



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 2021-2022

Submitted to



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

List of Courses for 2021-2022

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APPLIED SCIENCES

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

Course Title: Certificate Course in Creating Art in Vector

Course Code: AG21CC01

Academic year: 2021-2022

Duration: 30 Hours

This course is designed to introduce students to the fundamentals of vector graphics and how to create vector illustrations using Adobe Illustrator. Students will learn the essential tools and techniques needed to create scalable, high-quality artwork for various design projects.

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

- CO 1: Students will demonstrate proficiency in navigating and utilizing the Adobe Illustrator interface, including menus, tools, and panels.
- CO 2: Students will proficiently use basic drawing and editing tools in Adobe Illustrator to create and manipulate vector shapes.
- CO 3: Students will apply color theory and gradient techniques to enhance their vector illustrations.
- CO 4: Students will demonstrate proficiency in adding, formatting, and creatively manipulating text within vector illustrations.
- CO 5: Students will apply the techniques learned throughout the course in practical projects, showcasing their ability to produce high-quality vector illustrations.

Module 1: Introduction to Adobe Illustrator (4 HOUR)

- Understanding the interface: menus, tools, panels
- Creating and saving a new document
- Navigating and zooming in Illustrator
- Introduction to basic shapes and their properties

Module 2 : Basic Drawing and Editing(4 HOUR)

- Drawing lines, rectangles, ellipses, and polygons
- Using the Pen tool for precise shapes



- Editing and transforming objects: move, scale, rotate, reflect
- Working with layers: arranging, locking, and hiding layers

Module 3: Color and Gradients(4 HOUR)

- Understanding the color models: RGB, CMYK
- Applying solid colors and strokes
- Creating gradients: linear and radial gradients
- Using the Color Picker and Swatches panel

Module 4 : Text and Typography(4 HOUR)

- Adding and formatting text
- Working with fonts and type styles
- Creating text outlines
- Text effects: warping, blending, and masking

Module 5: project(14 HOUR)

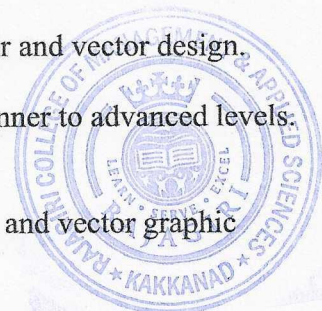
- Practice drawing basic shapes, editing techniques, and color applications.
- Create a creative corporate design using vector illustration
- Design a more complex vector artwork, incorporating advanced techniques learned during the course.

Reference books

1. **"Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork"** by Von Glitschka
2. **"Illustrator CC: Visual QuickStart Guide"** by Elaine Weinmann and Peter Lourekas
3. **"The Adobe Illustrator WOW! Book"** by Sharon Steuer
4. **"Design with Adobe Illustrator: How to Create Professional Designs with Adobe Illustrator"** by Daniel H. Wells

Tutorial Websites:

1. [Adobe Illustrator Tutorials \(Adobe\)](#)
 - o Official Adobe site with comprehensive tutorials and guides on various Illustrator tools and techniques.
2. **Envato Tuts+**
 - o Offers detailed tutorials and courses on Adobe Illustrator and vector design.
3. [Lynda.com \(LinkedIn Learning\)](#)
 - o Provides video tutorials on Adobe Illustrator, from beginner to advanced levels. (Subscription required)
4. **Creative Bloq**
 - o Features tips, tutorials, and articles on Adobe Illustrator and vector graphic design.
5. **Vecteezy**
 - o Provides tutorials and resources specifically for vector graphics and Illustrator.



Video Platforms:

1. [YouTube - Adobe Creative Cloud Channel](#)
 - The official Adobe channel offers tutorials and tips on Illustrator and other Adobe products.
2. [YouTube - Yes I'm a Designer](#)
 - Provides practical tutorials and design tips for Adobe Illustrator.
3. [YouTube - The Futur](#)
 - Offers design tutorials and insights, including Adobe Illustrator tips.

