



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 2022-2023

Submitted to



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

List of Courses for 2022-2023

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RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

**RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES,
KAKKANAD
DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN**

Course Title: Certificate Course in Illustration Techniques and Tools

Course Code: AG22CC01

Academic Year: 2022-2023

Duration: 30 Hours

Course Description:

This course provides a comprehensive introduction to digital illustration techniques and tools, focusing on various types of illustrations including character design, digital landscapes, animal illustrations, story and poem illustrations, and infographics. Students will develop skills to create diverse and high-quality digital artwork.

Course Outcomes (CO):

- **CO 1:** Students will demonstrate proficiency in character design principles, including shapes, expressions, and body language.
- **CO 2:** Students will apply techniques for creating and enhancing digital landscapes, understanding compositional elements and depth.
- **CO 3:** Students will create detailed and imaginative animal and creature illustrations with a strong grasp of anatomy.
- **CO 4:** Students will illustrate stories and poems effectively, integrating visual elements to enhance narrative and poetic content.
- **CO 5:** Students will design informative and engaging infographics, including site maps, route maps, and comparison charts.

Module 1: Introduction to Digital Illustration(4 Hour)

- Overview of digital illustration tools and software setup
- Basic vector tools, shapes, and techniques

Module 2: Character Design(6 Hour)

- Principles of character design: shapes, silhouettes, expressions
- Developing and finalizing character designs with detailed features

Module 3: Digital Landscape and Animal Illustrations(4 Hour)

- Creating digital landscapes: techniques and composition
- Designing animals and creatures: anatomy and creativity



Module 4: Story and Poem Illustrations(4 Hour)

- Techniques for illustrating stories and narratives
- Visualizing poems with creative illustrations

Module 5: Infographic Design(12 Hour)

- Principles of infographic design: clarity and data representation
- Designing site maps, route maps, and comparison charts; final project integration

Marking Scheme:

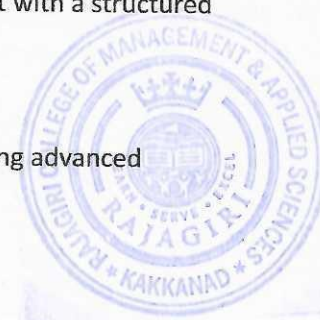
Component	Mark
Attendance	10 Mark
Lab Involvement	20 Mark
Record	20 Mark
Total Mark	50 Mark

Mark to Grade

MARK	GRADE
A	45-50
B	40-44
C	35-39
D	30-34
E	25-29
F	Below 25

Reference Books:

1. "Adobe Illustrator Classroom in a Book (2023 release)"
 - **Author:** Brian Wood
 - **Description:** Comprehensive guide to Adobe Illustrator with step-by-step lessons and practical exercises.
2. "Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork"
 - **Author:** Von Glitschka
 - **Description:** Focuses on developing skills in creating vector art with a structured approach.
3. "Illustrator CS6: The Professional Portfolio"
 - **Author:** S. K. Ball
 - **Description:** Detailed guide on using Adobe Illustrator, including advanced techniques and tools.



4. **"Design Elements: A Graphic Style Manual"**
 - **Author:** Timothy Samara
 - **Description:** Offers insights into design principles, color theory, and typography, essential for creating impactful illustrations.
5. **"The Adobe Illustrator CC Book for Digital Artists"**
 - **Author:** Brian Wood
 - **Description:** Focuses on digital art techniques using Adobe Illustrator CC, ideal for artists looking to refine their skills.

Online Resources:

1. **Adobe Illustrator Tutorials (Adobe Official)**
 - **Website:** [Adobe Illustrator Tutorials](#)
 - **Description:** Official tutorials from Adobe covering various features and techniques.
2. **Lynda.com/LinkedIn Learning**
 - **Website:** [LinkedIn Learning](#)
 - **Description:** Offers comprehensive courses and tutorials on Adobe Illustrator and vector art techniques. Subscription required.
3. **Skillshare**
 - **Website:** Skillshare - Illustrator Classes
 - **Description:** Features a range of classes on Adobe Illustrator from beginner to advanced levels. Subscription required.
4. **YouTube**
 - **Channels:**
 - **Terry White** - [Terry White's YouTube Channel](#)
 - **Spoon Graphics** - [Spoon Graphics YouTube Channel](#)
 - **Description:** Various video tutorials and tips on Adobe Illustrator and vector design techniques.
5. **Behance**
 - **Website:** [Behance](#)
 - **Description:** Platform for inspiration and portfolio examples in digital illustration and vector art.
6. **Dribbble**
 - **Website:** [Dribbble](#)
 - **Description:** Community showcasing creative work, including vector illustrations, providing inspiration and examples.
7. **Adobe Creative Cloud Learn & Support**
 - **Website:** [Adobe Creative Cloud Learn](#)
 - **Description:** Tutorials and resources for all Adobe Creative Cloud apps, including Illustrator.



DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN
Course Code: AG22CC01
Course Title: Certificate Course in Illustration Techniques and Tools
Academic Year: 2022-2023

Final Project: Digital Illustration Mastery

Objective:

Create a comprehensive digital illustration project that demonstrates proficiency in various digital illustration techniques and tools covered throughout the course. Your final project should showcase your skills in character design, digital landscapes, animal illustrations, story and poem illustrations, and infographics.

Guidelines:

Theme Selection:

- Choose a theme or subject matter that allows you to effectively demonstrate all the illustration techniques covered in the course. Examples include a visual narrative, fantasy world design, a collection of character illustrations, or an infographic series.

