



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES
KAKKANAD, KERALA

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 Students' Projects

Submitted to



Professional Ethics issues addressed in Students Projects

Academic Year 2023-24

Sl.No	Name of Programme	Name of Students	Title of the project
1	Bachelor of Computer Application	Noel Saji	Emergency Rescue Services
2	Bachelor of Business Administration	Ishaan Kurian Joshy	A Study on After Sales Services
3	Bachelor of Business Administration	Mishal K Abdul Salam	Study on the Effectiveness of Labour Welfare Measures
4	Bachelor of Business Administration	Sahad P N	A Study on the Effectiveness of a Performance Appraisal System in Improving Employee Performance
5	Bachelor of Business Administration	Uthara S	A Study on the Effectiveness of Customer Retention Techniques of SIB on Customer Behaviour
6	Bachelor of Business Administration	Sarangi Gireesh	A Study on the Effectiveness of Employee Retention Strategies with Reference to Sabazu, UAE
7	B.Com Model II Logistics Management	Adarsh S,Aaliya Mary George,Sneha V Mani,Afnas V N,Abhay Antony	A Study on Employees Work Life Balance with Reference to Sivagiri Higher Secondary School, Varkala
8	B.Com Model II Logistics Management	Mathew John,Maria Rose Varghese,Febin Jose Ajeesh	A Study on the Customer Relationship Management in BRD Car World Aluva

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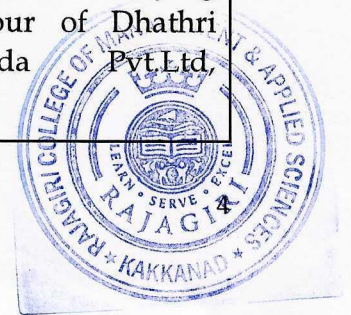
9	B.Com Model II Logistics Management	Shaz V K	A Study on the Production and Export Management of Seafoods with Reference to Aqua Geno Exim Pvt. Ltd
10	B.Com Model II Logistics Management	Anakh M A	A Study on Cost Reduction Strategies of P A BOARDS Perumbavoor
11	B.Com Model II Logistics Management	Athul Prakash	A Study on the Effectiveness of Advertising Strategies
12	B.Com Model II Logistics Management	Nisin Anil	A Study on Customer Relationship Management
13	B.Com Model II Logistics Management	Joan Hallies Livero,Joel V Jojo,K S Harigovind	Study on Risk Management in Sea Freight Logistics with Special Reference to Bollore Logistics PVT Ltd
14	B.Com Model I Computer Applications	Rayyan Rahooof,Naveen Joshy,Sharath KS,Thomas Thomas,Nivin KS	A Study on The Role of Social Media in Employee Recruitment With Reference to Kun Capital (Ashok Leyland), Edappally
15	B.Com Model I Computer Applications	Allen G Basel,Sana Salim,Sara Ouseph,Anjana K A	Employee Perspective of Placing Ai at the Core of Financial Services in Rcg Global Services,Kakkanad, Infopark
16	B.Com Model I Computer Applications	Ruby Mary Shaini,Rose Saiolin,Jeena Mary	Study on Effectiveness of Promotional Marketing Strategies