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



DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN
Course Code: AG21CC01
Course Title: Certificate Course in Creating Art in Vector
Academic Year: 2021-2022

Final Project: Vector Illustration Mastery

Objective:

Create a comprehensive vector illustration project that demonstrates your mastery of Adobe Illustrator techniques learned throughout the course. The final project should showcase your ability to use vector tools, apply color theory, incorporate text, and utilize advanced techniques. This project will combine multiple aspects such as shape tools, Pen tool, font styles, logo design, icon creation, character design, and promotional materials.

Guidelines:

Theme Selection:

Choose a theme or subject matter that interests you and allows for the application of diverse vector illustration techniques. Examples include corporate branding, an abstract artwork series, character illustration, or promotional materials for an event or business.

Project Requirements:

Ensure that your final project includes the following elements:

1. Shape Tools:

- Use basic shape tools to create and manipulate vector shapes.
- Demonstrate proficiency with the Pen tool for creating precise shapes.

2. Font Styles and Text:

- Incorporate creative use of font styles and text within your design.
- Use fonts and shapes creatively to enhance the visual appeal.

3. Logo and Icon Design:

- Design a logo and a set of icons relevant to your chosen theme.
- Ensure the designs are scalable and versatile.

4. Character Design:

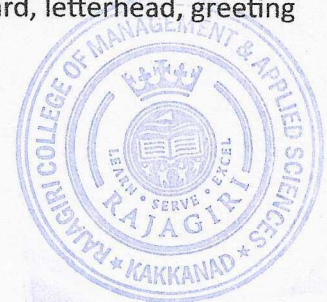
- Create a detailed character illustration using vector tools.
- Showcase the character's features and expressions effectively.

5. Promotional Materials:

- Develop promotional materials such as a logo, visiting card, letterhead, greeting cards, and poster design.
- Apply cohesive design principles across all materials.

Technical Requirements:

- The illustrations must be created using Adobe Illustrator.
- The final artwork should be scalable without loss of quality.
- Submit the project as an Adobe Illustrator file (.ai) and high-resolution exports (JPEG or PNG) of each component.



Submission Format:

- Submit your final vector illustrations in record format.

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.
- **Project Record (20 marks):** Quality and completeness of the course record, including exercises and assignments.

Total Marks: 50

Instructions for Submission:

- Upload your Adobe Illustrator file and the high-resolution exports, along with the PDF document, to the designated Google Classroom.
- Ensure your name, roll no, and project title are clearly indicated on the record.

Project Submission Deadline: 15 hour





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

**DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN
Course Title: Certificate Course in Polypainting Using Mudbox**

Course Code: AG21CC02

Academic year: 2021-2022

Duration: 30 Hours

Certificate Course in Polypainting 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 structured approach to learning polypainting using Mudbox, gradually building upon foundational concepts and skills to more advanced techniques and projects. Each module includes a balance of theoretical concepts, practical demonstrations and hands-on exercises to ensure comprehensive learning and skill development over the course duration.

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

- CO 1: Understand Fundamental Concepts
- CO 2: Apply Advanced Techniques
- CO 3: Analyze and Implement UV Unwrapping
- CO 4: Create and Sculpt Organic Forms
- CO 5: Develop and Present Projects

Module 1: Introduction to Mudbox and Polypainting Fundamentals (6 hrs)

- Overview of Mudbox interface and workspace
- Understanding 3D models and their components



- Introduction to polypainting and its importance in digital sculpting
- Basic principles of color theory and application in polypainting
- Hands-on exercise: Creating a simple 3D model and applying basic polypainting techniques

Module 2 : Advanced Polypainting Techniques (6 hrs)

- Exploring advanced brushes and tools in Mudbox for polypainting
- Understanding layers and their usage in polypainting workflow
- Techniques for painting realistic textures such as skin, metal, and fabric
- Introduction to stencils and decals for enhancing polypainting details
- Hands-on exercise: Applying advanced polypainting techniques to a complex 3D model

Module 3: UV Unwrapping and Texture Mapping (6 hrs)

- Overview of UV unwrapping and its importance in texturing
- Understanding UV coordinates and mapping techniques
- Using Mudbox's UV editor to unwrap and optimize UV layouts
- Importing external textures and images for reference and texture mapping
- Hands-on exercise: UV unwrapping a model and applying textures using Mudbox's painting tools

