



Welcome to Madrasa Skill Academy

Bridging Traditional Scholarship with Modern Skills

Madrasa Skill Academy is an initiative dedicated to empowering madrasa students with the knowledge, skills and confidence required to succeed in the modern world while remaining firmly rooted in their values, traditions and intellectual heritage.

For generations, madrasas have played an extraordinary role in preserving Islamic scholarship, Arabic and Urdu literature, moral education and the intellectual traditions of the Muslim community. However, the rapidly changing world has created new opportunities—and new challenges—that require additional skills in communication, technology, entrepreneurship, media and leadership.

Madrasa Skill Academy has been established with a simple but powerful vision:

“Traditional education with modern skills, creating confident scholars, capable professionals and responsible leaders.”

The Academy seeks to create a bridge between **Dini Taleem and Dunyawī Maharat**, enabling students to complement their religious education with practical, career-oriented and future-ready skills.

Our objective is not to replace the traditional madrasa system. Rather, it is to strengthen it by providing students with opportunities to develop their abilities in areas that are increasingly important in education, employment, entrepreneurship, communication and public life.

Our Vision

To become a centre of excellence where madrasa students receive exposure to modern skills, technology, leadership and professional development while preserving their intellectual, ethical and cultural identity.

Our Mission

To equip students with:

- Effective English communication
- Personality and leadership skills
- Digital and technological abilities
- Entrepreneurship and business knowledge
- Media and journalism skills
- Professional communication
- Creative and analytical thinking
- Confidence to participate in contemporary society

The Academy believes that **a student who possesses knowledge, character and skills can become a powerful contributor to society.**

Why Madrasa Skill Academy?

A New Generation Needs a New Skillset

The world of education and employment is changing rapidly. Digital platforms, artificial intelligence, entrepreneurship, social media, e-commerce and global communication are transforming the way people learn, work and build careers.

In this environment, academic knowledge alone may not be sufficient.

Students also need the ability to **communicate, lead, create, innovate, analyse, collaborate and adapt.**

Madrasa Skill Academy has been designed to respond to this need.

Our Core Approach

Dini Education + Modern Skills + Leadership + Entrepreneurship = Empowered Youth

The Academy provides students with practical exposure through classrooms, workshops, projects, presentations, discussions and skill-based activities.

Key Areas of Training

01. Personality Development

Building confidence, communication, etiquette, body language, emotional intelligence and professional behaviour.

02. English Speaking & Communication

Developing spoken English, vocabulary, presentation skills, public speaking and professional communication.

03. Digital Skills

Introducing students to digital platforms, online tools, digital marketing, graphic design, web development and emerging technologies.

04. Entrepreneurship & Business

Understanding business ideas, e-commerce, marketing, finance, branding and entrepreneurial thinking.

05. Journalism & Media

Developing skills in reporting, content creation, interviewing, digital journalism and responsible media communication.

06. Leadership Development

Preparing students to become responsible, ethical and effective leaders in their communities and professional lives.

Our Philosophy

We believe that education should not merely prepare a student to **seek a job**.

It should prepare a student to:

Create opportunities.

Solve problems.

Lead people.

Serve society.

And build a meaningful future.

Madrasa Skill Academy therefore aims to develop students who are confident in their identity, competent in their skills and constructive in their contribution to society.

Our Learning Environment

Learn. Practice. Lead.

Madrasa Skill Academy is designed as a practical learning environment where students are encouraged not only to listen, but also to **participate, practise and perform.**

Practical Learning

The Academy focuses on learning through:

- Interactive classroom sessions
- Presentations and public speaking
- Group discussions
- Individual assignments
- Business and entrepreneurship projects
- Digital projects
- Media and journalism activities
- Workshops with experts
- Leadership activities
- Real-world case studies

Skill-Based Infrastructure

The Academy is developing dedicated learning spaces to provide students with practical exposure, including:

Training Hall

For seminars, workshops, personality development and leadership sessions.

Digital Marketing Lab

For practical learning in digital marketing, social media and online business.

Language Lab

For English communication, pronunciation, vocabulary and language development.

Entrepreneurship & Business Lab

For business ideas, e-commerce, marketing and entrepreneurial projects.

Smart Classrooms

Technology-enabled classrooms designed to make learning more interactive and engaging.

