



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## 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 2023-2024**

Submitted to



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

**List of Courses for 2023-2024**

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KAKKANAD**

Committee for Value Added Courses  
in association with  
Internal Quality Assurance Cell (IQAC)



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Rajagiri College of Management and Applied Sciences  
Rajagiri Valley P.O  
Kakkanad  
Kochi - 682 039

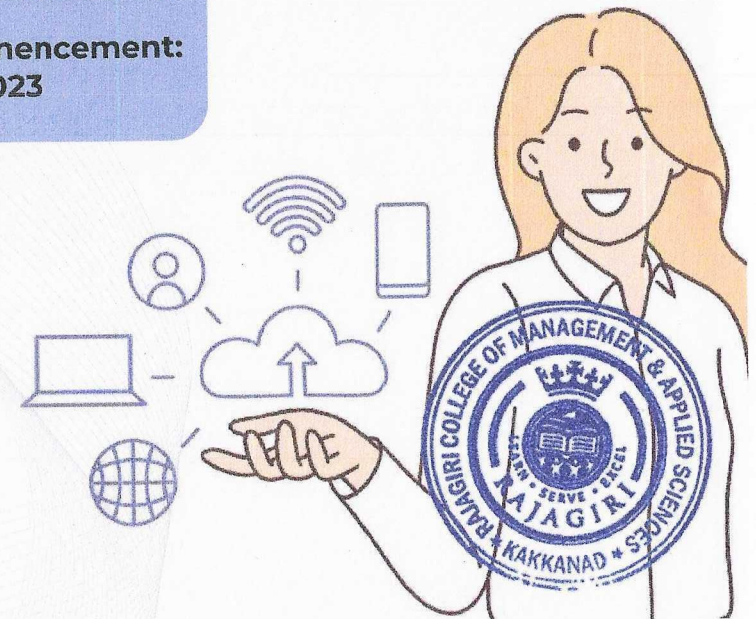
## **Value Added Course in Digital Marketing**

**Duration: 100 Hours**

**Date of Commencement:  
13 October 2023**

### **Course Coordinator**

*Mr. Ashish C Pius*  
*Asst. Professor , RCMAS*  
● 9895308096





## About the College

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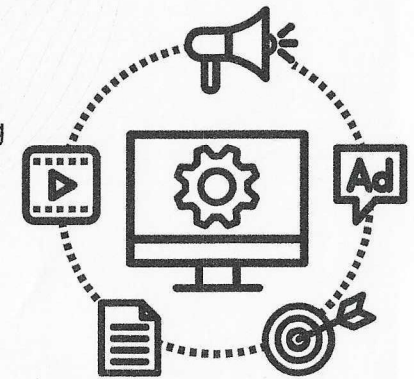
The institution marked its inception in the year 2005 and is modelled on the dream and vision of Saint Kuriakose Elias Chavara, the founder of CMI Congregation and a social reformer of 19th century.

## Course Description

The Digital Marketing course provides essential knowledge in SEO, social media, content, email marketing, and PPC advertising. Gain practical skills through real-world projects, enhancing your ability to create and manage effective digital marketing campaigns. This course equips students with the latest strategies and tools, making it ideal for careers in digital marketing, advertising, and brand management. Students will be well-prepared to navigate the dynamic landscape of digital marketing and achieve business objectives.

## Topics Covered

- Search Engine Optimization (SEO)
- Social Media Marketing
- Content Marketing
- Email Marketing
- Pay-Per-Click (PPC) Advertising



## Course Outcomes

- CO 1: Understand and apply key concepts of search engine optimization (SEO) to enhance website visibility and ranking
- CO 2: Develop and implement effective social media marketing strategies to build brand awareness and engage with target audiences
- CO 3: Create compelling content and personalized email marketing campaigns to attract, retain, and convert leads into loyal customers
- CO 4: Manage pay-per-click (PPC) advertising campaigns, utilizing data analytics to drive targeted traffic and achieve marketing objectives







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# **Value Added Course in Microsoft Excel (MO-200)**



**Duration: 30 Hours**

**Date of Commencement:  
11 September 2023**

## **Course Coordinator**

*Mr. Ashish C Pius*  
*Asst. Professor , RCMAS*  
● 9895308096





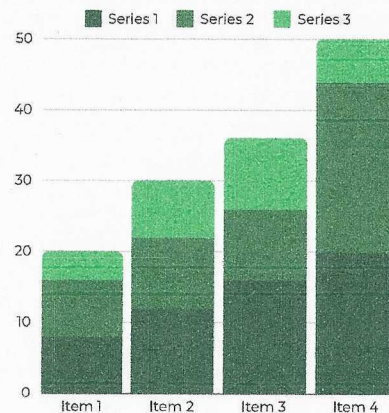
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## Course Description

The Value Added Course in Microsoft Excel (MO-200) is designed to provide students with advanced skills and proficiency in using Microsoft Excel for data analysis, reporting, and decision-making. This course goes beyond basic spreadsheet functions and delves into complex features and tools offered by Excel



## Topics Covered

- Advanced Formulas and Functions,
- Data Analysis Tools
- Visualizations and Dashboards
- Macros and Automation
- Data Validation and Protection



## Course Outcomes

- CO 1 - understand advanced Excel formulas and functions for complex calculations and data manipulation
- CO 2- Analyze data effectively using PivotTables, PivotCharts, and other data analysis tools in Excel
- CO 3- Create dynamic visualizations and interactive dashboards to present data in







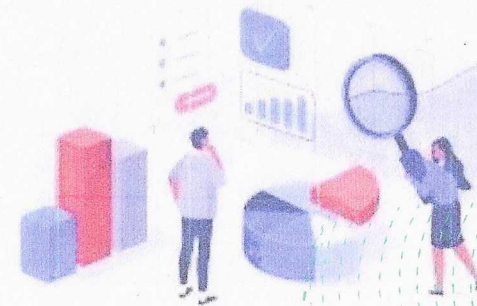
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## Value Added Course in Business Analytics

### Course Coordinator

Mr. Ashish C Pius  
Asst. Professor , RCMAS  
9895308096

**Duration: 100 Hours**

**Date of Commencement:  
11 September 2023**





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## Course Description

The Value Added Course in Business Analytics is designed to equip students with essential skills and knowledge in data analysis and interpretation for strategic decision-making in business. This course focuses on leveraging data to derive actionable insights and drive business growth.

## Topics Covered

- Data Collection and Preparation
- Descriptive Analytics
- Predictive Analytics
- Prescriptive Analytics & Data Visualization Tools

## Course Outcomes

The Value Added Course in Business Analytics is designed to equip students with essential skills and knowledge in data analysis and interpretation for strategic decision-making in business. This course focuses on leveraging data to derive actionable insights and drive business growth.







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**Course Coordinator**

*Mr. Ashish C Pius*  
*Asst. Professor, RCMAS*  
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Committee for Value Added Courses  
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# Value Added Course in VR Developer

**Duration: 100 Hours**  
**Date of Commencement:**  
**27 July 2023**





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## Course Description

The Value Added Course in VR Developers is designed to equip students with the knowledge and skills required to develop virtual reality (VR) applications and experiences. This course focuses on the technical aspects of VR development, including programming, design principles, and immersive technologies.

