



**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**

## Syllabus with Evaluation Methods 2019-2020

Submitted to



**Institutional programme Syllabus of Certificate/ Value added programs with  
course modules and evaluation methods**

**List of Courses for 2019-2020**

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Department of Management  
Certificate Course in Sustainable Business Practices

Course code-MG19CC01

Duration - 30 hours

Date of commencement -18.09.2019

Learning Outcome

After completion of the course, students will be able

- Understand the principles and importance of sustainability
- Apply Corporate Social Responsibility (CSR) strategies
- Optimize sustainable supply chains and Foster sustainable innovation
- Measure and report sustainability performance
- Ensure regulatory and policy compliance

Syllabus

Module 1: Introduction to Sustainable Business Practices (6 hours)

Principles of Sustainability

- Definition and importance of sustainability in business
- Triple bottom line: Economic, environmental, and social dimensions
- Global sustainability challenges and opportunities

Corporate Social Responsibility (CSR)

- Concepts and frameworks of CSR
- CSR strategies and implementation
- Case studies of successful CSR initiatives



## Module 2: Environmental Management Systems (6 hours)

### Strategies for Reducing Environmental Impact in Supply Chains

- Green logistics and transportation
- Case studies of sustainable supply chain management

### Environmental Impact Assessment

- Methods and tools for environmental impact assessment
- Identifying and mitigating environmental risks
- Case studies of environmental impact assessments

## Module 3: Sustainable Innovation and Product Development (6 hours)

### Sustainable Innovation Strategies

- Fostering a culture of sustainability-driven innovation
- Identifying opportunities for sustainable product development
- Circular economy principles and practices

### Case Studies in Sustainable Innovation

- Examples of successful sustainable products and business models
- Lessons learned from industry leaders
- Implementing sustainable innovation in various industries

## Module 4: Sustainability Metrics and Reporting (6 hours)

### Sustainability Metrics and Indicators

- Key performance indicators for sustainability
- Tools and frameworks for measuring sustainability performance
- Data collection and analysis methods

### Sustainability Reporting and Communication

- Global standards and frameworks (e.g., GRI, SASB, TCFD)
- Preparing and presenting sustainability reports
- Effective communication of sustainability efforts to stakeholders

## Module 5: Regulatory and Policy Compliance (6 hours)



- Overview of Relevant Sustainability Regulations and Policies
- Local, national, and international standards
- Strategies for Ensuring Compliance
- Compliance strategies
- Navigating the Policy Landscape
- Supporting sustainable business practices

Evaluation -

Attendance - 5

Presentation -10 marks

Case study - 25 marks





Department of Management

Certificate Course on Professional Etiquettes

Course code-MG19CC02

Duration - 30 hours

Date of commencement -28.02.2020

Learning Outcome

After completion of the course, students will be able

- To Demonstrate and understand the importance of professional etiquette in various workplace contexts and appreciate the impact of professionalism.
- To master effective communication skills
- To Understand and adhere to appropriate dress codes and grooming standards and project a professional image
- To Develop strategies to build and maintain professional relationships
- To Prepare and conduct oneself professionally in meetings and presentations and to demonstrate proficiency in business dining etiquette

Syllabus

Module 1: Introduction to Professional Etiquette	4hrs
Understanding the importance of professional etiquette	
The impact of professionalism on career success	
Cultural sensitivity in the workplace	
Module 2: Communication Skills	5hrs
Effective verbal and non-verbal communication	



Active listening and feedback	
Email and digital communication etiquette	
Module 3: Business Attire and Appearance	3hrs
Dress code and grooming standards	
Dressing for success	
Module 4: Networking and Relationship Building	6hrs
Building and maintaining professional relationships	
Networking strategies	
Business networking events and etiquette	
Module 5: Meeting and Presentation Etiquette	6hrs
Meeting preparation and punctuality	
Conduct during meetings	
Module 6: Business Dining Etiquette	3hrs
Dining etiquette for business lunches and dinners	
Table manners and protocol	
Module 7: Professionalism in the Digital Age	3hrs
Social media etiquette	
Online professionalism	

Evaluation -

Attendance- 5 marks

Presentation -10 marks

Role play - 25 marks





## DEPARTMENT OF COMPUTER SCIENCE

**Course Title: Certificate Course in Python Development**

**Course Code: CS19A001**

**Academic Year : 2019-2020**

**Course Duration : 40 Hours**

### SYLLABUS

**Course Description:** This course offers comprehensive training in Python programming, encompassing syntax, data structures, and advanced topics such as web development and data analysis. Participants acquire hands-on experience and skills essential for careers in software development, data analysis, and related fields.

