



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

Criterion II

Teaching- Learning and Evaluation

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

2.3

Teaching Learning Process

2.3.1 Experiential Learning Methodologies

Submitted to





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1. Anubhava - Experiential Learning Methodologies

Experiential learning focuses on learning from real-world experiences. It represents a transformative approach to education, moving beyond traditional methods to create a dynamic, interactive, and student-centered learning environment. This enhances academic achievement and prepares students for successful and meaningful careers by emphasizing active engagement, reflection, and practical application. Various departments at RCMAS adopt either classroom-based or field-based experiential learning strategies for their students, which are listed here:

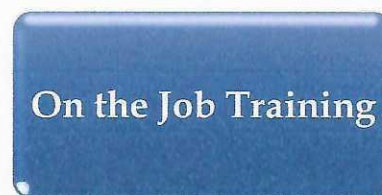
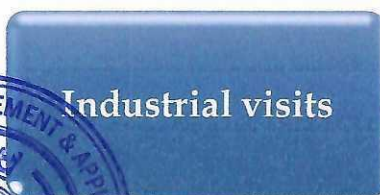
Experiential Learning Strategies Adopted at RCMAS



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2. Industry Immersion

Industry immersion programs in RCMAS transcend theoretical learning, propelling students toward well-rounded professional development. This comprehensive program bridges the theory-practice gap by integrating company visits, on-the-job training and internships. Through company visits, students gain firsthand exposure to industry operations, fostering a deeper understanding of their chosen field. On-the-job training, under the guidance of experienced professionals, equips them with practical skills directly applicable to their career aspirations. The program culminates in internships, allowing students to apply their academic knowledge in real-world settings, solidifying their understanding and building a strong resume for future career endeavors. This holistic approach fosters not only technical expertise but also the confidence and practical experience necessary for graduates to thrive in their chosen professions.



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2.1 Industrial Visits

Industrial visits offer a valuable experiential learning opportunity for students. They provide first-hand exposure to the inner workings of various industries and this practical perspective enhances students' understanding of industry processes, operations, and current trends. Witnessing cutting-edge technologies and best practices equips students with the knowledge necessary to thrive in an ever-evolving professional landscape. Observing professionals in action fosters understanding of specific roles and responsibilities, allowing students to make informed choices about their future aspirations. Furthermore, these visits bridge the gap between theory and practice, solidifying the relevance of academic studies and motivating students to remain focused on their academic and professional goals. Beyond knowledge acquisition, industrial visits present valuable networking opportunities. Students can connect with industry professionals, potentially establishing long-term relationships with mentors who can provide guidance and support as they navigate the professional world. These connections can play a crucial role in propelling students' career development and enhancing their long-term success.



Industrial Visit of BCA students at Techgensia Software Technologies Pvt. Ltd.,

Cherthala Infopark





BBA students went on an industrial visit to KDHP Co. Pvt. Ltd., Madupatty Factory. BA Animation students visited the Screw Pine Weaving Resource Centre for Natural Fiber Craft at the KIDS campus in Kottappuram.



Industrial Visit of B.Com. Students at MASCO Tea Factory, Vagamon.



Verma



2.2 Internships

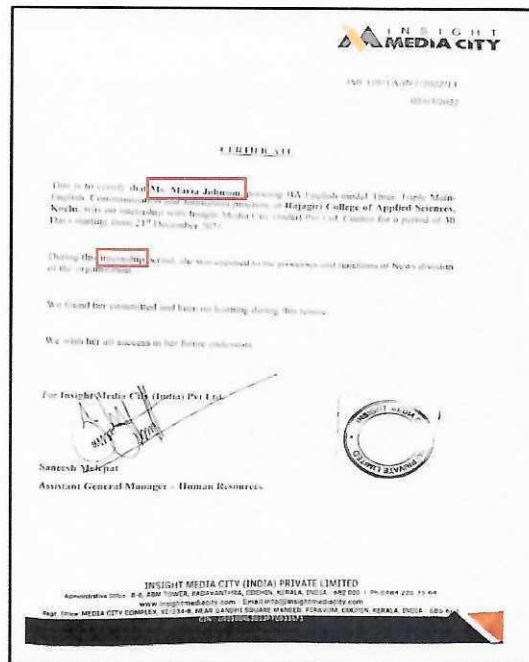
Internships are structured programs where students work for a specific period within a company, gaining professional experience related to their field of study. This hands-on experience helps students understand the relevance of their academic studies, develop essential skills like problem-solving and communication, and gain insights into various career paths. Additionally, internships enable students to build professional networks, leading to mentorship opportunities and potential job offers. The practical knowledge and commitment to professional growth demonstrated through internships enhances a student's resume, distinguishing them from other job applicants. The blend of academic knowledge and practical skills gained through internships increases students' employability, allowing them to contribute effectively to the workforce with minimal additional training.



