Criterion I

Curricular Aspects

RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

RAJAGIRI VALLEY P.O, KAKKANAD, KERALA 682039

An ISO 9001 : 2015 Certified Institution

Affiliated to Mahatma Gandhi University, Kottayam and Approved by AICTE

1.2 **Academic Flexibility**

1.2.1 Number of Certificate/ Value added courses offered and online courses of MOOCs, SWAYAM, NPTEL etc. where the students of the institution have enrolled and successfully completed during the last five years

Brochures

2021-2022

RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

AFFILIATED TO MAHATMA GANDHI UNIVERSITY, KOTTAYAM , APPROVED BY AICTE

RAJAGIRI VALLEY P.O., KAKKANAD, KOCHI - 682 039
Ph: 0484-2955270
Email: principal@rajagiricollege.edu.in
www.rajagiricollege.edu.in

RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

**Institutional programme brochure/ notice for Certificate/ Value added programs
with course modules and outcomes**

List of Courses for 2021-2022

RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

Rajagiri College of Management and Applied Sciences,

Rajagiri Valley P.O, Kakkanad, Kochi - 682 039

0408-2955270, 9048899926
office@rajagiricollege.edu.in

RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES
KAKKANAD
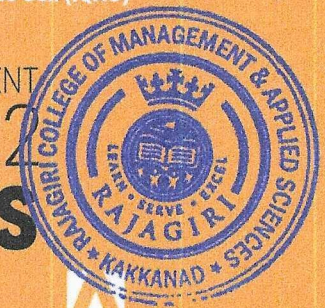
CERTIFICATE COURSE IN
CREATING ARTS IN
Vector

DEPARTMENT OF ANIMATION & GRAPHIC DESIGN
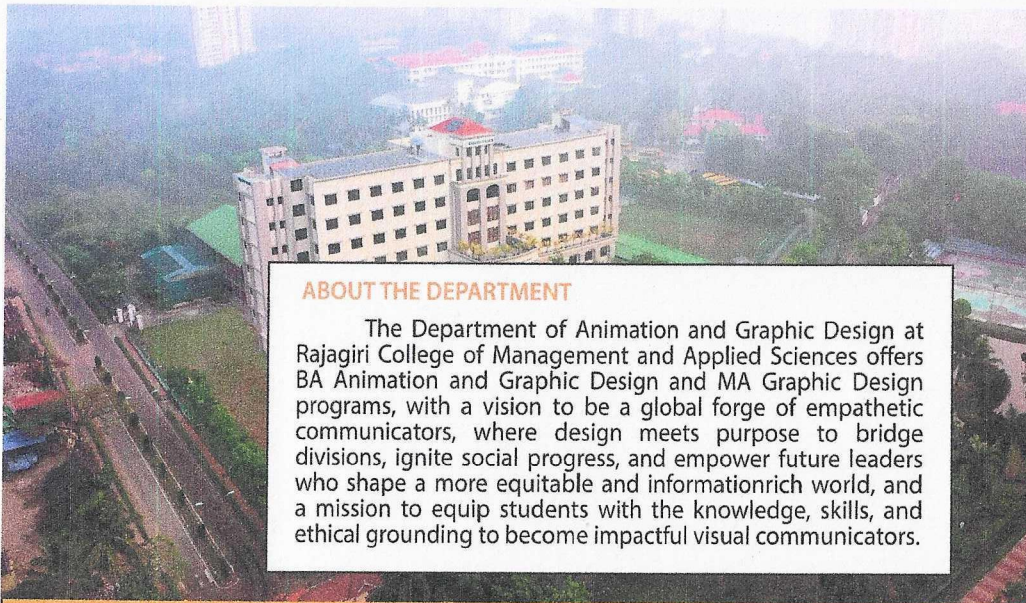In association with **Internal Quality Assurance Cell (IQAC)**

DATE OF COMMENCEMENT
03.01.2022
30 HOURS
Adobe Illustrator

Adobe

ABOUT THE DEPARTMENT

The Department of Animation and Graphic Design at Rajagiri College of Management and Applied Sciences offers BA Animation and Graphic Design and MA Graphic Design programs, with a vision to be a global forge of empathetic communicators, where design meets purpose to bridge divisions, ignite social progress, and empower future leaders who shape a more equitable and informationrich world, and a mission to equip students with the knowledge, skills, and ethical grounding to become impactful visual communicators.

Objective

Students will learn the essential tools and techniques needed to create scalable, high-quality artwork for various design projects.