## Topics Covered

- VR Programming
- VR Design Principles
- Immersive Technologies
- VR Application Development & VR Optimization and Performance

## Course Outcomes

- CO 1: Understand the fundamental concepts and components of Virtual Reality
- CO 2: Learn to use VR development tools and platforms to create VR applications
- CO 3: Apply design principles and programming skills to develop interactive and immersive VR experiences
- CO 4: Test and optimize VR applications for better performance and user experience







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**Course Coordinator**

*Mr. Ashish C Pius*  
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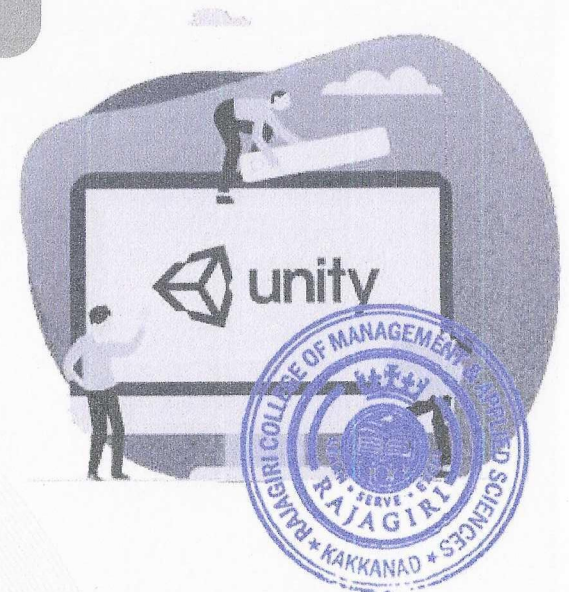
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**Value Added Course  
in  
Unity Certified User-Associate Artist**

**Duration: 100 Hours**

**Date of Commencement:  
27 July 2023**





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## Course Description

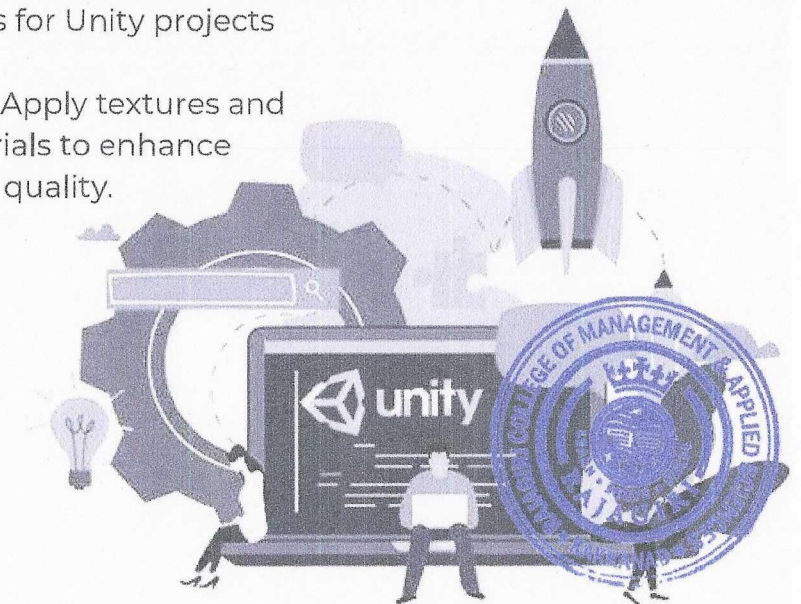
The Value Added Course in Unity Certified User-Associate Artist is designed to equip students with the skills and knowledge necessary to create compelling 2D and 3D assets and environments using Unity. This course focuses on the artistic aspects of game and application development, including asset creation, animation, and visual effects.

## Topics Covered

- Introduction to Unity and its Interface
- Basic Concepts of 2D and 3D Art
- Asset Creation and Importing
- Texturing and Material Application
- Lighting and Rendering Techniques
- Animation Principles and Techniques
- Visual Effects and Particle Systems

## Course Outcomes

- CO 1: Understand the Unity interface and workflow for asset creation
- CO 2: Create and import 2D and 3D assets for Unity projects
- CO 3: Apply textures and materials to enhance visual quality.







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**Course Coordinator**

*Mr. Ashish C Pius*  
*Asst. Professor, RCMAS*  
📞 9895308096



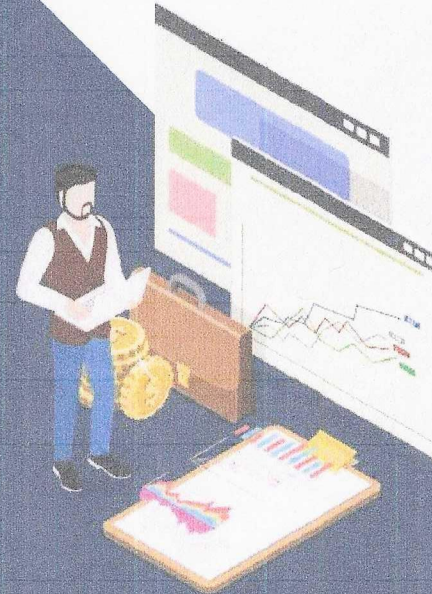
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Committee for Value Added Courses  
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# Value Added Course in Capital Markets

**Duration: 30 Hours**

**Date of Commencement:  
16 November 2023**





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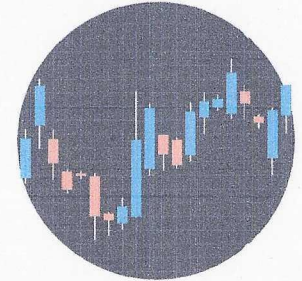
The institution marked its inception in the year 2005 and is modelled on the dream and vision of Saint Kuriakose Elias Chavara, the founder of CMI Congregation and a social reformer of 19th century.

## Course Description

The Value Added Course in Introduction to Capital Market Trading is designed to give students a foundational understanding of the stock market and its operations. This course aims to equip students with the skills and knowledge necessary to analyze, trade, and invest in the stock market effectively.

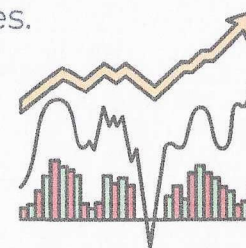
## Topics Covered

- Basics of Stock Market
- Market Participants and Instruments
- Stock Exchanges and Indices
- Fundamental Analysis
- Technical Analysis
- Trading Strategies
- Risk Management
- Regulatory Environment



## Course Outcomes

- CO 1: Understand the basic concepts and structure of the stock market.
- CO 2: Identify different market participants and instruments.
- CO 3: Analyze stocks using fundamental and technical analysis.
- CO 4: Develop and implement trading strategies.







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**Course Coordinator**

*Mr. Ashish C Pius*  
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● 9895308096



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**Value Added Course  
in  
Logistics and Supply Chain Management**

**Duration: 30 Hours**

**Date of Commencement:  
12 October 2023**







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## Course Description

The Value Added Course in Logistics and Supply Chain is designed to provide students with a comprehensive understanding of the principles and practices involved in the efficient management of logistics and supply chain operations. This course focuses on the strategies and technologies used to optimize the flow of goods and services from suppliers to customers.



## Topics Covered

- Introduction to Logistics and Supply Chain Management
- Supply Chain Design and Planning Inventory Management
- Transportation and Distribution Management, Warehousing and Material Handling
- Supply Chain Coordination and Collaboration, Technology in Supply Chain
- Sustainable Supply Chain Practices

## Course Outcomes

- CO 1: Understand the fundamental concepts and components of logistics and supply chain management.
- CO 2: Design and plan effective supply chain strategies.
- CO 3: Manage inventory efficiently to balance costs and service levels.








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**Course Coordinator**

*Mr. Ashish C Pius*  
*Asst. Professor, RCMAS*

 9895308096



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**Value Added Course  
in  
Advanced GST Practitioner Level Proficiency**

**Duration: 30 Hours**  
**Date of Commencement:**  
**2 January 2024**





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## Course Description

The Value Added Course in GST Practitioner is designed to provide participants with comprehensive knowledge and practical skills related to Goods and Services Tax (GST) in India. This course covers various aspects of GST compliance, filing returns, and understanding GST laws and regulations.

## Topics Covered

- Introduction to GST
- GST Registration and Compliance
- Input Tax Credit (ITC) Mechanism
- GST Return Filing Procedures
- GST Audit and Assessment
- Anti-Profiteering Measures
- GST Laws and Amendments
- Case Studies and Practical Applications.



