

Title of the Practice: National and International Professional Certificate Courses for Students

The Context That Required the Initiation of the Practice:

In response to the growing need for students to gain practical, industry-recognized credentials alongside their academic qualifications, the institution recognized the importance of offering professional certification courses. The competitive job market and the increasing demand for specialized knowledge in areas such as marketing, finance, and investment made it essential for students to acquire certifications like Chartered Institute of Marketing (CIM), Chartered Institute for Securities & Investment (CISI), Association of Chartered Certified Accountants (ACCA), and National Institute of Securities Markets (NISM). These certifications not only enhance the employability of students but also equip them with industry-specific skills that are valued by global employers.

Objectives of the Practice:

1. To provide students with internationally recognized certifications that enhance their employability and career prospects.
2. To bridge the gap between theoretical learning and industry requirements by offering specialized knowledge in marketing, finance, investment, and securities.
3. To equip students with the necessary skills and knowledge to excel in professional certifications, making them competitive in the global job market.
4. To foster a culture of continuous learning and professional development among students, encouraging them to pursue lifelong learning.
5. To provide exposure to national and international standards, helping students understand the best practices followed globally in their chosen fields

The Practice:

1. **Offering National and International Certifications:**
The institution has collaborated with professional bodies like CIM, CISI, ACCA, and NISM to offer certification programs that students can pursue alongside their regular academic courses. These certifications are integrated into the curriculum as elective courses or as part of skill development initiatives.
2. **Collaboration with Professional Bodies:**
The institution has established formal collaborations and MoUs with professional bodies like CIM, CISI, ACCA, and NISM to provide structured training and certification opportunities. These partnerships ensure that students have direct access to training materials, exam preparation resources, and industry insights.
3. **Structured Training Sessions:**
The institution organizes regular coaching sessions and workshops to prepare students for certification exams. These sessions are delivered by certified trainers and industry experts who bring practical insights and real-world experiences into the classroom.
4. **Flexibility in Course Delivery:**
To accommodate the diverse learning needs of students, the institution offers both in-person and online training options, allowing students to access the content at their own

pace. This flexibility ensures that students can balance their academic workload while pursuing professional certifications.

5. **Incorporation of Certification Knowledge into Curriculum:**

The knowledge from these certification courses is integrated into existing courses, allowing students to apply the concepts they learn through certifications to real-world business scenarios. For example, financial management courses are aligned with ACCA and NISM standards to help students understand how industry practices align with academic theories.

6. **Industry Interaction and Internship Opportunities:**

As part of the certification programs, students are given opportunities for internships and industry interactions. This helps them understand the practical applications of the knowledge gained from the certifications, further enhancing their skills and making them industry-ready.

Obstacles Faced and Strategies Adopted to Overcome Them:

1. **Challenge:** Financial Constraints for Certification Exam Fees

- **Strategy:** The institution established a scholarship and financial assistance program specifically for students enrolled in certification programs. The initiative covers a portion of the exam fees, making certifications more accessible to students from diverse financial backgrounds.

2. **Challenge:** Balancing Certification Preparation with Academic Curriculum

- **Strategy:** To address this, the institution introduced flexible training schedules and online learning modules. Students are given the option to attend weekend or evening classes, allowing them to balance their academic commitments while preparing for professional certifications.

3. **Challenge:** Ensuring Students' Commitment to Certification Programs

- **Strategy:** The institution organized motivational sessions with alumni and industry experts who have benefited from these certifications. The success stories of former students were shared to encourage current students to take full advantage of these opportunities.

4. **Challenge:** Lack of Familiarity with International Standards

- **Strategy:** The institution conducted orientation sessions and webinars with representatives from CIM, CISI, ACCA, and NISM to familiarize students with the standards and expectations of these professional bodies. This ensured that students were well-prepared and confident in pursuing certifications.

Impact of the Practice:

1. **Increased Employability and Career Growth:**

Students who have completed these certifications have significantly higher chances of securing employment in their respective fields. Employers value the specialized skills,

global recognition, and credibility that these certifications bring. Many students have secured internships and jobs with leading organizations in marketing, finance, and securities.

2. **Improved Industry Readiness:**

The certifications have equipped students with the practical skills needed to excel in the professional world. For example, students pursuing the ACCA certification have a deeper understanding of financial management, while those enrolled in CIM and CISI courses are more adept in marketing strategies and investment management, respectively.

