



**Newton – Higher Education, is a complete Software Solution for managing Higher Education Industry**

We believe that for the college to succeed and grow in status its students must perform well. Therefore it is important to track students information and based on performance align him to faculty and other resources for personal monitoring and mentoring. We should use system to bring this kind of culture. Our vision as defined in this document will help in using Newton as a tool for the same.

The System enforces strong Security through roles and privileges for each user.

NEWTON COVERS ENTIRE STUDENT LIFE CYCLE FROM STUDENT APPLICATION TO ALUMNI.

**A MODULE**

**Sales & Marketing**

This functionality will help in managing the sales and marketing part of the business. It will help manage leads and enquiries. It will also help Institute in planning campaigns like telesales on a given database and capture the results of the same in a convenient manner.

Different Marketing and Promotional activities could be carried-out. This can include:

- a. Newspaper advertisements – to be decided by the HO. Must contain the details of publications, date, size, etc.
- b. Based on this, center-wise ads can also be planned.
- c. Other advertisements can include
  - i. Hoardings
  - ii. Kiosks
  - iii. Banners
  - iv. Wall paintings
  - v. Bus shelters
  - vi. Posters
  - vii. Pamphlet distribution
  - viii. Newspaper insertions
  - ix. Cable TV advertisements
  - x. Seminars / presentations in colleges
  - xi. Mobile van

- xii. Road shows / rallies
- xiii. Participation in career fairs / exhibitions
- xiv. Career Event
- xv. Parent teachers meet
- xvi. Sponsorship in any events
- xvii. Seminars in catchments / upcountry
- xviii. Mass mailing / Tele marketing
- xix. Any other

A business plan/Budget can be prepared in the system. The business plan shall include the estimated cost of marketing, target enquiries, target admissions, and target billing center-wise for better monitoring and control.

In addition to all the enquiry generation activities and follow-up, there will be no. of enquiries which will be land-up on their own too Those also needs to be captured.

1. Every enquiry can be punched in. Following can be tracked too.
  - a. Media report (enquiries generating sources)
  - b. Categorizations of enquiries with respect of qualification of Degree and the year of graduation, graduates, post graduates, etc. This will help in understanding the prospect better and work-out the sales pitch accordingly.
  - c. Categorizations of enquiries with respect of age.
  - d. Categorizations of enquiries with respect to Sales person/counselors handling them.
2. Follow ups with remarks of the counselors must be updated.
3. The follow up remarks by the tele-caller/counselor to be updated with the enquiry form.
4. A report to be generated on conversion ratio of each counselor & that of each telecaller (after admission)
5. Application Sales
6. Student Registration will be done in system (refer to Academics).
7. The admission must be considered confirmed only after payment of Registration/admission fees and the payment of the course fees.

Each and every lead will be tracked and the status of the same will be maintained with complete history of interaction with the prospective student. A user friendly interface is provided to capture the details of every time a contact is made with the lead. System will also help in attaching any document or mail to the lead to ensure one complete view of the interaction so far with each lead.

This will further help the management analyze the leads Course-wise/Area-wise/sales person wise. It will also help in monitoring the conversion ratio and taking appropriate steps, based on feedback, to improve the same.

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The system will also provide internal MEMO system which will help bring people closer and collaborate towards business goals. This will also ensure that required communication is not lost.

It will provide alerts to people on actions and bring accountability.

## Functions

- Campaign Management
- Documents and Database attachments to Campaign, lead, etc.
- Lead Management (Monitor status, Action update, Next action monitoring, change lead status as per development, etc.)
- Generate leads through references
- Track Course-wise region-wise leads
- Track Lead conversion ratio
- Track Sales person performance
- Track Media Report (business generated from each ad/
- Define targets center-wise sales person wise

## **B. MODULE**

### **Student Information**

In this module students' information will be captured when they go for registration.

System will handle counseling also. The Student past record, roll nos, family information (can be helpful for using connections for future business), siblings data (from marketing point of view), etc. will be captured. There will be provision to capture different kind of information through notepad and document attachment interface with the student record so as to give complete view of all the information related to him till date.