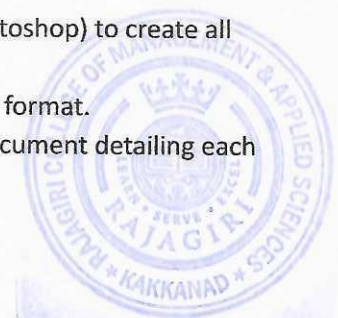
Project Requirements: Your final project must include the following elements:

1. **Character Design**
 - **Character Concept Sketches:** Include initial digital sketches exploring different character designs.
2. **Digital Landscape and Animal Illustrations**
 - **Digital Landscape:** Create a detailed digital landscape focusing on composition, color theory, and depth using digital painting techniques.
 - **Animal Illustrations:** Illustrate animals or fantasy creatures with attention to anatomy and creativity.
3. **Story and Poem Illustrations (4 Hours):**
 - **Story Illustrations:** Develop digital illustrations for scenes from a short story, enhancing the narrative through visual elements.
 - **Poem Illustrations:** Create visuals that interpret a selected poem, reflecting its themes and emotions.
4. **Infographic Design (12 Hours):**
 - **Infographic Elements:** Design infographics including site maps, route maps, and comparison charts using digital tools.
 - **Integration:** Combine infographic elements into a cohesive presentation with clear data representation.

Technical Requirements:

- Use digital illustration tools and software (e.g., Adobe Illustrator, Photoshop) to create all illustrations.
- Ensure that all artwork is high-quality and clearly presented in digital format.
- Submit the project as digital files (JPEG or PNG) and include a PDF document detailing each component.

Submission Format:



- Compile your work into a digital format and print.
- Include digital files of your illustrations and a PDF document with:
 - **Title Page:** Your name, course code, and project title.
 - **Project Sections:** Organized sections for character design, digital landscape, animal illustrations, story and poem illustrations, and infographics.
 - **Descriptions:** Explanations of design choices, techniques used, and how each illustration meets the project requirements.

Evaluation Criteria:

- **Attendance (10 marks):** Consistent and punctual attendance throughout the course..
- **Lab Involvement (20 marks):** Active participation and engagement during lab sessions, including practical exercises and group activities.
- **Record (20 marks):** Quality and completeness of the digital project record, including digital illustrations and descriptions:
 - **Character Design (4 marks):** Creativity and detail in digital character designs.
 - **Digital Landscape (4 marks):** Effectiveness and composition of digital landscape illustrations.
 - **Animal Illustrations (4 marks):** Accuracy and creativity in digital animal drawings.
 - **Story Illustrations & Poem Illustration(4 marks):** Enhancement of the narrative through digital illustrations..
 - **Infographics (4 marks):** Clarity and effectiveness of infographic designs.

Total Marks: 50

Instructions for Submission:

- Upload your digital files and PDF document to the designated submission Google Classroom
- Ensure your project record is organized and includes all required elements.
- Record should clearly indicate your name, roll number, and project title.





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

DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN

Course Title: Certificate Course in Compositing Techniques

Course Code: AG22CC02

Academic year: 2022-2023

Duration: 30 Hours

Certificate Course in Compositing Techniques is an Addon programme dedicated for BA Animation and Graphic Design students offered by the Department of Animation and Graphic Design. This course aims to introduce participants to the fundamental concepts and techniques of compositing, combining multiple images or elements to create seamless and compelling compositions.

Upon successful completion of the course, students will demonstrate the following program outcomes.

CO 1: Understand the fundamental principles and concepts of compositing and its importance in creating seamless visual compositions.

CO 2: Evaluate and select appropriate images for compositing, ensuring high quality and resolution for professional results.

CO 3: Apply various masking and selection techniques to create precise and refined composites, utilizing both basic and advanced tools.

CO 4: Analyze and match perspective and lighting across compositing elements to achieve realistic and cohesive final compositions.

CO 5: Create compelling composite artworks by integrating textures, special effects, and additional elements, demonstrating technical proficiency and creative vision.

Module 1: Introduction to Compositing Fundamentals (6 hours)

Unit 1 (2 hours): Introduction to Compositing



Understanding the basics of compositing
Overview of composition principles and concepts

Unit 2 (2 hours): Image Selection and Preparation

Selecting and preparing images for compositing
Evaluating image quality and resolution

Unit 3 (2 hours): Layer Management and Blending Modes

Introduction to layers and their importance in compositing
Exploring blending modes and their applications

Module 2: Masking and Selection Techniques (8 hours)

Unit 4 (2 hours): Basic Masking Techniques

Introduction to masking tools (brush, quick selection, etc.)
Refining masks for precise selections

Unit 5 (2 hours): Advanced Masking and Compositing

Complex masking techniques (pen tool, channels)
Refine Edge tool and compositing elements seamlessly

Unit 6 (2 hours): Working with Adjustment Layers and Filters

Applying adjustment layers for consistency
Utilizing filters for unified compositions

Module 3: Advanced Compositing Techniques (8 hours)

Unit 7 (2 hours): Perspective and Lighting in Compositing

Matching perspective and lighting across elements
Understanding light sources and shadows

Unit 8 (2 hours): Texturing and Integration

Adding textures and integrating elements cohesively
Blending techniques for realistic effects

Unit 9 (2 hours): Special Effects and Enhancements

Creating special effects through compositing
Enhancing composition with additional elements

Unit 10 (2 hours): Project Work and Practical Application

Instructor-led project or individual project work



1. **Lynda.com (LinkedIn Learning)**
 - Offers a wide range of video tutorials on compositing techniques, covering tools like Adobe After Effects, Nuke, and Photoshop.
2. **Digital-Tutors (Pluralsight)**
 - Provides comprehensive courses on digital compositing, including practical projects and industry-standard techniques.
3. **YouTube Channels:**
 - **Andrew Kramer - Video Copilot:** Known for high-quality tutorials on After Effects and compositing.
 - **Film Riot:** Offers tutorials on filmmaking and VFX, including compositing tips and tricks.
4. **Creative Cow (creativecow.net)**
 - A community-driven platform with tutorials, forums, and resources for visual effects and compositing.
5. **VFXTalk (vfxtalk.com)**
 - A forum for VFX professionals and enthusiasts to discuss compositing techniques, share projects, and seek advice.

Photography Websites and Blogs:

1. **Digital Photography School (digital-photography-school.com)**
 - Offers tutorials on photo compositing, including selecting and preparing images.
2. **PetaPixel (petapixel.com)**
 - Features articles and tutorials on advanced compositing techniques and industry trends.
3. **Phlearn (phlearn.com)**
 - A comprehensive resource for Photoshop tutorials, including compositing and special effects.
4. **Photoshop Cafe (photoshopcafe.com)**
 - Provides video tutorials and articles on Photoshop compositing techniques.
5. **CGSociety (cgsociety.org)**
 - A community and resource hub for digital artists, including compositors, with tutorials, forums, and showcases.



