

NEW VISTAS

THE EDUCATION SCENE HAS UNDERGONE A MAJOR METAMORPHOSIS OF LATE WITH STUDENTS SPOILED FOR CHOICE WITH NUMEROUS NEW AGE COURSES ON OFFER.

BY BINDU GOPAL RAO

When my niece told me she was interested in doing a course in Liberal Arts for her graduation, I actually looked up the specific course to understand it better. Soon I found that apart from this there are a whole lot of new age courses like Spa Management, Rural Studies, Cyber Security, Puppetry, Tea/Coffee Tasting,

Public Health Entomology, Habitat Policy and Practice, Wine Tasting, Ethical Hacking and Photonics. Education options in India are changing and this is happening to ensure that students have a choice that matches new age businesses.

Today, there is greater awareness and acceptance to move out of the regular norm of taking up regular courses or studies. People are appreciating

newer courses that are aimed at skilling and pruning one towards a career.

Take the case of the firm O2 Skills. With the premise of 'skilling to make a career', O2 Skills is an initiative of O2 Spa (Asia's largest day spa chain and India's first organized day spa chain) that is primarily conceptualized to help meet the shortage of quality and skilled manpower in the spa



& CEO, Talentedge, explains, "The look-out is for leaps in the short term and a 4-6 month specialized course interacting with a good faculty is the need of the hour. Professionals are looking for convenience for sure and they are also demanding on the quality being offered. With partnerships with leading institutes of the country and lectures by top minds in the country, quality is rest assured. Students are recommending these courses to their friends as they taste success at their jobs."

The executive courses bringing in industry relevant certificates are providing the specialized skill required to excel in the job at hand or to get your next promotion or that career change. Sharan Parikh, Director, Pyramid Sports, a sports management company, says, "Indian students want to try different fields and not just the regular mainstream courses. Such courses also help students decide on a different career path, since they offer more interactive information, with real life illustrations and experiences, allowing the student community to embrace this better. These courses also allow the students to network with the right demographic/community."

99yrs Network is an E-commerce consulting and service provider and has launched a E commerce Business Training course. The entire e-commerce operations can be divided into three parts: Catalogue Management which is content and listing; Order Fulfillment which includes

EDUCATION OPTIONS IN INDIA ARE INCREASING AT A VERY FAST PACE

and hospitality industry. "O2 Skills was started in 2013 and is today one of the largest skill development centres in Asia by virtue of having trained over 3,000 students and has thus far maintained a 100 per cent record of job placements. The role of O2 Skills is to ensure training, certification and finally placement into apt jobs," says Swetha Arikatla, Director, O2 Skills.

Likewise, Sports Business Management is a new course in sports and management. As Indian sports industry begins to grow at a faster pace, sports business management courses become essential. In a fast-paced world with constantly changing dynamics and emerging challenges in the work sphere, advancements in robotics and maturing of Artificial Intelligence (AI) have also thrown up unique new study and career opportunities.

"Lifestyle, jobs and skill requirements are also evolving,

which necessitated the rise of niche courses such as lifestyle management and work-life balance. Also new age courses are becoming increasingly targeted and skill-based rather than being knowledge-based. Courses like coding, analytics and IoT are the current flavour. These courses help us deal with the stress and work pressures and also deliver specific skill sets required for doing jobs which are unlikely to be taken over by robotics and AI," says Monica Malhotra Kandhari, MD, MBD group.

The younger generation today has become daring and experimental when it comes to their future. Aditya Malik, MD

SPOTLIGHT **EDUCATION**

warehousing, dispatch, return and inventory management; and Marketplace Promotion, which includes campaigns on portal and digital marketing.

Today, the emphasis has shifted largely towards practicality as compared to theoretical lessons. For instance, O2 Skills follows a 70:30 ratio of Practical:Theory. Most of these educational programmes are vocational in nature, in that, they are addressing the immediate needs of the sector. But with a significant surge, these vocational programmes may become a mainstream educational field.