Course description

This course is designed to introduce students to the fundamentals of vector graphics and how to create vector illustrations using Adobe Illustrator.

Topics covered

- Introduction to Adobe Illustrator
- Basic Drawing and Editing
- Color and Gradients
- Text and Typography
- Practicals based on cooperate designs

Course Co-Ordinator
Ms. Minu S Kumar
Mob: 7034503546

Resource person
MS. SREELAKSHMI K B
7907219536

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RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES
KAKKANAD

Certificate Course in
Polypainting using
Mudbox

DEPARTMENT OF ANIMATION & GRAPHIC DESIGN
in association with **Internal Quality Assurance Cell (IQAC)**

Date of Commencement
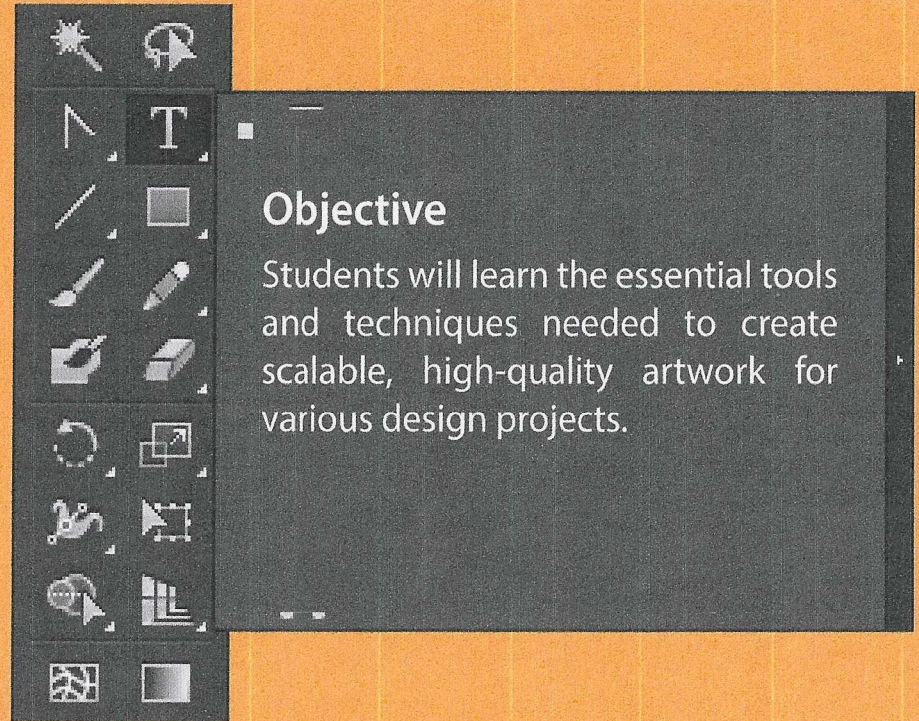**22.11.2021**
30 Hours

ABOUT THE DEPARTMENT

The Department of Animation and Graphic Design at Rajagiri College of Management and Applied Sciences offers BA Animation and Graphic Design and MA Graphic Design programs, with a vision to be a global forge of empathetic communicators, where design meets purpose to bridge divisions, ignite social progress, and empower future leaders who shape a more equitable and informationrich world, and a mission to equip students with the knowledge, skills, and ethical grounding to become impactful visual communicators.

Objective

• Gain proficiency in Mudbox polypainting techniques.

• Apply detailed and vibrant colors directly onto 3D models.

• Utilize advanced tools and brushes effectively.

• Integrate polypainting with other texturing methods.

• Complete a polished, polypainted 3D model project.
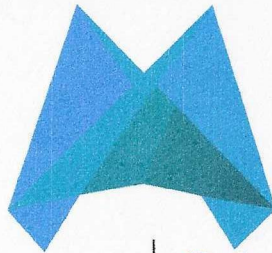
Course description

Dive into the art of polypainting with Mudbox in this comprehensive course. Learn to apply vibrant, detailed colors directly onto 3D models, enhancing their visual appeal without UV mapping. Ideal for artists seeking to expand their digital painting skills.

