

Bringing industry into the classroom

Cresca Learning partners with colleges and universities to deliver practical, credit-ready programmes taught by working industry professionals. We help institutions close the gap between the curriculum and what employers actually need.

70

credit-ready courses

11

subject areas

100%

taught by industry experts

The challenge

Students graduate with strong theory but limited exposure to the tools, practices and expectations of the workplace. Colleges want industry relevance and better placements, yet finding, vetting and managing qualified practitioners as faculty takes time and effort.

What we do

We design and deliver complete programmes for your students, from syllabus to certificate. Every course is taught by a professional currently working in the field and is structured for Board of Studies approval as a credit course or offered as an add-on certificate.

How we work with colleges

1

Understand

We meet your department to understand student needs, semester plans and budgets.

2

Design

We recommend courses and share syllabi in your Board of Studies format.

3

Match

We propose vetted industry experts for your approval.

4

Deliver

Our experts teach on campus or online within your timetable.

5

Assess

We run assessments, collect feedback and issue certificates with a completion report.

Who we serve

BBA, B.Com, BCA, MBA and M.Com programmes in autonomous colleges, deemed-to-be universities and affiliated colleges. Programmes run on campus or online, in batches of up to 60 students, aligned to your academic calendar.

Programme areas

Finance

Financial modelling, investment analysis, banking, fintech

Accounting and Taxation

GST, income tax, Tally, Ind AS, audit, payroll

Analytics and Data

Excel, Power BI, Python, SQL, Tableau

AI and Technology

AI tools, generative AI, automation, ERP

Marketing and Sales

Digital marketing, social media, branding, sales

HR and People

HR operations, recruitment, labour laws, L&D

Operations and Supply Chain

Logistics, procurement, Lean Six Sigma, projects

Entrepreneurship

Startups, design thinking, pitching, family business

Sustainability

ESG reporting, climate finance, circular economy, CSR

Law and Compliance

Company law, contracts, intellectual property

Placement and Career Readiness

Aptitude, interviews, resumes, workplace skills

Custom programmes

Designed around your department's needs

Ways to engage

Credit courses

1 to 3 credit Skill Enhancement, Value Added or Open Elective courses

Add-on certificates

Short certificate programmes alongside the regular curriculum

Workshops and FDPs

One or two day workshops for students and faculty development programmes

Placement readiness

Aptitude, interview and professional skills training for final-year students

Why colleges choose Cresca

- **Practitioners, not just trainers.** Every expert works in the field they teach.
- **Credit-ready syllabi.** Objectives, outcomes, CO-PO mapping and assessments ready for your Board of Studies.
- **Hands-on learning.** Live tools, real datasets, Indian case studies and a project in every course.
- **End-to-end delivery.** Faculty, content, attendance, assessment, feedback and certificates handled by us.
- **Flexible and transparent.** Offline, online or hybrid batches with clear per-batch pricing.

Let's build a programme for your students

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