



# Information Bulletin

**Academic Session**  
**2021-24 / 2021-25**

DELHIWEST | DELHI SOUTH | JAIPUR | MUMBAI  
| BENGALURU

(Toll Free)  
**1800-103-3005**

*"28 years of empowering creative minds"*

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# PEARL INFORMATION BULLETIN

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## **30 UG -PG Programs offered under four Schools**

- *School of Fashion*
- *School of Design*
- *School of Contemporary Media*
- *School of Creative Business*

## **How to Apply:**

*Students can apply both Offline & Online by submitting the Application form before the last date of the given exam cycle:*

**Offline Mode:** *Student can collect & submit the Application form at Pearl Campuses at Delhi West, Delhi South, Mumbai, Jaipur & Bangalore. Forms are also available at various consultant points.*

**Online Mode:** *Student can visit our website at below link & submit the Application form*  
<https://pearlacademy.com/admissions/dates-and-guidelines/>

## **Selection Criterion & Admission Procedure**

**General Proficiency Test (GPT)** – *Aptitude Test with 60 Questions in 60 Min. GPT evaluates a candidate’s proficiency in the English language, Logical reasoning, Quantitative Ability & Data Interpretation*

**Design Aptitude Test (DAT)** – *2 Hour Test, DAT evaluates a candidates’ aptitude for creativity, drawing, design ability, power of observation and imagination, sensitivity to environment and communication skills.*

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**Media Aptitude Test (MAT)** evaluates a media school applicant's aptitude for creative thinking (ideation on branding or advertisement or campaign), visual expression (logo design or dialogues & expressions writing: screenplay), command over language (short report writing), and power of observation (human behavior or visual elements).

**Panel Interview** – Post the GPT & DAT (advisable to carry Portfolio), including portfolio evaluation / material handling skill test for Design streams).

## **IMPORTANT DATES**

**Feb cycle –**

- ❖ **Proposed Dates – 5 – 6 February 2021, Mode of Exam – Online**
- ❖ **Last date to apply – 1 February 2021**

**April cycle –**

- ❖ **Proposed Dates – 30 April – 1 May 2021\*, Mode of exam – Online/Offline as per government permission**
- ❖ **Last date to apply - 26 April 2021**

**Note: Dates may be changed if it coincides with board exam or any national level entrance test**

## **Eligibility Criterion**

- For 3 Year / 4 Year UG course 10+2, in any discipline.
- For 2 Year PG Course: Graduate in any discipline from a recognized university including Open Learning university.
- For 11 Months Professional Certificate Program: 10+2 or equivalent

## **Accreditation**

On successful completion of the program at Pearl Academy, students receive a Professional Diploma\*.

Pearl Academy facilitates enrolment of students for Indian and International Bachelor's degree from recognized institutions.

### **(a) International Bachelor's Degree**

Students have an option to obtain an internationally recognized bachelor's degree by pursuing courses at Nottingham Trent University in UK; or University for Creative Arts; or University of Derby or Manchester Metropolitan University in UK; or Torrens University in Australia. Pearl Academy facilitates enrolment to these courses.

Please refer to link - <https://pearlacademy.com/international-transfer/>

### **(b) Indian Bachelor's Degree**

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All students at Pearl Academy Delhi NCR and Mumbai campuses are provided an opportunity to pursue Bachelor of Arts from Delhi and Mumbai University, respectively. Pearl Academy facilitates enrolment to these courses.

For Pearl Academy Bengaluru Students, Pearl Academy will facilitate a bachelor's degree from Bangalore University, Directorate of Distance Education, Jnana Bharathi Campus Bengaluru.

Students at Bengaluru would be provided an opportunity to pursue Bachelor of Arts from the Open University in Bengaluru.

Students who enroll at Pearl Academy Jaipur will be awarded a Professional Diploma from Pearl Academy and from 2020 onwards are eligible to get B. Des. Degree from Rajasthan ILD Skill University (RISU). Pearl Jaipur is an approved affiliated institute of RISU a pioneering government vocational skills university recognized by UGC.

For further details, students are requested to connect with Campus Counsellors.

\*Pearl Academy is not a degree-granting institution and is not accredited by UGC, AICTE or any other regulatory body. For further details, students are requested to connect with Campus Counsellors.

