

# IAM

**AC OF ADVANCED STUDIES, NILAMBUR** 







**Bridging Futures: Connecting Academia with Industry Excellence** 



**<<<<** 

#### **AMAL COLLEGE OF ADVANCED STUDIES**

Myladi, Eranhimangad Po, Nilambur, Kerala - 679329 Aided by Govt. of Kerala | Affiliated to the University of Calicut NAAC Accredited with A Grade | Run by Nilambur Muslim Orphanage Committee













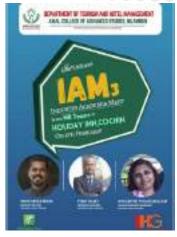
THE PRACTICE

# IAM INDUSTRY ACADEMIA MEET

Amal College of Advanced Studies

#### Introduction

The Industry Academia Meet (IAM) is a strategic initiative by Amal College of Advanced Studies to bridge the gap between academic learning and industry demands. Recognizing that traditional curricula often fall short in preparing students for the real-world workforce, IAM takes on the responsibility of equipping them with strong demands in the field like hospitality; business management, health, IT with data analytics, trade cum logistics, media and publication



IAM not only facilitates recurrent meets, interviews, and collaborations with industry professionals but also integrates skill enhancement sessions across various domains. Hospitality skills are highly relevant and crucial in the hospitality industry, which includes sectors such as hotels, restaurants, travel, tourism, and events. These skills are essential for professionals working in various roles within the industry, ranging from front-line staff to management positions. Proficiency in business management is vital for industry success, encompassing leadership, strategic decision-making, resource optimization, and organizational efficiency, ensuring long term viability and prosperity. The significance of trade and logistics in the industry lies in their pivotal role in orchestrating seamless supply chain operations, enhancing cost-effectiveness, boosting competitiveness, and ensuring the timely delivery of goods, ultimately serving as essential pillars for the success and expansion of businesses within the sector.

The industry is placing a growing emphasis on health and fitness, acknowledging the profound influence of employee well-being on productivity and overall business success, leading to a focus on implementing wellness initiatives, ergonomic workspaces, and health-conscious practices to cultivate a positive and flourishing workplace IAM incorporates IT skill development to keep students abreast of technological advancements crucial in today's workplace. Media and publications has got industrial relevance as they serve as effective communication channels, enabling outreach, facilitating cross-cultural collaboration, and providing a common platform for information exchange, which is essential for international business transactions, market expansion, and maintaining a broad and diverse audience base.

IAM recognizes that a wellrounded professional not only possesses academic knowledge but also excels in interpersonal skills. To provide and soft students with firsthand experiences, IAM includes industry visits, allowing them to witness the application of their academic knowledge in realworld settings. In essence, IAM ensures that students not only academically excel industry-ready emerge as professionals, ready to meet the challenges of the dynamic professional landscape.

#### The Title



The industry academia meet is a practice opted by the institution to mould the students according to the needs of industry by providing them necessary skills and competence through recurrent meets, interviews and collaborations with industry persons and industries. As the existing syllabus and curriculum focus mainly on academics and struggle to cater the industry needs and skills among students, the program IAM takes up the responsibility of preparing the students industry based and competent.



The practice organizes programs which assure the participation of both industry and academic persons in sessions like talks, discussions, industry meets, industry visits, etc.

#### Objectives

To promote entrepreneurship and start-ups through industry orientation, skill enhancement and entrepreneurship development of the students for a seamless transition into the industry upon completing their college education

To provide students with a robust foundation in Information Technology, ensuring proficiency in essential tools and technologies relevant to contemporary industry requirements.

To enhance students' language proficiency, enabling effective communication in professional settings and facilitating cross-cultural interactions.

To nurture well-rounded individuals by fostering leadership qualities, teamwork, emotional intelligence, and other personal development skills essential for success in both academic and professional spheres.

To develop enhanced knowledge, innovations and critical and research skills by setting up start-up incubation centers, skill and technology development center.