3. **Global Recognition:**

The certifications offered by internationally recognized bodies have helped the institution enhance its reputation. Students with these qualifications are viewed as competitive on a global scale, improving the institution's brand value in international markets.

4. **Enhanced Student Motivation and Engagement:**

The opportunity to earn professional certifications has increased student engagement and motivation. Many students now see certification as an integral part of their education, driving them to perform better academically and professionally.

5. **Strong Industry Relationships:**

The collaboration with leading professional bodies has not only helped students gain certification but also strengthened the institution's ties with industries. The professional bodies offer valuable insights into industry trends and best practices, which have been incorporated into the curriculum.

Resources Required:

1. **Human Resources:**

- Certified trainers and experts in specific domains (CIM, CISI, ACCA, NISM) to conduct workshops, coaching, and mentoring sessions.
- Faculty members who assist in integrating certification knowledge with the curriculum and guide students through the certification process.

2. **Financial Resources:**

- Funding to provide scholarships or financial assistance for certification exam fees, making the programs accessible to all students.
- Resources for organizing certification preparation workshops, seminars, and guest lectures from industry professionals.

3. **Infrastructure Resources:**

- Technology-enabled classrooms for online certification training sessions and access to online learning materials.
- Access to training resources such as practice exams, study guides, and professional databases.

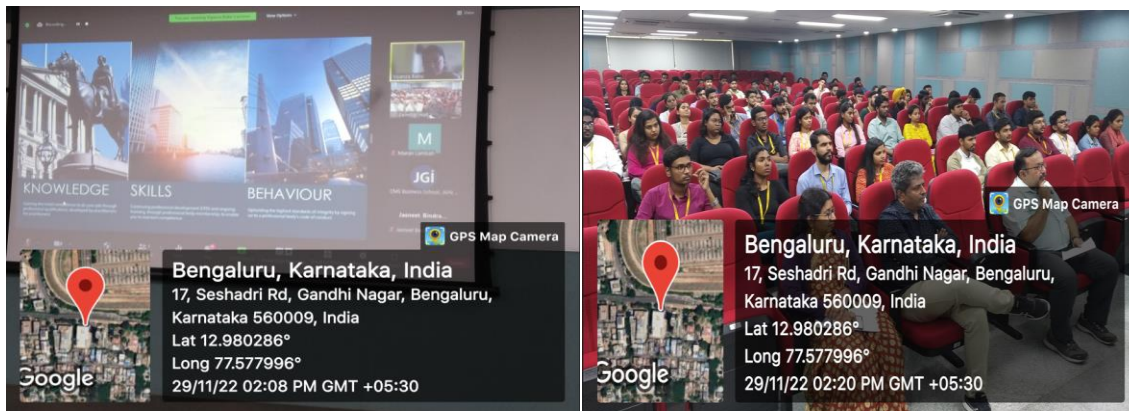
4. **Industry Partnerships:**

- Strong relationships with professional bodies like CIM, CISI, ACCA, and NISM to ensure access to certification materials, exams, and industry interactions.

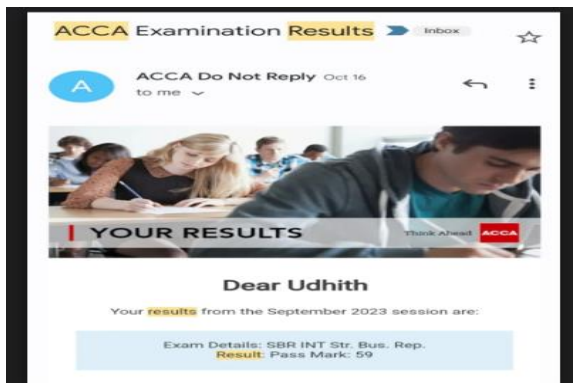
The offering of **National and International Professional Certificate Courses** represents a commitment by the institution to enhance the employability, skill set, and global competitiveness of its students. By integrating these certifications into the academic curriculum, the institution ensures that students graduate not only with a degree but also with recognized professional qualifications that open doors to numerous career opportunities across the world.



CISI Certificates



CISI - Induction Program - Guest addressing the gathering



ACCA Results