## **Post Graduate Programs**

On successful completion of two-year PG program, a student is awarded a Post Graduate Diploma from Pearl Academy. All students get to learn latest international trends through masterclasses by global experts and can also avail international student exchange programs.

Pearl Academy has signed an Institutional Collaborative Agreement with Istituto Europeo di Design (IED), Milan for Validation of Pearl's 2-year Post Graduate programs. IED will be reviewing and validating our PG curriculum and assessment strategy as per IED standards. It will be quality assurance of the program curriculum, delivery and assessment by IED. IED will also be sending their reps as External Examiners during the Exam Boards. IED brings in aspects of internationality and over 50 years of legacy. Pearl PG students will also get an opportunity to visit IED Milan for a 50-contact hour international module.

They get an opportunity to attend workshops, visit local factories / manufacturing units and interact with the industry experts of the international market.

## **Refund Policy:**

If a successful candidate does not join and applies for refund, the fees deposited by the student shall be refunded after deductions as per Academy's Refund Policy. You can refer it on the admissions page on our website - <https://pearlacademy.com/media/4186/refund-policy.pdf>

PEARL ACADEMY  
REFUND OF FEES TO STUDENTS: GENERAL CATEGORY

S. no.	Description	Deductions	Refund Permissible
1.	Students admitted to a Programme but informs Pearl Academy <b>in writing</b> about withdrawal / not joining the Programme before the commencement of Programme.	INR 50,000	After deductions as stated, balance amount shall be refunded.
2.	Students joined the Programme, attended classes up to 10 calendar days and informed Pearl Academy <b>in writing</b> about withdrawal / not continuing the Programme. <b>OR</b> Students not attended any classes but informed PA in writing about withdrawal / not continuing within 10 calendar days.	<ul style="list-style-type: none"> <li>• Registration &amp; Admission Fee (100 %)</li> <li>• Learning Resources Fee (50%)</li> <li>• Tuition Fee (50%)</li> </ul>	<ul style="list-style-type: none"> <li>• Examination Fee</li> <li>• Learning Resources Fee (50%)</li> <li>• Tuition Fee (50%)</li> <li>• Security deposit</li> <li>• Alumni membership fee</li> </ul>
3.	Students joined Pearl Academy, attended classes for more than	<ul style="list-style-type: none"> <li>• Registration &amp; Admission Fee (100 %)</li> </ul>	<ul style="list-style-type: none"> <li>• Examination Fee</li> </ul>

## **Lateral Entry through Accreditation of Prior Learning**

Pearl Academy offers admissions under the **APL** entry scheme for students with advanced standing. Students studying in other colleges or universities may apply for lateral admission to Pearl Academy via the Accreditation of Prior Learning (APL) or the Accreditation of Prior Experiential Learning (APEL) entry. Pearl's APL Admission Panel will assess candidates under this criterion and – if selected – will call them directly for a personal interview.

## **Our Hostels**

A home away from home. To ensure that the student dwell in a healthy and safe environment. Pearl Academy provides accommodation for its student through **YOUR SPACE at Mumbai, COHO @ Delhi West, OXFORD CAPS @ Delhi South and Bengaluru**, campuses and students can further contact their career advisors or SDS for more information – The fee is approximately 2500-26000 per month on monthly basis. Please check details on the website - <https://pearlacademy.com/hostel/>

### **In-room Amenities:**

- Fully furnished AC rooms with individual beds and comfortable mattress
- Individual lockable almirah for storage
- Washrooms with complete fittings, geysers and exhaust fans
- Study table with chair
- Dressing Mirror
- Dust Bin in each room

### **House Keeping:**

- Rooms (Twice a week)
- Washrooms (Twice a week)
- Common areas (Daily Cleaning)
- Linen change (Once a week)
- Regular pest control services

### **Meals:**

- Weekdays: Breakfast (2 items), Evening Snacks and Dinner to be served as per shared menu
- Weekends: Breakfast (1 item), Lunch, Evening Snacks and Dinner to be served as per shared menu

### **WiFi:**

- Internet to be provided in the facility

### **Electricity:**

- Residents to pay for their room and common area electricity charges using prepaid meters installed for the same (Per unit rate @ INR 12 plus convenience charges)

### **Security:**

- CCTV Cameras
- Automated biometric lock will be installed at the main entrance
- Security Guard - One male security guard at main entrance and one female facility manager/warden in the facility

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## Self-help Amenities:

- **Laundry:** Fully automatic washing machines with automatic cloth driers
- **Ironing:** Iron and ironing boards
- **Water:** RO facility to be provided
- Tea-coffee dispensing machine
- Medical facility (first aid box in facility; on-call doctor numbers on notice board)

## Entertainment:

- Mini lounge area with sitting arrangement
- Common TV and DTH recharge
- Indoor games like Football, Jenga etc.