To equip students with comprehensive knowledge of health and wellness practices, fostering a holistic approach to personal and professional well-being

To cultivate a culture of innovation and creativity among students, encouraging them to think critically, problem-solve, and generate inventive solutions across various disciplines.

To provide students opportunities for internships with local and international industry, business firms enabling students to actively engage with the practical aspects of their learning, thereby enhancing their employability.

#### CONTEXT

#### **Optional Subhead**

Covid-19 Pandemic has led to drastic shrinking of the global economies which results the lack of job opportunities and it becomes increasingly difficult for the youth or graduates to get a new job in this competitive world. Moreover, the syllabus and curriculum are designed only to cater the academic needs, which fail to produce skilled and trained students. The institution realized those circumstances where only those educated youth will find themselves lucky in securing job of their choice who have the necessary knowledge, skills and abilities and competencies to cater to the present day demands of the industry.



This has made the institution necessary to align their academics and training with the industry needs and engage themselves in close interactions and linkages with the industry to enhance the employability skills among its graduates. The institution wants to produce future-ready graduates who could cater to the emerging needs of the local and international industries











## THE PRACTICE

Keeping job and skill-oriented vocation as the key word, the institution decided has establish Industry Academia Meet as its best practice by integrating academics industry linkages. The institution is well aware of the current scenario of contemporary world which demands youth of professional and challenging skills.



So, the industry and academia linkages have become imperative for all the programmes in Arts, Humanities, Science, Commerce and Tourism and Hotel Management.

The practice includes industry meets, industry interactions and internships, recruitments and placements, skill-based training sessions, faculty exchanges and innovations in research.

This becomes an integral part of each Department to identify their respective industry and organize programs to improve the skills of its students. The objective of these programs is provide best possible education and training to students and to assure the participation of our students in the growth and development of industries also.



This programme is streamlined to 7 domains that represent the current needs of the industry. The domains are Entrepreneurship Skills, Health Skills, Innovative Skills, IT Skills, Language Skills, Math & Logic Skills and Personal Development Skills





Each department has been tasked with the responsibility of identifying the industries relevant to their field and coordinating industry academia meets and visits

#### 1 HOSPITALITY

"Empowering future leaders with the knowledge and skills to navigate the world of entrepreneurship and drive innovative solutions."

#### BUSINESS MANAGEMENT

100

"Fostering holistic growth through programs that cultivate selfawareness, resilience, and interpersonal skills."

# TRADE & LOGISTICS

"Building global competence by providing immersive language learning experiences to enhance communication across cultures."



# IT & DATA ANALYTICS

"Equipping students with cutting-edge IT skills to thrive in the digital age and shape the future of technology."

## 5 HEALTH & FITNESS

"Promoting well-being and a healthy lifestyle through education on physical, mental, and emotional health."

# MEDIA & PUBLICATIONS

"Inspiring creativity and critical thinking to fuel innovation and problem- solving in an ever-evolving landscape."





July 2022
Thursday at 2 Pm



#### DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT AMAL COLLEGE OF ADVANCED STUDIES, NILAMBUR

MAL COLLEGE OF ADVANCED STUDIES, NILAMBUR DAC Acceptant with A Crede Water by Gov. of Invests, Affiliated to the Investor of California. And the to Reference Machine Outstands Convention



# SLLC Amal College

# INDUSTRY ACADEMIA MEET HOSPITALITY DOMAIN

Fostering a vital connection between academic learning and industry insights.

#### **Hospitality Domain**

The college has successfully conducted series hospitality-enhancing programs as part of the Industry Academia Meet (IAM), fostering a vital connection between academic learning and industry insights. have provided students with valuable exposure to current trends. practical skills. and opportunities the career dynamic field of hospitality. Covering a range of topics from food safety standards to travel psychology, these initiatives aim to bridge the gap between theory and application, ensuring that students are well-prepared for the challenges hospitality industry.