Module 4 : Sculpting and Painting Organic Forms (6 hrs)

- Introduction to digital sculpting techniques in Mudbox
- Understanding anatomy and proportions for sculpting organic forms
- Sculpting detailed characters, creatures, and environments
- Techniques for painting realistic organic textures such as skin, fur, and scales
- Hands-on exercise: Sculpting and polypainting an organic character or creature from scratch

Module 5: Project Development and Critique (6 hrs)

- Planning and executing a personal project using Mudbox and polypainting techniques
- Individual project work with guidance and feedback from the instructor
- Techniques for presenting and showcasing completed projects



- Peer critique and discussion on project outcomes and techniques learned
- Final presentation of projects with constructive feedback and suggestions for improvement

Resources and References:

Books

1. **"Introducing Mudbox" by Ara Kermanikian**
 - Provides a comprehensive introduction to Mudbox, covering various techniques including polypainting.
2. **"Digital Sculpting with Mudbox: Essential Tools and Techniques for Artists" by Mike de la Flor**
 - Focuses on digital sculpting in Mudbox, which includes polypainting as a key component.

Tutorials and Articles

1. **Autodesk Mudbox Documentation**
 - Official documentation from Autodesk covering all aspects of using Mudbox, including polypainting.
2. **3DTotal Tutorials**
 - Provides various tutorials on digital sculpting and polypainting techniques using Mudbox.

Community and Forums

1. **Autodesk Mudbox Forum**
 - A community where users discuss techniques, share tips, and troubleshoot issues related to Mudbox and polypainting.
2. **Polycount Forum**
 - Offers discussions, showcases, and tutorials related to digital sculpting and texturing using Mudbox.

Software and Tools

1. **Autodesk Mudbox**



- Official software for digital sculpting and polypainting. The Autodesk website provides downloads and resources.

2. Pixologic ZBrush

- While not Mudbox, ZBrush is another popular software for digital sculpting and painting which offers similar functionalities.

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
AG21CC02: Certificate Course in Polypainting Using Mudbox**

Sample Project Submission Question

Title: Character Design and Polypainting Showcase

Objective: Design and create a unique character using Mudbox, focusing on advanced polypainting techniques learned throughout the course. Your character should showcase detailed textures and realistic coloration, demonstrating mastery of digital sculpting and painting skills.

Instructions:

1. Concept Development:

- Develop a concept for your character, considering its backstory, personality traits, and visual aesthetics.
- Create initial sketches or mood boards to illustrate your character's design.

2. Modeling and Sculpting:

- Use Mudbox to sculpt your character, focusing on anatomical correctness and detailing.
- Ensure your character design reflects its personality and backstory.

3. Polypainting Process:

- Apply advanced polypainting techniques to enhance your character's textures.
- Experiment with different brushes, layers, and blending modes to achieve realistic skin tones, clothing textures, and accessory details.

4. Presentation:

- Prepare a presentation showcasing your character from different angles (front, side, and back views).



- Include close-up shots to highlight the intricate details of your polypainting work.

5. Documentation:

- Document your workflow and decision-making process throughout the project.
- Reflect on challenges faced and how you overcame them using Mudbox's tools and techniques.

Submission Requirements:

- Submit rendered images or screenshots of your character in Mudbox.
- Include a brief description of your character design concept and its relevance to the chosen polypainting techniques.
- Ensure all submission materials are organized and clearly labeled.

Total Marks : 100

Submission Deadline: 10 Hours





Department of Management

Certificate Course in Corporate Social Responsibility

Course code -MG21CC01

Course duration - 35 hours

Date of commencement -01.02.2022

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

- Understand the fundamental concepts of Corporate Social Responsibility (CSR).
- Identify and engage with key stakeholders in CSR initiatives.
- Develop and implement effective CSR strategies.
- Integrate CSR with sustainable development goals.
- Analyze and anticipate future trends in CSR.

