Criterion I

Curricular Aspects

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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

2020-2021

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

List of Courses for 2020-2021

RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES KAKKANAD

DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN
Course Title: Certificate Course in Texturing Hacks Using Mudbox
Course Code: AG20CC01
Academic year: 2020-2021
Duration: 30 Hours

Certificate Course in Texturing Hacks Using Mudbox is an Addon programme dedicated for BA Animation and Graphic Design students offered by the Department of Animation and Graphic Design. This course provides a focused exploration of texturing hacks using Mudbox, emphasizing unconventional techniques, time-saving methods, and creative solutions for texturing challenges. Each module includes hands-on exercises and project work to reinforce learning and practical application of the concepts covered.

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

CO 1: Understand the concept of texturing hacks and their applications in digital art and game development.

CO 2: Apply Mudbox tools and techniques to repurpose and reuse existing textures creatively.

CO 3: Analyze the effectiveness of procedural texturing methods and custom brushes in enhancing texturing workflows.

CO 4: Create efficient texturing solutions using speed texturing techniques and automation tools in Mudbox.

CO 5: Evaluate and optimize personal texturing projects for different platforms, demonstrating learned texturing hacks and techniques.

Module 1: Introduction to Texturing Hacks and Mudbox Overview (6 hrs)

- Understanding the concept of texturing hacks and their applications in digital art and game development
- Overview of Mudbox interface and its tools for texturing
- Exploring unconventional techniques and shortcuts for efficient texturing workflows
- Introduction to quick texturing methods for achieving impressive results in less time
- Hands-on exercise: Experimenting with basic texturing hacks in Mudbox to texture simple models

Module 2 : Texture Repurposing and Reuse (6 hrs)

- Techniques for repurposing and reusing existing textures in Mudbox projects Understanding texture projection and its role in reusing textures on different surfaces
- Using Mudbox's texture library and presets for quick texturing solutions
- Tips for creatively blending and combining textures to create unique effects
- Hands-on exercise: Repurposing and remixing existing textures to texture various models in Mudbox

Module 3: Procedural Texturing and Custom Brushes (6 hrs)

- Introduction to procedural texturing techniques in Mudbox for generating textures automatically
- Exploring custom brush creation and its application in texturing hacks
- Understanding how to create and use procedural textures for different materials
- Tips and tricks for customizing brushes and textures to achieve specific effects
- Hands-on exercise: Creating custom brushes and using procedural textures to texture complex models efficiently

Module 4 : Speed Texturing Techniques (6 hrs)

- Techniques for speeding up the texturing process without compromising quality
- Introduction to batch texturing and automation tools in Mudbox
- Tips for optimizing workflow and minimizing repetitive tasks during texturing
- Understanding shortcuts and hotkeys for faster texturing operations
- Hands-on exercise: Applying speed texturing techniques to texture multiple models within a limited timeframe

Module 5: Project Development and Optimization (6 hrs)

- Planning and executing a personal project using texturing hacks in Mudbox
- Individual project work with guidance and feedback from the instructor
- Techniques for optimizing textures for different platforms and purposes
- Peer critique and discussion on project outcomes and techniques learned
- Final presentation of projects with a focus on demonstrating efficient texturing hacks and optimizations

Resources and References:

Books:

- "Digital Texturing & Painting" by Owen Demers
- "The Art of Texturing in 3D" by Alain Benedict

Online Courses:

- Udemy: "Learning Mudbox 2020"
- Pluralsight: "Mudbox 2018 Essentials"

Blogs and Websites:

- CGSociety (www.cgsociety.org)
- 3DTotal (www.3dtotal.com)
- Mudbox Community Forums (forums.autodesk.com)

Software Tutorials:

- Autodesk Knowledge Network (knowledge.autodesk.com)
- YouTube Channels: Digital Tutors, FlippedNormals

Articles and Research Papers:

- "Advanced Texturing Techniques in Mudbox" - Journal of Computer Graphics
- "Optimizing Texture Workflows in Game Development" - Game Developer Magazine

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

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RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN
AG20CC01: Certificate Course in Texturing Hacks Using Mudbox

Sample Project Submission Question

Sample Project Question: Efficient Texturing Techniques in Mudbox

Objective: Your task is to demonstrate proficiency in using Mudbox for texturing by applying advanced techniques and creative solutions. Create a textured 3D model that showcases your understanding and application of the texturing hacks covered in the course.