#### **Collaborations and Partnerships**







#### **Skills Imparted**

ADAPTABILITY CUSTOMER SERVICE

COMMUNICATION TIME MANAGEMENT

TECHNICAL SKILLS PROBLEM-SOLVING

EMOTIONAL INTELLIGENCE TEAMWORK



#### The Contex

The college's Department of Business Management has actively curated a diverse array of programs under the umbrella of the Industry Academia Meet (IAM), aiming to integrate expertise into academic learning. These programs, conducted by experienced resource persons, include a Workshop on Students Entrepreneurship & Start-up Ecosystem led by Safeer Najmudheen, Entrepreneurship in Advanced Sensor-Based Led Manufacturing by Jemshihas, Rights Sight/Right Insight facilitated by Adv. Sahla Farsana C K. The department has also organized a National Webinar gender discrimination in the workplace, International MoU signing for Entrepreneurship Orientation with Professional Business Group, Qatar, and Researchers Insights for Entrepreneurial Innovator Dr. Gopalakrishnan MB.

#### Skills Imparted

Networking Communication
Industry Knowledge
Problem-Solving Leadership
Critical Thinking Adaptability
Emotional Intelligence
Professional Etiquette

# Collaborations and Partnerships













#### **The Context**

The domain of Trade and Logistics entails discussions and collaborations between industry professionals and academia to address challenges, innovate solutions, and enhance practices related to trade and logistics. By bringing together industry expertise academic research, the aim is to foster knowledge exchange, drive innovation, improve the ultimately effectiveness and sustainability of trade and logistics practices.

#### **Skills Imparted**

Problem-solving Skills Global Perspective Critical Thinking Communication Skills

Collaboration and Teamwork

Research and Analytical Skills

Adaptability and Flexibility

Decision-making Skills

Negotiation and Relationship-building

#### Collaborations and Partnerships





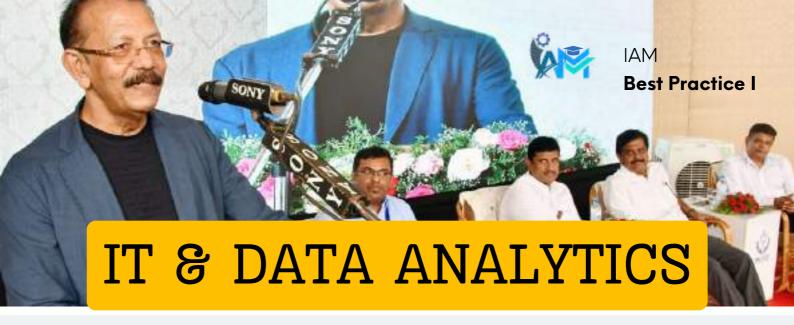


#### Programme Highlights





ADVANCED STUDIES



#### The Context

The domain involves bringing together professionals and experts from the industry sectors to exchange real-world challenges, trends, and requirements, research findings, theoretical frameworks, and innovative solutions. The goal is to foster collaboration, bridge the gap between theory and practice, and drive advancements in technology, methodologies, and skills. This collaborative forum enables the students benefits from real-world applications and industry-relevant research directions. Overall, the convergence of industry and academia in the IT and data analytics domain accelerates innovation, enhances workforce readiness, and strengthens the ecosystem for sustainable growth and development.

#### **Programme Highlights**



Collaborations and Partnerships

#### **Skills Imparted**

Problem-solving Skills
Communication Skills
Collaboration and Teamwork
Adaptability and Flexibility
Entrepreneurial Mindset
Innovation and Creativity
Technical Proficiency
Critical Thinking





#### THE CONTEXT

The health and fitness domain encompasses various aspects related to physical well-being, including exercise, nutrition, mental health, and overall lifestyle choices. IAM with the domain of health and fitness focus on bridging the gap between industry professionals and academics to collaborate on advancements in health and fitness technologies, methodologies, practices.