“We have seen this happen each time there is a rise of a particular industry. The rising



importance of internet led to specializations of Internet based study programmes such as web development, multimedia design, and internet marketing. In the last decade, the BPO industry gave birth to many backend management careers. Call centres, financial

service companies, insurance marketing, and other such gave rise to educational centres that specialize in voice and accent training, call management, financial services marketing and management, and technical courses on coding, programming, or systems management,” says Vibha Kagzi, Founder, Reachivy.com, a study abroad and career advisory.

Text book teaching and text book knowledge is a thing of the past now. More colleges are now looking at mandatory practicals as part of the course or exposure trips/exchange programmes that will aid learning for the students. The focus has shifted from what

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MOUNT LITERA'S ONE POINT SOLUTION



INTRODUCING ONE OF THE NATION'S FINEST and safest CBSE affiliated co-educational residential schools located in sprawling 10 acres of sylvan surroundings in Kolkata - Mount Litera Zee School DHR. A K12 school under the Zee Learn network of high schools, it is a winner of the 2015 'National

Award for Excellence' in all round delivery of holistic education! A modern avant garde boarding section is in place as a solution for parents who desire to get a Mount Litera education, but are either both working, are based outside the city or are NRIs. The residential block conforms to established international standards in areas of comfort, security, cuisine and other amenities including computers and TV, sporting games including basketball, volleyball, football field, cricket pitch, squash court, skating, boxing, swimming and two indoor games arenas for various indoor activities. Separate wings for girls and boys ensure gender

demarcation even while promoting a healthy environment of mutual trust and tolerance. The gender specific operational areas and rooms are managed separately by experienced male and female wardens and 'House Parents' to allow for gentle but sustained discipline at all times. A well equipped infirmary is managed by a trained nurse while a doctor on call is available for minor health issues. Evening classes and study time is monitored by the wardens who are in turn supervised by the school coordinators and teachers. Mount Litera Zee School DHR day and boarding section is the one point solution to all educational needs of your child. Your search for the 'Perfect Home Away From Home' for your precious children ends right here!



happens inside the classroom to outside. We are slowly accepting and implementing the fact that learning is 360 degree and not just confined to the classroom. The Government of India's vision of Digital India Campaign has

enabled schools and universities to bring certain changes in the education system.

Open education resources or OERs and massive open online courses or MOOCs are redefining how educational

institutions should function. Online learning has brought in a greater cohesive learning ability for the teacher and student alike. Blended learning is fast gaining ground. "This teaching model is different from the traditional teaching model as it innovatively blends online and offline teaching and learning. Multimedia and animations, simulation and augmented reality tools will change how education is imparted. With the help of sophisticated technology, teachers can replace one-dimensional learning from books with concepts that are multi-dimensional," adds Kagzi.

With so many changes happening, the Indian Education system is looking up and this is definitely great news for all.

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SIMSR'S TOP RANKING SPREE

K J SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH, located in the heart of Mumbai, is a lush green 60 acre campus comprising of landscaped gardens, world-class infrastructure and sports facilities, 90,694+ books in the library, e-databases, Wi-Fi connectivity, learned faculty, supportive staff, opportunities to study in an experiential learning format, yoga, holistic self-management, foreign languages, culture and religion – a campus that is vibrant, fully residential and favourable to learning in the field of management education and beyond. The institute has an excellent placement track record in large



Indian corporates and MNCs with over 5000 alumni working in them.

SIMSR is consistently ranked among the top 20 management institutes and top 10 private B-schools in India. The institute is certified under ISO 9001:2008 and ISO 29990:2010. SIMSR has

acquired the prestigious South Asia Quality Assurance Systems (SAQS) accreditation by Association of Management Development Institutions of South Asia (AMDISA). It is accredited by NBA and registered for AACSB accreditation since July 2012. The institute has cleared the first step towards the accreditation for AACSB with the acceptance of the initial self-evaluation report.

Visit the SIMSR website <http://simsr.somaiya.edu> for institute and admission details, eligibility, and selection criteria. Email: admission.simsr@somaiya.edu Tel: +91 22 6728 3232/3050