Students of BBA doing Internships at Various Firms



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Sample Certificates of Internship

2.3 On-the-Job Training

OJT fosters professional growth by exposing students to real-world challenges and responsibilities, building their confidence, adaptability, and resilience. Additionally,



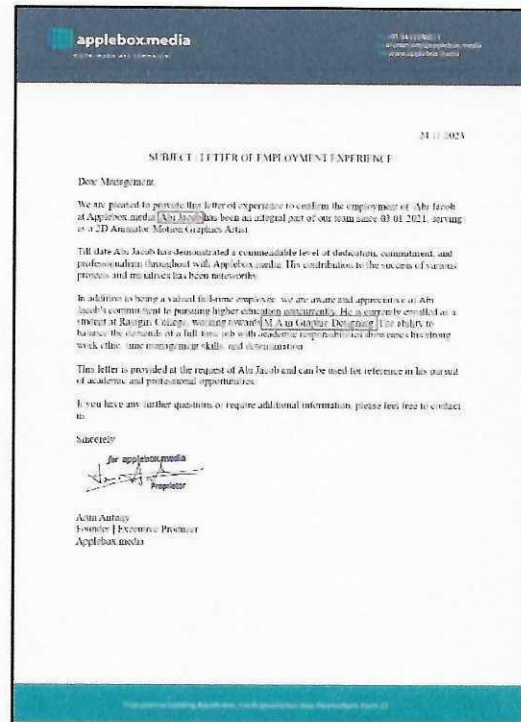
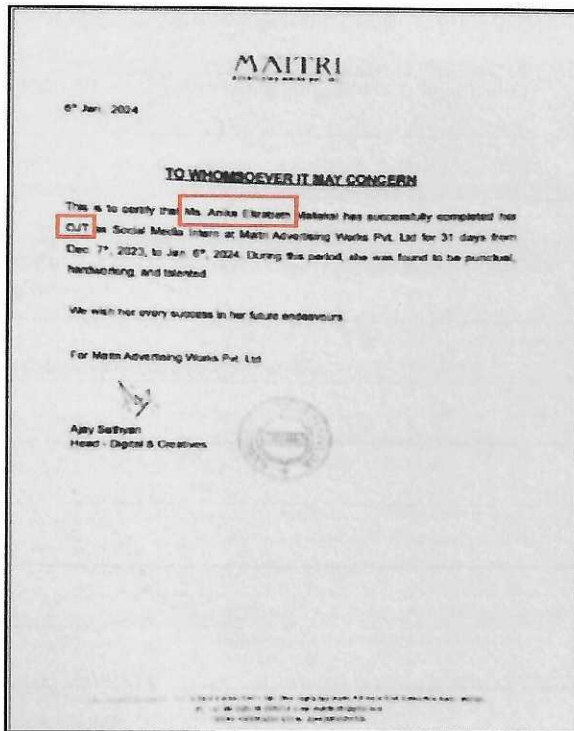
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students gain insights into workplace culture, norms, and expectations, helping them transition smoothly into the professional world. Understanding these aspects of the workplace is crucial for aligning their behaviour with industry standards and enhancing their overall professional development.

Participating in OJT often leads to job offers or promotions within the organizations where students train. Employers value the practical experience and training students gain through OJT, making them more likely to advance in their careers. Overall, on-the-job training is essential for preparing students to meet the demands of their chosen professions and succeed in the competitive job market.



BBA student doing on-the-job training at JXE enterprise, Kaloor and BA English students at The Week- Manorama Buildings, Panampailly Nagar.



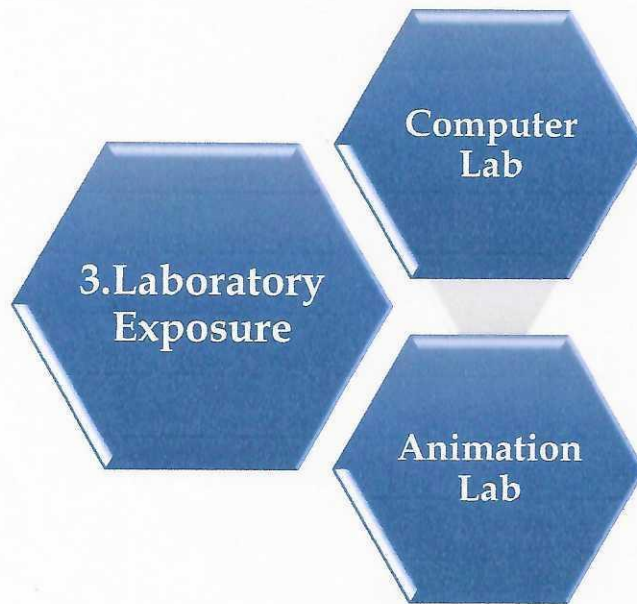
Sample Certificate of On-the-Job Training