Beyond the Classroom

Our vision extends beyond academic instruction.

Students will be encouraged to participate in:

- Seminars and conferences
- Youth leadership programmes
- Entrepreneurship activities
- Public speaking competitions
- Journalism projects
- Digital content creation
- Community initiatives
- Industry interactions
- Expert mentorship programmes

Our Goal

Our goal is to see a madrasa student confidently:

Speak on a stage.

Lead a team.

Build a business.

Use technology.

Communicate globally.

Represent his institution professionally.

And serve society with knowledge and character.

This is the transformation that Madrasa Skill Academy seeks to create.

A Vision for the Future

Empowering Students. Strengthening Institutions. Serving Society.

Madrasa Skill Academy envisions a future in which students graduating from traditional institutions are not limited by a lack of exposure to modern skills.

We want every student to have the opportunity to discover his potential.

Some may become educators.

Some may become entrepreneurs.

Some may become journalists.

Some may enter professional careers.

Some may become researchers, administrators or social leaders.

Whatever path they choose, they should possess the confidence and competence to move forward.

Our Long-Term Vision

Madrasa Skill Academy aims to build a wider ecosystem of skill development for madrasa students through:

- Skill-based diploma programmes
- Short-term professional courses
- Leadership programmes
- Teacher training
- Entrepreneurship development
- Digital literacy
- Career guidance
- Industry and institutional partnerships
- Research and innovation
- National-level conferences and seminars

Our Belief

Every student has potential.

Every institution can evolve.

Every generation deserves new opportunities.

Madrasa Skill Academy is an effort to transform potential into possibility.

We warmly welcome scholars, educators, entrepreneurs, professionals, academicians, social leaders and well-wishers to become part of this journey.

Together, we can create a generation that carries the richness of its tradition while confidently engaging with the modern world.

DIPLOMA IN LEADERSHIP, SKILLS & BUSINESS

One-Year Professional Skill Development Programme

Duration: 1 Year

Mode: Classroom + Practical Training + Projects

Target Group: Madrasa Students & Graduates

Focus: Leadership, Communication, Digital Skills, Business & Employability

PROGRAMME OBJECTIVES

The Diploma is designed to provide madrasa students with a comprehensive combination of **communication, personality development, leadership, digital, business and professional skills.**

By the end of the programme, students will be able to communicate confidently, use essential digital tools, understand modern business practices, develop professional projects and demonstrate leadership in academic, professional and community settings.

PERSONAL & COMMUNICATION SKILLS

Module 1: Personality Development

- Self-awareness and self-confidence
- Personality and character
- Positive attitude
- Goal setting
- Time management
- Emotional intelligence
- Stress management
- Body language
- Professional etiquette
- Grooming and presentation
- Interpersonal skills
- Developing a growth mindset

Practical:

Self-introduction, personality assessment, group activities and individual presentations.

Module 2: English Speaking & Communication

- Basic spoken English
- Vocabulary development
- Grammar for communication
- Pronunciation
- Everyday conversations
- Professional communication
- Telephone and online communication
- Public speaking
- Presentation skills
- Debate and discussion
- Interview communication
- Writing professional emails

Practical:

Daily speaking activities, presentations, group discussions and mock interviews.

Module 3: Leadership Skills

- Meaning and importance of leadership
- Leadership styles
- Qualities of an effective leader
- Decision-making
- Problem-solving
- Team building
- Conflict management
- Delegation
- Motivation
- Strategic thinking
- Ethical leadership
- Community leadership

Practical:

Leadership exercises, team projects and simulated leadership activities.

— DIGITAL & PROFESSIONAL SKILLS

Module 4: Digital Literacy

- Computer fundamentals
 - Internet and web literacy
 - Google Workspace
 - Microsoft Office
 - Word processing
 - Presentations
 - Spreadsheets
 - Online research
 - Cloud storage
 - Digital safety
 - Cybersecurity awareness
 - Professional digital communication
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Module 5: Digital Marketing

- Introduction to digital marketing

- Digital marketing ecosystem
- Social media marketing
- Content marketing
- Search Engine Optimisation
- Search Engine Marketing
- Email marketing
- WhatsApp marketing
- Influencer marketing
- Online advertising
- Analytics and performance measurement
- Digital marketing strategy

Practical:

Students develop and execute a digital marketing campaign.