#### **SKILLS IMPARTED**

- Nutrition knowledge
- Exercise physiology
- Personal training techniques
- Wellness coaching
- Injury prevention and management
- Sports psychology
- Fitness assessment and testing
- Program design and implementation
- Motivational strategies
- Health education and communication
- Client management and communication skills

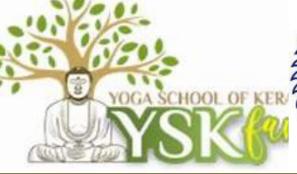




#### **Programme Highlights**



#### **Collaborations and Partnerships**









# INDUSTRY ACADEMIA MIFF MEDIA & PUBLICATIONS



#### AMAL COLLEGE OF ADVANCED STUDIES, NILAMBUR

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IAM

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SAIFUMON RASHEED

HABEER CHEMBAKA

THE CONTEXT

he domain refers to the collaboration and exchange of ideas,

expertise, and resources from Media and **Publication** industry. It aims to bridge the theoretical between gap knowledge practical and application, fostering innovation. research. and development in media and publication-related fields. equips the students of the institution with the knowledge of IPR and Publication ethics





#### **SKILLS IMPARTED**

- Nutrition knowledge
- Exercise physiology
- · Personal training techniques
- · Wellness coaching
- Injury prevention and management
- Sports psychology
- · Fitness assessment and testing
- Program design and implementation

#### **Programme Highlights**





#### **Collaborations and Partnerships**



CAMBRIDGE UNIVERSITY PRESS & ASSESSMENT





















كأس دبي العالمي DUBAI WORLD CUP







**Number of Student Entrepreneurs** 



**BEST PRACTICE I** 

AM

"Empowering future leaders with the knowledge and skills to navigate the world of entrepreneurship and drive innovative solutions"

ENTREPRENEURSHIP

**@ICEANDBURG** 



SANJEED Hospitality

@ICEANDBURG



**SHIBIL** Hospitality

Hospitality

Entrepreneurial Programs

TOTAL PROGRAMMES



NUMBER OF ENTREPRENEURS INTERACTED



STUDENT ENTREPRENEURS









# FTWARE DEVELOPER

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#### PREVIOUS WORKS -PRACTO-AN ONLINE DOCTOR

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©+917994277700

#### SOCIAL MEDIA INFLUENCER

Roteth P is a 2020-32 batch computer science student who is a somedia influencer Resided at the platforms. You take and histogram, in has gained significant attention and followers through his innovative an creative notes content. Intereces cover a diverse surge of topics, from mobile to all improvement content. He started his influence porney since 2000 and he has guized over 5 Labb Subscribers on Yo Table and mer I Light Followers on





#### **Basim** Creatives

Basim K is a BSc Computer Science student from the 2022-2025 batch who has established a graphic design company called Basim Creative s. Currently in its early stages, the company has successfully acquired several clients in the Kerala region. The company's presence can be found on Instagram under the handle Basim creatives, Initially founded in 2020 as 55K Creations, the company was also associated with Basim's photography and indeography Instagram handle: Bubsequently, the name was changed to B-design during the setup period, and event ually rebranded to Basim Creatives as the company progressed to the neod, level.

#### About the Company .

Sesim Creatives is a professional graphic design company that specializes in a wide range of design services. Our expertise includes graphic design, video editing, power designing. YouTube thumbriell creation, logo design, notice creation, brochure design, YouTube benner creation, and motion graphics.

Nilambur, Kerata

bdesignppm@grmil.com





SOUPARNIKA'S to a 2021-2024 batch Sibo computer science student who has created an Instagram page named BEYOND SISTERS.