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		Varghese, Nandana Mani, Sneha Mariya John	Adopted by Ffc Perumbavoor
17	B.Com Model I Computer Applications	Sam Jacob Kuriakose, Vignesh Venugopal, Anuj Suji, Adithyan Manoj	A Study on Quality of Work Life of Nursing Industry with Reference to Vkm Hospital Tripunithura
18	B.Com Model I Computer Applications	Abhishek Krishna P, Akhil Cheeran Santhosh, Aswani Krishnan, Neha Susan Baby	A Study on the Impact of Advertising Strategies on Consumer Purchase Intention with Special Reference to Lakerol Products Piravom
19	B.Com Model II Computer Applications	Sreevidya Pisharodi, Aadish Pradeep, Helga Naveen, John Shibu Myalil, Mohammed Shibil Kallingal	A Study on Work Life Balance Among Employees in Hindalco Industries Limited, Kalamassery
20	B.Com Model II Computer Applications	Tissa Maria Joseph, Soumya Sara Philip, Wafa Sha, Joe Kuruvilla, Nia Kurian	A Study on the Effectiveness of Customer Retention Strategies Adopted by Paul's Creamery Kakkannad
21	B.Com Model II Computer Applications	Aaliya P N, Muhammed Adil P B, Tony Joseph Rufus, Smera Sivakumar, Swetha Jayan	A Study on the Impact of Advertising Strategies on Consumer Buying Behaviour of Dhathri Ayurveda Pvt.Ltd, Kochi.

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22	B.Com Model II Computer Applications	Paarthiv Menon,Riya Raj,Swathy Jayan,Muhammed Danish,Vaishnav Vs	A Study on Employee Engagement and Retention Strategies at Bolgatty Palace and Island Resort,Mulavukad,Kochi
23	B.Com Model II Computer Applications	Sethulakshmi PJ,Ruth George,Shinz M S,Varsha Maria Victoria,John Paul	A Study on Impact of Promotional Strategy on Consumer Brand Preference of EVM Honda Vyttila
24	B.Com Model II Computer Applications	Issac Josy,Dhiya Eldho,Omar Zidaan,CS Sai Krishna,Anna Jo	A Study on the Effectiveness of Branding on Consumer Buying Behaviour at Malayalam Vehicle Tata Motors Vyttila
25	B.Com Model II Finance and Taxation	Diya Jiji Paulose,Geenet George,Elizabeth Sojan,Finny Kurian,Amina Faizal	A Study on the Influence of Advertising in Consumer Brand Preference for Kitchen Treasures
26	B.Com Model II Finance and Taxation	Rose Ann Martin,Ria Abulaize,Irine Roy	A Study on the Effectiveness of Promotional Strategies on Customers Buying Behaviour with Reference to Maruti Suzuki Nexa, Kalamassery.
27	B.Com Model I Finance and Taxation (SF)	Mariya Roy,Leo Jacob Sabu,Joel Johny,Albert P Saji,Sandra Sali	A Role of HR Practices in Nurturing Innovation

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28	B.Com Model I Finance and Taxation (SF)	Anna Mathew, Jerin Johnson, Diya Mariya Jebi, Rohan Zachariah Mathew, Sneha Joseph	Study on Effectiveness of Employee Retention Strategies Adopted by Vajra Plastics, Angamaly
29	B.Com Model II Marketing	Adheena Rosemary Joy, Abhinand Sujith, Afnan Faris, Alan Mijo George, Adithya Balachandran	A Study on the Effectiveness of Sales Promotional Strategies with Reference to Royal Enfield St Mary Kaloor
30	B.Com Model II Marketing	Ameliya Venoy, Alia Shafeek, Anitta Mary, Alphonse Mariya Thomas, Alwin Sabu	Study on Effectiveness of Employee Retention Strategies of Maruti Suzuki Arena with Reference to Indus Motors M.G.Road
31	B.Com Model II Marketing	Athul Babu, Cherian M Kulangara, Chris Titus, Ashwin Hilary Albert	A Study on Effectiveness of Social Media Marketing with Reference to LEXUS Kochi
32	B.Com Model II Marketing	Devanandhan Jr, Fathima Farzana C A, Ferez Paul Kurian, Feona Mathew, Elana Babu Philip	A Study on the Impact of Promotional Techniques Used by Nexa on Customers with Special Reference to Kalamassery Branch
33	B.Com Model II Marketing	Nahala Shajahan, Monet George, Nayonita Suresh Muhammed	A Study on the Impact of Product Positioning of Volkswagen on Consumer Behavior

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		Reyan S, Nayana Shajan P	
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