Syllabus:

Module 1: Introduction to Corporate Social Responsibility (7 hours)

- Definition and evolution of CSR
- Importance of CSR in modern business
- Theoretical frameworks and models of CSR
- Legal and ethical foundations of CSR
- Case studies of successful CSR initiatives

Module 2: Stakeholders and CSR (7 hours)

- Identifying and mapping stakeholders
- Engaging stakeholders in CSR activities
- Balancing stakeholder interests



- Communication strategies for stakeholder engagement
- Case studies of stakeholder engagement in CSR

Module 3: CSR Strategies and Implementation (8 hours)

- Designing CSR strategies aligned with business goals
- CSR project planning and management
- Measuring and evaluating CSR performance
- Reporting CSR activities: standards and frameworks (e.g., GRI, ISO 26000)
- Case studies of effective CSR strategy implementation

Module 4: CSR and Sustainable Development (7 hours)

- Understanding sustainable development goals (SDGs)
- Linking CSR to environmental sustainability
- Social impact of CSR initiatives
- Economic aspects of CSR
- Case studies of CSR contributing to sustainable development

Module 5: Future Trends in CSR (6 hours)

- Emerging trends in CSR
- The role of technology in advancing CSR
- CSR in a globalized world
- Future challenges and opportunities in CSR
- Preparing for the future: innovative CSR practices

Assessment -

Attendance - 5 Marks

Assignment - 15 Marks

MCQ examination - 20 marks



Sample Question Paper



Time - 15 Minutes

Total Marks- 20 Marks

Certificate Course on Corporate Social Responsibility

Instructions:

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

1. What does CSR stand for?
 - A) Corporate Social Reform
 - B) Corporate Social Responsibility
 - C) Corporate Social Regulation
 - D) Corporate Social Recognition
2. Which of the following best describes the primary focus of CSR?
 - A) Maximizing shareholder profits
 - B) Enhancing company reputation
 - C) Balancing economic, environmental, and social responsibilities
 - D) Reducing operational costs
3. The Triple Bottom Line in CSR refers to:
 - A) Profit, People, Planet
 - B) Revenue, Resources, Relationships
 - C) Investment, Innovation, Integration



- D) Cost, Culture, Community
4. Which legal framework is commonly associated with CSR initiatives?
 - A) Environmental Protection Act
 - B) Companies Act
 - C) Labor Standards Act
 - D) Anti-Corruption Act
 5. Which of the following is NOT typically considered a stakeholder in CSR?
 - A) Employees
 - B) Shareholders
 - C) Competitors
 - D) Community
 6. The process of identifying and mapping stakeholders is known as:
 - A) Stakeholder Analysis
 - B) Stakeholder Engagement
 - C) Stakeholder Management
 - D) Stakeholder Communication
 7. What is a key strategy for effective stakeholder engagement in CSR?
 - A) Ignoring stakeholder feedback
 - B) Transparent communication
 - C) Reducing stakeholder meetings
 - D) Maximizing profits
 8. Balancing stakeholder interests often requires:
 - A) Prioritizing profits over people
 - B) Considering long-term impacts
 - C) Minimizing community involvement
 - D) Focusing solely on environmental issues
 9. Which of the following is an essential step in designing CSR strategies?
 - A) Ignoring stakeholder input
 - B) Aligning with business goals
 - C) Reducing operational costs
 - D) Focusing on short-term gains
 10. Which standard is commonly used for reporting CSR activities?
 - A) ISO 9001
 - B) GRI (Global Reporting Initiative)
 - C) OSHA
 - D) Six Sigma
 11. Measuring CSR performance typically involves:



- A) Tracking only financial metrics
 - B) Ignoring social impact
 - C) Using qualitative and quantitative indicators
 - D) Avoiding stakeholder feedback
12. A key component of CSR project planning is:
- A) Ignoring timelines
 - B) Clear objective setting
 - C) Minimizing stakeholder involvement
 - D) Reducing budget allocations
13. Which of the following is a primary goal of sustainable development?
- A) Economic growth at all costs
 - B) Balancing social, economic, and environmental needs
 - C) Reducing social programs
 - D) Maximizing corporate profits
14. CSR initiatives linked to environmental sustainability often focus on:
- A) Increasing energy consumption
 - B) Reducing waste and emissions
 - C) Expanding industrial activities
 - D) Ignoring resource management
15. Social impact in CSR refers to:
- A) Financial performance
 - B) Community and employee well-being
 - C) Stock market performance
 - D) Marketing strategies
16. Economic aspects of CSR might include:
- A) Revenue generation
 - B) Cost-cutting measures
 - C) Fair trade practices
 - D) Reducing employee benefits
17. An emerging trend in CSR is:
- A) Decreasing transparency
 - B) Increasing reliance on technology
 - C) Reducing stakeholder engagement
 - D) Ignoring global standards
18. Globalization's impact on CSR often requires companies to:
- A) Focus only on local markets
 - B) Adopt universal CSR standards