**Project Requirements:**

1. **Model Selection:**
   - Choose a 3D model (you may use a provided base model or create your own) suitable for demonstrating various texturing techniques in Mudbox.
2. **Texturing Techniques:**
   - Apply a minimum of three advanced texturing hacks learned in the course. This should include techniques such as:
     - Procedural texturing methods
     - Custom brush creation and usage
     - Texture repurposing and reuse
     - Speed texturing techniques
     - Integration of special effects in textures
3. **Documentation:**
   - Write a brief report (300-500 words) detailing your texturing process:
     - Describe the model chosen and its intended use (e.g., game asset, animation character).
     - Explain each texturing hack applied, including the rationale behind your choices.
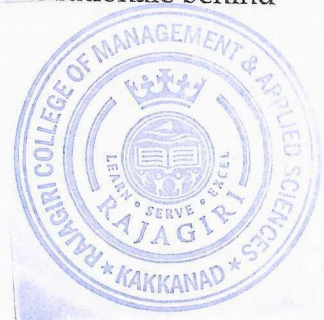
- Discuss any challenges encountered during the texturing process and how you addressed them.
- Reflect on the overall effectiveness and efficiency of your texturing workflow.

4. **Presentation:**
   - Prepare a visual presentation of your textured model:
     - Include high-quality renders or screenshots showcasing different views of the model.
     - Present before-and-after comparisons to highlight the impact of your texturing techniques.
     - Optionally, create a short video walkthrough demonstrating key texturing processes.

5. **Submission Requirements:**
   - Submit your final textured 3D model in a compatible format (e.g., FBX) along with all associated texture maps.
   - Include your project documentation as a PDF file.
   - Label your files clearly: "FinalTexturedModel_YourName.fbx", "ProjectDocumentation_YourName.pdf".

Evaluation Criteria:

- Technical Competence (40%)
- Creativity and Originality (30%)
- Concept Development and Narrative Clarity (20%)
- Presentation Quality and Documentation (10%)

Submission Deadline: 10 Hours

Total Marks : 100

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

Course Title: **Certificate Course on Fine-Tune Your Photoshop**
Course Code: AG20CC02
Academic year: 2020-2021
Duration: 45 Hours

Fine tune your Photoshop is an addon program dedicated for BA Animation and Graphic Design Students offered by Department of Animation and Graphic Design.

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

CO 1: Identify and describe the basic features of the Photoshop interface.
CO2: Explain the methods of layers, blending modes, and masking in Photoshop.
CO3: Evaluate and select appropriate tools and techniques for specific design and photo correction tasks.
CO4: Develop and implement advanced graphic design compositions using Photoshop.
CO5: Apply a range of Photoshop tools with precision and accuracy in design projects.

UNIT 1- Introduction to Photoshop and Basic Navigation (1 Hour)

- Overview of Photoshop workspace
- Understanding panels and customization
- Navigation, zooming, and panning techniques

UNIT 2: Basic Tools and Functions (2 Hours)

- Introduction to basic tools: Move, Marquee, Lasso, Crop, and Eyedropper
- Understanding the use of the History panel
- File types and their applications in Photoshop

UNIT 3: Layers and Blending Modes (10 Hours)

- Understanding layers and layer properties
- Layer styles and blending modes

- Practical applications through layer manipulation exercises

UNIT 4: Basic Masking Techniques (7 Hours)

- Introduction to layer masks
- Practical exercises on masking for basic photo correction
- Layer mask applications in graphic design

UNIT 5: Typography Basics in Photoshop (5 Hours)

- Text tools and formatting
- Practical application of typography in design projects
- Analysing effective use of typography in design

UNIT 6: Basic Color Theory and Correction (5 Hours)

- Understanding colour theory
- Colour correction techniques for photos
- Analysing the impact of colour in graphic design

UNIT 7: Advanced Selection Techniques (2 Hours)

- Refining selections using the Pen tool.
- Managing selections in real-world design scenarios
- Complex selection exercises

UNIT 8: Photo Retouching Techniques (2 Hours)

- Correcting exposure and colour balance
- Retouching techniques for portraits and landscapes
- Evaluation of retouched photos in a design context

UNIT 9: Advanced Graphic Design Principles (5 Hours)

- Composition and layout design
- Synthesizing design principles into digital projects
- Creating original design compositions
-

UNIT 10: Photo Manipulation Projects (5 Hours)

- Combining images seamlessly
- Creating surreal and fantasy scenes
- learned techniques into advanced photo manipulations.

