

JCT COLLEGE OF ENGINEERING AND TECHNOLOGY PICHANUR, COIMBATORE – 641105



CORE VALUES

Core Values

Professional Excellence, Student Focus, Lifelong Learning, Team Work, Perseverance, Commitment, Motivation, Employability

- ➤ **Professional Excellence:** The Institute is committed to excellence in all spheres of its activities, and through internal and external reviews, and will work towards continuous improvement. The Institute will recognize exceptional efforts through awards and honors.
- > Student Focus: The Institute is committed to fostering the professional and personal growth of all students and our fellow colleagues by promoting lifelong learning and leadership development.
- ➤ Lifelong learning: It is defined as "all learning activity undertaken throughout life, with the aim of improving knowledge, skills and competences within a personal, civic, social and or employment-related perspective"
- **Team-Work:** *It* is the collaborative effort of a team to achieve a common goal or to complete a task in the most effective and efficient way.
- Perseverance: Continued effort to do or achieved something despite difficulties
- ➤ Commitment: The Institute is committed to excellence in all spheres of its activities, and through internal and external reviews, and will work towards continuous improvement. The Institute will recognize exceptional efforts through awards and honors.
- > **Motivation:** It will increase student's time on task and is also an important factor affecting their learning and achievement.
- **Employability:** It is a set of skills, knowledge and personal attributes that make an individual more employable. It refers to the attributes of a person that make that person able to gain and maintain employment.