3. Laboratory Exposure

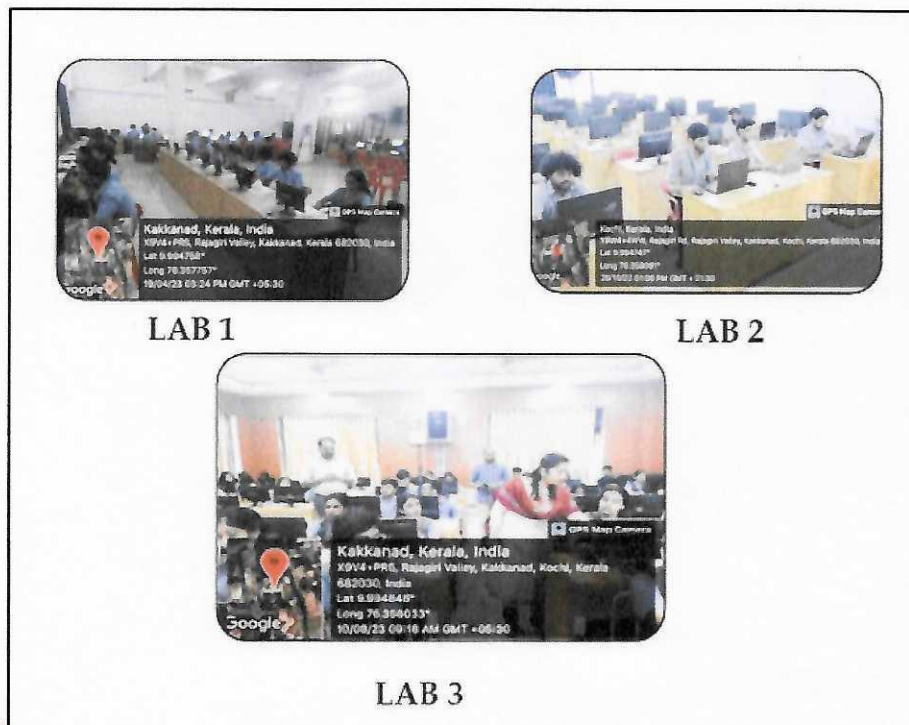
Laboratory exposure engages students in laboratory work, which is crucial for enhancing learning, retention and developing competencies specific to their fields. In the laboratory setting, students learn to operate sophisticated equipment, conduct experiments, and analyse data. They gain first-hand experience in troubleshooting and innovation, which are valuable skills in any professional context. RCMAS provides access to industry-standard animation software, graphic design tools, and multimedia equipment, enabling them to practice and refine their creative and technical abilities. This practical exposure not only enhances their understanding of complex concepts but also prepares them for professional challenges, making them more competitive in the job market.



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3.1 Computer Lab



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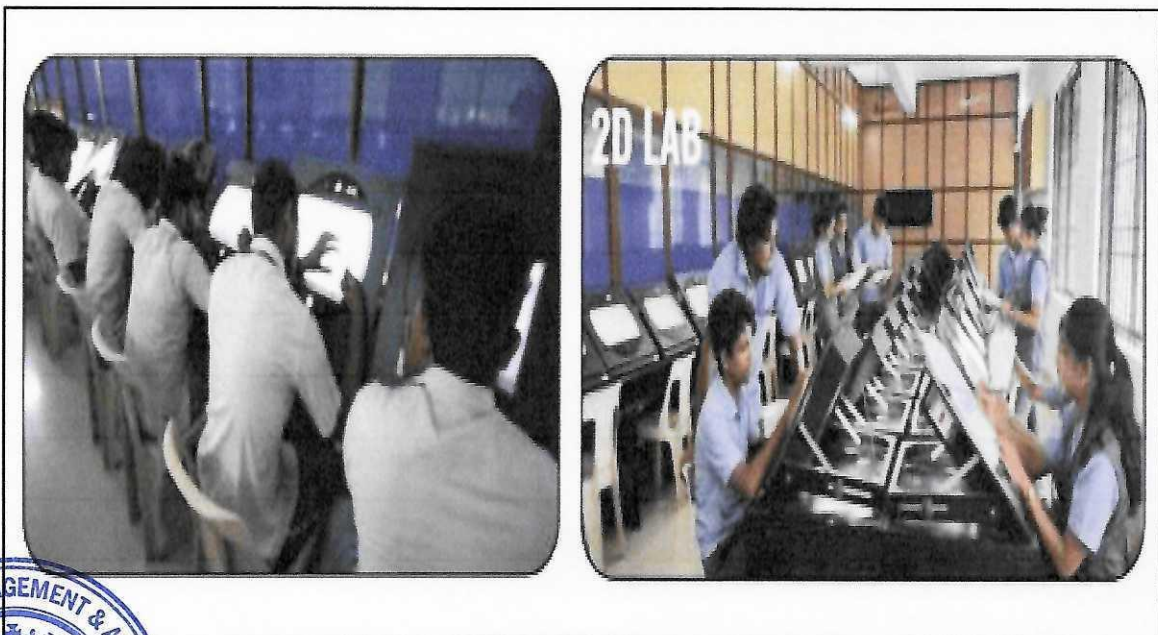