## Other Amenities:

- App based concierge support
- In-house hostel warden

### - Regular community/fun events at the hostel

Jaipur fee			
Particulars	Base Amount	GST @ 18%	Total Amount
Hostel Accommodation Charges / Rent	86,000	15,480	1,01,480
Services Charges	83,000	14,940	97,940
Security Deposit (refundable)	10,000	-	10,000
<b>Total</b>	<b>1,79,000</b>	<b>30,420</b>	<b>2,09,420</b>

## School of Fashion – Programs

SCHOOL OF FASHION									
School	UG / PG	Course	Specialization	Semester	Delhi West	Delhi South	Jaipur	Mumbai	Bangalore
Fashion	UG	Fashion Design			X	X	X	X	X
Fashion	UG	Fashion Styling and Image Design			X	X		X	X
Fashion	UG	Textile Design			X		X		X
Fashion	PG	Fashion Styling and Image Design			X	X		X	X
Fashion	PG	Fashion Design	Fashion	3	X	X	X	X	X
Fashion	PG	Fashion Design	Textiles	3	X		X		X

## School of Design – Programs

SCHOOL OF DESIGN									
School	UG / PG	Course	Specialization	Semester	Delhi W	Delhi S	Jaipur	Mumbai	Bangalore
Design	UG	Accessory Design	Lifestyle Products	3	X		X		X
Design			Jewellery	3			X		
Design	UG	Product Design			X		X	X	X
Design	UG	Communication Design	Graphics	3	X	X	X	X	X

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Design			Animation & VFX	3	X	X		X	X
Design			UX / UI	3	X	X		X	X
Design			Game Design	3	X				X
Design	UG	Interior Design			X	X	X	X	X
Design	PG	Interaction Design(UX/UI)			X			X	X
Design	PG	Accessory Design			X		X		
Design	PG	Communication Design			X	X		X	X
Design	PG	Interior Design & Styling			X	X	X	X	X

### School of Contemporary Media – Programs

SCHOOL OF MEDIA									
School	UG / PG	Course	Specialization	Semester	Delhi W	Delhi S	Jaipur	Mumbai	Bangalore
Media	UG	Fashion Communication			X	X		X	X
Media	UG	Media	Communication	2	X			X	
			Entertainment	2	X			X	X
Media	PG	Media	Communication	3	X			X	
			Entertainment	3	X			X	x
Media	PG	Advertising & Marketing			X			X	
Media	PG	Fashion Communication			X	X		X	X

### School of Creative Business – Programs

SCHOOL OF CREATIVE BUSINESS									
School	UG / PG	Course	Specialization	Semester	Delhi W	Delhi S	Jaipur	Mumbai	Bangalore
Business	UG	Fashion & Lifestyle Business Management	Fashion	2		X		X	X
Business			Luxury	2		X		X	X
Business	UG	Data Analytics & Digital Marketing				X			X
Business	PG	Fashion Business (M&M)	Marketing	3		X		X	X
Business			Merchandising	3		X		X	X
Business	PG	Luxury Brands				X		X	X

#### International Transfer

Pearl Academy has completed more than two decades of empowering creative minds. Since its inception in 1993, the academy has evolved into a globally renowned institution of higher learning with a focus on Internationalism;



entrepreneurship and employability; catering to the needs of the design, fashion, media, business and retail industry.

**Seamless Transfer of Credits** – (During progression to Foreign universities) - Pearl Academy facilitates enrolment of students for international degree at recognized international partner academic universities. Pearl Academy’s partner academic universities are based in UK and Australia. Students have an option to obtain an internationally recognized bachelor’s degree by pursuing courses at any one of our partner academic universities as follow-

- ❖ **Torrens University, Australia**
- ❖ **University of Derby, UK**
- ❖ **Manchester Metropolitan University, UK**
- ❖ **Nottingham Trent University, UK**
- ❖ **University for the Creative Arts, UK**

## PLACEMENTS

Pearl Academy ensures 100% placement assistance and has maintained an excellent record of 99% placements for its graduates. All industry placements, including industry internships, are handled through a **centralized Career Services Department**.