Assessment Method:

Assessment Type: Project Submission

Components of Mark Distribution

Class Participation and Engagement	20
Technical Competence	20
Final Project Presentation	20
Project Assignments	40
Total marks	100

Mark to Grade

MARKS	GRADE
80-100	A
65-79	B
50-64	C
40-49	D
35-39	E
Below 35	F





DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN
AG22CC02: Certificate Course in Compositing Techniques

Sample Project Submission Question

Final Project Submission: Composite Artwork

Objective: Create a compelling composite artwork by combining multiple images or elements, utilizing the techniques and principles learned throughout the course. This project will demonstrate your understanding and application of compositing fundamentals, advanced techniques, and creative expression.

Project Requirements:

1. Theme and Concept:

- Choose a theme or concept for your composite artwork. The theme can be anything that inspires you, such as fantasy, futuristic, nature, urban, etc.
- Write a brief description (150-200 words) explaining your chosen theme and the story or message you aim to convey through your composite.

2. Image Selection:

- Select a minimum of 5 high-quality images or elements that will be used in your composite.
- Ensure that the images are suitable for compositing, with good resolution and appropriate subject matter.

3. Compositing Techniques:

- Demonstrate the use of various compositing techniques covered in the course, including:
 - Layer management and blending modes
 - Masking and selection techniques
 - Adjustment layers and filters
 - Perspective and lighting matching
 - Texturing and integration



4. **Special Effects:**

- Incorporate at least one special effect or enhancement to add depth and interest to your composite. This can include particle effects, light flares, shadows, reflections, etc.

5. **Final Composition:**

- Create a final composite artwork with a resolution of at least 1920x1080 pixels.
- Ensure that all elements are seamlessly integrated, with consistent lighting, perspective, and color balance.

6. **Process Documentation:**

- Document your compositing process with screenshots and brief descriptions of each step.
- Include explanations of the techniques used and any challenges you encountered during the project.

7. **Submission Details:**

- Submit your final composite artwork as a high-resolution JPEG or PNG file.
- Include the process documentation as a PDF file, along with your theme description.
- Name your files as follows: "FinalComposite_YourName.jpg" and "ProcessDocumentation_YourName.pdf".

Assessment Criteria:

- **Creativity and Concept (20 marks):** Originality and clarity of the theme, and how effectively the composite conveys the intended message.
- **Technical Competence (30 marks):** Proficiency in using compositing techniques, layer management, masking, blending modes, and special effects.
- **Image Quality and Integration (20 marks):** Quality of selected images and how seamlessly they are integrated into the final composite.
- **Process Documentation (20 marks):** Clarity and completeness of the documented compositing process, including explanations and screenshots.
- **Presentation and Professionalism (10 marks):** Overall presentation of the final composite and adherence to submission guidelines.

Total Marks: 100

Submission Deadline: 10 Hours





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

**DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN
Course Title: Certificate Course on Learning Photographic Shots**

Course Code: AG22CC03

Academic year: 2022-2023

Duration: 30 Hours

Certificate Course on Learning Photographic Shots is an Addon programme dedicated for BA Animation and Graphic Design students offered by the Department of Animation and Graphic Design. This course aims to introduce participants to various types of photography shots, covering different genres and techniques to capture compelling and visually engaging images.

Upon successful completion of the course, students will demonstrate the following program outcomes.

- CO 1: Identify various photography genres and types of shots, recognizing the differences between them.
- CO 2: Explain the technical basics of photography, including camera settings (aperture, shutter speed, ISO) and exposure.
- CO 3: Use different angles, perspectives, and technical settings to capture compelling images in various photography genres.
- CO 4: Evaluate and critique different photographic compositions and techniques, understanding their effectiveness in visual storytelling.
- CO 5: Develop a series of photographs that demonstrate creativity and technical proficiency across different genres, presenting a final project for critique.

Module 1: Introduction to Photography Shots (6 hours)

Unit 1 (2 hours): Understanding Photography Genres



Introduction to various photography genres (portrait, landscape, macro, street, etc.)
Overview of different shot types within each genre

Unit 2 (2 hours): Technical Basics of Photography

Understanding camera settings (aperture, shutter speed, ISO)
Basics of exposure and composition rules

Unit 3 (2 hours): Exploring Camera Angles and Perspectives

Introduction to different angles and perspectives in photography
Practicing shots from various viewpoints

Module 2: Portrait Photography Shots (8 hours)

Unit 4 (2 hours): Basic Portrait Shots and Lighting

Understanding basic portrait compositions and lighting setups
Practicing simple portrait shots with available light

Unit 5 (2 hours): Environmental Portraits and Candid Shots

Exploring environmental portraits and capturing subjects in their surroundings
Candid photography techniques and capturing spontaneous moments

Unit 6 (2 hours): Creative Portraiture Techniques

Introduction to creative portrait techniques (shallow depth of field, framing, posing)
Using props and backgrounds for creative portraits

Module 3: Landscape and Nature Shots (8 hours)

Unit 7 (2 hours): Basics of Landscape Photography

Understanding composition in landscape photography
Techniques for capturing wide vistas and natural scenes

Unit 8 (2 hours): Macro and Close-Up Photography

Introduction to macro photography and close-up shots
Exploring details and textures in small subjects

Unit 9 (2 hours): Nature and Wildlife Photography

Capturing wildlife and nature scenes
Techniques for shooting animals, plants, and natural habitats

Module 4: Street and Documentary Shots (8 hours)

Unit 10 (2 hours): Street Photography Essentials



Presentation- 10 Marks



Department of Management

Certificate Course on Professional Etiquettes and Business Decorum

Course code -MG22CC01

Course duration - 30 hours

Date of commencement -03.01.2023

Learning Outcomes: After completion of the course, students will be able to:

- Understand the importance of professional etiquette in the business world.
- Demonstrate effective communication skills, both verbal and non-verbal.
- Apply proper etiquette in various professional settings, including meetings, events, and online interactions.
- Build and maintain a professional image and personal brand.
- Resolve conflicts and conduct negotiations with diplomacy and professionalism.

