



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

1.3 Curriculum Enrichment

**1.3.1 Institution integrates crosscutting issues relevant to
Professional Ethics, Gender, Human Values and Environment
and Sustainability in transacting curriculum**

Professional Ethics addressed in Certificate Courses

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2	Brochures of Certificate Courses addressing Professional Ethics	4-27

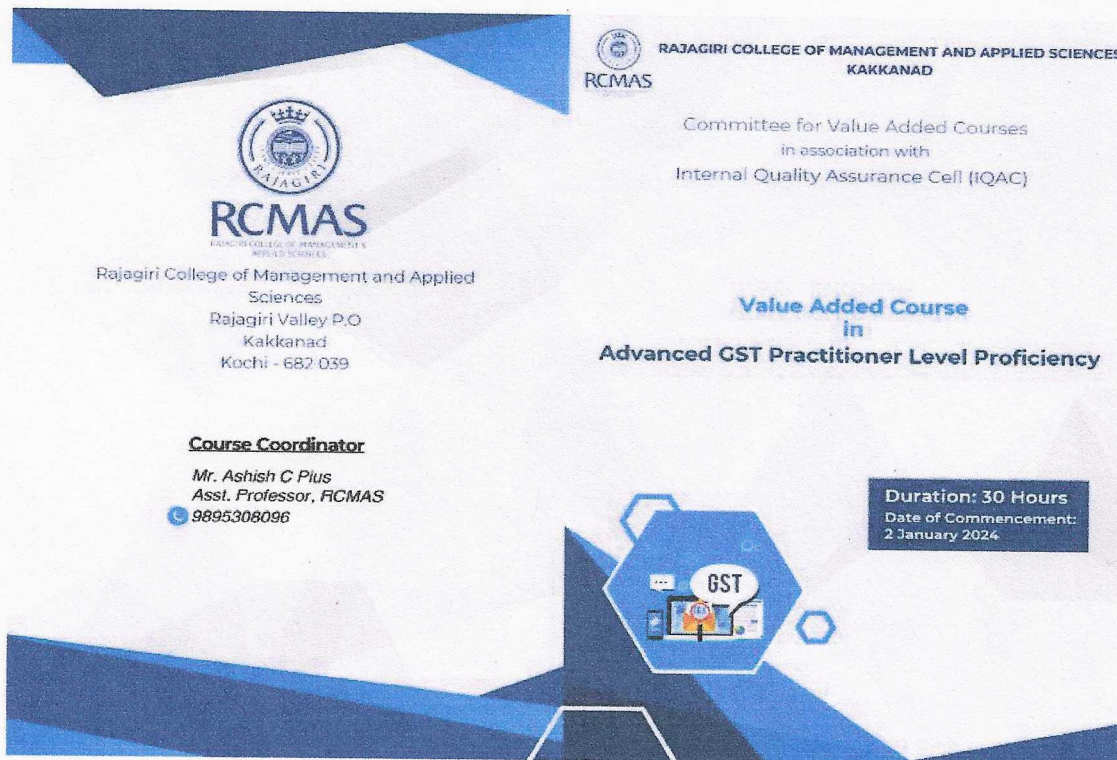
List of Certificate Courses addressing Professional Ethics

Name of Certificate /Value Added Course	Course Code	Year of Offering
Value Added Course in Advanced GST Practitioner Level Proficiency	AD01GS01	2023-2024
Certificate Course in Total Quality Management	MG23CC01	2023-2024
Certificate Course in Brand Building and Management Strategies	MG23CC03	2023-2024
Certificate Course on Ethics and Professionalism in the Legislative Process	MG23CC04	2023-2024
Certificate Course in Blockchain and Cybersecurity	CS23CC01	2023-2024
Certificate Course in Reporting for Media	EN23CC02	2023-2024
Certificate Course in Copywriting and Copy Editing	EN23CC03	2023-2024
Certificate Course in Research Methodology	CO23CC01	2023-2024
Certificate Course in Legal Contract Drafting	CO23CC02	2023-2024
Certificate Course in Professional Etiquettes and Business Decorum	MG22CC01	2022-2023
Certificate Course in Service Marketing	MG22CC03	2022-2023
Certificate Course in Customer Relationship Management	MG22CC04	2022-2023
Certificate Course on Insights into the Indian Legislative Process and Judiciary	MG22CC05	2022-2023
Certificate Course in Advertising Skills and Tactics	EN22CC02	2022-2023
Certificate Course in Intellectual Property Rights	CO22CC02	2022-2023
Certificate Course in Corporate Social Responsibility	MG21CC01	2021-2022
Certificate Course in Media Ethics	EN21CC02	2021-2022
Certificate Course in Corporate Governance	CO21CC01	2021-2022
Certificate Course in GST Return Filing	CO21CC03	2021-2022
Certificate Course in Tax Planning	CO20CC01	2020-2021
Certificate Course in the Legal Aspects of Business Operations	CO20CC03	2020-2021
Certificate Course in Professional Etiquettes	MG19CC02	2019-2020
Certificate Course in Ethical Standards for Media Professionals	EN20CC02	2019-2020
Certificate Course in Brand Management	CO19CC01	2019-2020

