

# Institutional Distinctiveness 2023-24

## New Age Skilling

### The Concept:

Pillai's College of Arts, Commerce, and Science has embraced a distinctive practice by introducing New Age Programmes and Courses, designed to meet the evolving needs of the job market and modern industries. This initiative includes the launch of innovative degree programs such as B.Sc. in Economics and Analytics, M.Sc. in Data Analytics, and B.B.A. in Digital Marketing. Additionally, the Department of Skill Development and Entrepreneurship introduces new age courses annually, **incentivized by skill credits**. These courses provide students with cutting-edge skills and knowledge, ensuring they are well-prepared for the future.

### New Programmes:

- B.Sc. in Economics and Analytics
- M.Sc. in Data Analytics
- B.B.A. in Digital Marketing

**New Age Courses :** Among the array of new offerings, Pillai's College proudly presents select courses that exemplify its commitment to educational excellence and relevance.

- Design Thinking
- Microsoft Power BI
- Blockchain in Accountancy
- Digital Journalism
- Financial Statement Analysis
- Market Research
- E-Commerce
- Web Development using Node.js
- IoT
- BSE Check My Skills
- Cybersecurity Simulation Projects
- Data Analytics and Visualization Projects
- Social and Digital Media Marketing Internship Projects
- Market Research and Competitor Analysis Projects
- Internal Audit & Control Internship Projects

- GST (Project-based Internships)

### **The Success:**

The implementation of New Age Programmes and Courses has yielded significant success for Pillai's College. Key achievements include:

**1. Increased Enrollment:** The innovative programs and courses have attracted a larger number of students, leading to higher enrollment rates.

**2. Enhanced Employability:** Students are equipped with contemporary skills and industry-relevant knowledge which has given them an edge in their careers.

**3. Industry Collaboration:** Partnerships with industry leaders for internships and projects have provided students with practical experience and real-world applications of their studies.

**4. Academic Excellence:** The courses have contributed to academic excellence by fostering critical thinking, problem-solving, and technical skills among students.

### **Future Avenues:**

Building on the success of the New Age Programmes and Courses, Pillai's College plans to explore several future avenues:

**1. Expanding Course Offerings:** Continuously updating and expanding the range of courses to include emerging fields and technologies.

**2. Global Collaborations:** Establishing partnerships with international universities and organizations to offer global exposure and opportunities for students.

**3. Research and Development:** Promoting research and development in cutting-edge areas, encouraging students and faculty to contribute to innovative projects.

**4. Enhanced Digital Infrastructure:** Investing in advanced digital infrastructure to support online learning and virtual collaborations.

**5. Alumni Engagement:** Leveraging the alumni network to provide mentorship, internship opportunities, and industry connections for current students.

### **Conclusion:**

The New Age Programmes and Courses at Pillai's College embody the institution's commitment to providing quality education that aligns with industry demands and future trends. By continually innovating and adapting to the changing landscape, the college ensures that its students are not only academically proficient but also ready to excel in their professional careers. This distinctive approach positions Pillai's College as a leader in higher education, dedicated to fostering academic excellence and holistic development.