Syllabus:

Module 1: Introduction to Professional Etiquette (5 hours)

- Understanding the significance of professional etiquette in the business world
- Basic principles of etiquette and decorum
- Demonstrating respect and courtesy in professional interactions
- Importance of first impressions and personal branding

Module 2: Communication Etiquette (7 hours)



- Effective verbal and non-verbal communication skills
- Professional telephone and email etiquette
- Active listening and empathy in communication
- Conducting meetings and presentations with confidence and clarity

Module 3: Business Etiquette in Practice (6 hours)

- Networking strategies for building valuable professional relationships
- Etiquette for business events, conferences, and social gatherings
- Proper introduction and greeting protocols
- Handling business introductions and making memorable impressions

Module 4: Professional Image and Personal Branding (6 hours)

- Dress code and grooming standards in the professional environment
- Creating and maintaining a professional online presence
- Building and managing personal brand reputation
- Non-verbal communication cues and their impact on personal branding

Module 5: Conflict Resolution and Negotiation Etiquette (6 hours)

- Strategies for resolving conflicts diplomatically in the workplace
- Negotiation tactics and techniques for achieving win-win outcomes
- Maintaining professionalism and composure during challenging situations
- Handling difficult conversations with tact and empathy

Assessment -

Attendance - 5 marks

Participation in class activities-5 Marks

Written assignments - 15 Marks

Case study - 15 Marks





Department of Management

Certificate Course in Global Business Environment

Course code -MG22CC02

Course duration - 35 hours

Date of commencement -12.09.2022

Learning Outcomes: After completion of the course, students will be able to:

- Understand the global business environment and its significance for Indian businesses.
- Analyze cultural differences and apply strategies for managing cultural diversity in international business.
- Comprehend international trade theories and their impact on global business transactions.
- Develop market entry strategies and conduct market research for international expansion.
- Evaluate emerging trends and their implications for international business strategies.

Syllabus:

Module 1: Introduction to International Business (6 hours)

- Overview of the global business environment and its significance for Indian businesses
- Theories of international trade and comparative advantage
- Globalization trends and their implications for multinational corporations (MNCs)



- Role of international organizations such as WTO, IMF, and World Bank

Module 2: Cultural Dimensions of International Business (7 hours)

- Understanding cultural differences and their impact on business practices
- Hofstede's cultural dimensions theory and its application in international business
- Strategies for managing cultural diversity in global business operations
- Cross-cultural communication and negotiation skills

Module 3: International Trade and Investment (8 hours)

- International trade theories: Mercantilism, Absolute Advantage, and Factor Proportions Theory
- Trade barriers and their impact on international business transactions
- Foreign direct investment (FDI) and its role in global economic integration
- Bilateral and multilateral trade agreements: NAFTA, EU, ASEAN, etc.

Module 4: Market Entry Strategies and Market Research (7 hours)

- Modes of entry into international markets: Exporting, Licensing, Joint Ventures, and Foreign Direct Investment (FDI)
- Conducting market research in international markets to assess market attractiveness
- Risks and challenges of international expansion: Political, Economic, Social, and Technological (PEST) analysis
- Case studies of successful and unsuccessful market entry strategies

Module 5: Emerging Trends in International Business (7 hours)

- Impact of technological advancements on global business operations
- Trends in international trade and investment, including digitalization and e-commerce
- Importance of CSR in global business operations
- CSR strategies and initiatives of multinational corporations
- Challenges and opportunities of CSR in international business

Assessment -

Attendance - 5 Marks

Presentation - 15 Marks

MCQ examination - 20 marks



Sample Question Paper



Time - 15 Minutes

Total Marks- 20 Marks

Certificate Course in Global Business Environment

Instructions:

- Answer all questions.
- Each question carries 1 mark.
- Choose the most appropriate answer.

1. What is the primary focus of the World Trade Organization (WTO)?
 - A) Regulating labor standards
 - B) Promoting international trade
 - C) Controlling global financial markets
 - D) Enforcing corporate social responsibility
2. Which theory explains why countries should specialize in producing goods for which they have a comparative advantage?
 - A) Absolute Advantage
 - B) Mercantilism
 - C) Comparative Advantage
 - D) Factor Proportions Theory
3. Globalization trends have led to:
 - A) Reduced competition among multinational corporations



- B) Increased economic integration and interdependence
 - C) Decreased international trade and investment
 - D) Less emphasis on technological advancements
4. Which of the following organizations primarily focuses on financial stability and monetary cooperation?
- A) WTO
 - B) IMF
 - C) EU
 - D) NAFTA
5. Hofstede's cultural dimensions theory includes all the following dimensions EXCEPT:
- A) Power Distance
 - B) Individualism vs. Collectivism
 - C) Technological Orientation
 - D) Uncertainty Avoidance
6. Effective cross-cultural communication requires:
- A) Ignoring cultural differences
 - B) Assuming all cultures are the same
 - C) Understanding and respecting cultural differences
 - D) Using only non-verbal communication
7. In Hofstede's cultural dimensions, a high score on Uncertainty Avoidance indicates:
- A) A preference for structured situations
 - B) A tolerance for ambiguity
 - C) Strong individualism
 - D) Low power distance
8. Which skill is crucial for managing cultural diversity in global business operations?
- A) Technical expertise
 - B) Financial management
 - C) Cross-cultural negotiation
 - D) Marketing
9. Which theory suggests that a country should export goods for which it has an absolute advantage?
- A) Comparative Advantage
 - B) Absolute Advantage
 - C) Mercantilism