Topics covered

• Introduction to
  Mudbox Polypainting
• Tools and Brushes Overview
• Color Theory for Polypainting
• Layer Management
• Detailing Techniques
• Combining Polypainting
  with Texturing
• Exporting and Integrating
  Polypaint Work
• Final Project: Polypainted
  3D Model
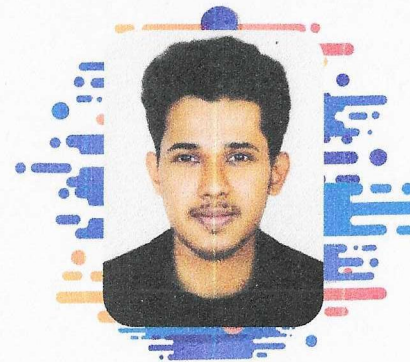
Course Co-Ordinator
Mr. Jotty Jacob
Mob: 9447054447

Resource person
MR. CHRISTY BABU LUKOSE
8592920480
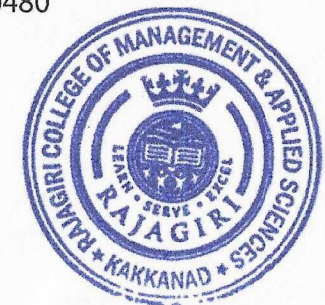
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Rajagiri College of Management and Applied Sciences,
Rajagiri Valley P.O,
Kakkanad,
Kochi - 682 039

Certificate Course

in

Corporate Social

Responsibility

Department of Management

in association with

Internal Quality Assessment Cell (IQAC)

Course Coordinator
Ms.Megha Mohan
Assistant Professor
8891652930

Date of Commencement - 01.02.2022
Duration - 35 Hours

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About The Department

The Department of Management at Rajagiri College of Management and Applied Sciences in Kakkanad, Kerala, focuses on providing a thorough education in management and business administration. They offer undergraduate programs in business administration. Faculty members are experienced professionals and industry experts who contribute significant knowledge to student learning through quality education and mentorship. The department emphasizes practical learning through activities like case studies, projects, internships, and industry visits.

Course Description

The course is designed to equip participants with the essential skills and knowledge required to navigate various aspects of professional environments with confidence and professionalism. Through a series of modules, participants will explore topics ranging from business etiquette to effective communication, professionalism in diverse settings, and digital etiquette in the workplace.

Topics Covered

Introduction to Business competency,Communication Skills for Business,Professionalism in Business Settings,Business Etiquettes in Various Contexts,Digital Etiquettes in the Workplace

Course Outcomes

1)Demonstrate an understanding of the significance of business etiquettes and their cultural influences.
2)Possess effective communication skills, both verbal and non-verbal, essential for professional interactions.
3)Exhibit professionalism in various business settings, including meetings, presentations, and conflict resolution.

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Rajagiri Valley P.O,
Kakkanad,
Kochi - 682 039

Course Coordinator
Ms. Anila Varghese
Assistant Professor
8891652930

Certificate Course
in
Global Market Trends and
Strategies

Department of Management

in association with

Internal Quality Assessment Cell (IQAC)

Date of Commencement - 03.08.202
Duration - 35 Hours

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About The Department

The Department of Management at Rajagiri College of Management and Applied Sciences in Kakkanad, Kerala, focuses on providing a thorough education in management and business administration. They offer undergraduate programs in business administration. Faculty members are experienced professionals and industry experts who contribute significant knowledge to student learning through quality education and mentorship. The department emphasizes practical learning through activities like case studies, projects, internships, and industry visits.

Topics Covered

- Introduction to International Business
- Cultural Dimensions of International Business
- International Trade and Investment
- Market Entry Strategies and Market Research
- Emerging Trends in International Business

Course Description

The course provides participants with comprehensive insights into the dynamics of international business, focusing on emerging trends and strategic approaches to navigate the global market landscape. Through a series of modules, participants will explore key concepts, theories, and practical strategies relevant to engaging in international business activities effectively.

Course Outcomes

- Understand the dynamics of the global business environment and its implications for Indian businesses.
- Analyze theories of international trade and comparative advantage to inform strategic decision-making.
- Identify and adapt to emerging trends in international business, leveraging technological advancements and aligning with sustainable development goals to develop effective global business strategies.