- C) Reduce international collaboration
- D) Ignore cultural differences

19. One future challenge for CSR is:

- A) Decreasing environmental regulations
- B) Increasing complexity of global supply chains
- C) Reducing stakeholder expectations
- D) Ignoring technological advancements

20. Innovative CSR practices might include:

- A) Traditional marketing strategies
- B) Implementing AI for sustainability
- C) Reducing community engagement
- D) Ignoring social media





Department of Management

Certificate Course in Global Market Trends and Strategies

Course code -MG21CC02

Course duration - 35 hours

Date of commencement -03.08.2021

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 (7 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 (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: 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
- Sustainable development goals and their influence on global business practices
- Geopolitical shifts and their implications for international business strategies

Assessment -

Attendance - 5 Marks

Written assignments- 15 Marks

Role Play - 10 Marks





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DEPARTMENT OF COMPUTER SCIENCE

Course Title: Certificate Course in Python Programming and Data Science

Course Code: CS21CC01

Academic Year : 2021-2022

Course Duration : 40 Hours

SYLLABUS

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

Learning Objectives:

- Develop strong Python programming skills for data analysis and data manipulation.
- Utilize Python libraries, including NumPy and Pandas, for data manipulation and analysis.
- Perform data visualization using Python libraries like Matplotlib and Seaborn.
- Understand the fundamentals of machine learning and its application in Python.
- Work on a data science project to apply Python skills in a real-world context.

□ **Module 1: Introduction to Python Programming**



- Python Syntax and Basics
- Data Types and Data Structures
- Functions and Modules
- Error Handling and Debugging

□ **Module 2:Data Analysis and Manipulation**

- Introduction to Pandas and NumPy
- Data Cleaning and Preparation
- Data Aggregation and Group Operations
- Working with Time Series Data

□ **Module 3:Data Visualization**

- Basic Plotting with Matplotlib
- Advanced Visualizations with Seaborn
- Interactive Visualizations with Plotly
- Data Dashboarding with Dash

□ **Module 4:Introduction to Machine Learning**

- Overview of Machine Learning Concepts
- Supervised Learning Algorithms (Linear Regression, Decision Trees)
- Unsupervised Learning Algorithms (Clustering, PCA)
- Model Evaluation and Hyperparameter Tuning

□ **Module 5:Advanced Topics in Data Science**

- Natural Language Processing (NLP) with NLTK and SpaCy
- Deep Learning with TensorFlow and Keras
- Working with Big Data (PySpark, Dask)
- Deployment of Machine Learning Models (Flask, Docker)

ASSESSMENT METHODS

→ **Written Examination (40 Marks)**

→ **Attendance (10 marks)**





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DEPARTMENT OF COMPUTER SCIENCE

Course Title: Certificate Course on IoT and Big Data Analytics

Course Code: CS21CC02

Academic Year : 2021-2022

Course Duration : 60 Hours

SYLLABUS

Course Description:

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

Learning Objectives:

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

Module 1: Introduction to IoT and Big Data

- Overview of IoT ecosystems
- Communication protocols (MQTT, CoAP, HTTP)
- Role of Big Data in IoT



- IoT architecture and components
- Applications and use cases of IoT and Big Data

Module 2: IoT Data Collection and Management

- Data collection methods from IoT devices
- Sensor and actuator integration
- Data storage strategies
- Cloud computing and IoT
- Edge and fog computing

Module 3: Big Data Analytics for IoT

- Introduction to Big Data concepts
- Data processing frameworks (Hadoop, Spark)
- Real-time data analytics
- Machine learning for IoT data
- Predictive analytics and anomaly detection