- D) Factor Proportions Theory
10. A tariff is a type of:
- A) Non-tariff barrier
 - B) Subsidy
 - C) Trade barrier
 - D) Foreign investment
11. Foreign direct investment (FDI) involves:
- A) Trading goods across borders
 - B) Investing in a foreign country's stock market
 - C) Establishing a physical presence in a foreign country
 - D) Importing raw materials
12. NAFTA is a trade agreement between:
- A) USA, Canada, and Mexico
 - B) USA, China, and Japan
 - C) EU member countries
 - D) ASEAN member countries
13. Which mode of entry involves a company granting a foreign company the rights to use its brand and processes?
- A) Exporting
 - B) Licensing
 - C) Joint Venture
 - D) FDI
14. PEST analysis helps in assessing:
- A) Internal business strengths
 - B) Market attractiveness
 - C) Employee performance
 - D) Financial stability
15. One of the main challenges of international expansion is:
- A) Increased domestic competition
 - B) Higher local market share
 - C) Political and economic risks
 - D) Reduced production costs
16. A successful market entry strategy should:
- A) Ignore local consumer preferences
 - B) Avoid local partnerships
 - C) Align with the company's overall strategic goals
 - D) Focus only on short-term gains



17. Technological advancements impact global business operations by:
- A) Reducing the need for global markets
 - B) Enhancing communication and efficiency
 - C) Decreasing the importance of innovation
 - D) Limiting access to new markets
18. Digitalization and e-commerce have led to:
- A) Decreased international trade
 - B) Increased market reach and efficiency
 - C) Lower consumer expectations
 - D) Fewer business opportunities
19. Which aspect of CSR is crucial for multinational corporations?
- A) Ignoring local regulations
 - B) Short-term profit maximization
 - C) Sustainable development goals
 - D) Reducing employee benefits
20. A challenge of CSR in international business includes:
- A) Uniform global regulations
 - B) Varying cultural expectations
 - C) Consistent ethical standards
 - D) Homogeneous market conditions





Department of Management

Certificate Course in Service Marketing

Course code -MG22CC03

Course duration - 35 hours

Date of commencement -16.02.2023

Learning Outcomes: After completion of the course, students will be able to:

- Understand the unique characteristics of services and the differences between products and services.
- Apply the extended marketing mix (7 Ps) in the context of services.
- Analyze consumer behavior in service contexts and the factors influencing customer satisfaction.
- Develop effective segmentation, positioning, differentiation, and retention strategies for services.
- Apply service marketing principles to specific industries such as tourism and hospitality.

Syllabus:

Module 1: Introduction to Services Marketing (6 hours)

- Service: Meaning, definition, and characteristics
- Product vs. Services components
- Service Marketing: Meaning and definition, challenges, and strategies
- Classification of services

Module 2: Marketing Mix of Services (6 hours)



- Product strategies for services
- Pricing strategies for services
- Promotion of services
- Distribution of services
- People in service marketing
- Physical evidence in services
- Process in service delivery

Module 3: Consumer Behavior in Services (8 hours)

- Understanding consumer behavior in services
- Consumer decision-making process in service contexts
- Customer satisfaction and expectation management
- Gap analysis in service quality
- Employees' role in service marketing
- Role of technology in service delivery

Module 4: Strategic Issues in Services Marketing (6 hours)

- Segmentation strategies for services
- Positioning and differentiation strategies in service marketing
- Retention strategies for service customers
- Customer Relationship Management (CRM)
- Relationship marketing strategies

Module 5: Marketing of Services in Booming Industries (9 hours)

- Marketing of services in the tourism industry
- Marketing of services in the hospitality industry
- Challenges and opportunities in tourism marketing
- Challenges and opportunities in hospitality marketing
- Case studies and practical examples

Assessment -

Attendance - 5 Marks

Role Play - 5 Marks

Presentation - 10 Marks

Viva - 20 mark





Department of Management

Certificate Course in Customer Relationship Management

Course code -MG22CC04

Course duration - 35 hours

Date of commencement -16.02.2023

Learning Outcomes: After completion of the course, students will be able to:

- Understand the fundamental concepts and importance of Customer Relationship Management (CRM).
- Analyze the key principles and benefits of CRM in the context of customer satisfaction and loyalty.
- Develop and implement effective CRM strategies to enhance customer acquisition, retention, and profitability.
- Evaluate CRM processes and performance using key performance indicators and return on investment.
- Utilize technology and CRM tools to optimize customer relationship processes and understand the challenges of CRM implementation.

Syllabus:

Module 1: Introduction to Customer Relationship Management (6 hours)



- Introduction and Definition of CRM
- Need for CRM
- Concepts of Customer Loyalty and Optimizing Customer Relationships
- Strategic Framework for CRM

Module 2: Customer Satisfaction and CRM Principles (6 hours)

- Understanding Customer Satisfaction
- Product Marketing in CRM
- Key Stages of CRM
- Forces Driving CRM
- Benefits of CRM
- Growth of the CRM Market in India
- Key Principles of CRM

Module 3: CRM Strategy Development (9 hours)

- Developing a CRM Strategy
- CRM Value Creation Process
- Customer Profitability
- Customer Acquisition and Retention
- Customer Strategy

Module 4: CRM Process Framework (6 hours)

- CRM Process Framework
- Governance Process
- Performance Evaluation Process
- Monitoring System
- Key Performance Indicators
- CRM Budget and CRM Return on Investment



Module 5: Technology in CRM (8 hours)

- Use of Technology in CRM
- Call Centre Process
- CRM Technology Tools
- CRM Implementation
- Selection of CRM Package
- Reasons for Failure of CRM

Assessment -

Case Study -10 Marks

Presentation - 10 Marks

Viva - 20 marks





Time - 45 Minutes

Total Marks- 20 Marks

Certificate Course on Insights into Indian Legislative Process and Judiciary

Part A: (2 marks each)

Answer any 5 questions. Each question carries 2 marks.

1. Define 'law' and explain its basic concept.
2. What are the classifications of law?
3. What is the basic structure of the Constitution of India?
4. Explain the significance of the Preamble in the Indian Constitution.
5. List any two Fundamental Rights enshrined in the Indian Constitution.
6. What are Directive Principles of State Policy?
7. What are Fundamental Duties as per the Indian Constitution?
8. What is the role of the President in the legislative process in India?

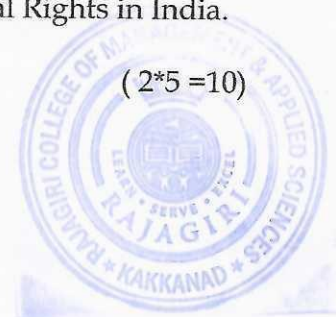
(5*2 =10)

Part B: (5 marks each)

Answer any 2 questions. Each question carries 5 marks.