## Course Outcomes

- CO 1: Understand the fundamentals of GST, including its concept and structure.
- CO 2: Learn to register under GST and comply with GST regulations effectively.
- CO 3: Master the Input Tax Credit (ITC) mechanism for tax optimization.
- CO 4: Gain proficiency in filing GST returns accurately and on time





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

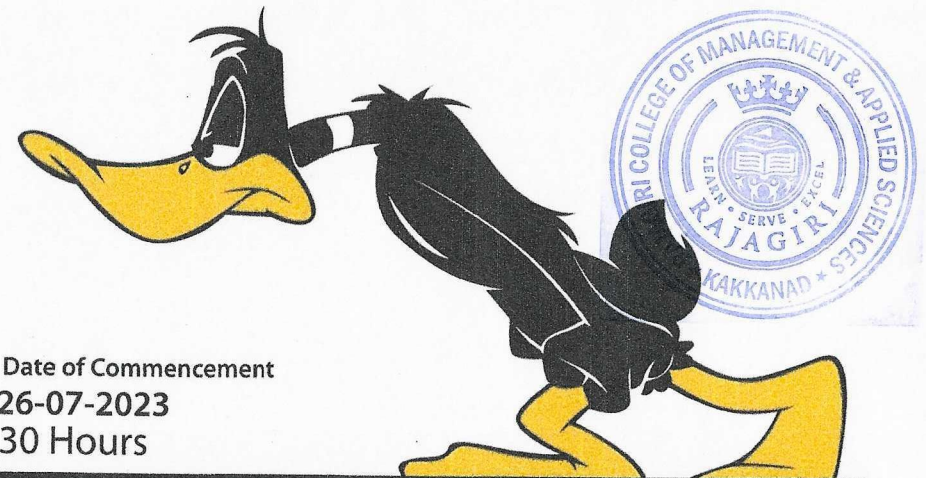
Certificate Course on  
**Characters  
for Animation**



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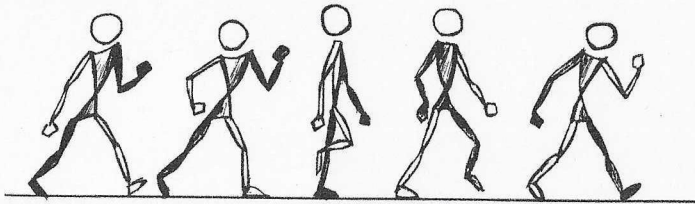
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Date of Commencement  
**26-07-2023**  
**30 Hours**





## ABOUT THE DEPARTMENT

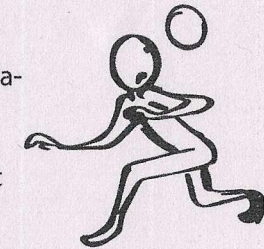
The Department of Animation and Graphic Design at Rajagiri College of Management and Applied Sciences offers BA Animation and Graphic Design and MA Graphic Design programs, with a vision to be a global forge of empathetic communicators, where design meets purpose to bridge divisions, ignite social progress, 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.

### Course description

This 30-hour course provides an in-depth exploration of character design for animation, covering essential principles, techniques, and practical exercises to develop the skills needed to create compelling characters for various animation styles

### Topics covered

Introduction to Character Design and Animation, Character Development, Animal and Creature Characters, Character Design for fairy tales, Advanced Techniques and Practic



### Objective

students will able to develop the skills needed to create compelling characters for various animation styles.



Course Co-Ordinator  
Mr Renju A C  
9847043280

Resource person  
SREELAKSHMI K S  
7907219536







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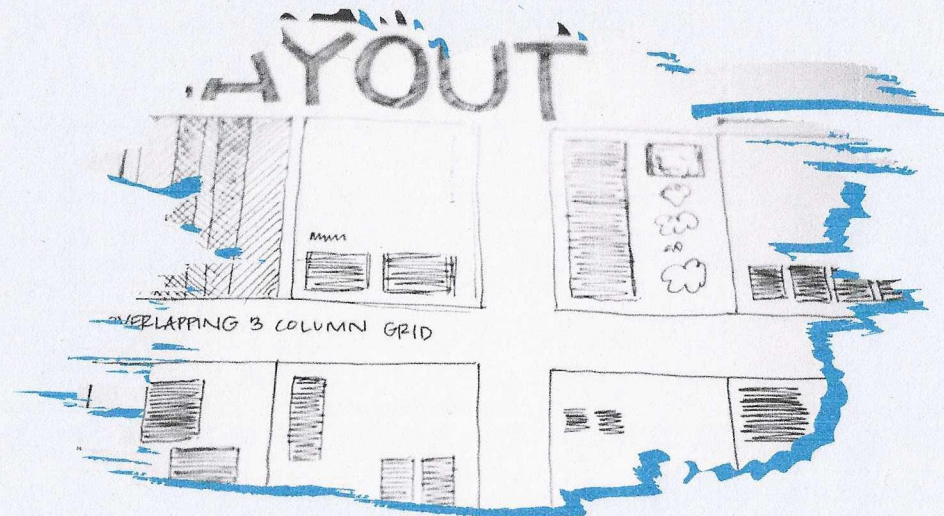
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Certificate Course on  
**THE ART  
OF LAYOUT**

Department of  
Animation and Graphic Design

Date of Commencement **13-07-2023**  
40 Hours





# content

(Magazine | Volume 03 | Issue 21 | July 2017)

## ABOUT THE DEPARTMENT

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06

How to design effective  
Project Brief  
A clear, concise and  
strategic brief is the  
cornerstone of any  
design project.

## FEATURES

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When Analytics Became the Enemy  
Exploring the dark side of data, analyzing  
how it's used to track our behavior,  
to predict our future.

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Design  
The art of problem solving through a visual  
language that communicates ideas,  
to tell a story.

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The Internet According to Amy Winehouse  
A look at the digital world through the lens of  
the late soul singer, exploring her influence  
on modern music and the internet.  
By Lisa Park

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The Play's the Thing  
Behind the scenes of the world's most  
famous stage production, exploring the  
challenges and triumphs of  
theatrical production.

## Course description

The course aims to provide students with a clarity on the techniques of layout and to implement various solutions to art & layout design problems.

## Topics covered

Quality layout and graphic design features. Effectively communicate an understanding of design concepts, processes, and techniques, using the "language" of design. Identify and apply the principles and elements of design in the creation of visual solutions to art and design problems.

## Objective

design features. Effectively communicate an understanding of design concepts, processes, and techniques, using the "language" of design. Identify and apply the principles and elements of design in the creation of visual solutions to art and design problems.

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



Resource person  
**Ms. Minnu Joseph**  
Phone: 8943747042







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Certificate Course on  
**Photographic  
Composition Rules**

Date of Commencement

**04-09-2023**

30 Hours

Department of Animation and Graphic Design

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





## 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 information-rich world, and a mission to equip students with the knowledge, skills, and ethical grounding to become impactful visual communicators.

## Course description

This course aims to familiarize participants with the fundamental principles and techniques of photographic composition, emphasizing various rules and guidelines to create visually engaging and impactful images.