Module 6: Graphic Design & Content Creation

- Principles of design
- Typography
- Colour and composition
- Social media design
- Poster and banner design
- Presentation design
- Brand identity
- Basic video editing
- Content planning
- Photography for digital media
- Creative storytelling

Practical:

Designing posters, social media creatives, presentations and promotional content.

BUSINESS & ENTREPRENEURSHIP

Module 7: Entrepreneurship

- Introduction to entrepreneurship
- Entrepreneurial mindset
- Identifying problems and opportunities
- Idea generation
- Business models
- Market research

- Customer identification
- Product development
- Business planning
- Startup fundamentals
- Risk management
- Social entrepreneurship

Practical:

Students develop a business idea and prepare a basic business plan.

Module 8: E-Commerce

- Introduction to e-commerce
- Online business models
- E-commerce platforms
- Product selection
- Product listing
- Digital payments
- Customer service
- Online branding
- E-commerce marketing
- Order management
- Logistics and fulfilment
- Basic e-commerce analytics

Practical:

Creation of a sample online store and product marketing plan.

Module 9: Business & Financial Skills

- Basics of business finance
- Revenue and expenses
- Pricing
- Profit and loss
- Budgeting
- Cash-flow basics
- Personal financial management
- Business documentation
- Basic accounting concepts
- Sales and negotiation
- Customer relationship management
- Business ethics

— MEDIA, TECHNOLOGY & PROFESSIONAL DEVELOPMENT

Module 10: Journalism & Digital Media

- Introduction to journalism
- News and news values
- Reporting
- Interviewing
- News writing
- Feature writing
- Fact-checking
- Media ethics
- Digital journalism
- Social media journalism
- Mobile journalism
- Video and visual storytelling

Practical:

Students prepare news reports, conduct interviews and create digital media content.

Module 11: Web Development

- Introduction to websites
- Website structure
- HTML fundamentals
- CSS fundamentals
- Basic JavaScript concepts
- Website design
- Responsive websites
- Introduction to CMS platforms
- Domain and hosting concepts
- Website security basics

Practical:

Students create and publish a basic website/project.

Module 12: AI & Emerging Technologies

- Introduction to Artificial Intelligence
 - Generative AI
 - AI tools for education
 - AI for content creation
 - AI for business
 - AI-assisted research
 - Prompt writing
 - Digital productivity
 - Opportunities and challenges of AI
 - Responsible and ethical use of AI
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PROFESSIONAL DEVELOPMENT

Throughout the programme, students will participate in:

- Public speaking
 - Leadership activities
 - Group discussions
 - Mock interviews
 - Resume/CV development
 - Professional networking
 - Project presentations
 - Entrepreneurship activities
 - Career guidance sessions
 - Expert lectures
 - Seminars and workshops
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CAPSTONE PROJECT

At the end of the Diploma, every student will complete a practical project in one of the following areas:

Option 1: Digital Marketing Campaign

Option 2: Business & Entrepreneurship Plan

Option 3: E-Commerce Project

Option 4: Website Development Project

Option 5: Journalism & Media Project

Option 6: Social/Community Entrepreneurship Project

Students will present their project before an evaluation panel.

ASSESSMENT SYSTEM

Continuous Assessment — 30%

Attendance, participation, assignments and classroom activities.

Practical Assessment — 30%

Digital projects, presentations, communication exercises and practical assignments.

Semester/Final Examination — 20%

Written and oral assessment.

Capstone Project — 20%

Project quality, presentation and practical application.

EXPECTED OUTCOMES

After successfully completing the Diploma, students will have developed:

- ✓ **Communication Skills**
- ✓ **English Speaking Confidence**
- ✓ **Personality & Professional Etiquette**
- ✓ **Leadership Skills**
- ✓ **Digital Marketing Skills**
- ✓ **Graphic Design & Content Creation Skills**
- ✓ **Entrepreneurship Skills**
- ✓ **E-Commerce Knowledge**
- ✓ **Journalism & Media Skills**
- ✓ **Basic Web Development Skills**
- ✓ **AI & Digital Productivity Skills**
- ✓ **Professional Presentation Skills**

FINAL VISION

Learn. Build. Lead.

The Diploma in Leadership, Skills & Business is designed to help students move from **knowledge to capability, capability to confidence, and confidence to leadership.**