#### Learning Objectives:

- Students will possess a strong command of Python, enabling them to write efficient and functional Python code.
- Students will excel in applying object-oriented programming principles, designing and utilizing classes, and implementing inheritance and polymorphism.
- Students will be proficient in web development using Python, including the creation of web applications, user input handling, and web page rendering.
- Students will demonstrate their ability to manipulate and analyze data using Python libraries, along with creating compelling data visualizations.
- Upon successful course completion, students will create a Python project and pass a certification examination, establishing themselves as certified Python developers prepared for real-world challenges.





## □ Module 1:Core Python Programming

- Python Syntax and Semantics
- Data Types and Variables
- Control Flow (loops, conditionals)
- Functions and Modules

## □ Module 2:Object-Oriented Programming

- Classes and Objects
- Inheritance and Polymorphism
- Magic Methods and Operator Overloading
- Design Patterns in Python

## □ Module 3:Web Development with Python

- Introduction to Web Frameworks (Flask, Django)
- Building RESTful APIs
- Templating Engines (Jinja2)
- User Authentication and Authorization

## □ Module 4:Data Science and Machine Learning

- Data Analysis with Pandas and NumPy
- Data Visualization with Matplotlib and Seaborn
- Introduction to Machine Learning with Scikit-learn
- Natural Language Processing (NLP)

## □ Module 5:Advanced Topics

- Concurrency and Parallelism (Threading, Multiprocessing)
- Working with Databases (SQLAlchemy, SQLite, PostgreSQL)
- Testing and Debugging (unit test, pytest)
- Deployment and DevOps (Docker, CI/CD)

## ASSESSMENT METHODS

→ Written Examination (40 Marks)

→ Attendance (10 marks)





## DEPARTMENT OF COMPUTER SCIENCE

**Course Title: Certificate Course in Advanced Android Programming**

**Course Code: CS19CC02**

**Academic Year : 2019-2020**

**Course Duration : 30 Hours**

### SYLLABUS

**Course Description:** The certificate course in Advanced Android Programming delves deeper into Android app development, building upon foundational knowledge. Participants explore advanced topics such as complex UI design, background processing, networking, data storage, and integrating third-party libraries. Through hands-on projects and practical exercises, learners refine their skills in creating high-quality, feature-rich Android applications suitable for modern mobile environments.

#### Learning Objectives:

- Students will possess a strong command of Python, enabling them to write efficient and functional Python code.
- Students will excel in applying object-oriented programming principles, designing and utilizing classes, and implementing inheritance and polymorphism.
- Students will be proficient in web development using Python, including the creation of web applications, user input handling, and web page rendering.
- Students will demonstrate their ability to manipulate and analyze data using Python libraries, along with creating compelling data visualizations.
- Upon successful course completion, students will create a Python project and pass a certification examination, establishing themselves as certified Python developers prepared for real-world challenges.