- ❖ Various brands from industry participate regularly in the campus placement services of the Academy.
- ❖ Please check our website for detailed information on placement.- <https://pearlacademy.com/placements/placements-and-internship>

## STRATEGIC ALLIANCES & INDUSTRY PARTNERSHIPS

Where we are..

School of Fashion	  
School of Design	  
School of Media	  
Pearl Academy	   

# PEARL INFORMATION BULLETIN

## SECTOR OVERVIEW

<b>MEDIA &amp; ENTERTAINMENT</b> <b>16%</b> SECTOR PERCENTAGE SHARE <b>INR 8.5 LPA</b> HIGHEST CTC	<b>FASHION RETAIL</b> <b>50%</b> SECTOR PERCENTAGE SHARE <b>INR 6.25 LPA</b> HIGHEST CTC	<b>E-COMMERCE</b> <b>3%</b> SECTOR PERCENTAGE SHARE <b>INR 14 LPA</b> HIGHEST CTC	<b>REAL ESTATE</b> <b>12%</b> SECTOR PERCENTAGE SHARE <b>INR 3.6 LPA</b> HIGHEST CTC	<b>RESEARCH/ ANALYTICS/ CONSULTING</b> <b>10%</b> SECTOR PERCENTAGE SHARE <b>INR 8.5 LPA</b> HIGHEST CTC	<b>EXIM</b> <b>9%</b> SECTOR PERCENTAGE SHARE <b>INR 5.4 LPA</b> HIGHEST CTC
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## SCHOOL-WISE RECRUITERS & TOP PACKAGES

<b>SCHOOL OF DESIGN</b> <b>INR 8.5 LPA</b> HIGHEST CTC <b>INR 4.1 LPA</b> AVERAGE CTC   	<b>SCHOOL OF FASHION</b> <b>INR 5.5 LPA</b> HIGHEST CTC <b>INR 3.2 LPA</b> AVERAGE CTC  ADITYA BIRLA GROUP  	<b>AREA OF BUSINESS</b> <b>INR 14 LPA</b> HIGHEST CTC <b>INR 3.9 LPA</b> AVERAGE CTC   	<b>SCHOOL OF MEDIA</b> <b>INR 4.8 LPA</b> HIGHEST CTC <b>INR 3.4 LPA</b> AVERAGE CTC  Dorling Kindersley 
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## TOP PROFILES OFFERED

Assistant Marketing Manager	Celebrity Stylist	Fashion Designer	Product Developer	Sourcing & Wardrobe Manager	Stylist & Make-up Artist
Textile Designer	Fashion Curator	Illustrator	Retail & Fashion Merchandiser	Social Media Marketing	Research Executive
Boutique Associate	Visual Merchandiser	E-commerce Manager	PR & Marketing	Communications Manager	Assistant Art Editor
Content Writer	Graphic Designer	Cinematographer	Digital Marketing	Product Designer	UI/UX Designer
Visual Designer	Space Designer	Interior Designer	Interior Styling	Event Planning Executive	Jewellery Designer

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## 2019 RECRUITERS



## TOP RECRUITERS

SCHOOL OF FASHION

AREA OF MEDIA





## **Important Instructions**

- Semester 1 & Onetime fee shall be paid via Demand Draft issued in favor of "**CREATIVE ARTS EDUCATION SOCIETY**" Or via online at <https://admissions.pearlacademy.com/>.
- Registration & Alumni fee are paid once at the time of admission.
- Registration fee once paid is non-refundable.
- Refunds shall be made as per Guideline on Refund of Fees to students available on the website.
- Security Deposit is refunded at completion of the course.
- Fee will increase annually for subsequent years at the discretion of Pearl Academy.

Please visit our website [www.pearlacademy.com](http://www.pearlacademy.com) and follow us on Social Media Handles



: <https://www.facebook.com/PearlAcademyOfficial/>



: <https://www.instagram.com/pearlacademy>



: <https://in.linkedin.com/school/pearl-academy/>



: <https://www.youtube.com/user/PearlAcademyIndia>



: <https://twitter.com/PearlMumCampus>

**Thank You**