3.2 Animation Lab

3D Lab



2D Lab



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Stop Motion Lab



Techniques of Photographic Composition

Light Box

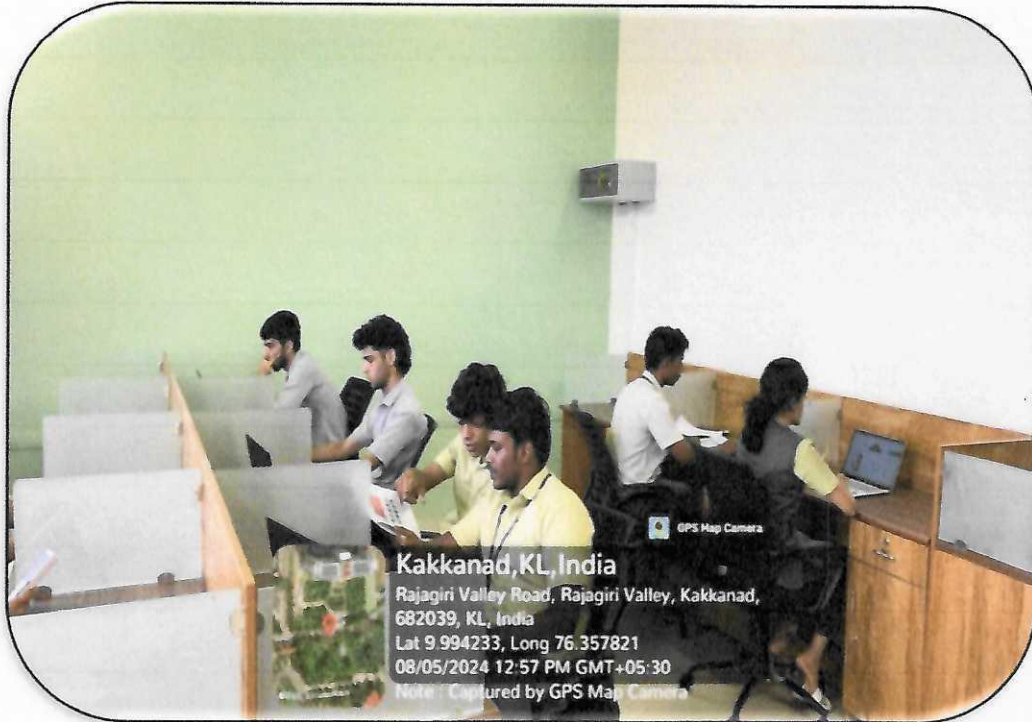




IEDC HUB



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Design Studio

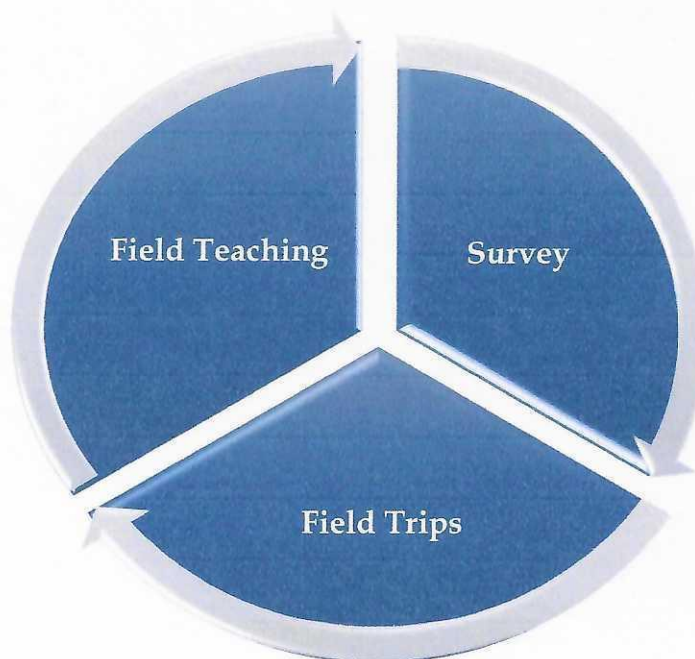
3.3 Language Lab



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4. Field Experience

Field experiences, encompassing fieldwork, and practical projects, are critical components for fostering well-rounded graduates. They equip graduates with the essential skills and competencies desired by employers in today's competitive job market. Universities and s have a responsibility to actively promote and integrate field experiences within their curriculum. RCMAS ensures students develop the necessary expertise to thrive in their chosen professions by encouraging field experience. These experiences cultivate valuable skills such as problem-solving, adaptability, and self-confidence, which are essential for success in any professional environment, regardless of specific career paths. RCMAS equips graduates with the necessary skills for the workforce, but also fosters their personal development, preparing them to thrive in an ever-changing world.



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4.1 Survey

Surveys are a vital aspect of the educational experience for students. It provides an opportunity to develop skills, from research and data analysis to communication and ethical awareness. By engaging in survey research, students enhance their academic performance, gain practical experience, and prepare for successful careers. RCMAS encourages and supports survey-based research to ensure that students are well-equipped for the challenges and opportunities of the modern world.



RCMAS students surveyed developing a strategic plan to revitalize KSRTC's operations.



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4.2 Field Trips

Field trips are an integral part of the educational experience, offering students the opportunity to learn outside the traditional classroom environment. These excursions provide firsthand exposure to real-world settings related to their studies, such as historical sites, natural habitats, museums, or industrial facilities. By engaging with these environments, students can observe and interact with the subject matter directly, which enhances their understanding and retention of knowledge. Field trips also stimulate curiosity and motivation, making learning more engaging and enjoyable. Furthermore, they help students develop observational and analytical skills as they apply classroom concepts to real-world contexts, fostering a deeper appreciation for the subject matter.



Students of the Nature Club visited Salim Ali Bird Sanctuary to enhance their learning experience.



4.3 Field Teaching

Field teaching, or experiential learning in natural settings, is particularly beneficial in disciplines such as environmental science, ecology, geology, and anthropology, where direct observation and interaction with natural or cultural phenomena are essential. Field teaching allows students to apply theoretical knowledge in real-world contexts, conduct field research, collect data, and analyze findings firsthand. This approach not only deepens understanding of subject matter but also enhances practical skills such as fieldwork techniques, data interpretation, and scientific reasoning. Furthermore, it promotes collaboration, teamwork, and communication skills as students work closely with peers and instructors in dynamic outdoor environments. Field teaching prepares students for careers in research, conservation, education, and other disciplines where fieldwork and outdoor skills are essential.