Legal



Value Added Course in Advanced GST Practitioner Level Proficiency



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES
KAKKANAD

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

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

Course Coordinator
Mr. Ashish C Plus
Asst. Professor, RCMAS
9895308096

Duration: 30 Hours
Date of Commencement:
2 January 2024

About the College

Rajagiri College of Management and Applied Sciences is an affiliated college offering undergraduate and post-graduate degrees conferred by Mahatma Gandhi University.

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

Course Description

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

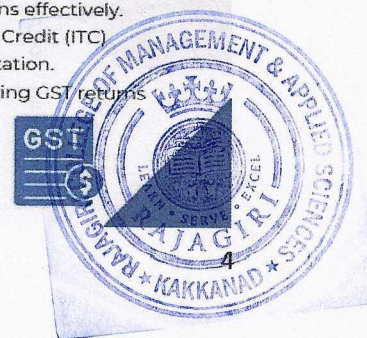
Topics Covered

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

Course Outcomes

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

Legal



Certificate Course in Total Quality Management



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



RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES



Certificate Course

in
Total quality
Management

Department of Management

in association with

Internal Quality Assessment Cell (IQAC)



Course Coordinator
Ms. Anila Varqheese
Assistant Professor
8891652930

Date of Commencement - 01.08.2023
Duration - 30 Hours

About The Department

The Department of Management at Rajagiri College of Management and Applied Sciences in Kakkanad, Kerala, focuses on providing a thorough education in management and business administration. They offer undergraduate programs in business administration. Faculty members are experienced professionals and industry experts who contribute significant knowledge to student learning through quality education and mentorship. The department emphasizes practical learning through activities like case studies, projects, internships, and industry visits.

Course Description

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

Topics Covered

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

Course Outcomes

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



Legal

Certificate Course in Brand Building and Management Strategies



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



RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES



Certificate Course

on

**Brand Building
and Management**

Strategies

Department of Management

in association with

Internal Quality Assessment Cell (IQAC)



Course Coordinator
Ms. Anila Varghese
Assistant Professor
8891652930

Date of Commencement - 04.09.2023
Duration - 30 Hours

About The Department

The Department of Management at Rajagiri College of Management and Applied Sciences in Kakkanad, Kerala, focuses on providing a thorough education in management and business administration. They offer undergraduate programs in business administration. Faculty members are experienced professionals and industry experts who contribute significant knowledge to student learning through quality education and mentorship. The department emphasizes practical learning through activities like case studies, projects, internships, and industry visits.

Course Description

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

Topics Covered

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

Course Outcomes

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



Legal

Certificate Course on Ethics and Professionalism in the Legislative Process



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



Course Coordinator
Ms. Anila Varghese
Assistant Professor
8891652930



RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES



Certificate Course on Ethics and Professionalism in Legislative Process

Department of Management

in association with

Internal Quality Assessment Cell (IQAC)

Date of Commencement - 04.09.2023
Duration - 30 Hours

About The Department

The Department of Management at Rajagiri College of Management and Applied Sciences in Kakkanad, Kerala, focuses on providing a thorough education in management and business administration. They offer undergraduate programs in business administration. Faculty members are experienced professionals and industry experts who contribute significant knowledge to student learning through quality education and mentorship. The department emphasizes practical learning through activities like case studies, projects, internships, and industry visits.

Course Description

The course, students will delve deeply into various aspects of legal systems, with a primary focus on the Indian legal framework. They will explore the historical evolution of legal systems, understanding how they have developed over time. The course will extensively cover the foundational principles enshrined in the Indian Constitution, providing insights into its basic structure, key provisions, and underlying principles.