UNIT 11: Automation and Batch Processing (1 Hour)

- Introduction to actions and batch processing
- Streamlining repetitive tasks with automation
- Creating and analysing efficiency through automation

Resources / Reference:

Adobe Official Resources

- **Adobe Photoshop Tutorials**: Adobe's official tutorials for all skill levels. : https://creativecloud.adobe.com/learn/app/photoshop
- **Adobe Creative Cloud YouTube Channel**: Regularly updated with tips, tricks, and tutorials.

Blogs and Websites

- **Photoshop Cafe**: Tutorials, news, and resources for Photoshop users.
- **Tuts+ Photoshop Tutorials**: High-quality tutorials and articles.
- **Sleeklens Blog**: Tips, tutorials, and resources for photographers using Photoshop.

Assessment Method:

Assessment Type: Practical Examination
Duration of Examination: 4 Hours

Components of Mark Distribution

Components	Marks
Creativity	30 Marks
Technical Perfection	20 Marks
Total Mark	**50 Marks**

Mark to Grade

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

RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES, KAKKANAD

DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN

AG20CC02: Certificate Course on Fine-Tune Your Photoshop

Time: 4 Hrs

Mark: 50

Make a creative solution for the following communication problem

KOFIC is a coffee brand store. Prepare the following promotional materials for the brand.

- Design a logo for the brand
- Design various stationary Designs
- Prepare a print advertisement

Guidelines

Details are given in the folder KOFIC
Make necessary colour corrections for the given images
Logo document size is A4
Poster format is A3
Submission format: JPEG/PDF

Components of Mark Distribution

Creativity	30 Mark
Technical Perfection	20 Mark

RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES, KAKKANAD

DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN

Course Title: **Certificate Course on Info Graphics**
Course Code: AG20CC03
Academic year: 2020-2021
Duration: 45 Hours
Course Mode: hybrid mode
Prerequisite: Familiar in raster and vector graphic software

The Certificate Course on Info Graphics is tailored specifically for students pursuing a BA in Animation and Graphic Design. This course aims to equip students with the essential skills and knowledge to create compelling and informative visual content. Info graphics combine data visualization with graphic design, enabling the clear and effective communication of complex information through engaging visuals.

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

- Understand the role and significance of infographics in visual communication.
- Learn the principles of effective infographic design, including layout, hierarchy, typography, and colour theory.
- Acquire proficiency in using digital illustration software to create custom graphics for infographics.
- Develop the ability to analyse data and translate it into visually compelling infographic narratives.
- Apply critical thinking skills to evaluate and critique infographics for effectiveness and accuracy.

Unit 1:
Introduction to Infographics (2 Hours)

- Understanding the concept of infographics and their applications.
- Historical overview of infographics and notable examples.
- Analyzing different types of infographics: informational, statistical, process-oriented, comparison, etc.

Unit 2: (5 Hours)
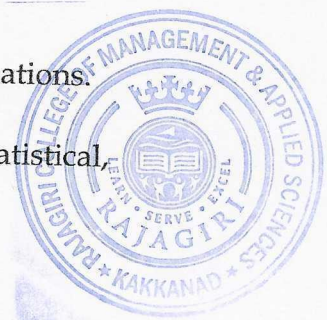
Research and Planning

- Research methodologies for gathering data and information.
- Identifying target audiences and defining objectives for infographics.
- Developing a storyboard or wireframe to plan infographic layout and content flow.
- Understanding copyright and data attribution considerations.

Unit 3:
Data Visualization (10 Hours)

- Principles of data visualization: choosing appropriate chart types and graph styles.
- Techniques for effectively presenting complex data in a visually engaging manner.
- Hands-on exercises in creating charts, graphs, and diagrams using digital illustration software.

Unit 4:
Digital Illustration and Infographics Techniques (15 Hours)

- Introduction to various illustration techniques
- Creating custom illustrations for infographics: icons, illustrations, character design, etc.
- Hands-on exercises in digital illustration techniques and tools.

- Step-by-step workflow for creating infographics: sketching, refining, and finalizing designs.
- Incorporating text and visual elements to communicate key messages effectively.
- Techniques for creating visual hierarchy and guiding viewer attention.
- Critiquing and revising infographic designs based on feedback.