#### About the Company .

Beyond Sisters is an instagram page mainly managed by sisters. It is specially categorized for frameworks, gift farmers. Jewellery making, invitation card making, etc. We are doing outcomized work for customers, and we are providing the best customer service. Our main goal is to be business owners for a lifetime

#### Case Craaze





#### About the Company

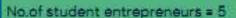
Shartas MT is a dispert BSc computer adence student from the 2022-3025. batch. Recently, he embarked on a venture by establishing an Instagram shopping page specializing in mobile cases and accessories. Since its inception, the company has garnered a significant number of orders from customers across India. With a commitment to customer satisfaction, the company ensures delivery of products to customers nationwide. Notably, the company's instagram handle, named "casecraage," has amassed an impressive following of over 2000 followers.

Case Create is an instagram page that specializes in mobile cases, accessories, and second-hand Phones. We offer premium quality products at competitive press and provide feat shopping throughout India.

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EMPOWERMENT & REFORMS TO STUDENTS

#### STUDENT ENTREPRENEURS



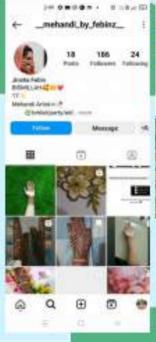




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#### About the App: +

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Required CS Android 6.0 and up Offered by FATHSMA 8 Released on 29 Jan 2003

Doleb is not just a company, but a group of professionals.
They are contributed to providing the beat for the beat. A very expensioned and capable feem is one of our tump cents.
WEBSITE DEVELOPMENT - EDOMMERCE SOLUTIONS - SOCIAL MEDIA PROMATION.

HOSTING SERVICES & CREATIVE DESIGN









#### **FLY AWAY HILLS**

Authol C is a BSc Computer Science student from the 2002-2005 testor, he has established an instagram insent booking page for the purpose of looking reports in Weyerset and Kalkodampoyt. Recently, he has garnered a significant number of clients from all owe hole. The company is capable of booking any resent of your choice in those locations. The instagram page, reared "Thy Away Hills." has arrassed over 8000 followers.



#### FREELANCE SOFTWARE DEVELOPER

Janes Tis a 2007-20 bettin computer science student in Am Callege of Advanced Studies in Nombac Mylock, who is which Developer and deeply research to programming langua bocased de Reset. HTML \_CSS\_any-Script. He may designed a sessible to entitle or offerent organizations.



#### Contact

O servicescom

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AMAL COLLEGE OF ADVANCED STUDIES

INTERNATIONAL **PLACEMENTS** 

**AJNAS E** Carnival Cruise Line





Qatar Airways, Qatar



**NABHAN MAHROOF** Silver Sea Cruises, Germany



**VARSHA P** 

**Houe Keeping Supervisor** One & Only Royal Mirage, Dubai



NABHANU RAHMAN VK MS Cruise Line, UK

**Best Practice I** 

**INDUSTRY ACADEMIA MEET (IAM)** 

Amal College of Advanced Studies, Nilambur

INTERNATIONAL INTERNSHIP

at Meydan Hotel, Dubai

OCT 2022 - APR 2023



6 Girls

6 Months

duration

1000 AED/month Stipend

Dubai World Cup Experience









## February - March 2023



Students Count

Boys	37
Girls	10
Total	47

DWC 2023 Glimpses



# FIFA WORLD CUP INTERNSHIP 2022

**OCT - DEC 2022** 





**ODHA, QATAR** 



# FIFA WORLD CUP Qat\_ar2022

#### Qatar World Cup Internship 2022

The Department of Tourism and Hotel Management at Amal College of Advanced Studies has an active Memorandum of Understanding (MoU) with Qatar Star Services in Qatar. This MoU has allowed the department to send students to Qatar for internships and job opportunities. In continuation with this contract, the department sent 119 hospitality graduate students to the FIFA World Cup 2022.

It was really an amazing experience for the students to be a part of the FIFA World Cup 2022. They gained valuable experience in a fast-paced and demanding environment. The students also had the opportunity to meet people from all over the world and learn about different cultures.