Students register for specific program. Once registered a Batch/Section is defined for them which would have the calendar of subject-wise classes and the venue and faculty allocated to each class and subject. Students may opt for a change from one batch to another. They may also opt for change between one program to another. The system will have provision to handle the same.

The system will also allow to allocate faculties to each subject and if required subject and class in a batch. Based on the Institute's contracts the system can also generate the payment advice for visiting faculty if required.

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The fee structure and payment plan could be flexible for each student if required.

**Student feedback towards faculty can also be captured and record of the same can be maintained.**

We can also like to capture all activities taking place and respective students/faculty participation in the same.

Student Attendance for each lecture/class will be captured in the system.

System will have provision to define different kind of tests.

System will enable scores for tests/quiz/examinations to be captured in the system. The system can generate tests results for notice board.

There will be a list of different subjects. These subjects will be linked with different Programs.

Functions

Student Counselling  
Student Data (academics, parents, etc.)  
Admissions in particular class  
Student Attendance  
Participation in Events  
Student Health Record  
Teacher's remark  
Complete History of Student

## **C. MODULE**

### **Faculty Information**

In this module faculty's information will be captured. Faculty can be full time or Visiting. Faculty record, academic qualification, credentials, past employment, etc. is maintained in the system.

Each faculty will take certain subjects. These subjects could be part of different programs.

Functions

Faculty details  
Faculty to subject mapping  
Faculty billing in case of Visiting faculty

## **D. MODULE            ACADEMICS - Curriculum, Courses contents, Class work**

Different kind of Programs will be defined in the system. There will be an exhaustive list of different subjects. These subjects will be linked with different Programs.

Each term will have multiple sessions in Academics. In each academic year, the Sessions (Semesters) start date and end date in each Program (MBA, etc.). The Sessions will be attached to each Program.

Subjects will be defined once for the entire Institute. These subjects will then be attached to different Programs. One subject could be part of different Programs. These subjects are then attached to classes in different sessions. Different kind of tests/examinations/Quiz against a subject are also defined and their maximum marks/grades and passing marks/grades are captured.

The batches can be split into different groups depending on the size of the batch.

Faculties are then attached to different subjects within a semester for a particular course and branch for different groups in case multiple groups exist.

System will allow Faculty to upload documents of quiz, etc. taken in a class to the system for students to view it on-line in future. Faculty can also upload assignments on the system for students to be able to pick it up.

Functions	Program Contents defined Define Subjects Attach subjects to Programs and Sessions Program Schedule Plan Time Table: Weekly/monthly plan subject wise Plan for particular teacher weekly Class Work-Teacher Report-Class Class Report to view status of subject and all teachers
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**E. MODULE**

**ACADEMICS - Examination**

Faculties are then attached to different subjects within a batch/session for a particular program.

System will have provision to define different kind of tests.

System will enable scores for tests/quiz/examinations to be captured in the system.

Management will be able to have quick view of students whose scores are falling vis-à-vis their earlier performance or class whose performance is below their potential or last years performance, etc. Management will also be able to view faculties in whose subjects performance is falling or is outstanding.

It will also help management correlate students performance in subjects with their attendance, etc.

Functions

Define Tests/Exams (Class tests, Quiz,  
Viva, etc.)  
Students Marks  
Preparation of Detailed marks sheet  
External Assessment  
School Result  
Promotion to next class  
*College leaving certificates*  
Dues/fees payable by student fees ,  
library fees ,class fine , facilities charges  
List of alumni with address & email  
address

## **F. Monitoring System.**

### *1. Student Monitoring*

Personal detail of student in respect of attendance, marks of a particular subject , growth pattern in a subject , growth chart medical and health care report , detailed marks sheet participation in co - curriculum activities

### *2. Faculty monitoring*

Personal record of a particular Faculty in respect of attendance and pending for all classes, student complaint against a teacher remarks, awards, warning or appreciation issued to him

## **G. Module**

## **Time Table**

Time table is defined keeping in constraints in mind like no. of hours a faculty can teach in a day/week, holidays/weekly offs, no. of hours/lecture required for each subject, etc.

System will help in generating utilization reports of faculty, classes which could not take place if any, etc.