Topics Covered

- Introduction to Legal Systems and Concepts
- An Overview of the Indian Constitution
- Legislative Process and Parliamentary System
- Judicial Hierarchy and Independence in India
- Constitutional Amendments and Legal Developments.

Course Outcomes

- Grasp legal systems, including the Indian Constitution's structure and principles.
- Analyze legislative processes, parliamentary systems, and roles of the President and State Legislatures.
- Evaluate judicial hierarchy, independence, significance of judicial review, and contemporary legal issues, applying legal reasoning to address challenges and debates.



Legal

Certificate Course in Blockchain and Cybersecurity



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

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



Rajagiri College of Management and Applied Science
Rajagiri Valley P.O
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**Certificate Course
in
Blockchain & Cybersecurity**

Faculty Coordinators

Ms. Juby George
+91 99469 82384

Ms. Dona Maria Mari
+91 99495 109899

Duration:
60 Hours

Date of Commencement:
5th June 2023



Course Description:

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

Course Outcome:

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

Modules Covered:

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



About The College

Rajagiri College of Management and Applied Sciences is an affiliated college offering undergraduate and post-graduate degrees conferred by Mahatma Gandhi University. The courses are offered in the discipline of Management, Arts and Computer Application. Besides a robust teaching pedagogy, Rajagiri College of Management & Applied Sciences is also a leader in research and innovation.

The institution marked its inception in the year 2005 and is modelled on the dream and vision of Saint Kuriaakose Elias Chavara, the Founder of CMI congregation and a social reformer in the 19th Century. Focus is given to activities beyond academics at Rajagiri College of Management & Applied Sciences, which is evident from its infrastructure, extracurricular activities and national & international collaborations.

About The Department

The Department of Computer Science at Rajagiri College of Management and Applied Sciences in Kakkanad, Kerala, is typically dedicated to providing high-quality education and training in various aspects of computer science, information technology, and related fields. The faculty members of the Department of Computer Science are typically experienced professionals and scholars who play a crucial role in delivering quality education, mentoring students, and guiding them through their academic and professional development.



Legal

Certificate Course in Reporting for Media



Rajagiri College of Management and Applied Science
Kakkanad
Department of English

in association with
Internal Quality Assurance Cell (IQAC)
organises

Certificate Course in Reporting for Media



Course Facilitator

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





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RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

Rajagiri college of Management and Applied Sciences

Kakkanad
Rajagiri Valley P. O
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Course Co-ordinator
Ms. Kavitha Krishnakumar
Asst. Professor, Department of English,
RCMAS
+91 9995101385

 Duration
30 hours

 Date of Commencement
29.09.2023

About the Department

The Department of English at Rajagiri College of Management and Applied Sciences in Kakkanad, Kerala, is typically dedicated to providing a comprehensive education in English language, literature, and related fields. As with many English departments in academic institutions, it aims to cultivate students' linguistic proficiency, critical thinking skills, and cultural awareness. Programme offered by the Department of English include undergraduate programme in English language and literature. This program typically covers a wide range of subjects such as literature from different periods and regions, language studies, literary theory, creative writing, communication skills, and more.

Topics Covered

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

Course Description

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


Objective

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



Legal


Certificate Course in Copywriting and Copy Editing



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Rajagiri College of Management and Applied Sciences
Kakkanad
Rajagiri Valley P. o
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Course Co-ordinator
Ms. Kavitha Krishnadas
Head of the department
Department of English, RCMAS
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Rajagiri College of Management and Applied Sciences
Kakkanad

Department of English
in association with
Internal Quality Assurance Cell (IQAC)
organises
Certificate course in copy writing and copy editing



Course Facilitator
Ms. Heera Bal
Asst. Professor, Department of English,
RCMAS
+91 90723 68081

 Duration
30 hours

 Date of Commencement
19-10-2023

About the Department

The department of English at Rajagiri college of Management and Applied Sciences in Kakkannad, Kerala, is typically dedicated to providing a comprehensive in English language, literature and related fields. As with many English departments in academic institutions, it aims to cultivate students linguistic Proficiency, Critical thinking skills, and cultural awareness.

