CRITERION 1 - CURRICULAR ASPECTS

1.2 Academic Flexibility

1.2.1 Syllabus of Courses Offered During 2019-2020

SYLLABUS OF CERTIFICATE COURSE IN PROFESSIONAL REPORTING

Course Duration: 35 Hours

Course Objective

To deliver an in-depth understanding of professional reporting, focusing on essential principles, writing skills, multimedia integration, data analysis, and ethical considerations. This course is designed to prepare students for effective and responsible reporting across various platforms.

Course Outcomes

- Comprehend the fundamental principles of professional reporting, includingaccuracy, fairness, and objectivity.
- Produce clear, concise, and engaging written reports.
- Incorporate multimedia elements such as audio, video, and graphics into reports.
- Analyze and interpret data to enhance investigative and analytical reporting.
- Apply ethical standards and legal guidelines to the reporting process.

Course Syllabus

Module 1: Principles and Fundamentals of Reporting (7 hours)

- **Introduction to Reporting:** Overview of reporting, its scope, and significance.
- **Journalistic Principles:** Core values of objectivity, accuracy, fairness, and ethics injournalism.
- **Information Gathering:** Techniques for research, sourcing, fact-checking, andconducting interviews.
- **Writing Essentials:** Key elements of report structure, clarity, and style.

PRINCIPAL
Rajagiri Viswajyothi College of
Arts & Applied Sciences
Vengoor, Perumbavoor-683 546

3

Module 2: Advanced Writing and Communication Skills (7 hours)

- **News Writing:** Crafting news stories, headlines, and compelling leads.
- **Feature and Editorial Writing:** Developing detailed features and persuasive editorials.
- **Technical Reporting:** Approaches for reporting in specialized fields like scienceand business.
- **Editing and Proofreading:** Methods for refining and polishing written reports.

Module 3: Multimedia and Digital Reporting (7 hours)

- **Multimedia Reporting:** Techniques for integrating text, audio, video, and graphics.
- **Digital Journalism:** Leveraging online platforms, social media, and digital tools forreporting.
- **Visual and Audio Storytelling:** Creating engaging visual content and audioreports, including podcasts.
- **Interactive Reporting:** Utilizing interactive elements to engage audiences.

Module 4: Data-Driven Reporting (6 hours)

- **Data Journalism Fundamentals:** Introduction to the role of data in journalism.
- **Data Collection and Analysis:** Methods and tools for gathering and analyzing data.
- **Data Visualization:** Techniques for creating effective charts, graphs, and infographics.
- **Investigative Reporting:** Using data for in-depth investigative reporting and case studies.

Module 5: Ethical and Legal Aspects of Reporting (5 hours)

- **Media Law:** Basics of defamation, copyright, privacy, and freedom of information.

PRINCIPAL
Rajagiri Viswajyothi College of
Arts & Applied Sciences
Vengoor, Perumbavoor-683 546

4
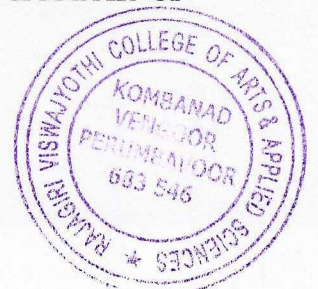
- **Ethical Journalism:** Guidelines for maintaining ethical standards in reporting, including handling sensitive topics.
- **Legal Frameworks:** Understanding legal considerations affecting reporters.
- **Maintaining Professional Integrity:** Ensuring credibility and public trust in reporting.

Assessment: 3 hours

- **Reporting Assignment:** Develop a written report demonstrating news, feature, or technical writing skills.
- **Multimedia Project:** Create a multimedia report integrating text, audio, and video elements.
- **Data-Driven Report:** Analyze a dataset and present a report with visualizations and investigative insights.
- **Final Presentation:** Present a comprehensive project showcasing the skills acquired during the course, with feedback from peers and instructors.

PRINCIPAL
Rajagiri Viswajyothi College of
Arts & Applied Sciences
Vengoor, Perumbavoor-683 546

SYLLABUS OF CERTIFICATE COURSE IN STORY-TELLING THROUGH MYTH

Course Duration: 30 Hours

Course Objective

To provide an in-depth exploration of storytelling through myth, focusing on the evolution, world-building, character development, and adaptations within fantasy literature and media. The course aims to enhance students' understanding of fantasy as a genre and its application in various storytelling formats.

Course Outcomes

- Understand the evolution and core elements of fantasy literature.
- Develop critical thinking and analytical skills related to myth-based storytelling.
- Engage with fantasy literature and its adaptations in popular culture.

Syllabus:

Module 1: Foundations of Fantasy Literature (5 hours)

- **Definition and Scope:** Understanding fantasy literature and its boundaries.
- **Historical Evolution:** The development of fantasy from ancient myths to modern literature.
- **Key Themes and Motifs:** Exploration of recurring themes and motifs in fantasy.
- **Major Works and Authors:** Overview of influential fantasy texts and authors.