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5. Community Engagement

Community engagement actively involves individuals, groups, or organizations in collaborative efforts aimed at addressing issues or achieving goals that affect the community's well-being. RCMAS emphasizes building relationships, sharing knowledge, and working together to create positive social change. These initiatives include distributing paper and jute bags to promote eco-friendly practices, distributing saplings to encourage tree planting, and labeling plants to educate about local flora. Infrastructure development projects like improving school facilities and participating in house building teach teamwork and practical skills while addressing community needs. Social welfare activities, such as visiting old age homes and orphanages, provide emotional support and companionship to vulnerable groups, enriching students' empathy and civic responsibility. Through these engagements, students gain valuable experiences that contribute to their personal and professional growth while positively impacting their communities.

Environmental Initiatives

Future Foundations

Social Welfare Activities



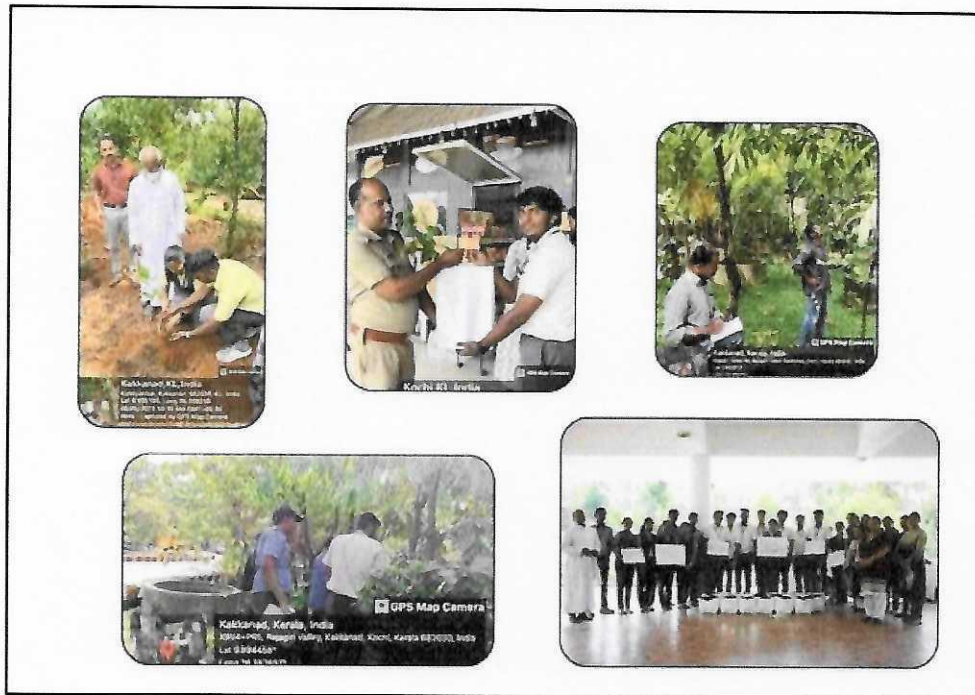
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5.1 Environmental Initiatives

Environmental initiatives like **Rajeevani** include distributing grow bags and jute bags to encourage the use of sustainable alternatives to plastic, promoting sapling distribution to support reforestation efforts, labeling plants to educate communities about local flora and their ecological benefits, and cleaning surroundings. By participating in these initiatives, students learn the importance of environmental conservation, develop a sense of stewardship for their surroundings, and contribute to creating a more sustainable future. Through hands-on involvement, students not only gain practical knowledge but also become advocates for positive environmental change in their communities.



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5.2 Future Foundations

These initiatives focused on schools and home building which are crucial for enhancing community facilities and meeting essential needs. **Aasha Kiranam** projects involve improving educational infrastructure such as classrooms, libraries, and playgrounds, aiming to create conducive learning environments for students. These efforts not only support educational outcomes but also foster a sense of pride and belonging within the school community.

On the other hand, **Snehakoodu** initiatives involve constructing houses for families in need of shelter. This community engagement helps address housing shortages, promotes stability for families, and contributes to neighbourhood development. Students involved in these projects learn practical skills in construction, teamwork, and project management, while also experiencing the direct impact of their efforts on improving living conditions for others. Overall, these infrastructure development activities play a vital role in community enhancement and fostering sustainable development.







5.3 Social Welfare Activities

Social welfare activities, **Santhwanam** include visiting old age homes, where students can provide companionship and support to elderly residents, and orphanages, where they can engage with children, offer emotional support, and conduct educational activities. **Life saving gestures** include Blood donation, Medical checkup, Eye camp. Community wellness programs like **Oru Pothi Sneham, Cool Comfort** (Water Purifier Donation) fostering a lifelong commitment to helping others and making a positive impact in their communities. By participating in these initiatives, students develop a deeper understanding of societal issues, build meaningful connections with diverse groups, and contribute positively to the well-being of vulnerable populations.