Course Description

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

Topics Covered

Module I- Copy editing techniques, fundamentals of copy writing, persuasive writing techniques.
Module II- Content strategy, Editing and proof reading
Module III- Grammar and style guide, digital copy writing

Objective

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



Handwritten signature in green ink.

Certificate Course in Research Methodology



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RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCE
KAKKANAD

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

**Certificate Course
in
Research Methodology**

Date of commencement: 10.01.2024
Duration: 30 Hours

Course Coordinator
Ms Amala Linus
Assistant Professor
Department of Commerce
RCMAS
98948595598



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RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

Rajagiri College of Management and Applied Sciences
Rajagiri Valley P.O.
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0484-2955270, 9048899926
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Certificate Course in Legal Contract Drafting



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KAKKANAD

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

**Certificate Course
in
Legal Contract Drafting**

Date of commencement: 06.11.2023
Duration: 40 Hours

Course Coordinator
Ms. Diana Joseph
Assistant Professor
Department of Commerce
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8089348320



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Rajagiri College of Management and Applied Sciences
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Legal

About The Department

Vision

To Empower our Students with knowledge, skills and ethical grounding to excel in global economy

Mission

To cultivate socially responsible commerce professionals capable of addressing global challenges sustainably.

The Department of Commerce is committed to empowering students with the knowledge, skills, and ethical grounding essential for excelling in the global economy. Our vision emphasizes fostering a profound understanding of commerce principles while promoting integrity and responsibility. Through a comprehensive curriculum and dedication to ethical practices, we prepare students to become leaders in the dynamic world of commerce, ready to make meaningful contributions to society.

Course Description

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

Topics Covered

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

Course Outcomes

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

Certificate Course in Professional Etiquettes and Business Decorum



RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES



Course Coordinator
Ms. Anila Varghese
Assistant Professor
8891852930

Certificate Course in Professional Etiquettes and Business Decorum

Department of Management

in association with

Internal Quality Assessment Cell (IQAC)



RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

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

Date of Commencement - 03.01.2021
Duration - 30 Hours



Legal

About The Department

The Department of Management at Rajagiri College of Management and Applied Sciences in Kakkanad, Kerala, focuses on providing a thorough education in management and business administration. They offer undergraduate programs in business administration. Faculty members are experienced professionals and industry experts who contribute significant knowledge to student learning through quality education and mentorship. The department emphasizes practical learning through activities like case studies, projects, internships, and industry visits.

Course Description

The course on provides participants with essential skills and knowledge to navigate the business world with confidence and professionalism. Through a series of interactive modules, participants will learn the fundamental principles of etiquette, effective communication strategies, networking techniques, conflict resolution methods, and personal branding concepts. The course emphasizes the importance of respect, courtesy, and maintaining a positive professional image in all interactions

Topics Covered

- Introduction to Professional Etiquette,
- Communication Etiquette
- Business Etiquette in Practice
- Professional Image and Personal Branding
- Conflict Resolution and Negotiation Etiquette

Course Outcomes

- Utilize networking strategies to build valuable professional relationships and navigate business events, conferences, and social gatherings with ease.
- Master proper introduction and greeting protocols, and learn techniques for making memorable impressions in business settings.
- Understand dress code and grooming standards in the professional environment, and create and maintain a professional online presence.
- Gain insight into conflict resolution strategies, negotiation tactics, and maintaining professionalism during challenging situations.



Legal


Certificate course in Service Marketing



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RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES
Rajagiri College of Management and Applied Sciences,
Rajagiri Valley P.O.,
Kakkanad,
Kochi - 682 039



Course Coordinator
Ms. Anila Varughese
Assistant Professor
8891652930

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



Certificate Course in Service Marketing

Date of Commencement - 16.02.2023
Duration - 35 Hours

About The Department

The Department of Management at Rajagiri College of Management and Applied Sciences in Kakkanad, Kerala, focuses on providing a thorough education in management and business administration. They offer undergraduate programs in business administration. Faculty members are experienced professionals and industry experts who contribute significant knowledge to student learning through quality education and mentorship. The department emphasizes practical learning through activities like case studies, projects, internships, and industry visits.

Course Description

This course provides students with a comprehensive understanding of service marketing principles and strategies, focusing on the unique characteristics and challenges associated with marketing intangible services.