11. Discuss the parliamentary system in India and the process of law-making.
12. Explain the structure and powers of the State Legislature in India.
13. Describe the structure and independence of the Judiciary in India.
14. Explain the role of the judiciary in protecting Fundamental Rights in India.

(2*5 =10)





DEPARTMENT OF COMPUTER SCIENCE

Course Title Certificate Course in Machine Learning Algorithms

Course Code: CS22CC01

Academic Year : 2022-2023

Course Duration : 60 Hours

SYLLABUS

Course Description:

A 60-hour certificate course designed to equip learners with a comprehensive understanding of machine learning algorithms, focusing on practical skills and real-world applications.

Learning Objectives:

- **Foundational Knowledge :** Understand the core concepts and techniques of machine learning.
- **Algorithm Proficiency:** Gain proficiency in implementing various machine learning algorithms using Python.
- **Practical Skills:** Develop the ability to apply machine learning models to real-world problems.
- **Analytical Skills:** Learn to evaluate and interpret the performance of machine learning models.
- **Ethical Awareness:** Recognize the ethical implications and responsibilities in the application of machine learning



Module 1: Introduction to Machine Learning

- Overview of Machine Learning concepts and types (supervised, unsupervised, reinforcement learning)
- Key components of Machine Learning systems
- Common applications and use cases
- Introduction to Python libraries for Machine Learning (scikit-learn, TensorFlow, Keras)

Module 2: Supervised Learning Algorithms

- Linear Regression and Logistic Regression
- Decision Trees and Random Forests
- Support Vector Machines (SVM)
- k-Nearest Neighbors (k-NN)
- Model evaluation and performance metrics (accuracy, precision, recall, F1-score)

Module 3: Unsupervised Learning Algorithms

- Clustering algorithms (K-Means, Hierarchical Clustering, DBSCAN)
- Dimensionality Reduction techniques (Principal Component Analysis, t-SNE)
- Association Rule Learning (Apriori, Eclat)
- Anomaly Detection

Module 4: Ensemble Learning and Advanced Algorithms

- Ensemble methods (Bagging, Boosting, Stacking)
- Gradient Boosting Machines (GBM, XGBoost, LightGBM, CatBoost)
- Neural Networks and Deep Learning basics
- Time Series Analysis and Forecasting (ARIMA, LSTM)

Module 5: Practical Applications and Case Studies

- Hands-on projects with real-world datasets
- End-to-end Machine Learning project workflow (data preprocessing, model training, evaluation, and deployment)
- Case studies from various industries (finance, healthcare, e-commerce, etc.)
- Best practices for model deployment and monitoring
- Ethical considerations and biases in Machine Learning

ASSESSMENT METHODS

- **Written Examination (40 Marks)**
- **Attendance (10 marks)**





DEPARTMENT OF COMPUTER SCIENCE

Certificate Course on Data Analysis with Python

Course Code: CS22CC02

Academic Year : 2022-2023

Course Duration : 30 Hours

SYLLABUS

Course Description:

The course covers Python basics, data types, control structures, functions, modules, libraries (NumPy, pandas, Matplotlib), data manipulation, data visualization, statistical analysis, machine learning algorithms, data preprocessing, exploratory data analysis, model evaluation, and project-based applications in data science.

Learning Outcome :

- Understand the fundamental libraries for data manipulation, including NumPy and Pandas.
- Gain an introduction to data science concepts and methodologies.
- Apply Python skills to basic data science projects and real-world datasets.
- Develop a strong foundation in Python programming, covering essential concepts and data structures.



□ **Module 1: Introduction to Python for Data Analysis:**

- Basics of Python programming language relevant to data analysis.
- Data types, variables, operators, control structures, functions, and libraries such as NumPy and Pandas.

□ **Module 2: Data Wrangling and Cleaning:**

- Techniques for handling missing data, outliers, and data inconsistencies.
- Data cleaning methods using Pandas and NumPy.

□ **Module 3: Exploratory Data Analysis (EDA):**

- Techniques for summarizing, visualizing, and interpreting data.
- Using libraries like Matplotlib, Seaborn for data visualization.
- Descriptive statistics and exploratory techniques.

□ **Module 4: Statistical Analysis with Python:**

- Probability distributions, hypothesis testing, and confidence intervals.
- Regression analysis, correlation, and covariance.
- Using libraries like SciPy and StatsModels.

□ **Module 5: Machine Learning for Data Analysis:**

- Introduction to machine learning concepts relevant to data analysis.
- Supervised and unsupervised learning algorithms.
- Implementation using scikit-learn and TensorFlow or PyTorch (basic introduction).

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 Advanced English Grammar
COURSE CODE	EN22CC01
DURATION	30 HOURS

COURSE DESCRIPTION

This advanced course refines students' understanding and application of complex grammatical structures in English. Through in-depth exploration of parts of speech, verb tenses, sentence construction, and voice, students gain the tools to communicate effectively and confidently in both written and spoken forms.

COURSE OBJECTIVE

The students will be able to-

- Understand the tenses
- Illustrate the concord rules and sentence structures
- Memorize the parts of speech

TOPICS COVERED

MODULE 1: PARTS OF SPEECH



What are parts of speech?- Noun- Pronoun- Adjective- Verb- Adverb- Conjunctions- Prepositions- Interjections

MODULE 2: CONCORD AND TENSES

10hrs

What is the concord rule?- Common Errors- Tenses- Simple Present and Present continuous- Present Perfect and Simple Past- Present Perfect Continuous- Past Continuous, Past perfect and Present Perfect Continuous- Future tense

MODULE 3: SENTENCES AND VOICES

10hrs

What are sentences, phrases and clauses?- Types of sentences- Types of Phrases- Types of Clauses- Framing an effective sentence- Uses of coordinating and subordinate clauses and conjunctions- Active and Passive voices

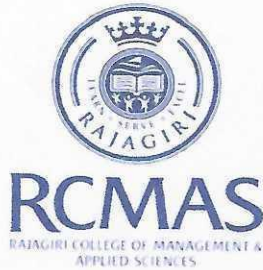
EVALUATION METHODS

- Test papers
- Worksheets after each module

REFERENCES

- Wren, P.C. (1988) *Key to wren & martin's high school english grammar and composition*. New Delhi: S. Chand & Company (Pvt.) Ltd.
- Aarts, B. (2011) *Oxford Modern English grammar*. Oxford University Press.





RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES
KAKKANAD
DEPARTMENT OF ENGLISH

TITLE OF COURSE	Certificate Course in Advertising Skills and Tactics
COURSE CODE	EN22CC02
DURATION	30 HOURS

COURSE DESCRIPTION

This course, equips students with a comprehensive understanding of advertising fundamentals, refines their creative and writing skills for crafting effective ad copy, and provides practical experience in developing advertisements across various media platforms.

COURSE OBJECTIVE

At the end of the Add-on Course, the students will be able to:

- Understand the nuances of advertising.
- Recognize the skills required for advertising in various media.
- Apply the tactics of advertising.

TOPICS COVERED

MODULE 1: FUNDAMENTALS OF ADVERTISING (8 HOURS)

What is Advertising; History of Advertising; Types of Advertising; Principles of Advertising

MODULE 2 : ADVERTISING SKILLS (11 HOURS)



Essentials of a Good Ad; Structure of an Ad; What is Ad Copy; How to Make Ad Copy; What are Different Types of Ad Copies

MODULE 3 : APPLICATION OF THE TACTICS OF ADVERTISING (11 HOURS)

What is Visualisation; What is Storyboard; How to Create a Storyboard; Creating Ads for Print Media, Broadcasting Media, and New Media; Creating an Ad Film

EVALUATION METHOD

Students were asked to make advertisements for print media, broadcast media, and new media, based on which they were awarded marks.

REFERENCE

J Angus MacDonald. *Successful Advertising, How to Accomplish It: A Practical Work for Advertisers and Business Men*. Forgotten Books; 2018. ISBN-13 978-1330019252.





DEPARTMENT OF COMMERCE

Course Title : Certificate Course in Security Analysis

Course code : CO22CC01

Academic Year : 2022-2023

Course duration-35 hours

Syllabus

Course Description

This course offers comprehensive insights into security analysis, covering fundamental and technical analysis techniques to evaluate and make informed investment decisions.

Learning Outcomes

1. **Understanding Financial Securities:** Students will understand the various types of financial securities and their characteristics.
2. **Proficiency in Analytical Techniques:** Students will learn to apply both fundamental and technical analysis techniques.

Modules

Module 1: Introduction to Financial Securities (10 hours)

- Types of Financial Securities: Stocks, Bonds, Derivatives, etc. - Overview of Financial Markets - Risk and Return Concepts - Case Studies on Financial Securities

Module 2: Fundamental Analysis (12 hours)



- Financial Statements and Ratio Analysis - Valuation Techniques: Discounted Cash Flow, P/E Ratio, etc. - Industry and Economic Analysis - Company Analysis and Valuation Models

Module 3: Technical Analysis (13 hours)

- Introduction to Technical Analysis - Chart Patterns and Indicators - Moving Averages and Trend Analysis - Trading Strategies and Techniques

Assessment Method

→ Final Examination (50 Marks)

○ Objective Questions (50 Marks):

- 25 questions of 2 marks each, covering key topics across all modules.

→ Attendance (10 marks)





DEPARTMENT OF COMMERCE

Certificate Course in Intellectual Property Rights

Course Code-CO22CC02

Academic Year : 2022-2023

Course Duration : 30 Hours

Syllabus

Course Description

This course provides a comprehensive understanding of intellectual property rights (IPR), covering the legal frameworks, types of IPR, and practical applications to protect and manage intellectual property.

Learning Outcomes :

1. **Understanding IPR Concepts:** Students will understand the fundamental concepts and types of intellectual property rights.
2. **Navigating Legal Frameworks:** Students will learn about the legal frameworks governing IPR and how to navigate them.

Modules

Module 1: Introduction to Intellectual Property Rights (10 hours)

- Overview of Intellectual Property Rights
- Types of IPR: Patents, Trademarks, Copyrights, Trade Secrets
- Importance and Role of IPR in Innovation and Business
- Case Studies on Intellectual Property



Module 2: Legal Framework and Regulations (12 hours)

- National and International IPR Laws and Treaties
- Patent Law and Application Process
- Trademark Registration and Protection
- Copyright Law and Digital Rights Management

Module 3: Managing and Protecting IPR (13 hours)

- Strategies for IPR Protection
- Licensing and Transfer of Intellectual Property
- Enforcement of IPR and Handling Infringement
- Role of IPR in Business Strategy

Assessment Method

→ Final Examination (30 Marks)

- Divided into two sections:
 - **Section A: Short Answer Questions (10 Marks):**
 - 10 questions of 1 mark 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)





DEPARTMENT OF COMMERCE

Course Title - Certificate Course on E-commerce Techniques

Course Code: CO22CC03

Academic Year : 2022- 2023

Duration -35 Hrs

SYLLABUS

Course description- The Certificate Course on E-commerce Techniques is designed to provide B.Com students with comprehensive knowledge and practical skills in the field of electronic commerce. The course covers essential concepts, strategies, and tools required to excel in the dynamic and fast-evolving e-commerce industry. Through a combination of theoretical insights and hands-on practice, students will learn to set up, manage, and optimize online businesses effectively.

Learning Outcome :

- To understand the fundamentals of e-commerce and its impact on modern business.
- To develop skills in setting up and managing e-commerce platforms.
- To learn advanced techniques for e-commerce marketing, analytics, and customer engagement.
- To gain practical experience with popular e-commerce tools and technologies.



- To prepare students for careers in the e-commerce sector or for running their own online businesses.