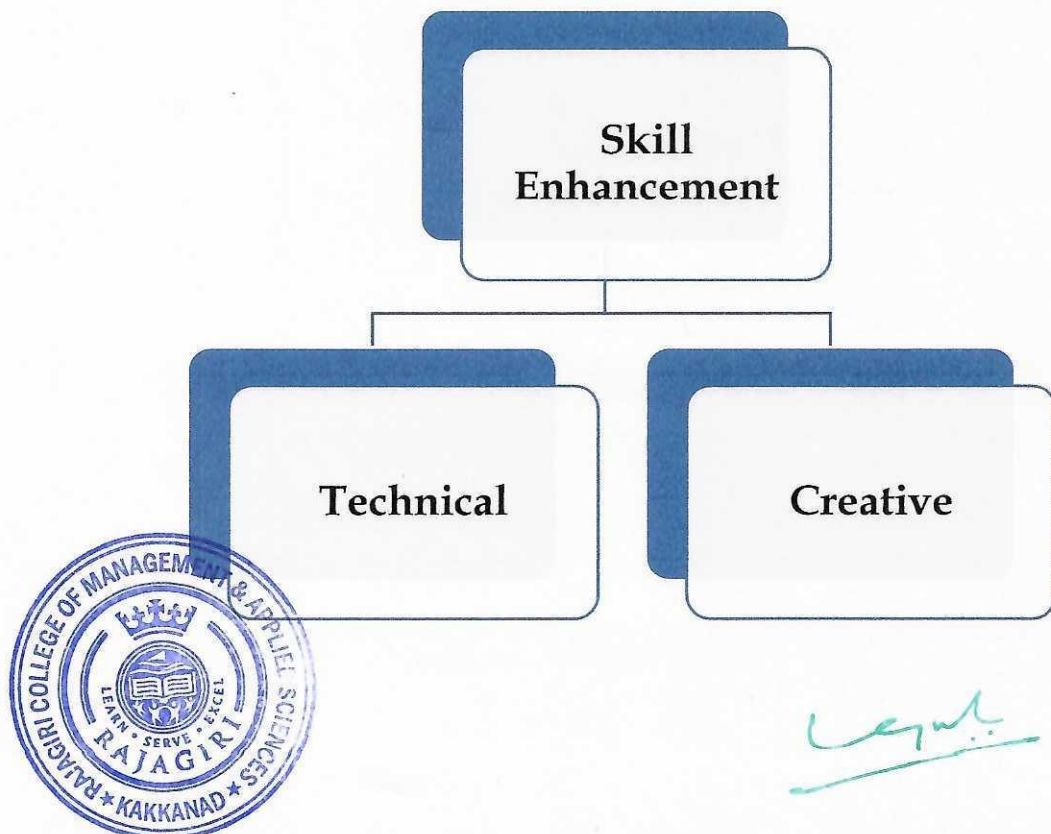
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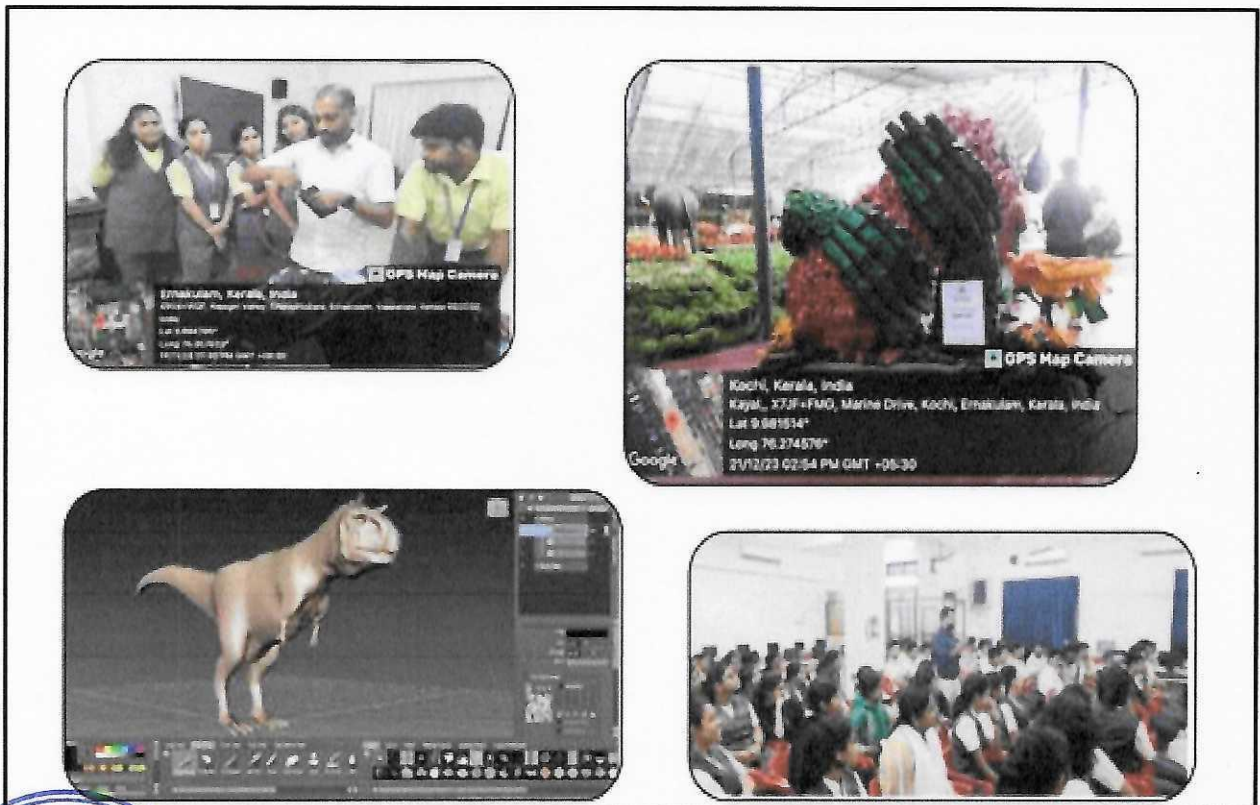
6. Skill Enhancement