## Topics covered

Introduction to Photographic Composition Leading Lines, Framing, and Depth Understanding Patterns, Texture, and Negative Space Project Work and Review

## Objective

CO1: Understand and Apply Fundamental Compositional Rules

CO2: Utilize Advanced Compositional Techniques

CO3: Incorporate Patterns, Texture, and Negative Space

CO4: Develop and Execute a Comprehensive Photography Project

CO5: Critically Evaluate and Improve Photographic Work

Course Co-Ordinator: Mr Renju A C

Mob: 9847043280



Resource person  
Mr. Abbin Joseph Thomas  
Mob: 8848852603







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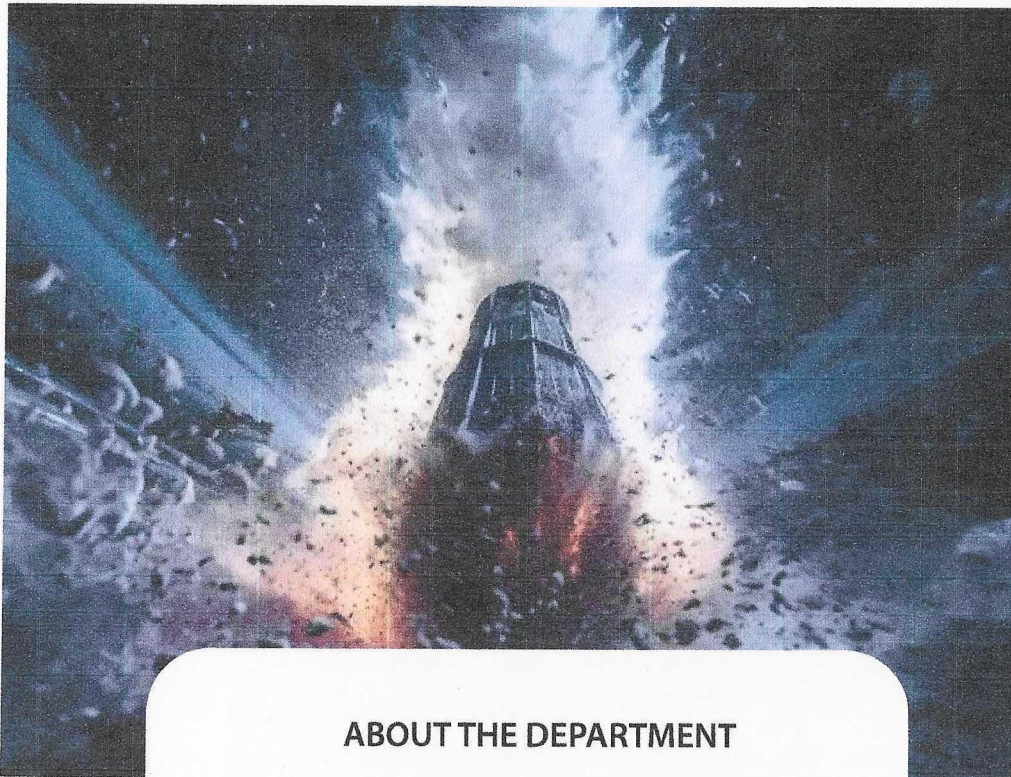
**DEPARTMENT OF ANIMATION & GRAPHIC DESIGN**  
Internal Quality Assurance Cell (IQAC)

Certificate Course on  
**Visual Effects**

Date of Commencement  
**03-07-2023**

**30 Hours**





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## Course description

This course introduces students to the basic concepts, tools, and techniques of visual effects (VFX) used in various multi-media platforms like film, animation, and digital media.

## Topics covered

Introduction to Visual Effects VFX Software and Tools Advanced VFX Techniques Project Work and Review

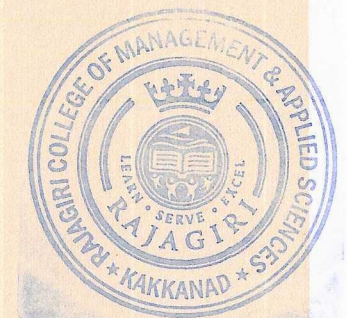
## Objective

- CO1: Understand the Fundamentals of Visual Effects
- CO2: Proficiently Use VFX Software and Tools
- CO3: Create and Implement Basic to Advanced VFX Techniques
- CO4: Develop and Complete a VFX Project
- CO5: Critically Evaluate and Present VFX Work

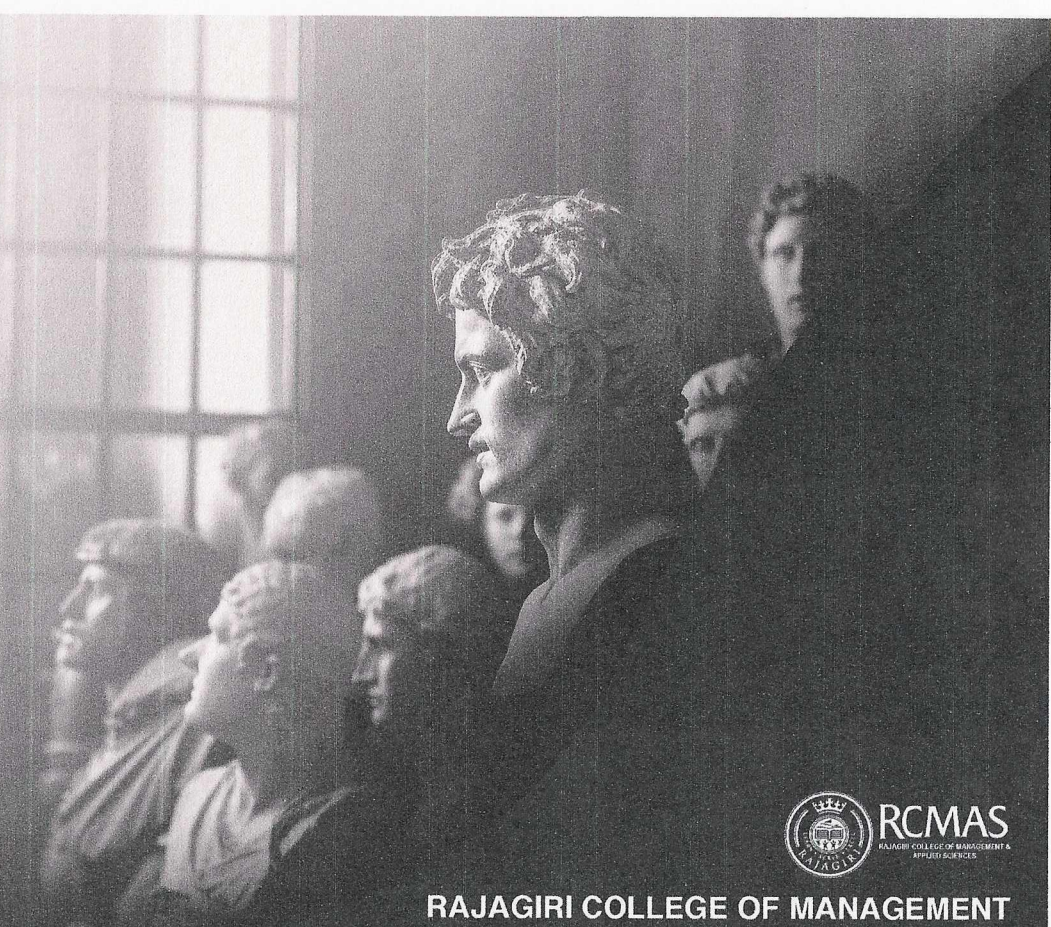
Course Co-Ordinator: **Ms. Minnu Joseph**  
**Mob: 8943747042**



Resource person  
**Mr. Abbin Joseph Thomas**  
Mob: 8848852603







**RAJAGIRI COLLEGE OF MANAGEMENT  
AND APPLIED SCIENCES,  
KAKKANAD**

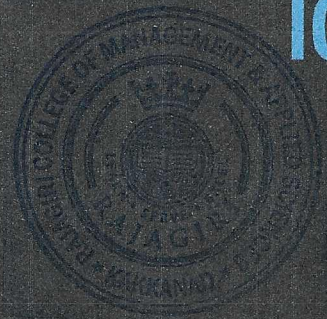


**RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES,  
RAJAGIRI VALLEY P.O, KAKKANAD, KOCHI - 682 039**

**0484-2955270  
+91 90488 99926**

**office@rajagiricollege.edu.in  
www.rajagiricollege.edu.in**

# **CERTIFICATE COURSE IN ICONIC ERAS IN WORLD ART HISTORY**

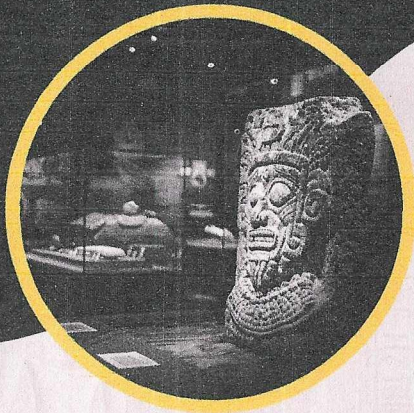


**OFFERED BY  
DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN  
IN ASSOCIATION WITH  
INTERNAL QUALITY ASSURANCE CELL (IQAC)**



## 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 information-rich world, and a mission to equip students with the knowledge, skills, and ethical grounding to become impactful visual communicators.



