

Certificate Programme in Educational Leadership



Table of Content

01 **Dean's Message**

02 **Programme Overview**

03 **Programme Features**

04 **Time Commitment for Each Module**

05 **Benefits of the Programme**

06 **Eligibility and Admission Requirements**

07 **Programme Structure**

Dear Participant,

We are delighted to welcome you to our Certificate Programme in Educational Leadership at RV University.

Our programme is designed for educational professionals like you who are looking to take their leadership journey to the next level. Our curriculum is not only rigorous and challenging but also rewarding and enriching. You will be exposed to a wide range of topics and experiences that will expand your knowledge, sharpen your skills, and broaden your perspectives.

We have handpicked a world-class team of faculty and industry experts who will guide you through this insightful journey of personal and professional growth. They will challenge you to think critically, collaborate effectively, and lead with integrity.

Our programme is not just about academic excellence, it also emphasises the importance of networking, mentoring, and lifelong learning. You will have ample opportunities to connect with your fellow students, alumni, and industry leaders while engaging in experiential learning activities that will stretch your abilities and encourage you to evaluate your assumptions.

Once again, welcome to our programme. We look forward to seeing you thrive in the years to come.

Sincerely,

Dr. Dwarika Prasad Uniyal

Pro-Vice Chancellor, RV University,
Dean-SCEPS & Director, MineRVa - RV
Center for Leadership & Executive
Education



Programme Overview

The top leadership in the education sector is at the forefront of change and transformation and they are in a pivotal role to drive and manage accelerated progress. This shift aims to transform schools and academic institutions into 'centers of excellence.' Achieving such a transformation, demands robust leadership and management capabilities to navigate the challenges that may arise. The Leadership Programme for Educators and Academic Professionals is designed to develop and enhance these essential leadership skills and management expertise among school educators and academic professionals across India. The programme features actionable coursework that is tailored to meet the diverse needs of educational institutions



Programme Features



1. **Expert Faculty:** Renowned education and management professionals.
2. **Holistic Curriculum:** Leadership, business, and academic management integrated into one programme.
3. **Hands-On Learning:** Case studies, projects, and real-world applications.
4. **Flexibility:** Hybrid model with online learning and in-person workshops.
5. **Certifications:** Certificate will be awarded upon successful completion of all modules.
6. **Alumni Status:** After successful completion of the programme the participants will become Alumni of RV University

Time Commitment for Each Module

Mode of instruction for each week

Week	Number of Hours	Online	Blended
One	4	Online	Live/Synchronous
Two	10	Online	Asynchronous
Three	8	Offline	MineRVa
Four	8	Online Assessment	Live/Synchronous
Total	30		

Benefits of the Programme

- Enhanced leadership and management skills
- Deeper understanding of educational systems and processes
- Improved ability to lead and manage change
- Access to a network of professionals and peers
- Greater career opportunities and advancement



Eligibility and Admission Requirements

1. Entrepreneurs, executives, directors, principals and administrators in the education sector with a minimum of 5-10 years of full-time work experience.
2. All work experience will be considered from the time of graduation up to the programme start date.
3. Provide a detailed resume and Statement of Purpose.

Programme Structure

The programme features 9 distinct modules, each addressing a critical competency area.

Module 1: Foundations of Educational Leadership

Month: 1

Key Topics:

- Leadership Styles and Self-Assessment
- Vision and Mission Development
- Ethical Decision-Making

Outcome: Develop a personal leadership statement and mission for your school.

Module 2: Policy and Governance in Schools

Month: 2

Key Topics:

- NEP 2020 and Indian Education Policy
- Legal and Regulatory Framework for Schools
- Governance Models and Accountability

Outcome: Create a policy compliance checklist tailored to your school.

Module 3: Strategic Planning and School Management

Month: 3

Key Topics:

- SWOT Analysis for Schools
- Goal Setting and Strategic Planning
- Operational Efficiency

Outcome: Draft a strategic 5-year development plan for your institution.

Module 4: Project Management and School Operations

Month: 4

Key Topics:

- Fundamentals of Project Management
- Managing School Infrastructure and Operations
- Resource Optimization

Outcome: Design a project plan for a key school initiative.

Module 5: Financial Management in Schools

Month: 5

Key Topics:

- Budgeting and Financial Planning
- Fundraising Strategies
- Financial Sustainability Models

Outcome: Create an annual financial plan for your school..

Module 6: Marketing Management for Schools

Month: 6

Key Topics:

- School Branding and Communication
- Stakeholder Engagement and Public Relations
- Enrollment and Retention Strategies

Outcome: Develop a comprehensive marketing strategy for your school.

Module 7: Digital Marketing and Technology Integration

Month: 7

Key Topics:

- Basics of Digital Marketing
- SEO and Social Media Marketing for Schools
- EdTech Tools for Academic and Administrative Use

Outcome: Design a digital marketing and technology adoption plan.

Module 8: Curriculum and Pedagogy Leadership

Month: 8

Key Topics:

- Curriculum Innovation and Design
- Promoting Inclusive and Experiential Learning
- Using Data for Academic Excellence

Outcome: Propose a curriculum enhancement plan.

Module 9: Building and Leading High-Performance Teams

Month: 9

Key Topics:

- Teacher Recruitment and Development
- Motivation and Conflict Resolution
- Building a Collaborative School Culture

Outcome: Create a professional development roadmap for your staff.

Fastrack your Leadership Educational Journey!

Contact us today to explore the Certificate Programme in Educational Leadership to enhance your leadership skills and drive impactful change in the education sector.