Unit 5:
Infographic Design Process (15 Hours)

- Infographics for social media: optimizing designs for different platforms.
- Infographics in editorial design: creating visuals for articles, reports, and publications.
- Infographics for marketing and advertising campaigns.
- Ethical considerations in infographic design: accuracy, transparency, and avoiding misinformation.

References:
- Creative Workshop: 80 Challenges to Sharpen Your Design Skills" by David Sherwin
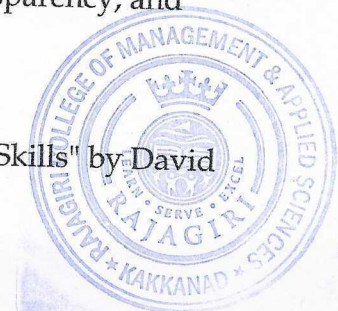
ISBN: 978-1600617973
- Infographic Designers' Sketchbooks" by Steven Heller and Rick Landers
ISBN: 978-1616892869
- "Data Points: Visualization That Means Something" by Nathan Yaun
ISBN: 978-1118462195

Assessment Method:

Assessment Type: Practical Examination
Duration of Examination: 4 Hours

Components of Mark Distribution

Components	Marks
Creativity	20 Marks
Data Visualisation	20 Marks
Technical Perfection	10 Marks
Total Mark	**50 Marks**

Mark to Grade

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

Department of Management

Certificate Course on International Business Strategies

Course code -MG20CC01
Course duration - 30 hours
Date of commencement -07.09.2020

Learning Outcome

After completion of the course, students will be able

- Understand global trade theories, cultural dimensions, and organizational strategies relevant to multinational corporations.
- Evaluate market entry modes, conduct risk assessments, and analyze case studies for successful international expansion strategies.
- Analyze trade barriers, international agreements, and the role of Foreign Direct Investment (FDI) in global economic integration.
- Develop skills in cross-cultural communication, negotiation, and managing cultural diversity in global business operations.
- Integrate ethical considerations and sustainability practices into international business strategy and operations.

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
- 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 (7 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:

Global Market Entry Strategies (6 hours)
- Modes of entry into international markets: Exporting, Licensing, Joint Ventures, and Foreign Direct Investment (FDI)
- Assessing market attractiveness and conducting market research in international markets
- Risks and challenges of international expansion: Political, Economic, Social, and Technological (PEST) analysis
- Case studies of successful and unsuccessful market entry strategies

Module 5:

Managing Global Business Operations (6 hours)
- International business strategy formulation and implementation
- Organizational structures of multinational corporations (MNCs) and their management challenges
- Global supply chain management and logistics
- Ethical and sustainability considerations in international business operations

Assessment -

Attendance - 5 Marks

Case study - 5 Marks

MCQ examination - 20 marks

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Time - 15 Minutes

Total Marks- 20 Marks

Certificate Course on International Business Strategies

Instructions:

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

1. Which of the following theories suggests that countries should specialize in the production of goods for which they have a lower opportunity cost?
   a. A) Mercantilism
   b. B) Comparative Advantage
   c. C) Absolute Advantage
   d. D) Factor Proportions Theory
2. What does WTO stand for?
   a. A) World Trade Organization
   b. B) World Trade Office
   c. C) World Transportation Organization
   d. D) World Tariff Organization
3. Which global trend involves the increasing interconnectedness and interdependence of world economies?
   a. A) Localization
   b. B) Urbanization
   c. C) Globalization
   d. D) Industrialization

4. Which international organization provides loans to countries for development projects?
   a. A) WTO
   b. B) IMF
   c. C) World Bank
   d. D) UN

5. Who proposed the Cultural Dimensions Theory?
   a. A) Edward T. Hall
   b. B) Geert Hofstede
   c. C) Fons Trompenaars
   d. D) John Kotter

6. Which of the following is NOT one of Hofstede's cultural dimensions?
   a. A) Power Distance
   b. B) Individualism vs. Collectivism
   c. C) Long-term vs. Short-term Orientation
   d. D) Technological vs. Traditional

7. What is a key strategy for managing cultural diversity in global business operations?
   a. A) Ignoring cultural differences
   b. B) Promoting cultural homogeneity
   c. C) Developing cultural competence
   d. D) Avoiding international interactions