## COURSE DESCRIPTION

# CERTIFICATE COURSE IN ICONIC ERAS IN WORLD ART HISTORY

DURATION OF COURSE  
30 Hours

STARTING DATE  
24.07.2023

This course designed to explore key periods and movements in world art history. From the mysterious cave paintings of prehistoric times to the avant-garde masterpieces of modern art, each era will be explored in detail. We will examine the key characteristics, notable artists, and significant works of each period, understanding their impact on the art world and their relevance to contemporary practices in animation and graphic design.

## OBJECTIVES

- Identify and describe key periods and movements in world art history.
- Analyze and contextualize artworks within their historical, cultural, and social settings.
- Recognize the influence of historical art movements on contemporary animation and graphic design.
- Apply insights from art history to enhance your creative work in animation and graphic design.

## TOPICS COVERED

- Ancient Art
- Islamic Art and Architecture
- Medieval Art in Europe
- Renaissance and Baroque
- Asian Art
- Romanticism and Realism
- Impressionism and Post-Impressionism
- Modern and Contemporary Art



RESOURCE PERSON

**MS. MINU S KUMAR**

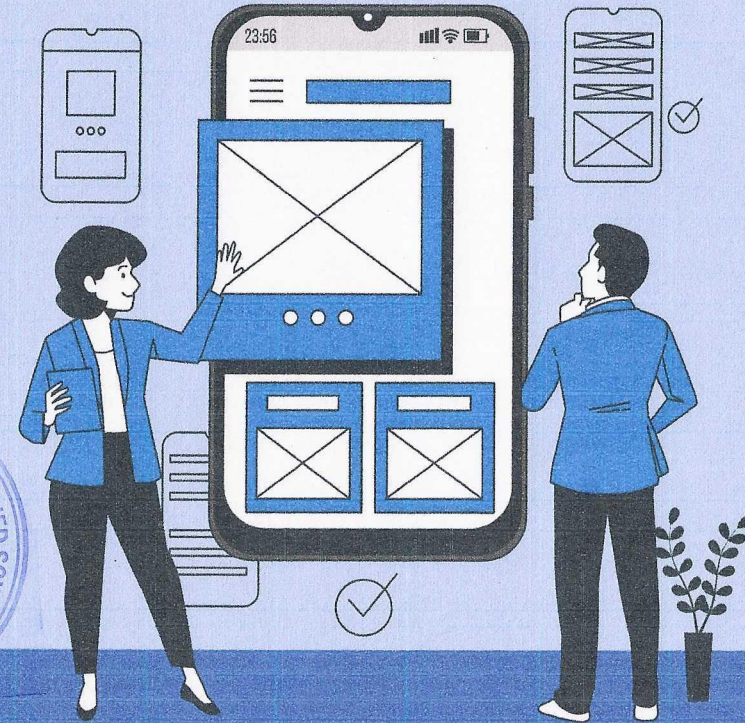
Assistant Professor,  
Department of Animation and Graphic Design  
Rajagiri College of Management and  
Applied Sciences, Kakkanad

Email: [minuskumar@rajagiricollege.edu.in](mailto:minuskumar@rajagiricollege.edu.in)  
Mob: 7034503546



COURSE COORDINATOR  
**MS. SREELAKSHMI K S**  
Assistant Professor,  
RCMAS  
+91 79072 19536





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+91 90488 99926

✉ office@rajagiricollege.edu.in  
www.rajagiricollege.edu.in

# CERTIFICATE COURSE ON INTERACTIVE DESIGN AND DEVELOPMENT

OFFERED BY  
DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN

IN ASSOCIATION WITH  
INTERNAL QUALITY ASSURANCE CELL (IQAC)



## 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 information-rich world, and a mission to equip students with the knowledge, skills, and ethical grounding to become impactful visual communicators.

### COURSE DESCRIPTION

## CERTIFICATE COURSE ON INTERACTIVE DESIGN AND DEVELOPMENT



DURATION OF COURSE  
30 Hours

STARTING DATE  
10.07.2023

The Certificate Course on Interactive Design and Development, conducted online through Google Classroom. This course is tailored for BA Animation and Graphic Design students who are eager to delve into the dynamic and ever-evolving field of interactive design. As the digital world continues to expand, the ability to create engaging and user-friendly interactive experiences has become an essential skill for modern designers.

### TOPICS COVERED

- HTML and CSS Basics for Interactive Design
- JavaScript for Interaction
- Interactive Design Principles
- Advanced Web Development and Responsive Design
- Final Project: Creation of portfolio website

### RESOURCE PERSON

**MS. MINU S KUMAR**

Assistant Professor,  
Department of Animation and Graphic Design  
Rajagiri College of Management and  
Applied Sciences, Kakkanad



Email: [minuskumar@rajagiricollege.edu.in](mailto:minuskumar@rajagiricollege.edu.in)  
Mob: 7034503546

## OBJECTIVES

- Understand the principles of interactive design and the importance of user-centered design.
- Create effective and aesthetically pleasing user interfaces using industry-standard tools.
- Develop interactive prototypes and applications using HTML, CSS, JavaScript, and other relevant technologies.
- Apply responsive design techniques to ensure compatibility across various devices and screen sizes.



COURSE COORDINATOR  
**MS. SREELAKSHMI K S**  
Assistant Professor,  
RCMAS  
+91 79072 19536





**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

Rajagiri College of Management and Applied Sciences,  
Rajagiri Valley P.O,  
Kakkanad,  
Kochi - 682 039



**Course Coordinator**  
Ms. Anila Varghese  
Assistant Professor  
8891652930



**RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES**

RAJAGIRI VALLEY P.O, KAKKANAD, KERALA 682039



**Certificate Course**

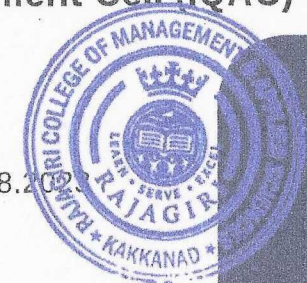
in

**Total quality  
Management**

**Department of Management**

in association with

**Internal Quality Assessment Cell (IQAC)**



**Date of Commencement - 01.08.20**  
**Duration - 30 Hours**



## 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

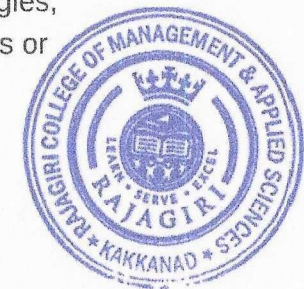
This course provides a comprehensive overview of Total Quality Management (TQM), a systematic approach to improving organizational performance and achieving long-term success through customer satisfaction, continuous improvement, and the involvement of all employees. The curriculum covers the fundamental principles and philosophies of TQM, the tools and techniques used to manage and improve quality, and the strategies for implementing and sustaining TQM in various organizational contexts.

## Topics Covered

- Introduction to Total Quality Management
- TQM Tools and Techniques
- TQM Implementation and Strategies
- Continuous Improvement and Innovation
- Measuring and Evaluating TQM Success

## Course Outcomes

- Understand the concept, importance, and need for CustAnalyze the stages of CRM and the forces driving its adoption, along with the benefits and growth of CRM markets, particularly in India.
- Analyze the stages of CRM and the forces driving its adoption, along with the benefits and growth of CRM markets, particularly in India.
- Understand the use of technology in CRM, including call center processes, CRM technology tools, implementation strategies, and factors contributing to CRM success or failure.







RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

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### Certificate Course in Financial Markets

Department of Management in  
association with Internal Quality  
Assessment Cell (IQAC)

Date of Commencement - 04.09.2023  
Duration - 30 Hours



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RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

Rajagiri College of Management and Applied Sciences,  
Rajagiri Valley P.O,  
Kakkanad,  
Kochi - 682 039



**Course Coordinator**  
Ms. Anila Varghese  
Assistant Professor  
8891652930



## About The Department

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## Course Description

This course offers a comprehensive overview of financial markets, covering types, participants, instruments, and regulations. It delves into investment analysis, portfolio management, market regulations, and trading mechanisms. Students explore financial instruments, regulatory compliance, and governance principles through case studies, equipping them with skills for effective investment decision-making and portfolio management in dynamic financial environments.

## Topics Covered

- Basics of Financial Markets
- Investment Analysis and Portfolio
- Management Market Regulations and Investor
- Protection Financial Market Instruments and Trading Mechanisms

## Course Outcomes

- Grasp financial market structures, instruments, and regulations comprehensively.
- Apply investment analysis and portfolio management techniques effectively.
- Evaluate investment strategies, trading mechanisms, and ensure regulatory compliance adeptly.







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Kochi - 682 039



**Course Coordinator**  
Ms. Anila Varghese  
Assistant Professor  
8891652930



**RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES**

RAJAGIRI VALLEY P.O, KAKKANAD, KERALA A 682039



**Certificate Course**

on

**Brand Building  
and Management**

**Strategies**

**Department of Management**

in association with

**Internal Quality Assessment Cell (IQAC)**



**Date of Commencement - 04.09.2022**  
**Duration - 30 Hours**



## 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

This course provides a comprehensive exploration of brand management, covering topics from branding fundamentals to digital age strategies. Students will learn about brand identity, strategy development, building tools, and leveraging digital technologies. Case studies and practical applications in the Indian market will enhance understanding of brand equity, extension, and management challenges.

## Topics Covered

- Introduction to Brand Management
- Brand Strategy Development
- Brand Building Tools and Techniques
- Brand Management in the Digital Age
- Brand Equity and Brand Extension

## Course Outcomes

- Understand branding's evolving focus on customers and its significance.
- Develop strategies for brand positioning, architecture, and storytelling.
- Apply brand-building tools and adapt to the digital era, while analysing brand equity and extension strategies through practical cases.

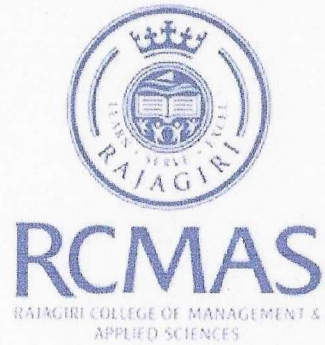






RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

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Rajagiri College of Management and Applied Sciences,  
Rajagiri Valley P.O,  
Kakkanad,  
Kochi - 682 039



**Certificate Course in  
Insights into Indian Legislative  
Process and Judiciary**

Department of Management in  
association with Internal Quality  
Assessment Cell (IQAC)



**Course Coordinator**  
Ms. Anila Varghese  
Assistant Professor  
8891652930

Date of Commencement - 12.09.2022  
Duration - 30 Hours





## 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

This course provides an overview of the legislative process and judicial hierarchy in India. It covers fundamental concepts of law, the Constitution's basic structure, legislative processes, and the role of the judiciary. Students explore the separation of powers, parliamentary systems, judicial structures, and the significance of judicial review and public interest litigation.

## Topics Covered

- Introduction to law
- An overview to Constitution
- Legislative Process
- Judicial Hierarchy in India

## Course Outcomes

- Understand fundamental legal concepts, classifications, and the structure of Indian law.
- Analyze the basic structure of the Indian Constitution, including fundamental rights and directive principles.
- Comprehend the legislative process, separation of powers, and the role of the President and state legislatures.







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



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

Rajagiri College of Management and Applied Science  
Rajagiri Valley P.O  
Kakkanad  
Kochi - 682 039

**Certificate Course**  
in  
**Blockchain & Cybersecurity**

**Faculty Coordinators**

Ms. Juby George  
+91 99469 82384

Ms. Dona Maria Mani  
+91 99495 109899

Duration:  
**60 Hours**

Date of Commencement:  
**5th June 2023**







### Course Description:

A 60-hour course integrating blockchain and cybersecurity principles to equip learners with skills in securing decentralized systems and protecting data from cyber threats.

### Course Outcome:

- CO1:** Understand the fundamentals of blockchain technology and its applications.
- CO2:** Demonstrate the ability to develop and deploy smart contracts.
- CO3:** Apply cryptographic techniques to secure blockchain transactions.
- CO4:** Identify and mitigate cybersecurity threats in blockchain environments.
- CO5:** Implement comprehensive cybersecurity strategies to protect digital assets.

### Modules Covered:

- Module 1:** course covering blockchain architecture
- Module 2:** Smart contracts
- Module 3:** Cryptographic principles
- Module 4:** Cybersecurity fundamentals
- Module 5:** Threat detection and mitigation strategies



### 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 Kakkannad, Kerala, is typically dedicated to providing high-quality education and training in various aspects of computer science, information technology, and related fields. The members of the Department of Computer Science typically experienced professionals and scholars play a crucial role in delivering quality education, supporting students, and guiding them through their academic and professional development.







RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES  
KAKKANAD

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

Rajagiri College of Management and Applied Science  
Rajagiri Valley P.O  
Kakkanad  
Kochi – 682 039

## Advanced Python for Data Analysis

Faculty Coordinators  
Ms. Juby George +91 99469 82384  
Ms. Dona Maria Mari +91 99495 109899

**Duration :**  
**30 Hours**  
**Date of Commencement:**  
**06/04/2024**





## About the College

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## Course Description:

This course is designed to provide students with the essential skills and knowledge required to use Python for data science. Students will learn Python programming fundamentals, along with powerful tools and libraries for data manipulation, visualization, and analysis.

## Topics covered :

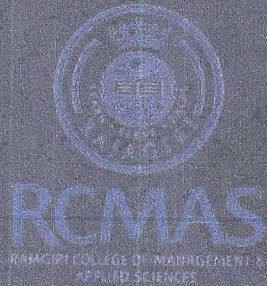
Python Fundamentals for Data Science, Data Manipulation with NumPy and Pandas, Data Visualization with Matplotlib and Seaborn, Introduction to Data Science Principles, Data Science Projects and Applications

## Course outcome :

- **CO1:** Master advanced Python programming concepts and techniques for data analysis.
- **CO2:** Effectively use Python libraries such as NumPy, pandas, and SciPy for complex data manipulation and analysis.
- **CO3:** Develop proficiency in data visualization using libraries like Matplotlib and Seaborn.
- **CO4:** Implement machine learning algorithms using libraries such as scikit-learn for predictive modeling.
- **CO5:** Conduct comprehensive data analysis including data cleaning and preprocessing to facilitate accurate interpretation of results.







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Kakkanad

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**Faculty Coordinators**

Ms. Juby George +91 99469 82384

Ms. Dona Maria Mani +91 99495 109899



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KAKKANAD

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organises

Value Added Course

in

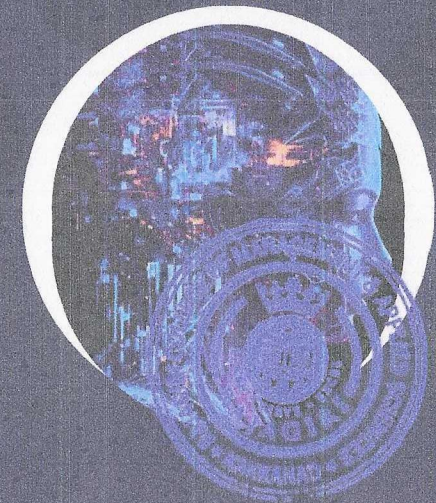
**Robotics**

Duration

30 Hours

Date of commencement

12.02.2024







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## About the Department

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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:

This course offers a comprehensive introduction to the fundamental concepts of robotics and basic electronics, providing a solid foundation for students interested in the field of robotics. Students will explore the essential components of robots, including sensors, actuators, and microcontrollers, and gain hands-on experience in coding and microcontroller programming.

