

7.3 Institutional Distinctiveness

Introduction: The 'SIES Centre for Excellence – A Centre to meet your Professional Needs', reflects our Institutions Distinctiveness, since this Centre aims to use higher education as a tool to transfer skills and offer need based solutions by providing opportunities to students to 'earn while they learn', and encourage students become 'job creators rather than job seekers'. It was set up in the year 2008, and Ms. Mahalaxmi Nadar, Faculty, Department of Chemistry has been its Coordinator.

Salient Features: The Centre has following salient features:

- ✓ It is an autonomous self-supporting unit of the college
- ✓ It commenced its operations with zero balance and generated its own funding through its programs
- ✓ It offers fee waiver or instalment facility for payment of fees to deserving and needy students
- ✓ It provides flexible timings to students for most of its courses, thereby offering value for their time on college premises
- ✓ It offers more than 70 different courses inclusive of vocational and skill based courses, career oriented courses, value added courses, among others to satisfy the diverse needs of the students
- ✓ It has brought recognition and laurels to the institution, and its role has also been appreciated in previous assessment and accreditation cycles by NAAC
- ✓ It has optimized the existing infrastructural facilities of the college and has not incurred any expenditure.
- ✓ The courses have customized curriculum to meet industrial needs, and its modules are revised regularly
- ✓ The courses are open to students from other colleges and outsiders, thereby having outreach to community and demonstrating social responsibility.
- ✓ Information about courses is available in the college prospectus and also on college website.
- ✓ The Centre continuously evaluates its teachers/resource persons, and its course content by taking feedback from the students.
- ✓ The feedback is communicated to the resources persons and suggestions are implemented for course enhancement by providing better resources, offering more practice sessions, customizing and redesigning new modules.

Objectives: The Centre has been established to accomplish the following objectives:

- ✓ To ensure development of students in professional courses and to train them as per global needs.
- ✓ To give career guidance to students and also work towards the holistic development of students.
- ✓ To equip students, in addition to their graduation degree, with additional skills, thereby making them professional, and qualified, so that they are ready to face the challenges in the competitive job market.
- ✓ To enrich the skills of the students and to bridge the gap between academia and industry
- ✓ To provide courses in collaboration with various institutes and organizations and to enhance employability.
- ✓ To support autonomous value added courses offered by different departments through resource persons and workshops.



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Courses and Modules offered: The course modules are designed by the Centre with the help of experienced resource people and experts in the respective fields. Examples of the courses offered are as follows:

- Language Proficiency Classes - Indian & Foreign Languages: The language proficiency classes started its journey with options between French, Sanskrit, and Japanese. Every year two students learning Japanese language are invited to visit Japan for 10 days under JENESYS Programme or SAARC nation through Indo-Japan Foundation Later courses like Spanish, German, Tamil, and Telugu, etc were conducted from basic to advanced level.
- Computer Courses: Computer courses in collaboration with Ocean – InfoTech were started in the year 2011 to keep pace with the IT courses which needed an uplift from the regular classroom learning to practical approach and required corporate training. Various courses like Computer Programming (C, C++, Java), Advanced Excel, Web Designing, Computer Hardware & Networking, Embedded System, etc. are being successfully run by the Centre for Excellence to provide students a greater spectra of job opportunities.
- Entrepreneurship development: In order to encourage entrepreneurship, it organized workshops in chocolate making, candle making, nail art and cake making. It also initiated Self Enrichment Courses like Creative Writing, Soft Skills Programmes, and Creative Art to enrich students with skills.
- Autonomous & Collaborative Ventures: It has initiated courses like a diploma in capital market, value added course in Basic Statistics, certificate course in Fitness & Diet and Vedic Mathematics, which has proven to be beneficial for the students. Specialized Courses on TV Journalism was introduced in 2011 – 2012 which was designed primarily for people who were planning a career in the media, and these courses were offered in association with Media Research & Study Center, Mumbai.
- NPTEL IIT Madras - SIES SWAYAM – SIES NPTEL Local Chapter (LC ID: 268) was set up in December 2015 by the Centre for Excellence to provide web and video courses in various disciplines of engineering, basic sciences, management, and humanities. The Centre provides NPTEL Online Certification (NOC) Examination through this venture and the college has been marked as an active local chapter and received grades like ‘AAA’ (Top 10 LCs) and ‘AA’ (Top 50 LCs) in the year 2016 with 8th rank among Top 100 Local Chapters from all over India. With the support from NPTEL team, it has provided skill training and lab workshops in IITs and IISER which has helped students in their placements.
- Competitive examination seminars: It has conducted training programmes for students, like NET/SET Lecture Series in Chemistry, MPSC-UPSC Online Foundation Course.
- Internship programme: It is providing internship to students, who will be trained in designing software for different portfolios like content writing, desktop publishing, public relations, sponsorships, print and publications, and the outcome will be in the form of Memorabilia.
- Coursera for educational institution: It initiated, registration under Coursera for online courses (MOOC) free of cost during this COVID - 19 Pandemic time with free license for 750 users for limited time period from 11th June 2020 to September 2020. A total of 680 staff and students participated in around 2000 online international courses offered by National and International Universities.



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