8. Which skill is essential for effective cross-cultural communication and negotiation?
   a. A) Assertiveness
   b. B) Technical expertise
   c. C) Cultural sensitivity
   d. D) Monolingualism

9. Which theory argues that a country should export goods it produces more efficiently and import goods that other countries produce more efficiently?
   a. A) Mercantilism
   b. B) Absolute Advantage
   c. C) Comparative Advantage
   d. D) Factor Proportions Theory

10. Tariffs, quotas, and subsidies are examples of what?
    a. A) Trade agreements
    b. B) Trade barriers

c. C) Trade facilitators

d. D) Trade incentives

11. Foreign Direct Investment (FDI) is primarily aimed at?

a. A) Short-term financial gain

b. B) Long-term economic integration

c. C) Reducing trade deficits

d. D) Currency exchange

12. NAFTA is a trade agreement between which countries?

a. A) USA, Canada, and Mexico

b. B) USA, EU, and Japan

c. C) USA, China, and India

d. D) USA, Australia, and Brazil

13. Which market entry strategy involves granting a foreign company the rights to produce and sell products under the original company's brand?

a. A) Exporting

b. B) Licensing

c. C) Joint Ventures

d. D) Direct Investment

14. What is a primary factor in assessing market attractiveness for international expansion?

a. A) Domestic competition

b. B) Cultural homogeneity

c. C) Market size and growth potential

d. D) Local language proficiency

15. PEST analysis helps to evaluate what type of risks?

a. A) Internal business risks

b. B) External environmental risks

c. C) Financial risks

d. D) Operational risks

16. Which of the following is NOT a mode of entry into international markets?

a. A) Franchising

b. B) Joint Ventures

c. C) Domestic Partnerships

d. D) Exporting

17. What is a primary challenge in the organizational structures of multinational corporations (MNCs)?

a. A) Domestic taxation
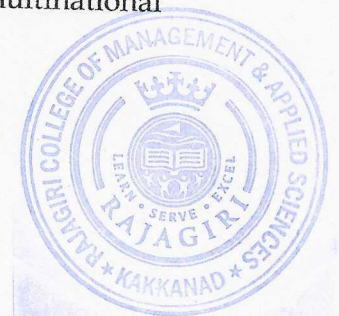
b. B) Cultural and operational integration
c. C) Local employment laws
d. D) Domestic market expansion

18. Effective global supply chain management primarily focuses on?
    a. A) Minimizing production costs only
    b. B) Maximizing supplier diversity
    c. C) Ensuring efficient logistics and distribution
    d. D) Reducing product quality

19. Which consideration is essential for ethical international business operations?
    a. A) Maximizing profits
    b. B) Adhering to local and international laws
    c. C) Ignoring environmental regulations
    d. D) Reducing employee benefits

20. Sustainability in international business operations involves?
    a. A) Short-term profit maximization
    b. B) Long-term environmental, social, and economic balance
    c. C) Focusing only on domestic markets
    d. D) Increasing product prices

Department of Management

Certificate Course on Corporate Communication

Course code -MG20CC02
Course duration - 35 hours
Date of commencement -07.09.2020

Learning Outcome
After completion of the course, students will be able

Understand effective corporate communication.
Master email communication.
Develop skills in report and proposal writing.
Enhance proficiency in memos and corporate letters.
Navigate corporate communication in the digital era.

Syllabus:

Module 1: Foundations of Corporate Communication (8 hours)

- Introduction to corporate communication and its importance in organizational success
- Overview of effective written communication strategies
- Types of corporate correspondence: letters, memos, emails, reports, and proposals
- Review of essential grammar rules and writing conventions for corporate communication
- Developing a corporate writing style to convey ideas clearly and convincingly
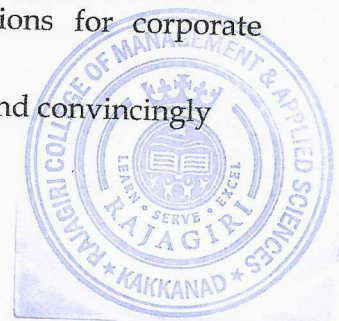
Module 2: Email Etiquette and Efficiency (7 hours)

- Structure and components of a professional email: introduction, body, conclusion
- Crafting effective subject lines and greetings to capture attention and set the tone
- Common etiquette rules in corporate emails: professionalism, clarity, brevity, and courtesy
- Strategies for handling difficult situations via email with diplomacy and tact
- Improving email efficiency through organization, prioritization, and response management