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Rajagiri Valley P.O

Kakkanad

Kochi - 682 039

RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

KAKKANAD

Department of Computer Science

in association with

Internal Quality Assurance Cell (IQAC)

organizes

Certificate Course
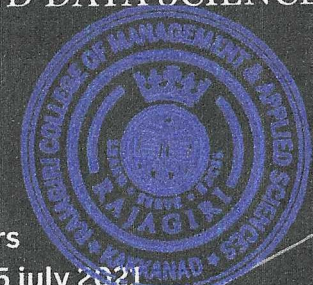
in

PYTHON PROGRAMMING AND DATA SCIENCE

Course Coordinators :
Ms. Juby George 9946982384
Ms. Dona Maria Mani 9495109899
Asst. Professors
DEPT OF COMPUTER SCIENCES
RCMAS

Duration: 60 Hours
Date of Commencement: 15 july 2021

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About The College

Rajagiri College of Management and Applied Sciences is an affiliated college offering undergraduate and post-graduate degrees conferred by Mahatma Gandhi University.The courses are offered in the discipline of Management, Arts and Computer Application.Besides a robust teaching pedagogy, Rajagiri College of Management & Applied Sciences is also a leader in research and innovation.

The institution marked its inception in the year 2005 and is modelled on the dream and vision of Saint Kuriakose Elias Chavara, the Founder of CMI congregation and a social reformer in the 19th Century.Focus is given to activities beyond academics at Rajagiri College of Management & Applied Sciences, which is evident from its infrastructure, extracurricular activities and national & international collaborations.

About The Department

The Department of Computer Science at Rajagiri College of Management and Applied Sciences in Kakkanad, Kerala, is typically dedicated to providing high-quality education and training in various aspects of computer science, information technology, and related fields.

The faculty members of the Department of Computer Science are typically experienced professionals and scholars who play a crucial role in delivering quality education, mentoring students, and guiding them through their academic and professional development

Course Description

"Python Programming and Data Science Using Python," participants gain proficiency in Python fundamentals and its application in data science. Covering Python syntax, data structures, and object-oriented programming, alongside essential data science techniques like data manipulation, analysis, visualization, and machine learning, this course equips learners with practical skills for real world data science tasks, enhancing career opportunities in the field

Topics Covered

Python Fundamentals: Covers basic Python syntax, data types, control structures, functions, and libraries.

Data Manipulation: Utilizes NumPy for efficient data processing and Pandas for data cleaning, preparation, and manipulation.

Data Visualization: Employs Matplotlib and Seaborn for creating various plots and effective data presentation.

Machine Learning Basics: Introduces supervised/unsupervised learning, classification/regression algorithms, model training, evaluation, and hyperparameter tuning.

Data Science Project: Involves formulating a project, data preparation, feature engineering, model building, evaluation, and presentation of results

Course Outcome

CO 1. Develop strong Python programming skills for data analysis and data manipulation.

CO 2. Utilize Python libraries, including NumPy and Pandas, for data manipulation and analysis.

CO 3. Perform data visualization using Python libraries like Matplotlib and Seaborn.

CO 4. Understand the fundamentals of machine learning and its application in Python.

CO 5. Work on a data science project to apply Python skills in a real-world context

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Kochi - 682 039

Course Coordinator:
Ms. Dona Maria Mani 9495109899
Asst. Professor
Dept of Computer Science
RCMAS

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RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES
KAKKANAD

Department of Computer Science
in association with
Internal Quality Assurance Cell (IQAC)
organizes

Certificate Course
in
IoT and Big Data Analytics

Duration: 60 Hours
Date of Commencement: 18 October 2021

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About The College

Rajagiri College of Management and Applied Sciences is an affiliated college offering undergraduate and post-graduate degrees conferred by Mahatma Gandhi University. The courses are offered in the discipline of Management, Arts and Computer Application. Besides a robust teaching pedagogy, Rajagiri College of Management & Applied Sciences is also a leader in research and innovation.

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About The Department

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Course Description

"This 60 hour add-on course provides a comprehensive overview of IoT and Big Data Analytics, balancing theoretical knowledge with practical applications, preparing participants for specialized roles in the emerging field of IoT and data analytics

Topics Covered

- Module 1

Introduction to IoT: Understanding IoT ecosystems, communication protocols, and applications (12 hours)
- Module 2

IoT Data Collection and Management: Methods for data collection from IoT devices, storage strategies, and edge computing (2 hours)
- Module 3

Big Data Analytics for IoT: Introduction to Big Data concepts, data processing frameworks, and real-time analytics in IoT (12 hours)
- Module 4

IoT Security and Privacy : Addressing security challenges, privacy concerns, and best practices for securing IoT systems (12 hours)
- Module 5

IoT Applications and Case Studies: Examining industry-specific IoT applications, analyzing case studies, and exploring future trends (12 hours)