## Topic covered:

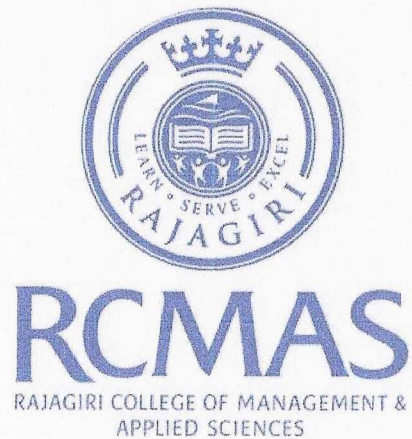
- Module 1: Introduction to Robotics and Basic Electronics
- Module 2: Sensors and Actuators
- Module 3: Microcontrollers and Coding Fundamentals
- Module 4: Robot Building and Programming Techniques
- Module 5: Advanced Robotics Concepts and Applications

## Course Outcome:

- CO1: Understand the fundamental principles and components of robotics, including sensors, actuators, and control systems.
- CO2: Develop skills in programming robotic systems using languages such as Python and C++.
- CO3: Design and implement algorithms for robotic perception, navigation, and path planning.
- CO4: Integrate hardware and software components to build functional robotic prototypes.
- CO5: Analyze and solve complex problems in robotics through hands-on projects and real-world applications.







Rajagiri college of Management and Applied Sciences

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**Course Co-ordinator**  
**Ms. Kavitha Krishnadas**  
**Head of the department**  
**Department of English, RCMAS**



**RCMAS**  
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 Grammar and comprehension**



**Course Facilitator**

**Ms. Lakshmi k Raghavan**

**Assistant Professor**

**Department of English , RCMAS**



**Duration**

**30 Hours**



**Date of commencement**

**07.10.2023**



## About the Department

The department of English at Rajagiri college of Management and Applied Sciences in Kakkannad, Kerala, is typically dedicated to providing a comprehensive 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

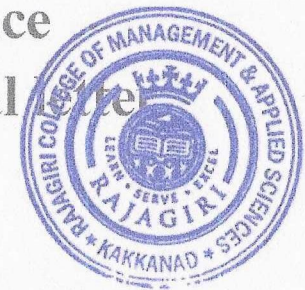
This course, provides a comprehensive review of foundational English grammar, focusing on parts of speech, verb tenses, sentence structure and voice usage.

## Topics Covered

- **Word class** - what are parts of speech - noun, pronoun, adjective, verb, adverb, conjunctions, prepositions
- **Concord and Tenses** - what is Concord rule? - Common errors
- **Sentences** - what are sentences, phrases and clauses

## Objective

The students will be able to understand the tenses define the Concord rules and sentence structures. Prepare formal and Job application







Rajagiri college of Management and Applied Sciences  
Kakkanad  
Rajagiri Valley P. O  
Kakkanad  
Kochi - 682 039

Course Co-ordinator  
Ms. Kavitha Krishnakumar  
Asst. Professor, Department of English,  
RCMAS  
+91 9995101385



Rajagiri College of Management and Applied Sciences  
Kakkanad  
Department of English

in association with  
Internal Quality Assurance Cell (IQAC)  
organises

Certificate Course in Reporting for Media



Course Facilitator

Ms. Ansa Jose  
Asst. Professor, Department of English,  
RCMAS



Duration  
30 hours



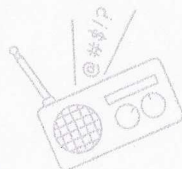
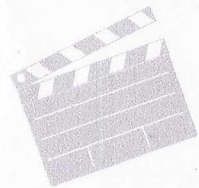
Date of Course  
23.09.20





## 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. Programme offered by the Department of English include undergraduate programme in English language and literature. This program typically covers a wide range of subjects such as literature from different periods and regions, language studies, literary theory, creative writing, communication skills, and more.

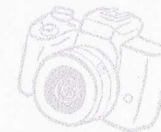
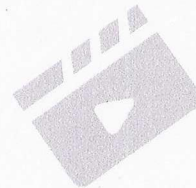


## Course Description

This 30-hour add-on course "Reporting for Media" equips students with the skills and knowledge to produce video news content specifically for online platforms. Students learn news gathering tactics suited for online audiences and the fundamentals of video news reporting. Through hands-on practice, they will learn to plan stories, capture compelling visuals, edit footage using mobile applications, and present their work on social media platforms like Instagram.

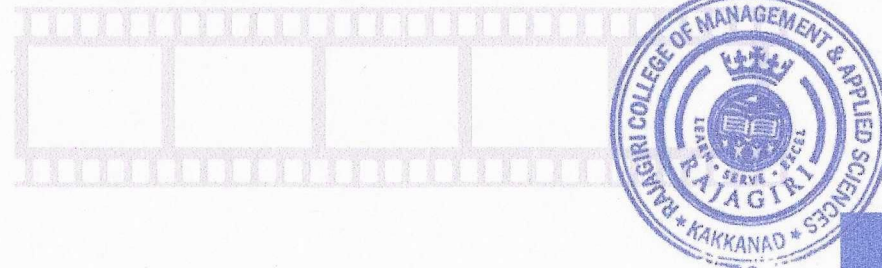
## Topics Covered

MODULE 1: What is media ; writing for media ; news gathering tactics for online media ; Fundamentals of video news reporting  
MODULE 2: Skills required for video reporting ; Editing and presenting for media ; planning the story ; choosing the right angle shots ; telling a story ; ensure proper lighting ; Avoiding noise from the frames ; waiting for the right moment  
MODULE 3 : Practicing video editing finalising and posting on Instagram ; Editing the video footage with various mobile apps ; Adding filters ; cuts ; transitions etc; recording and adding voice over ; Adding Captions ; Posting on Instagram Account



## Objective

At the end of the add-on course, the students will be able to understand video news reporting, editing and presenting for media. Acquire the skills required for video reporting, Editing and presenting for media, practice video reporting, editing and presenting for media (Reel News)







**RCMAS**

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Rajagiri College of Management and Applied Sciences  
Kakkanad  
Rajagiri Valley P. o  
Kakkanad  
Kochi - 682 039

Course Co-ordinator  
Ms. Kavitha Krishnadas  
Head of the department  
Department of English, RCMAS  
+91 99951 01385



**RCMAS**

RAJAGIRI COLLEGE OF MANAGEMENT &  
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Rajagiri College of Management and Applied Sciences  
Kakkanad

Department of English

in association with

Internal Quality Assurance Cell (IQAC)


organises

Certificate course in copy writing and copy editing



Course Facilitator  
Ms. Heera  
Asst. Professor, Department of English  
RCMAS  
+91 90723 68000



 Duration  
30 hours



Date of commencement  
19-10-2023



## About the Department

The department of English at Rajagiri college of Management and Applied Sciences in Kakkannad, Kerala, is typically dedicated to providing a comprehensive 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

Master the art of crafting compelling copy that sells. This course sells the fundamentals of copy writing and copy editing compelling you to the skills that create clear, concise and compelling idea.