#### **About QSS**

Qatar Star Services (QSS) is a leading provider of catering and support services in the Middle East. Established in 2004, QSS has a proven track record of delivering high-quality services to a wide range of clients, including government organizations, private companies, and hospitality establishments.



















The immersive internship carried out at TheThe Meydan Hotels Dubai are two luxury Meydan Hotels in Dubai had its pinnaclehotels located in the heart of Dubai. The during the hosting of the illustrious **Dubai**Meydan Hotel overlooks the Meydan **World Cup Horse Race in 2022.** ThroughoutRacecourse, the world's largest integrated this internship duration, the students assumedracing facility. The Meydan Grandstand a pivotal role in orchestrating events, Hotel is located within the Meydan elevating guest satisfaction, adeptly tacklingRacecourse itself and offers stunning views unforeseen obstacles, and promoting synergyof the racetrack.

and cooperation within the organization. This invaluable exposure not only catalyzed their personal and professional development but also solidified the enduring partnership between our institution and The Meydan Hotels



SUMMARY

**32** 

#### Boys

32 students from BTHM and BVoc HM Program were participated

10

#### Girls

Out of 42 students 10 were girls.

42

#### **Total**

42 students from BTHM and BVoc HM Program were participated



Duration of the internship were February to March 2022













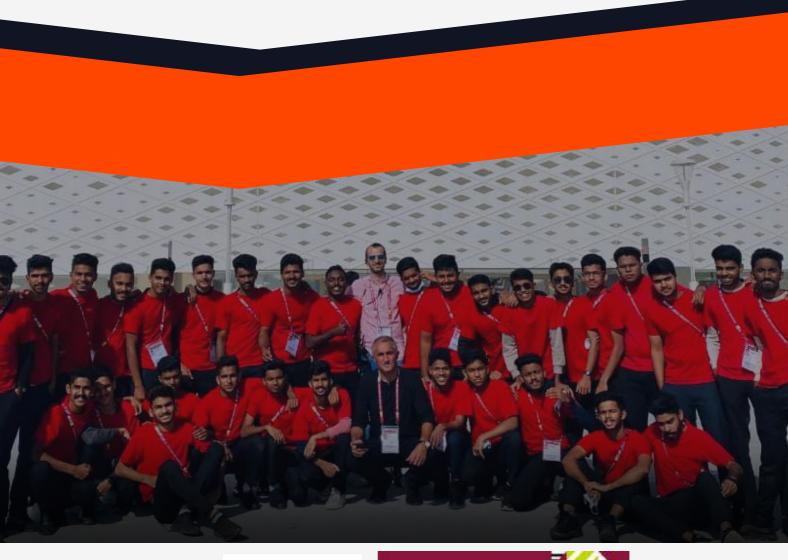




# ARAB CUP 2021

# QATAR, DOHA

**NOV - DEC 2021** 









# FIFAWORLD CUP Qat\_ar2022

#### Qatar Arab Cup Internship 2021

The Department of Tourism and Hotel Management at Amal College of Advanced Studies took a significant stride by signing an active Memorandum of Understanding (MoU) with Qatar Star Services in Qatar, setting the stage for an exciting internship program during the Arab Cup 2021. As a result of this MoU, our 39 students gained invaluable real-world experience, showcasing their talents in the dynamic

It was really an amazing experience for the students to be able to intern at Qatar Star Services during the Arab Cup 2021. They gained valuable experience in the hospitality industry, learned about a new culture, and made connections with people from all over the world.

#### **About QSS**

Qatar Star Services (QSS) is a leading provider of catering and support services in the Middle East. Established in 2004, QSS has a proven track record of delivering high-quality services to a wide range of clients, including government organizations, private companies, and hospitality establishments.







## **SUMMARY**

#### 39 Students

from 2019-2022 BTHM Batch were participated

#### **Duration**

November to December 2021

#### **Stipend**

QAR 1000/Month

#### **Freebies**

Free food, Accommodation and TO and FRO Air tickets were free





# vakan student to fly to Qatar for inter-









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