Module 4: IoT Security and Privacy

- Security challenges in IoT
- Privacy concerns and data protection
- Encryption and secure communication
- Authentication and access control
- Best practices for securing IoT systems

Module 5: IoT Applications and Case Studies

- Industry-specific IoT applications (smart cities, healthcare, manufacturing)
- Detailed case studies of successful IoT implementations
- Future trends and innovations in IoT and Big Data
- Impact of IoT on business and society
- Lessons learned and best practices from real-world IoT projects

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 Digital Storytelling
COURSE CODE	EN21CC01
DURATION	30 HOURS

COURSE DESCRIPTION

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

COURSE OBJECTIVE

Grasp the core principles and ethics of responsible journalism. Craft compelling news stories in various writing styles for different media platforms. Conduct effective interviews and research to gather accurate and insightful information. The course equips students with valuable skills, preparing them for dynamic careers in the rapidly evolving fields of media and communication.

TOPICS COVERED

MODULE 1: VISUAL STORY MAKING

Introductory Session (Course Outline)

Basics Of Journalism and Mass Communication

Visual Scripting (Scripting Basics and Assignment Discussion)



Voicing (Basics of Rendering and Voice Modulation and Review of Assignments)
Presenting- News Anchoring, P To C and Interview Techniques

Planning And Shooting on Mobile Phones

Pre-Production, Production and Postproduction

Basic Camera Angles and Shots (Theory And Practicals)

Project Review- Short Video Making

MODULE 2: SHORT FILMMAKING

Scripting and Acting

Production and Direction

Project Review- Short Film

MODULE 3: RADIO PRODUCTION

Writing for Radio

Radio Jockeying

Radio Production

Internet Radio Making and Project Review

Module 4- News Management for Television

Run Down Creation and Camera Histrionics

EVALUATION METHOD

- Qualifying Exam





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KAKKANAD

DEPARTMENT OF ENGLISH

TITLE OF COURSE	Certificate Course in Media Ethics
COURSE CODE	EN21CC02
DURATION	30 HOURS

COURSE DESCRIPTION

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

COURSE OBJECTIVE

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

TOPICS COVERED

MODULE 1: FUNDAMENTALS OF MASS COMMUNICATION

What is Mass Communication; Types of Mass Communication; Major Theories of Mass Communication

MODULE 2 : EVOLVING AND CONVERGING MEDIA

What is Media Convergence; Technological Convergence; Industry Merges; Social Media; Transmedia Storytelling; Media Convergence Policy

MODULE 3: IMPORTANCE OF MEDIA LITERACY IN THE ERA OF NEW MEDIA



Importance of Media Literacy; Inherent Bias in Media; Media Literacy as an Educational Tool; Taking Charge; Taking Charge

EVALUATION METHOD

Students were asked to prepare a written report on the topics covered in the course and were awarded marks based on their reports.

REFERENCE

Campbell R Martin CR Fabos B Harmsen S. *Media Essentials: A Brief Introduction*. Third ed. Boston: Bedford/St. Martin's; 2015.





RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES
KAKKANAD
DEPARTMENT OF ENGLISH

TITLE OF COURSE	Certificate Course in Linguistic Proficiency
COURSE CODE	EN21CC03
DURATION	30 HOURS

COURSE DESCRIPTION

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

COURSE OBJECTIVE

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

TOPICS COVERED

MODULE 1: INTRODUCTION (10 HOURS)

Definition- Types- Airstream mechanism- Organs of speech

MODULE 2: PHONETIC SOUND SYSTEM (10 HOURS)

Consonants- Vowels- Diphthongs

MODULE 3: PHONOLOGY (10 HOURS)

Pitch- intonation- stress- phonetic transcription



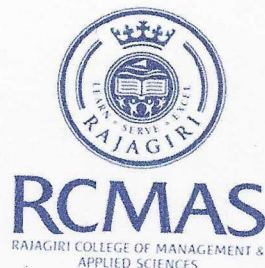
EVALUATION METHOD:

- Test Papers
- Worksheet after each module

REFERENCE:

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





RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES
KAKKANAD

DEPARTMENT OF ENGLISH

Certificate Course in Linguistic Proficiency

Total Marks: 50

Duration: 2 Hours

Instructions:

1. Answer all the questions in Part A.
2. Answer any two questions in Part B.
3. Answer any one question in Part C.
4. Use diagrams where necessary to support your answers.
5. Write clearly and legibly.