Module 1: Foundations of E-commerce (10 hours)

Introduction to E-commerce:-History and evolution of e-commerce-Types of e-commerce (B2B, B2C, C2C, etc.)-Benefits and challenges of e-commerce-E-commerce Business Models-Revenue models (subscription, transaction fee, advertising, etc.)-Case studies of successful e-commerce businesses-Legal and ethical issues in e-commerce-Setting Up an E-commerce Website-Choosing the right platform (Shopify, WooCommerce, Magento, etc.)-Website design principles for e-commerce-Domain, hosting, and SSL certificates

Module 2: E-commerce Marketing and Analytics (12 hours)

Digital Marketing strategies engine Optimization (SEO) for e-commerce (PPC) advertising media marketing-Content Marketing and Email Campaigns-Creating engaging content for online stores-Email marketing strategies and tools-Customer relationship management (CRM)-E-commerce Analytics:Key performance indicators (KPIs) for e-commerce-Google Analytics and other analytics tools-Data-driven decision-making

Module 3: Advanced E-commerce Techniques (13 hours)

Conversion Rate Optimization (CRO)-Techniques for improving conversion rates-A/B testing and multivariate testing-User experience (UX) design for e-commerce-Supply Chain and Inventory Management-Integrating supply chain management with e-commerce-Inventory management best practices-Dropshipping and fulfillment strategies-Emerging Trends and Technologies:Mobile commerce (m-commerce)-Artificial intelligence (AI) in e-commerce (chatbots, personalized recommendations)-Blockchain and its applications in e-commerce

Assessment:

→ Final Examination (50 Marks)

- Divided into two sections:
 - **Section A: Short Answer Questions (20 Marks):**



- 10 questions of 2 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





COMMITTEE FOR VALUE ADDED COURSES

Course Title: Diploma in Yoga

Course Code: AD01YG01

Total Hours: 100 hours

Academic Year: 2022-2023

Syllabus

Course Description:

The Diploma in Yoga course is a diploma programme that deals with the study of Yoga, asanas and various other traditional practices. This comprehensive course focuses on yoga, asanas and physical activities without the use of any equipment, ensuring a holistic approach to health and wellness.

Learning Outcomes:

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

Modules:

Module 1: Foundations of Yoga (10 Hours)

- History and Philosophy of Yoga
- Different Schools of Yoga
- Principles and Ethics of Yoga Practice
- Introduction to Yogic Texts (Yoga Sutras, Bhagavad Gita, Hatha Yoga Pradipika)

Module 2: Basic Asanas (15 Hours)

- Introduction to Asanas (Postures)
- Standing Poses
- Sitting Poses
- Supine and Prone Poses



- Alignment and Adjustments

Module 3: Intermediate Asanas (15 Hours)

- Intermediate Level Standing Poses
- Balancing Poses
- Forward Bends and Twists
- Inversion Poses
- Building Strength and Flexibility

Module 4: Advanced Asanas (15 Hours)

- Advanced Standing and Balancing Poses
- Advanced Twists and Binds
- Backbends and Inversions
- Restorative Poses
- Asana Sequencing

Module 5: Pranayama (20 Hours)

- Introduction to Pranayama (Breathing Techniques)
- Basic Pranayama Practices
- Advanced Pranayama Techniques
- Breath Awareness and Control
- Benefits of Pranayama

Module 6: Meditation and Mindfulness (15 Hours)

- Introduction to Meditation
- Techniques for Mindfulness and Relaxation
- Guided Meditation Practices
- Developing a Personal Meditation Routine
- The Role of Meditation in Yoga

Module 7: Yogic Lifestyle and Nutrition (10 Hours)

- Principles of a Yogic Lifestyle
- Yogic Diet and Nutrition
- Cleansing Techniques (Kriyas)
- Daily Routines for Health and Wellness
- Integrating Yoga into Daily Life



Assessment Method:

- **Practical Assessment (40 Marks)**
 - Demonstration of Asanas
 - Pranayama and Meditation Techniques
- **Attendance and Participation (10 Marks)**





COMMITTEE FOR VALUE ADDED COURSES

Course Title: Massive Open Online Course in Organic Farming

Total Hours: 90 hours

Academic Year: 2022-2023

Syllabus

Course Description:

The Massive Open Online Course (MOOC) in Organic Farming focuses on manure making, covering a range of topics related to bio-manure production and sustainable agriculture. The course includes modules on composting techniques, biofertilizers, and the benefits of using organic manure. Practical demonstrations, case studies, and interactive sessions enhance the learning experience.

Learning Outcomes:

- CO1: Understand the importance of manure in organic farming.
- CO2: Learn about different types of manure and its production.
- CO3: Explore different ways to apply compost effectively in farming practices.

Modules:

Module 1: Introduction to Manure (10 Hours)

- Overview of Manure in Organic Farming
- Historical and Modern Uses of Manure
- Benefits of Using Organic Manure
- Key Concepts and Terminologies

Module 2: Types of Manure (15 Hours)

- Types of Organic Manure (Compost, Vermicompost, Green Manure, etc.)
- Characteristics and Sources of Different Manure Types
- Nutrient Content of Various Manures
- Selection of Appropriate Manure for Different Crops



Module 3: Organic Manure (15 Hours)

- Definition and Characteristics of Organic Manure
- Role of Organic Manure in Soil Health
- Benefits of Organic Manure Over Chemical Fertilizers
- Preparation of Organic Manure

Module 4: Composting Techniques (20 Hours)

- Basics of Composting
- Methods of Composting (Aerobic, Anaerobic, Bokashi)
- Composting Materials and Their Role
- Composting Process and Management
- Troubleshooting Common Composting Issues

Module 5: Nutrient Contents (10 Hours)

- Understanding Nutrient Content of Manure
- Role of Nutrients in Plant Growth
- Testing and Analyzing Manure Nutrients
- Balancing Nutrients for Optimal Plant Health

Module 6: Use of Manure in Farming (10 Hours)

- Application Techniques for Different Types of Manure
- Timing and Dosage of Manure Application
- Integration of Manure in Crop Rotation and Soil Management
- Case Studies on Successful Manure Application

Module 7: Practical Demonstrations and Case Studies (10 Hours)

- Practical Sessions on Manure Preparation and Application
- Case Studies of Successful Organic Farming Practices
- Interactive Q&A and Problem-Solving Sessions
- Best Practices and Lessons Learned

Assessment Method:

- MCQ Examination (100 Marks)
- Project 1 - Organic Manure Making (100 Marks)
- Project 2 - Organic Framing (100 Marks)