Topics Covered

- Introduction to Service Marketing
- Marketing mix of Services
- Consumer behaviour in services
- Segmentation
- Positioning
- Differentiation
- Marketing of services

Course Outcomes

- Understand the concept, characteristics, and challenges of services, and distinguish between products and services.
- Gain insight into service marketing principles, including strategies for addressing unique challenges in marketing intangible services.
- Apply service marketing concepts and strategies to booming industries such as tourism and hospitality, gaining practical insights into industry-specific challenges and opportunities.



Legal

Certificate Course in Customer Relationship Management



Course Coordinator
Ms. Anila Varghese
Assistant Professor
8891652930



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



RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES



Certificate Course in Customer Relationship Manager

Department of Management

in association with

Internal Quality Assessment Cell (IQAC)

Date of Commencement - 16.02.2023
Duration - 35 Hours

About The Department

The Department of Management at Rajagiri College of Management and Applied Sciences in Kakkanad, Kerala, focuses on providing a thorough education in management and business administration. They offer undergraduate programs in business administration. Faculty members are experienced professionals and industry experts who contribute significant knowledge to student learning through quality education and mentorship. The department emphasizes practical learning through activities like case studies, projects, internships, and industry visits.

Course Description

This course explores Customer Relationship Management (CRM) principles and strategies, covering concepts such as customer loyalty, satisfaction, and profitability. Students learn about CRM strategy development, implementation, and the use of technology tools. Emphasis is placed on understanding CRM frameworks, governance, performance evaluation, and factors contributing to CRM success..

Topics Covered

- Introduction to CRM strategy CRM
- Strategy Development Process CRM
- Customer Satisfaction
- CRM Process Framework
- Use of Technology in CRM

Course Outcomes

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



Certificate Course on Insights into the Indian Legislative Process and Judiciary



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



Course Coordinator
Ms. Anila Varghese
Assistant Professor
8891652930



RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES
RAJAGIRI VALLEY P.O. KAKKANAD, KERALA - 682039



Certificate Course in Insights into Indian Legislative Process and Judiciary

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

Date of Commencement - 12.09.2022
Duration - 30 Hours

About The Department

The Department of Management at Rajagiri College of Management and Applied Sciences in Kakkanad, Kerala, focuses on providing a thorough education in management and business administration. They offer undergraduate programs in business administration. Faculty members are experienced professionals and industry experts who contribute significant knowledge to student learning through quality education and mentorship. The department emphasizes practical learning through activities like case studies, projects, internships, and industry visits.

Course Description

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

Topics Covered

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

Course Outcomes

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



Legal

Certificate Course in Advertising Skills and Tactics



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Kakkanad
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Kochi - 682 039



RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES
Kakkanad

Department of English
In association with
Internal Quality Assurance Cell (IQAC)
Organises

Certificate Course in Advertising Skills and Tactics



Course Facilitator
Ms. Dikshita P N
Assistant Professor,
Department of English, RCMAS

Course Co-ordinator
Ms. Amala Manavalan
Assistant Professor,
Department of English,
RCMAS

 **Duration**
30 Hours

 **Date of commencement**
03.01.2023

About the Department

The Department of English at Rajagiri College of Management and Applied Sciences in Kakkanad, Kerala, is typically dedicated to providing a comprehensive education in English language, literature, and related fields. As with many English departments in academic institutions, it aims to cultivate students' linguistic proficiency, critical thinking skills, and cultural awareness.

Course Description

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

Topics Covered

- Module 1 : Fundamentals of Advertising - what is advertising - History, Types , Principles
- Module 2 : Advertising Skills - ad copy, Essentials of a good ad , structure
- Module 3 : Application of the Tactics of Advertising - Visualisation, storyboard, Broadcasting media and new media

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 .



Legal

Certificate Course in Intellectual Property Rights



Rajagiri College of Management and Applied Sciences
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office@rajagiricollege.edu.in



RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCE
KAKKANAD

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

Certificate Course in Intellectual Property Rights

Date of commencement: 06.01.2023

Duration: 30 Hours

Course Coordinator
Mr Ashish C Pius
Assistant Professor
Department of Commerce
RCMAS
9895308096

About Commerce Department

Vision

To Empower our Students with knowledge, skills and ethical grounding to excel in global economy

Mission

To cultivate socially responsible commerce professionals capable of addressing global challenges sustainably.

