness course will cover. The Agribusiness course focuses on specific areas of the Agribusiness sector, like food processing, environment, management, international food policy, farming, seed supply, agrichemicals, farm machinery, sale and distribution.

Agribusiness is a sub-field of business, management and organisation studies that deals with making profit from agriculture and corporate farming. Agribusiness includes the production, processing, and inventory of agricultural goods. It involves the management of agronomic equipment and technologies, raw materials, suppliers, work force and other resources involved in agriculture. Similar disciplines include: animal management, forestry and nature management, management of the living environment, agricultural economics, and rural enterprise.

Students get an insight into the processes of production and supply chain, from raw production to reaching the consumer, and all the stages in between: trade, management and consultancy, activities of businesses involved in horticulture and food chains. It typically covers topics such as agricultural economics, farm product marketing, quality management, the sustainability of agricultural chains, agribusiness international marketplaces, international agribusiness and trade, food and agribusiness, international horticulture and marketing, agricultural entrepreneurship, agribusiness management, sustainable agribusiness and innovation, food marketing and retail.

The students of agribusiness can work in a diverse range of industries and positions like managing seed production, farm management, international marketing or retail sales. Professionals can practice in product development corporations, retail marketing firms, food processing companies, consultancy agencies, and public, governmental or financial institutions.

The outcomes of this course as follows:-

1. The students of DIPLOMA IN AGRI BUSINESS MANAGEMENT got government approvals and licenses to open new businesses in the field.
2. Some of the students were successfully able to launch new businesses through this course because course increased their employability.
3. All the students got practical exposure to the industry and successfully completed their training in the industries.

**PIONEER INSTITUTE OF PROFESSIONAL STUDIES, INDORE**

**GLIMPSE OF CONVOCATION CEREMONY  
DIPLOMA IN A&RI BUSINESS MANAGEMENT**

























## 6. Problems Encountered and Resources Required

There is no work / task in this world which can be achieved without facing problems. There were several challenges and several problems encountered in implementation of these industry centric courses. Few of them are highlighted below:-

- (a) Identification of the courses
- (b) Alignment of the courses with industry requirements
- (c) Assessing industry requirements and mapping them to the program objectives
- (d) Gathering Technical / Subject expertise in different domains
- (e) Marketing of these courses and programs to reach the target audience
- (f) Getting Board approvals for the courses to a limited extent
- (g) Convincing students about success of the programs

Institute successfully sailed through these problems and implemented this best practice.