Skill enhancement initiatives for students encompass technical and creative aspects, providing them with diverse capabilities for personal and professional growth. Technical skill development focuses on fields like programming, engineering, and digital literacy through workshops, coding camps, and hands-on projects, fostering expertise and problem-solving skills essential for future STEM careers. Concurrently, creative skill enhancement encourages exploration in arts, literature, and performing arts through workshops, creative writing sessions, theater performances, and music programs. These initiatives cultivate imagination, self-expression, and critical thinking while building confidence, communication skills, and empathy. By integrating technical proficiency with creative expression, students gain a comprehensive skill set that prepares them for academic success, enhances their career readiness, and empowers them to make meaningful contributions to their communities and beyond.



6.1 Technical Enhancement

Technical enhancement initiatives for students focus on developing practical skills and expertise in fields such as programming, engineering, and digital literacy. These activities include workshops, coding camps, hands-on projects, and Robotics, providing students with opportunities to engage with cutting-edge technologies and real-world problem-solving. By participating in these initiatives, students gain proficiency in technical skills, enhance their critical thinking abilities, and prepare for future careers in STEM fields. Technical enhancement boosts students' academic performance and equips them with the knowledge and confidence needed to innovate and excel in an increasingly technology-driven world.



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6.2 Creative Enhancement

Creative enhancement initiatives for students foster imagination, self-expression, and critical thinking, contributing to well-rounded personal development. These activities include **Slip Soccer**, **Clay Modelling**, **Club Activities** like art workshops, creative writing sessions, theater performances, and music programs, encouraging students to explore and develop their artistic talents. By engaging in creative pursuits, students build confidence, improve communication skills, and enhance their ability to think creatively and empathetically. These experiences not only enrich their academic and personal lives but also prepare them to approach problems and opportunities with innovative and open-minded perspectives. Through creative enhancement, students are empowered to express themselves fully and contribute meaningfully to their communities.




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7. Innovative Endeavor

An innovative endeavor is a proactive and forward-thinking approach to tackling challenges or pursuing opportunities in various domains, including business, technology, education, healthcare, and social welfare. It embodies the spirit of creativity, entrepreneurship, and risk-taking to bring about positive change and drive progress. RCMAS includes Digital Media and Communication efforts like social media publications and vlogging, which allow students to harness the power of online platforms to share ideas and engage with broader audiences. In the realm of Creative Arts and Publications, students can explore infographic creation and the crafting of handwritten magazines, encouraging artistic expression and visual storytelling. Events such as Creative Exhibitions provide platforms for showcasing innovative projects and talents. Additionally, Research and Analysis activities, including millet research and newspaper analysis, help students develop

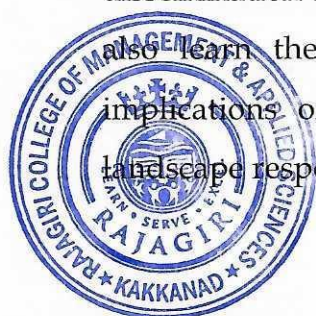



investigative skills and a deeper understanding of various subjects. Through these initiatives, students gain valuable experiences and skills that prepare them for dynamic and multifaceted future endeavors.



7.1 Social Media Publications

Social media publications for students are a dynamic way to cultivate their digital literacy and communication skills. Engaging in social media publications involves creating, curating, and sharing content on platforms like Instagram, Facebook etc. This activity teaches students how to craft engaging and relevant posts, understand audience demographics, and utilize analytics to measure the impact of their content. By managing social media pages, students develop a keen sense of brand building, digital marketing, and effective online communication. These skills are essential in today's interconnected world, where social media is pivotal in information dissemination and public engagement. Through this hands-on experience, students also learn the importance of digital etiquette, online safety, and the ethical implications of their online presence, preparing them to navigate the digital landscape responsibly and effectively.





7.2 Learn and Earn Program

This initiative allows students to gain practical work experience and earn income while pursuing their education. Through internships, part-time jobs, cooperative education, and work-study programs, students develop essential professional skills such as time management, teamwork, and industry-specific expertise. By participating in the Learn and Earn Program, students not only enhance their employability upon graduation but also manage their educational expenses, reducing financial stress. This hands-on experience enriches their academic journey by providing a balance between classroom learning and real-world application, preparing them for successful careers. The program supports a smooth transition from education to the workforce, ensuring that students are well-equipped with the knowledge and skills needed in their chosen fields.