The Department of Commerce is committed to empowering students with the knowledge, skills, and ethical grounding essential for excelling in the global economy. Our vision emphasizes fostering a profound understanding of commerce principles while promoting integrity and responsibility. Through a comprehensive curriculum and dedication to ethical practices, we prepare students to become leaders in the dynamic world of commerce, ready to make meaningful contributions to society.

Course Description

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

Topics Covered

- Introduction to Intellectual Property Rights
- Legal Framework and Regulations
- Managing and Protecting IPR

Course Outcomes

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



Legal

Certificate Course in Corporate Social Responsibility



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

Certificate Course in Corporate Social Responsibility

Department of Management
in association with

Internal Quality Assessment Cell (IQAC)



Course Coordinator
Ms. Megha Mohan
Assistant Professor
8891652930

Date of Commencement - 01.02.2022
Duration - 35 Hours

About The Department

The Department of Management at Rajagiri College of Management and Applied Sciences in Kakkanad, Kerala, focuses on providing a thorough education in management and business administration. They offer undergraduate programs in business administration. Faculty members are experienced professionals and industry experts who contribute significant knowledge to student learning through quality education and mentorship. The department emphasizes practical learning through activities like case studies, projects, internships, and industry visits.

Course Description

The course is designed to equip participants with the essential skills and knowledge required to navigate various aspects of professional environments with confidence and professionalism. Through a series of modules, participants will explore topics ranging from business etiquette to effective communication, professionalism in diverse settings, and digital etiquette in the workplace.

Topics Covered

Introduction to Business competency, Communication Skills for Business, Professionalism in Business Settings, Business Etiquettes in Various Contexts, Digital Etiquettes in the Workplace

Course Outcomes

- 1) Demonstrate an understanding of the significance of business etiquettes and their cultural influences.
- 2) Possess effective communication skills, both verbal and non-verbal, essential for professional interactions.
- 3) Exhibit professionalism in various business settings, including meetings, presentations, and conflict resolution.



Legat

Certificate Course in Media Ethics



Rajagiri College of Management and Applied Sciences
Rajagiri Valley P.O.
Kakkanad
Kochi- 682039

Course Co-ordinator

Ms. Amala Manavalan
Asst. Professor, Department of English,
RCMAS
+91 9495955598



RCMAS

Rajagiri College of Management and Applied Sciences
Kakkanad

Department of English
in association with


Internal quality Assurance Cell (IQAC)


organises

Certificate Course in Media Ethics



Course Facilitator
Ms. Manju P. Mohan
Asst. Professor, Department of English,
RCMAS

 Duration
30 hours

 Date of Commencement
01.03.2022

About the Department

The Department of English at Rajagiri College of Management and Applied Sciences in Kakkanad, Kerala, is typically dedicated to providing a comprehensive education in English language, literature, and related fields. As with many English departments in academic institutions, it aims to cultivate students' linguistic proficiency, critical thinking skills, and cultural awareness.

Course Description

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

Topics Covered

- Introduction to Media Ethics, Truth and Accuracy in Reporting
- Privacy and Confidentiality, Conflict of Interest
- Digital Media Ethics, Case studies in Media Ethics

Course Outcome

Ethical Competance: 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.

Critical Evaluation: Participants will critically evaluate and address ethical challenges in media particularly in digital contexts, using case studies to maintain high professional standards and ethical decision-making



Legal

Certificate Course in Corporate Governance



RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCE
KAKKANAD

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

Certificate Course in Corporate Governance

Date of commencement: 06.01.2022

Duration: 40 Hours

Course Coordinator

Ms Aswathy K.M

Assistant Professor

Department of Commerce

RCMAS

7012970586



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

About The Department

Vision

To Empower our Students with knowledge, skills and ethical grounding to excel in global economy

Mission

To cultivate socially responsible commerce professionals capable of addressing global challenges sustainably.

The Department of Commerce is committed to empowering students with the knowledge, skills, and ethical grounding essential for excelling in the global economy. Our vision emphasizes fostering a profound understanding of commerce principles while promoting integrity and responsibility. Through a comprehensive curriculum and dedication to ethical practices, we prepare students to become leaders in the dynamic world of commerce, ready to make meaningful contributions to society.

Course Description

This course provides 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.