PART A: MULTIPLE CHOICE QUESTIONS (5 MARKS)

1. What is the primary focus of articulatory phonetics?
 - a) The physical properties of sound waves
 - b) The perception of sounds by the ear
 - c) The production of speech sounds
 - d) The analysis of phonetic transcriptions

2. Which of the following is a pulmonic egressive sound?
 - a) Click
 - b) Implosive
 - c) Plosive



- d) Ingressive
3. Which organ of speech is primarily responsible for voicing?
- a) Tongue
 - b) Vocal cords
 - c) Teeth
 - d) Uvula
4. Which of the following is a front vowel?
- a) /i/
 - b) /u/
 - c) /a/
 - d) /o/
5. What does the term 'diphthong' refer to?
- a) A single pure vowel sound
 - b) A consonant cluster
 - c) A combination of two vowel sounds
 - d) A nasal sound

PART B: SHORT ANSWER QUESTIONS (20 MARKS)

Answer any two questions. Each question carries 10 marks.

1.
 - Describe the different types of airstream mechanisms. (5 marks)
 - Differentiate between egressive and ingressive airstream mechanisms with examples. (5 marks)
2.
 - Classify the following consonants by place of articulation: /p/, /t/, /k/, /b/, /d/, /g/. (5 marks)
 - Explain the difference between voiced and voiceless consonants with examples. (5 marks)
 -
- 3.

- Explain how pitch is used to convey meaning in speech. Provide examples. (5 marks)
- Describe the role of intonation in conveying emotions and attitudes. Provide examples of rising and falling intonation patterns in English. (5 marks)

PART C: LONG ANSWER QUESTIONS (25 MARKS)

Answer any one question. Each question carries 25 marks.

1.

- Label the following organs of speech on the diagram provided: lungs, trachea, larynx, vocal cords, tongue, teeth, alveolar ridge, hard palate, soft palate, uvula. (10 marks)
- Describe the function of each organ in the production of speech sounds. (10 marks)
- Explain the role of the vocal cords in phonation. (5 marks)

2.

- Define phonetic transcription. (5 marks)
- Transcribe the following words into the International Phonetic Alphabet (IPA): cat, dog, book, phone, teacher. (10 marks)
- Explain the importance of phonetic transcription in linguistic studies. (10 marks)

3.

- Define stress. (5 marks)
- Explain the difference between word stress and sentence stress. Provide examples. (10 marks)
- Describe how stress placement can change the meaning of a word or sentence. (10 marks)



DEPARTMENT OF COMMERCE

Certificate Course in Corporate Governance

Course Code - CO21CC01

Academic Year : 2021-2022

Course Duration- 40 Hours

Syllabus

Course Description

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

Learning Outcomes

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

Modules

Module 1: Introduction to Corporate Governance (10 hours)

- Definition and Importance of Corporate Governance
- Historical Development of Corporate Governance
- Key Principles and Theories
- Case Studies on Corporate Governance Failures and Successes



Module 2: Regulatory Framework and Compliance (10 hours)

- Corporate Governance Codes and Standards
- Roles and Responsibilities of the Board of Directors
- Regulatory Bodies and Compliance Requirements
- Governance in Different Jurisdictions

Module 3: Board Dynamics and Leadership (10 hours)

- Board Composition and Structure
- Board Meetings and Processes
- Role of Committees in Governance
- Leadership and Decision-Making in the Boardroom

Module 4: Corporate Social Responsibility and Ethics (10 hours)

- Corporate Social Responsibility (CSR)
- Ethical Issues in Corporate Governance
- Sustainability and Environmental Governance
- Real-World Governance Projects and Initiatives

Assessment Method

→ Final Examination (40 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: Case Study Questions (20 Marks):**
 - 1 question of 20 marks of case study model