□ **Module-1: Advanced UI Design**

- Custom Views and Animations
- Material Design Principles
- Constraint Layout and Motion Layout
- Theming and Styling

□ **Module-2: Advanced Networking**

- Working with REST APIs using Retrofit
- Web Sockets and Real-time Communication
- Handling Large Data with Pagination and Caching
- Authentication and Authorization (OAuth, JWT)

□ **Module-3: Performance Optimization**

- Memory Management and Leak Detection
- Code Optimization Techniques
- Profiling Tools (Systrace, Traceview)
- Battery Life Optimization

□ **Module-4: Advanced Database Management**

- Room Database Advanced Features
- Using Content Providers
- Data Synchronization Strategies
- Offline-first Applications

□ **Module-5: Security Best Practices**

- Secure Storage and Encryption
- Network Security Configurations
- Securing Android Components (Activities, Services, Broadcast Receivers)
- Code Obfuscation and Anti-tampering Techniques

**ASSESSMENT METHODS**

→ **Written Examination (40 Marks)**

→ **Attendance (10 marks)**





## RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

KAKKANAD

### DEPARTMENT OF ENGLISH

TITLE OF COURSE	Certificate Course in English Grammar Proficiency
COURSE CODE	EN19CC01
DURATION	30 HOURS

#### COURSE DESCRIPTION

The Certificate Course on English Grammar Proficiency is designed to provide a comprehensive understanding of English grammar for individuals seeking to enhance their language skills for personal, academic, or professional purposes. This course covers fundamental to advanced aspects of English grammar, equipping students with the knowledge and confidence to communicate effectively and accurately.

#### COURSE OUTCOME

- 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

#### TOPICS COVERED

##### MODULE 1: INTRODUCTION

Definition- Types- Airstream mechanism- Organs of speech



## MODULE 2: PHONETIC SOUND SYSTEM

Consonants- Vowels- Diphthongs

## MODULE 3: PHONOLOGY

Pitch- intonation- stress- phonetic transcription

## EVALUATION METHOD

- Test Papers
- Worksheet after each module

## REFERENCE

Syamala, V. A Textbook of English Phonetics and Structure for Indian Students, Sharath Ganga Publications,1992





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## RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

**KAKKANAD**

### DEPARTMENT OF ENGLISH

<b>TITLE OF COURSE</b>	Certificate Course in Ethical Standards for Media Professionals
<b>COURSE CODE</b>	EN19CC02
<b>DURATION</b>	30 HOURS

#### COURSE DESCRIPTION

The Certificate Course in Ethical Standards for Media Professionals navigates the complexities of media ethics. This certificate course equips media professionals with the knowledge and skills to make ethical decisions in today's dynamic media landscape.

#### COURSE OUTCOME

- Develop a strong ethical framework for media practice
- Analyze ethical dilemmas in real-world scenarios
- Apply ethical principles to content creation, distribution, and consumption

#### TOPICS COVERED

Ethics in Entertainment Media; Media and Democracy; Media Integrity; Professionalism in Journalism in the Era of New Media

Module 1: Journalism as a Profession

What is Journalism, Who is a Journalist, What are the Responsibilities of a Journalist, Journalistic Writing; How Journalistic Writing is Different from Other Forms of Writing



## Module 2 : Professionalism in Journalism

Introduction to the Professional Ethos of Journalism; Importance Acquiring of Journalistic Training for Professional Journalists; Lessons of Self-censorship; Career Prospects of a Professional Journalist

## Module 3 : Media Ethics

What is Media Ethics; History of Media Ethics; Areas of Media Ethics; Ethics in Entertainment Media; Media and Democracy; Media Integrity; Professionalism in Journalism in the Era of New Media

## EVALUATION METHOD

Conducting group discussions at the end of each module and awarding marks to the students based on their performance.





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

<b>TITLE OF COURSE</b>	Certificate Course On Enhancing Linguistic Competence
<b>COURSE CODE</b>	EN19CC03
<b>DURATION</b>	30 HOURS

**COURSE DESCRIPTION**

This course is ideal for students, aiming to achieve a higher level of fluency and accuracy in spoken and written English. The curriculum encompasses various linguistic aspects, from vocabulary enrichment and grammar refinement to advanced writing techniques and effective communication strategies.

**COURSE OUTCOME**

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

**TOPICS COVERED**

**MODULE 1: INTRODUCTION TO PHONETICS**

Definition- Types- Airstream mechanism- Organs of speech





## MODULE 2: PHONETIC SOUND SYSTEM

Consonants- Vowels- Diphthongs

## MODULE 3: PHONOLOGY

Pitch- intonation- stress- phonetic transcription

## EVALUATION METHOD

- Test Papers
- Worksheet after each module

## REFERENCE

- Access to online grammar resources and practice exercises
- Parrott, Martin. *Grammar for English Language Teachers*. Cambridge University Press, 2010.