Topics Covered

- Introduction to Corporate Governance
- Regulatory Framework and Compliance
- Board Dynamics and Leadership
- Corporate Social Responsibility and Ethics

Course Outcomes

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



Legal

Certificate Course in GST Return Filing



RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCE
KAKKANAD

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

Certificate Course in GST Return Filing

Date of commencement: 01.07.2021

Duration: 30 Hours

Course Coordinator

Ms. ASWATHY K.M
Assistant Professor
Department of Commerce
RCMAS
8089348320



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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.

Topics Covered

- Introduction to GST
- GST Registration and Compliance
- Filing GST Returns
- Practical Applications in GST Return Filing

Course Outcomes

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



Legal

Certificate Course in Tax Planning



RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCE
KAKKANAD

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

Certificate Course in Tax Planning

Date of commencement: 01.07.2020

Duration: 45 Hours

Course Coordinator
Ms Mary Antony
Assistant Professor
Department of Commerce
RCMAS
9447590381



Rajagiri College of Management and Applied Sciences
Rajagiri Valley P.O
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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.

Topics Covered

- Introduction to Taxation
- Individual Tax Planning
- Business Tax Planning

Course Outcomes

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



Legal

Certificate Course in Legal Aspects of Business Operations



RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCE
KAKKANAD

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

Certificate Course on Legal Aspects of Business Operations

Date of commencement: 05.01.2021

Duration: 30 Hours

Course Coordinator

Ms Mary Antony
Assistant Professor
Department of Commerce
RCMAS
9447590381



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Rajagiri Valley P.O
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Legal

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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.

Topics Covered

- Introduction to Business Law
- Corporate Governance and Compliance
- Employment and Labor Law

Course Outcomes

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

Legal



Certificate Course in Professional Etiquettes



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

Certificate Course in Professional Etiquettes

Department of Management

in association with

Internal Quality Assessment Cell (IQAC)



Course Coordinator
Ms. Anila Varghese
Assistant Professor
8891652930

Date of Commencement - 07.09.2020
Duration - 30 Hours

About The Department

The Department of Management at Rajagiri College of Management and Applied Sciences in Kakkanad, Kerala, focuses on providing a thorough education in management and business administration. They offer undergraduate programs in business administration. Faculty members are experienced professionals and industry experts who contribute significant knowledge to student learning through quality education and mentorship. The department emphasizes practical learning through activities like case studies, projects, internships, and industry visits.

Course Description

This course serves as an in-depth exploration of the dynamic field of international business, equipping students with the knowledge and skills necessary to thrive in a globalized economy. Through a combination of theoretical frameworks, case studies, and practical applications, students will gain a comprehensive understanding of the key components and challenges of conducting business across borders.

Topics Covered

- Introduction to International Business
- Cultural Dimensions of International Business
- International Trade and Investment
- Global Market Entry Strategies Managing
- Global Business Operations

Course Outcomes

- Understanding Global Business Environment
- Application of International Trade Theories
- Global Business Strategy Formulation
- Effective Cross-cultural Communication



Handwritten signature in green ink.

Certificate Course in Ethical Standards for Media Professionals




Rajagiri College of Management and Applied Sciences

Rajagiri Valley P. O
Kakkanad
Kochi - 682 039

Course Co-ordinator

Ms. Amala Manavalan
Asst. Professor, Department of English
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+91 9495 955598




RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES



Rajagiri College of Management and Applied Sciences
Kakkanad
Department of English

In association with
Internal Quality Assurance Cell (IQAC)

organises
Certificate course in Ethical Standards for Media Professionals



Course Facilitator
Ms. Manju P. Mohan
Asst. Professor, Department of English,
RCMAS

 Duration	 Date of Commencement
30 hours	06.01.2020

About the Department

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Course Description

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

Topics Covered

- Foundational ethical principles
- Accuracy, fairness, and objectivity in reporting
- Privacy and confidentiality concerns
- Ethical use of social media and new technologies

Course Outcome

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



Legal

Certificate Course in Brand Management



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RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCE
KAKKANAD

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

**Certificate Course
in
Brand Management**

Date of commencement: 09.08.2019
Duration: 45 Hours

Course Coordinator
Diana Joseph
Assistant Professor
Department of Commerce
RCMAS
8089348320



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

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Course Description

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

Topics Covered

- Introduction to Brand Management
- Strategic Brand Planning
- Building and Sustaining Brand Equity
- Practical Applications in Brand Management

Course Outcomes

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



Legal