→ Attendance (10 marks)





RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

DEPARTMENT OF COMMERCE

Course Title: Certificate Course on Advanced Marketing Strategies

Course Code: CO21CC02

Academic Years : 2021-2022

Course Duration : 35 Hours

SYLLABUS

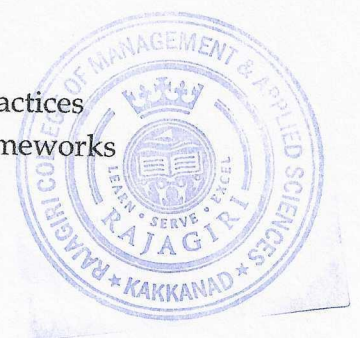
Course Description: This course explore advanced marketing strategies encompassing segmentation, targeting, and brand equity management, alongside cutting-edge CRM tools and global marketing tactics. Delve into digital marketing innovation, mastering omnichannel integration, SEO techniques, content strategies, and social media trends. Embrace emerging technologies such as AI, VR, and blockchain, uncovering their transformative potential in advertising and customer engagement. Elevate marketing expertise and stay ahead in today's dynamic business landscape with this course.

Learning Objectives:

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

Module 1: Advanced Segmentation Techniques (10 HOURS)

- In-depth Market Segmentation and Targeting
- Advanced Target Market Selection Strategies
- Advanced Positioning Strategies for Competitive Advantage
- Building and Managing Brand Equity: Case Studies and Best Practices
- Customer Relationship Management (CRM): Strategies and Frameworks
- Advanced CRM Tools and Technologies: AI and Data Analytics



- Global Marketing Strategies: Localization vs. Standardization

Module 2: Digital Marketing Innovation (15 HOURS)

- Advanced Digital Marketing Channels: Integration and Optimization
- Omnichannel Marketing Integration: Strategies and Best Practices
- Advanced SEO Strategies and Techniques: AI and Machine Learning Applications
- Content Marketing Strategies: Data-Driven and Personalization Techniques
- Social Media Marketing Trends: Advanced Analytics and Influencer Marketing
- Programmatic Advertising and Real-Time Bidding
- Marketing Automation and Personalization at Scale

Module 3: Emerging Technologies in Marketing (10 HOURS)

- Artificial Intelligence and Machine Learning Applications: Predictive Analytics and Customer Insights
- Virtual and Augmented Reality in Marketing: Immersive Experiences and Customer Engagement
- Blockchain Technology in Advertising and Customer Engagement: Transparency and Trust
- Internet of Things (IoT) in Marketing: Smart Devices and Connected Consumer Experiences
- Advanced Data Analytics and Big Data in Marketing: From Data to Decision Making

ASSESSMENT METHODS

→ Final Examination (50 Marks)

- **Section A: Descriptive Answer Questions - 20 Marks:**

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

Section B : Problem-Solving Questions - 30 Marks

2 questions of 15 marks each .

→ Attendance (10 marks)





DEPARTMENT OF COMMERCE

Certificate Course in GST Return Filing

Course Code- CO21CC03

Academic Year : 2021-2022

Course Duration- 30 Hours

SYLLABUS

Course Description

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

Learning Outcomes

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

Modules

Module 1: Introduction to GST (10 Hours)

- Overview of GST and its Importance



- GST Law and Structure
- Key Concepts: Input Tax Credit, Reverse Charge Mechanism, etc.
- Case Studies on GST Implementation

Module 2: GST Registration and Compliance (10 Hours)

- GST Registration Process
- Types of GST Returns
- Compliance Requirements
- Penalties for Non-Compliance

Module 3: Filing GST Returns (10 Hours)

- GSTR-1: Details of Outward Supplies
- GSTR-2A and GSTR-2B: Auto-Drafted Input Tax Credit
- GSTR-3B: Summary Return and Payment of Tax
- Annual Returns and Reconciliation
- Common Errors and Issues in GST Return Filing

Assessment Method

→ Final Examination (30 Marks)

○ Section A: Short Answer Questions (30 Marks):

- Question paper contains 15 MCQs carrying 2 marks each.

→ Attendance (10 marks)