## Module 3: Report and Proposal Writing (8 hours)

- Overview of report and proposal writing: structure, content, and purpose
- Elements of a well-structured report: introduction, methodology, findings, recommendations
- Using visuals such as charts, graphs, and tables to enhance understanding and support arguments
- Crafting persuasive proposals that address client needs and concerns effectively
- Strategies for presenting complex information clearly and persuasively in written reports and proposals

Module 4: Writing Memos and Corporate Letters (6 hours)

- Purpose and format of memos in the corporate context
- Writing clear and actionable memos that convey information effectively
- Types of corporate letters: inquiry letters, cover letters, complaint letters, etc.
- Maintaining a formal language and tone in corporate letters to convey professionalism and respect
- Strategies for adapting language and tone to different audiences and purposes in written correspondence

Module 5: Corporate Communication in the Digital Age (6 hours)

- Strategies for effective communication in digital platforms and virtual environments
- Managing online presence and corporate reputation through social media and networking sites
- Etiquette for digital communication channels: instant messaging, video conferencing, and virtual meetings
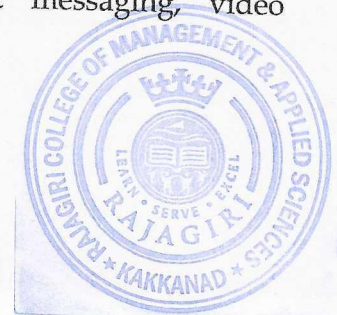
- Leveraging technology tools and software for efficient and collaborative communication
- Addressing challenges and ethical considerations in digital communication practices

Assessment –
Attendance--5
Written assignments- 10 Marks
Role Play - 10 Marks
Presentation on a selected communication topic - 15 Marks

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DEPARTMENT OF COMPUTER SCIENCE

Course Title: **Certificate Course in Cloud Networking and Connectivity**

Course Code: **CS20CC01**

Academic Year : 2020-2021

Course Duration : 60 Hours

SYLLABUS

Course Description: A 60-hour certificate course designed to provide in-depth knowledge and practical skills in cloud networking and connectivity, focusing on modern cloud architectures and network management.

Learning Objectives:

- dFoundational Knowledge: Understand the core concepts and architectures of cloud networking.
- Technical Proficiency: Gain proficiency in configuring and managing cloud network services.
- Security Awareness: Learn to implement and manage security best practices in cloud environments.
- Advanced Connectivity: Develop skills in advanced cloud connectivity and hybrid solutions.
- Practical Application: Apply cloud networking concepts to real-world scenarios and projects.

☐ Module 1: **Fundamentals of Cloud Computing**

- Introduction to Cloud Services (IaaS, PaaS, SaaS)

- Cloud Service Providers (AWS, Azure, Google Cloud)
- Cloud Architecture and Deployment Models
- Virtualization and Containers

☐ Module 2:**Cloud Networking Basics**

- Virtual Private Cloud (VPC) and Subnets
- Network Address Translation (NAT) and IP Addressing
- DNS and Load Balancing
- Network Security Groups and Firewalls

☐ Module 3:**Advanced Cloud Networking**

- VPC Peering and Transit Gateways
- Direct Connect and VPN Connections
- Multi-region and Multi-cloud Networking
- Traffic Management and Routing Policies

☐ Module 4:**Cloud Connectivity and Security**

- Secure Access and Identity Management (IAM)
- Encryption and Key Management
- Intrusion Detection and Prevention Systems (IDPS)
- Compliance and Governance in the Cloud

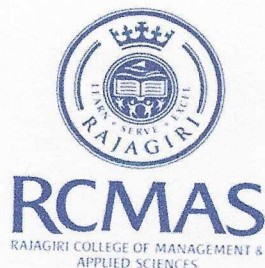☐ Module 5:**Performance Optimization and Monitoring**

- Network Performance Tuning and Optimization
- Monitoring Tools and Services (CloudWatch, Azure Monitor)
- Troubleshooting Network Issues
- Cost Management and Optimization Strategies

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 Improving Language and Vocabulary
COURSE CODE	EN20CC01
DURATION	45 HOURS

COURSE DESCRIPTION

This 45 -hour course provides a thorough grounding in essential grammar for clear and effective communication. Students will gain mastery of verb tenses and subject-verb agreement, construct strong sentences, and enhance their communication with idiomatic expressions and phrasal verbs.