## **Functions**

Faculty Time Table  
Class Time Table  
Time Table Summary

## **H. SYSTEM COMPONENT**

## **Finance & Accounts**

All the business functions will be tightly integrated with Finance and Accounts. System. All Books of accounts, Trial-balance, Balance Sheet, Expense Analysis, etc. will be maintained in the system.

System will provide provision to define multiple fee schedules for each academic year and course wise based on category of students, residential status (Day scholar or

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hosteler), etc. These fee schedules will be by default attached to each student in that category.

At the beginning of each semester, system will generate fee-bills for students. Fee bills will also be mailed to parents and uploaded on the system against each student record. He can view it on-line as well.

Management will be able to see fees collected and outstanding at different levels: course-wise/semester-wise/category-wise/etc.

All expenses will be booked against cost-centers or Budgets to enable management to monitor Budget v/s actuals and have better control on the cash flow.

## Functions

- Record Daily Transactions(Vouchers)
- Generate Books of Accounts
  - Cash Book
  - Bank Book
  - Journal Book
  - Sale/Purchase Books
  - Debit Note Book
  - Credit Note Book
- General Ledger
- Sub-Ledger
- Expense Analysis
- Unit-wise trial balance
- Consolidated Trial
- Profit & Loss
- Accounts Receivables
- Accounts Payables
- Dr/Cr Notes

## I. Module

### Fee & student billing:

#### Functions

- Fee Detail (Multiple fee structures – NRI, quota, etc.)
- Term-wise session wise student-wise fee
- Transport used by students and billing
- Any other clubs, etc. billing
- Generate Demand/Fee bills
- Fee Receipts
- Fines
- Bank Reconciliation

## **J. Module**

## **Employee Management System**

Faculty and other employees attendance will be captured in the system as required. As per the policy Payroll will be generated. Employees will be able to view their salary slip and attendance status in the system. This will free HR to do core thing then attending Employees queries all the time.

Performance Appraisal system will be built for periodic evaluation of employees. This will be the basis for annual increments. Student evaluation of faculty as captured in the system can also be helpful for this purpose. Students' performance who were mentored by particular faculty will also help in assessing faculty performance and commitment.

Complete History of Employee like papers submitted, activities carried-out, events participation, etc. will be maintained.

## **Functions**

- Define Employees and their details
- Employees Category
- Personal Record and Experience
- Employee Attendance
- Salary & Payroll
- Loan and advances

## **K. SYSTEM COMPONENT**

## **PURCHASE**

Any purchase will be initiated through indent which will then be approved by designated authority before purchase is initiated. Purchase department will then invite proposals and prepare comparative. After that Purchase order will be prepared. Receipts against PO will be monitored by system and will be used by accounts for Bill passing.

Management will be able to view expenditures made on account of purchases by different departments/cost-centers/budget heads.

Functions

Material Requirement from  
Projects/departments  
Indents from Department  
Consolidation of Indents  
Vendor enlisting (preferred, non-active  
suppliers etc.)  
Invite Quotations  
Analyse/Compare Quotations  
Place Orders  
Monitor P.O. Status  
Pending P.O's  
Incomplete P.Os  
Pending Indents  
Pending RFQ's

**L. SYSTEM COMPONENT**

**STORES**

Functions

Maintain multiple stores (including store at  
project site)  
Gate Entry  
Receive material from I.Q.C.  
Present for Inspection  
Prepare MRN  
Issue Stores against requisitions  
Issue to employees and departments  
Cost center wise/ Project-wise/activity-wise issues  
Critical items and non-moving items  
Stock Ledger  
Material reconciliation  
Stock Transfers  
Location of item stored  
Multiple Stores & Sub-Stores  
Define reorder, minimum, critical levels  
Return from other departments  
Adjustment of Stocks due to Physical, damage,  
etc

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## **M. SYSTEM COMPONENT**

## **Placement Management**

This function will help Institute to manage placements of students and industrial training. System will help track students industrial trainings and interim placements confirmations. It will help track campus interviews, students appearing in the same and selected.

### **Functions**

- Companies/Organizations Contact information
- Training request and acceptance
- Students for each Industrial training
- Interim placements confirmation records
- Campus interviews
- Students list attending each interview
- Job offers accepted by students
- List of students placed/not-placed at any time
- Past record of companies taking students

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