Course Outcome

CO1.Understand the fundamental concepts and components of IoT ecosystems.
CO2.Implement strategies for collecting and managing data from IoT devices.
CO3.Apply Big Data analytics techniques to analyze and derive insights from IoT-generated data.
CO4.Evaluate security risks and privacy issues associated with IoT deployments and apply appropriate measures.
CO5.Analyze real-world IoT applications across various industries and identify opportunities for innovation

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Rajagiri Valley P.O.
Kakkanad
Kochi- 682039

Course Coordinator

Ms Amala Manavalan
Asst. Professor, Department of English,
RCMAS
+91 94959 55598

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RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES
KAKKANAD

Department of English

in association with

Internal Quality Assurance Cell (IQAC)

organises

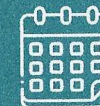**Certificate Course in Digital Storytelling**

Mathrubhumi MEDIA SCHOOL

Mathrubhumi Media School

Manjummel, Udyogamandal, P.O.
Eloor, Ernakulam, Kerala 683501

Duration
30 Hours

Date of commencement
20.09.2021

About the Department

The Department of English at Rajagiri College of Management and Applied Sciences in Kakkanad, Kerala, is typically dedicated to providing a comprehensive education in English language, literature, and related fields. As with many English departments in academic institutions, it aims to cultivate students' linguistic proficiency, critical thinking skills, and cultural awareness.

Course Description

This course equips you with the foundational knowledge and practical skills to navigate the exciting world of journalism.

Topics Covered

Introductory Session Basics Of Journalism and Mass Communication
Visual Scripting (Scripting Basics and Assignment Discussion)
Voicing (Basics of Rendering and Voice Modulation and Review of Assignments)
Presenting- News Anchoring, P To C and Interview Techniques
Planning And Shooting on Mobile Phones
Pre-Production, Production and Postproduction
Basic Camera Angles and Shots (Theory And Practicals)
Project Review- Short Video Making
•Short Filmmaking
Scripting and Acting
Production and Direction
Project Review- Short Film
•Radio Production
Writing for Radio
Radio Jockeying
Radio Production
Internet Radio Making and Project Review
News Management for Television
Run Down Creation and Camera Histrionics

Objective

Grasp the core principles and ethics of responsible journalism. Craft compelling news stories in various writing styles for different media platforms. Conduct effective interviews and research to gather accurate and insightful information.

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Rajagiri College of Management and Applied Sciences

Rajagiri Valley P.O

Kakkanad

Kochi- 682039

Course Co-ordinater

Ms. Amala Manavalan

Asst. Professor, Department of English,

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Rajagiri College of Management and Applied Sciences Kakkanad

Department of English

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organises

Certificate Course in Media Ethics

Course Facilitater
Ms. Manju P. Mohan
Asst. Professor, Department of English
RCMAS

Duration
30 hours

Date of Commencement
01.03.2022

About the Department

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Course Description

The Certificate Course in Media Ethics provides an in-dept understanding of ethical principles and challenges in journalism and media ,preparing participants to navigate and uphold ethical standards in their professional practice

Topics Covered

- Introduction to Media Ethics, Truth and Accuracy in Reporting

- Privacy and Confidentiality, Conflict of Interest

- Digital Media Ethics, Case studies in Media Ethics

Course Outcome

Ethical Competance: Graduates will understand and apply fundamental moral principles, ensuring accuracy, fairness and integrity in reporting while responsibly managing privacy, confidentiality and conflicts of interest within legal frameworks.

Critical Evaluation: Participants will critically evaluate and address ethical challenges in media perticularly in digital contexts, using case studies to maintain high professional standards and ethical decision-making.

RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

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Course Co-ordinator
Ms. Neha Anne
Assistant Professor ,
Department of English,
RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES
KAKKANAD

Department of English

In association with

Internal Quality Assurance Cell (IQAC)
Organises

Certificate Course in Linguistic Proficiency

Course Facilitator
Ms. Geethu Johny
Assistant Professor ,
Department of English ,
RCMAS

Duration
30 Hours

Date of commencement
16.06.2021

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About the Department

The Department of English at Rajagiri College of Management and Applied Sciences in Kakkanad, Kerala, is typically dedicated to providing a comprehensive education in English language, literature, and related fields. As with many English departments in academic institutions, it aims to cultivate students' linguistic proficiency, critical thinking skills, and cultural awareness.