COURSE OBJECTIVE

The students will be able to-

- Understand the tenses
- Define the concord rules and sentence structures
- Recall and choose appropriate words, idioms and phrases to create an effective sentence

TOPICS COVERED

MODULE 1: CONCORD AND TENSES

What is the concord rule?

- Common Errors

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- 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 2: SENTENCES

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

MODULE 3: PARTS OF SPEECH

Idiomatic phrases and expressions

- word classes

- body vocabulary

- phrasal verbs

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.
- Swan, M. (2020) *Practical English usage*. Oxford, United Kingdom: Oxford University Press.
- Redman, S. (2011) *English vocabulary in use: Pre-intermediate and intermediate*. Cambridge, U.K.: Cambridge University Press.

RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

KAKKANAD

DEPARTMENT OF ENGLISH

TITLE OF COURSE	Certificate Course in the Elements of Journalism
COURSE CODE	EN20CC02
DURATION	60 HOURS

COURSE DESCRIPTION

This course equips you with the core principles and practices of journalism. Learn different writing styles, reporting methods, and ethical considerations to become a well-rounded journalist.

COURSE OBJECTIVE

- Understand the fundamentals of journalism.
- Explain journalistic practices.
- Identify the elements of journalism.

TOPICS COVERED

MODULE 1 : Fundamentals of Journalism

Definition of journalism; The Style of Journalistic Writing for Press, Radio and TV; Informative Journalism; Interpretative Journalism; Investigative Journalism; Specialized Reporting

MODULE 2 : Journalistic Practices

Print Media Journalism – Contents, Reporting and Editing Practices; Broadcast Media Journalism – Contents, Reporting and Editing Practices; New Media Journalism – Contents, Reporting and Editing Practices

MODULE 3 : Elements of Journalism

Telling the Truth; Having Loyalty to the Public; Following the Discipline of Verification; Learning to be Unbiased; Working Independently; Presenting Events Factually; Writing Comprehensively; Having an Obligation to Personal Conscience

EVALUATION METHOD

- Conducting a written exam at the end of the course.

REFERENCE

Nieman Reports (2001). *Essays About the Elements of Journalism*, Vol. 55, No. 2. Abridged Special Issue.

RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

KAKKANAD

DEPARTMENT OF ENGLISH

TITLE OF COURSE	Certificate Course on the Nuances of Comparative Studies
COURSE CODE	EN20CC03
DURATION	30 HOURS

COURSE DESCRIPTION

This course delves into comparative literature, examining how themes, genres, and techniques travel across cultures.

COURSE OUTCOME

The students will be able to-

- Analyze the relation between different forms of literature.
- Effectively apply comparative methods to different literary productions and adaptations.
- Develop critical thinking skills and gain a deeper understanding of the global literary landscape.

TOPICS COVERED

MODULE 1: INTRODUCTION TO COMPARATIVE LITERATURE   **10hrs**

Definition and scope of comparative literature - Comparative analysis techniques - Themes in Comparative Literature - Love and relationships, War and conflict, Identity and belonging

MODULE 2: GENRE STUDIES   **10hrs**

Comparative analysis of poetry from different cultures - Exploration of short stories and their cultural contexts - Comparative analysis of novels across cultures

MODULE 3: APPLICATION AND PRACTICE   **10hrs**

Course reflections - Comparative analysis of Glass Menagerie and Akale

EVALUATION METHOD

- Class participation and discussions: 20%
- Quizzes and short assignments: 30%
- Comparative analysis essays (2 essays): 40%
- Final project presentation: 10%:

REFERENCES

- Theories of Comparative Literature: History, Aesthetics, Method" by Paul G. Murray: .
- "Comparative Literature: A Critical Introduction" by Susan Bassnett
- Wren, P.C. (1988) *Key to wren & martin's high school english grammar and composition*. New Delhi: S. Chand & Company (Pvt.) Ltd.

RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

DEPARTMENT OF COMMERCE

Certificate Course in Tax Planning
Course Code :CO20CC01
Academic year : 2020-2021
Course Duration -35 Hours

Syllabus

Course Description

This course provides comprehensive knowledge and practical skills in tax planning, enabling individuals to manage tax liabilities effectively and comply with regulatory requirements.