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7.3 Research Initiatives

Research initiatives are essential programs that encourage students to engage in scholarly inquiry and exploration within their fields of study. These initiatives provide students with opportunities to conduct original research, collaborate with faculty and peers, and contribute to the advancement of knowledge in various disciplines. Activities may include research projects, internships in research labs, participation in academic conferences, and publication of findings in scholarly journals. By participating in these initiatives, students develop critical thinking, analytical, and problem-solving skills, as well as a deep understanding of the research process. Moreover, research initiatives cultivate curiosity and creativity, inspiring students to explore new ideas and tackle real-world challenges. Engaging in research not only enhances students' academic credentials but also prepares them for future careers in academia, industry, or public service, where research skills are highly valued. Ultimately, these initiatives foster a culture of inquiry and innovation, empowering students to make meaningful contributions to their fields and society as a whole.

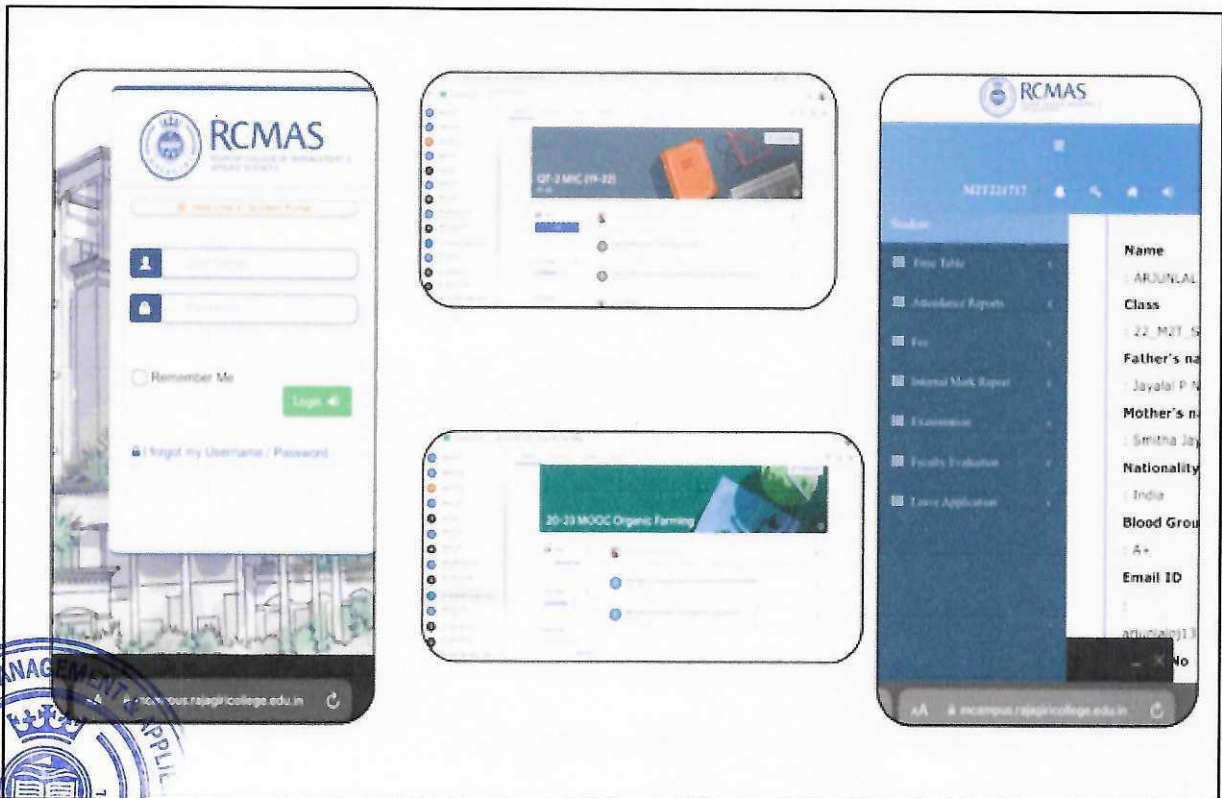


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7.4 Smart Learning

Smart learning enhances the educational experience by leveraging advanced technology to create a connected and interactive learning environment. This program integrates digital tools, online resources, and smart technologies to facilitate seamless communication and collaboration between students, teachers, and the broader academic community. Through smart learning platforms, students can access a wealth of information, participate in virtual classrooms, and engage in interactive lessons from anywhere, making education more flexible and accessible. Additionally, smart learning software **MCampus** enable teachers to track student progress, identify areas for improvement, and provide targeted support, ensuring that each student can reach their full potential. This approach not only enhances academic performance but also prepares students for a technology-driven world by developing their digital



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8. Conclusion

Experiential learning methodologies are pivotal in linking theoretical knowledge with practical application. By engaging students in real-world scenarios, these methods foster essential skills such as critical thinking and decision-making, encourage active participation, and make learning more engaging and memorable. Experiential learning promotes a hands-on approach, which in turn enhances student motivation and retention of information. RCMAS contributes to the development of well-rounded individuals who are adaptable and ready to thrive in an ever-evolving world. The institution ensures that students are not only academically proficient, but also equipped with the skills and experience necessary for success in their personal and professional lives. Overall, experiential learning is a transformative approach that prepares students to meet the demands of the future with resilience and innovation.



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