Topics Covered

- Module 1 : INTRODUCTION - definition,types,organs of speech
- module 2 : PHONETIC SOUND SYSTEM - Consonants, vowels , diphthongs
- Module 3 : PHONOLOGY - pitch - intonation - stress - phonetic transcription

Course Description

This course is designed to equip you with a deep understanding of spoken English, empowering you to speak and comprehend the language with greater confidence and accuracy

Objective

To prepare students to the nuances of spoken forms of English to familiarize students with the speech sounds and the phonological aspects of the English language

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Certificate Course
in
Corporate Governance
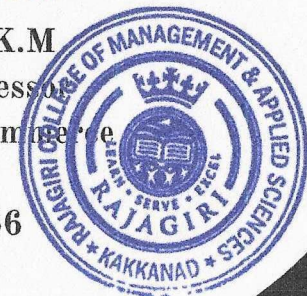
Date of commencement: **06.01.2022**

Duration: **40 Hours**

Course Coordinator

Ms Aswathy K.M
Assistant Professor
Department of Commerce
RCMAS
7012970586

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RAJAGIRI COLLEGE OF MANAGEMENT &
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office@rajagiricollege.edu.in

About The Department

Vision
To Empower our Students with knowledge, skills and ethical grounding to excel in global economy

Mission
To cultivate socially responsible commerce professionals capable of addressing global challenges sustainably.

The Department of Commerce is committed to empowering students with the knowledge, skills, and ethical grounding essential for excelling in the global economy. Our vision emphasizes fostering a profound understanding of commerce principles while promoting integrity and responsibility. Through a comprehensive curriculum and dedication to ethical practices, we prepare students to become leaders in the dynamic world of commerce, ready to make meaningful contributions to society.

Course Description

This course provides an in-depth understanding of corporate governance principles, practices, and regulations, aiming to equip students with the knowledge and skills to promote transparency, accountability, and ethical behavior in organizations.

Topics Covererd

- Introduction to Corporate Governance
- Regulatory Framework and Compliance
- Board Dynamics and Leadership
- Corporate Social Responsibility and Ethics

Course Outcomes

- Understanding Corporate Governance Principles: Students will grasp the fundamental principles and frameworks of corporate governance.
- Enhancing Governance Practices: Students will learn strategies to improve governance practices within organizations.
- Practical Application: Students will develop the ability to apply governance principles in real-world business scenarios.

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KAKKANAD

Department of Commerce
in association with
Internal Quality Assurance Cell (IQAC)

Certificate Course
in
Advanced Marketing Strategies

Date of commencement: 06.09.2021

Duration: 35 Hours

Course Coordinator

Ms Anupa Stan
Assistant Profess
Department of Comm
RCMAS
8089348320

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Course Description

This advanced course covers sophisticated marketing strategies, including segmentation, targeting, and brand equity management, alongside state-of-the-art CRM tools and global tactics. Master digital marketing innovations like omnichannel integration, advanced SEO, content strategies, and social media trends. Explore AI, VR, and blockchain for transformative advertising and customer engagement.

Topics Covererd

- Advanced segmentation techniques
- Digital Marketing Innovation
- Emerging Technologies in Marketing

Course Outcomes

- Develop a comprehensive understanding of advanced segmentation strategies
- Learn to leverage advanced digital marketing channels.
- Explore the transformative power emerging technologies

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**RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCE
KAKKANAD**

Department of Commerce
in association with
Internal Quality Assurance Cell (IQAC)

Certificate Course
in
GST Return Filing

Date of commencement: 01.07.2021

Duration: 30 Hours

Course Coordinator

Ms. ASWATHY K.N
Assistant Professor
Department of Commerce
RCMAS
8089348320

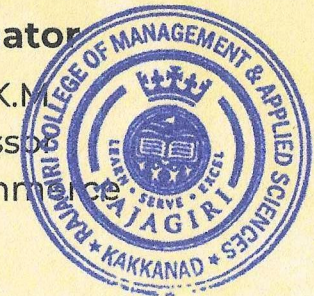**RCMAS**
RAJAGIRI COLLEGE OF MANAGEMENT &
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Course Description

This course provides comprehensive knowledge and practical skills in GST return filing, helping individuals and businesses comply with GST regulations and ensure accurate tax filings.

Topics Covererd

- Introduction to GST
- GST Registration and Compliance
- Filing GST Returns
- Practical Applications in GST Return Filing

Course Outcomes

- Understanding GST Framework: Students will understand the fundamental concepts and regulatory framework of GST.
- Proficiency in GST Return Filing: Students will gain practical skills to prepare and file GST returns accurately.
- Compliance and Best Practices: Students will learn strategies to ensure compliance and adopt best practices in GST.