## Topics Covered

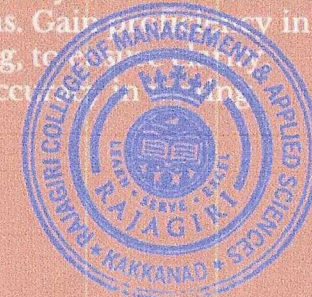
Module I- Copy editing techniques, fundamentals of copy writing, persuasive writing techniques,

Module II- Content strategy, Editing and proof reading

Module III- Grammar and style guide, digital copy writing

## Objective

Develop the ability to craft compelling and persuasive copy the effectively communicates messages and drives actions. Gain proficiency in proofreading and editing, to accuracy and stylistic acc







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RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCE  
KAKANAD

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

**Certificate Course**  
**in**  
**Research Methodology**

**Date of commencement: 10.01.2024**

**Duration: 30 Hours**



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Rajagiri College of Management and Applied Sciences  
Rajagiri Valley P.O  
Kakkanad, Kochi - 682 039  
0484-2955270, 9048899926  
office@rajagiricollege.edu.in

**Course Coordinator**  
**Ms Amala Linus**  
**Assistant Professor**  
**Department of Commerce**  
**RCMAS**  
**98949595598**





## 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

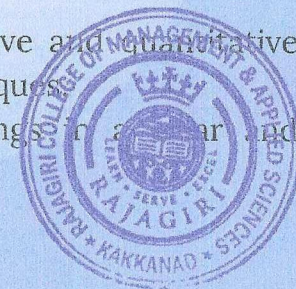
This course provides a comprehensive understanding of research methodology, encompassing both qualitative and quantitative research techniques. It equips students with the necessary skills to design, conduct, and analyze research projects. Topics include formulating research questions, data collection methods, data analysis techniques, and effective presentation of research findings. The course is essential for students aiming to undertake rigorous and impactful research.

## Topics Covered

- Introduction to Research Methodology
- Formulating Research Questions and Hypotheses
- Data Collection Methods
- Data Analysis Techniques
- Writing and Presenting Research

## Course Outcomes

- Understand the fundamental principles and processes of research methodology.
- Develop skills in designing research projects and formulating research questions.
- Gain proficiency in both qualitative and quantitative data collection and analysis techniques.
- Learn to present research findings in a clear and compelling manner.







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KAKKANAD**

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

**Certificate Course  
in  
Legal Contract Drafting**



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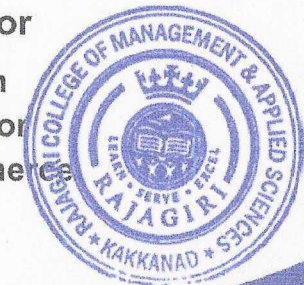
**Date of commencement: 06.11.2023**

**Duration: 40 Hours**

**Course Coordinator**

**Ms. Diana Joseph  
Assistant Professor  
Department of Commerce**

**RCMAS  
8089348320**





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## Course Description

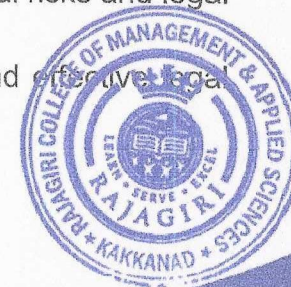
This course provides a detailed exploration of legal contract drafting, covering essential principles, key components, and practical skills required to draft clear, precise, and enforceable contracts. It aims to equip students with the ability to draft various types of contracts, understand legal implications, and apply best practices in contract drafting.

## Topics Covererd

- Fundamentals of Contract Law
- Structure and Components of Contracts
- Drafting Different Types of Contracts
- Legal Risk Management and Best Practices

## Course Outcomes

- Understand the fundamental principles and elements of contract law.
- Develop practical skills in drafting different types of legal contracts.
- Learn to identify and mitigate potential risks and legal issues in contracts.
- Gain proficiency in using precise and effective legal language and terminology.







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

**Certificate Course  
in  
International Financial Reporting  
Standards**

**Date of commencement: 12.9.2023**

**Duration: 30 Hours**

**Course Coordinator**

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



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## About The Department

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## Course Description

This course provides an in-depth understanding of International Financial Reporting Standards (IFRS), focusing on the principles, concepts, and applications of IFRS in financial reporting. It aims to equip students with the knowledge and skills required to prepare and interpret financial statements in accordance with IFRS, enhancing their ability to work in global financial environments.

## Topics Covered

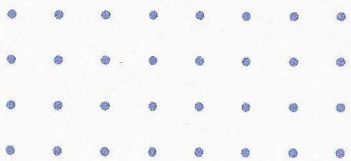
Introduction to IFRS and Framework  
Application of Key IFRS Standards  
Preparation and Presentation of Financial Statements

## Course Outcomes

- 1. Understand the fundamental principles and concepts of IFRS.
- 2. Develop practical skills in applying IFRS to financial reporting.
- 3. Analyze and interpret financial statements prepared under IFRS.
- adaptability and innovation in responding to evolving global business environments







RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES  
KAKKANAD

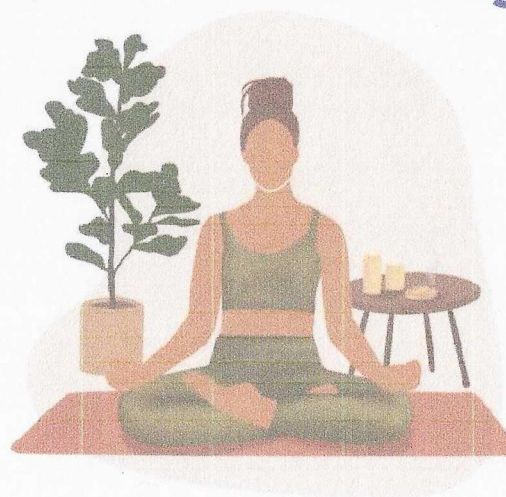
Committee for Value Added Courses  
in association with  
Internal Quality Assurance Cell (IQAC)



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# Diploma in Yoga



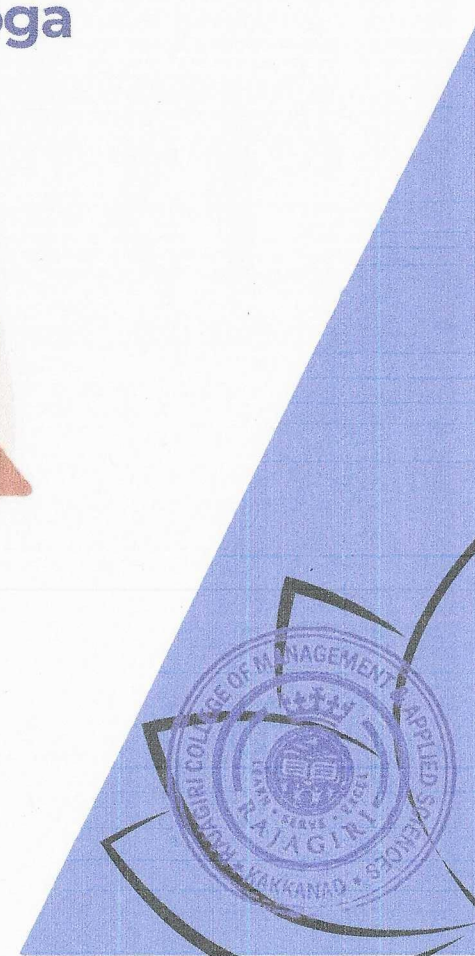
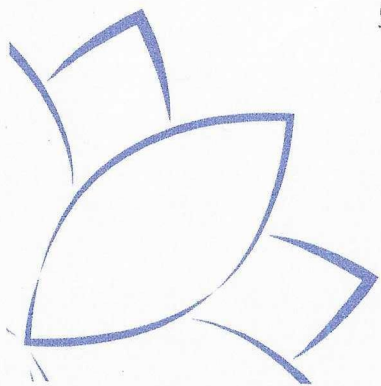
## Course Coordinator

Ms. Sreeja Kumar  
Asst. professor, RCMAS  
☎ 77360337169

Ms. Shwetha Alex  
Asst. professor, RCMAS  
☎ 9495488941

**Duration: 100 Hours**

**Date of Commencement:  
July 15 2022**







## 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 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 of 19th century.

## Course Description

The Diploma in Yoga course is a one year diploma programme that deals with the study of Yoga, Asanas and various other traditional practices



## Topics Covered

- Yoga
- Asanas
- Physical activities without the use of any equipment

## Course Outcome

Students will be able to ensure a healthy lifestyle and will be able to assist in controlling one's thoughts. Successful candidates will be able to work nationally and Internationally as a Yoga Teacher