Course Outcomes

1. **Understanding Tax Concepts**: Students will understand fundamental tax concepts and regulations.
2. **Effective Tax Planning**: Students will learn strategies to optimize tax liabilities for individuals and businesses.

Modules

Module 1: Introduction to Taxation (10 hours)

- Basics of Taxation
- Types of Taxes: Direct and Indirect
- Tax Laws and Regulations
- Case Studies on Taxation Practices

Module 2: Individual Tax Planning (12 hours)

- Income Tax for Individuals
- Deductions and Exemptions
- Tax Planning for Salaried Individuals
- Tax Planning for Self-Employed Individuals

Module 3: Business Tax Planning (13 hours)

- Corporate Taxation
- Tax Planning for Small and Medium Enterprises (SMEs)
- GST and Indirect Taxes
- Tax Implications of Business Decisions

Assessment Method

→ **Final Examination (40 Marks)**

  ○ **MCQ : (40 marks)**

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

→ **Attendance (10 marks)**

DEPARTMENT OF COMMERCE

Certificate Course in Inventory Optimization
Course code-CO20CC02
Academic Year : 2020-2021
Duration-40 hours

Course Description

This course provides in-depth knowledge and practical skills in optimizing inventory to enhance operational efficiency and reduce costs.

Learning Outcomes

1. **Understanding Inventory Principles**: Students will understand fundamental concepts and strategies in inventory management.
2. **Optimizing Inventory Levels**: Students will learn techniques to optimize inventory levels and improve supply chain efficiency.

Modules

Module 1: Fundamentals of Inventory Management (15 hours)

- Introduction to Inventory Management
- Types and Functions of Inventory
- Inventory Costs and Valuation
- Case Studies on Inventory Management Practices

Module 2: Inventory Control Techniques (15 hours)

- Economic Order Quantity (EOQ)
- Reorder Points and Safety Stock

- ABC Analysis and Cycle Counting
- Inventory Turnover and Performance Metrics

Module 3: Inventory Optimization Strategies (10 hours)

- Just-In-Time (JIT) Inventory
- Vendor-Managed Inventory (VMI)
- Demand Forecasting Techniques
- Technology in Inventory Optimization

Assessment Method

→ **Final Examination (40 Marks)**

- Divided into two sections:

  - **Section A: Short Answer Questions (10 Marks):**

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

  - **Section B: Descriptive Questions (20 Marks):**

    - 4 questions of 5 marks each, focusing on in-depth understanding, analysis, and application of accounting principles.

Section C: Short Answer Questions (10 Marks):

- 1 question of 10 marks based on practical problem

  → **Attendance (10 marks)**

RCMAS
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DEPARTMENT OF COMMERCE

Certificate Course on Legal Aspects of Business Operations
Course Code - CO20CC03
Academic Year : 2020-2021
Course Duration : 30 Hours

Syllabus

Course Description

This course provides a comprehensive overview of the legal frameworks and regulations affecting business operations, equipping students with the knowledge to navigate legal challenges effectively.

Learning Outcomes

1. **Understanding Legal Frameworks**: Students will understand fundamental legal concepts and regulations affecting businesses.
2. **Compliance and Risk Management**: Students will learn strategies to ensure compliance and manage legal risks.
3. **Practical Application**: Students will gain practical skills to handle legal issues in various business scenarios.

Modules

Module 1: Introduction to Business Law (10 hours)

- Overview of Business Law
- Legal Structures of Business Entities
- Contracts and Agreements

- Case Studies on Legal Challenges in Business

Module 2: Corporate Governance and Compliance (12 hours)

- Corporate Governance Principles
- Regulatory Compliance
- Ethical Issues in Business
- Corporate Social Responsibility (CSR)

Module 3: Employment and Labor Law (8 hours)

- Employment Contracts and Agreements
- Employee Rights and Obligations
- Workplace Health and Safety Regulations
- Handling Employment Disputes

Assessment Method

→ **Final Examination (40 Marks)**

- Divided into two sections:

    ○ **Section A: Short Answer Questions (25 Marks):**

        ■ 5 questions of 5 marks each, covering key topics across all modules.

    ○ **Section B: Descriptive Questions (15 Marks):**

        ■ 1 essay question of 15 marks each, focusing on in-depth understanding, analysis, and application of accounting principles.

→ **Attendance (10 marks)**