## DEPARTMENT OF COMMERCE

### Certificate Course in Brand Management

Course code:CO19CC01

Academic Year : 2019-2020

Duration : 45 Hours

Syllabus

#### Course Description

This course offers comprehensive insights into brand management, covering foundational concepts, strategic brand planning, and practical applications to build, manage, and sustain strong brands.

#### Learning Outcomes :

1. **Understanding Core Principles:** Students will grasp the fundamental concepts and principles of brand management.
2. **Strategic Brand Development:** Students will learn to develop and implement effective brand strategies.
3. **Practical Application:** Students will gain practical skills to manage and grow brands in real-world scenarios.

#### Modules

##### Module 1: Introduction to Brand Management (10 hours)

- Definition and Importance of Brands
- Brand Elements and Equity
- Consumer Brand Perception
- Case Studies on Successful Brands



## **Module 2: Strategic Brand Planning (12 hours)**

- Brand Vision and Mission
- Brand Positioning and Differentiation
- Market Analysis and Segmentation
- Developing Brand Strategies

## **Module 3: Building and Sustaining Brand Equity (13 hours)**

- Brand Communication and Messaging
- Integrated Marketing Communications (IMC)
- Measuring Brand Equity
- Managing Brand Crises

## **Module 4: Practical Applications in Brand Management (10 hours)**

- Digital Branding and Social Media
- Brand Management Tools and Techniques
- Brand Performance Metrics
- Real-World Brand Management Projects

### **Assessment Method**

#### **→ Final Examination (40 Marks)**

- Divided into two sections:
  - **Section A: Objective Questions (10 Marks):**
    - 10 questions of 1 marks each, covering key topics across all modules.
  - **Section B: Descriptive Questions (30 Marks):**
    - 3 questions of 10 marks each, focusing on in-depth understanding, analysis, and application of accounting principles.

#### **→ Attendance (10 marks)**





## DEPARTMENT OF COMMERCE

### Certificate Course in Accounting with Tally

Course code : CO19CC02

Academic Year : 2019-2020

Duration- 35 Hours

#### Syllabus

#### Course Description

This course equips students with essential accounting principles and practical skills in using Tally for effective financial management and reporting.

#### Learning Outcomes

1. **Understanding Accounting Principles:** Students will understand fundamental accounting concepts and practices.
2. **Proficiency in Tally:** Students will gain proficiency in using Tally for various accounting tasks.
3. **Practical Application:** Students will develop the ability to apply accounting knowledge and Tally skills in real-world scenarios.

#### Modules

##### Module 1: Introduction to Accounting (10 hours)

- Basic Accounting Concepts and Principles
- Accounting Cycle and Processes
- Financial Statements and Reports
- Case Studies on Accounting Practices

##### Module 2: Getting Started with Tally (5 hours)

- Introduction to Tally and Its Features



- Setting Up Company Accounts in Tally
- Creating and Managing Ledgers
- Vouchers and Transactions in Tally

### **Module 3: Advanced Features in Tally (10 hours)**

- Inventory Management
- Payroll Management
- GST and Taxation in Tally
- Generating Reports and Analysis

### **Module 4: Practical Applications in Accounting with Tally (10 hours)**

- Real-World Accounting Scenarios
- Tally Customization and Configuration
- Data Security and Backup in Tally
- Project Work: Comprehensive Accounting Case Study

### **Assessment Method**

#### **→ Final Examination (40 Marks)**

- Divided into two sections:
  - **Section A: Objective Questions (20 Marks):**
    - 10 questions of 2 marks each, covering key topics across all modules.
  - **Section B: Descriptive Questions (20 Marks):**
    - 2 questions of 10 marks each, focusing on in-depth understanding, analysis, and application of accounting principles.

#### **→ Attendance (10 marks)**