Module 2: World-Building in Fantasy (5 hours)

- **Magic Systems:** Types of magic (hard vs. soft) and their role in the narrative.

PRINCIPAL
Rajagiri Viswajyothi College of
Arts & Applied Sciences
Vengoor, Perumbavoor-683 546

6
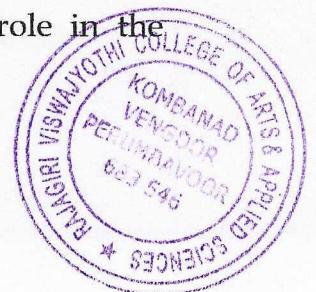
- **World Consistency:** Rules, limitations, and integration of magic within the world.
- **World-Building Elements:** Geography, history, culture, and magical systems.
- **Case Studies:** Analysis of world-building in notable fantasy worlds (e.g., Middle-earth, Westeros).

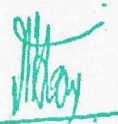## Module 3: The Hero's Journey and Character Development (5 hours)

- **Hero's Journey:** Understanding the hero's journey and alternative narrativestructures.
- **Character Archetypes:** Exploration of common archetypes (heroes, mentors,villains) and their roles.
- **Character Growth:** Analysis of character arcs and development.
- **Modern Diversity:** Examination of how contemporary fantasy subverts traditionalarchetypes.

Module 4: Adaptations and Media in Fantasy (7 hours)

- **Film and Television:** Adaptation of fantasy literature into visual media.
- **Graphic Novels and Comics:** The role of graphic storytelling in fantasy.
- **Video Games and RPGs:** Integration of fantasy elements in interactive media.
- **Adaptation Challenges:** Successes and difficulties in adapting fantasy stories acrossdifferent media.

Module 5: Myth and Fantasy in Contemporary Culture (6 hours)

- **Fantasy in Popular Culture:** How fantasy literature influences and reflectscontemporary culture.
- **Modern Myths:** The role of mythological themes in current media and literature.
- **Critical Analysis:** Analyzing the impact of fantasy myths on storytelling andculture.

PRINCIPAL
Rajagiri Viswajyothi College of
Arts & Applied Sciences
Vengoor, Perumbavoor-683 546

7
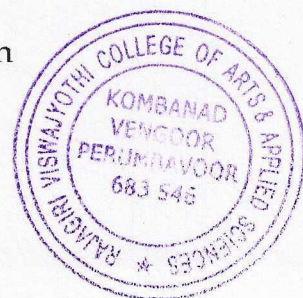
Assessment: 2 hours

- **Written Assignment:** Analyze a major work of fantasy literature, focusing on its use of myth, world-building, and character development.

- **Project on World-Building:** Create a detailed fantasy world, including maps, cultures, and magic systems, demonstrating consistency and creativity.

- **Adaptation Analysis:** Evaluate the adaptation of a fantasy work into a differentmedia format, discussing successes and challenges.

- **Final Quiz and Online Test:** Test on key concepts covered in the course, including fantasy literature, world-building, and adaptations.

PRINCIPAL
Rajagiri Viswajyothi College of
Arts & Applied Sciences
Vengoor, Perumbavoor-683 546
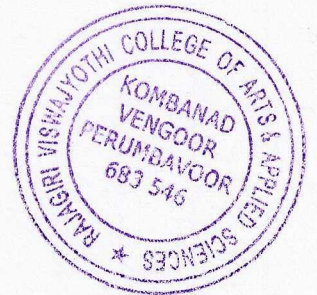
SYLLABUS OF CERTIFICATE COURSE IN
SAHITHYA KA ITHIHAS

Course Duration: 30 hours

Course Objectives

- Study and analyze key texts to understand the origins of classic Hindi literature.

- Examine the historical progression and major movements to understand the evolution of Hindi literature.

- Explore and discuss Hindi literature's relevance and influence in both past and contemporary contexts through readings and discussions.

Course Outcomes

By the end of the course, students shall be able to

- Understand the origins of classic Hindi literature

- Understand the evolution of Hindi literature

- Learn Hindi as part of a past as well as contemporary world

Course Syllabus

Module 1: Introduction to Hindi Literature (4 hours)

Importance of Hindi in Indian culture and history- Major periods and their characteristics - Evolution of the Hindi language - Influence of Sanskrit, Persian, and other languages – Bhakthi - Modern Hindi literature

PRINCIPAL
Rajagiri Viswajyothi College of
Arts & Applied Sciences
Vengoor, Perumbavoor-683 546
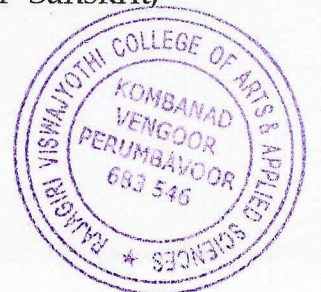
Module 2: Early Hindi Literature (3 hours)

Apabhramsha and Early Hindi - Early Poets and Works - Court Poetry and Heroic Ballads - Transformation of Hindi language -

Module 3: Bhakti and Sufi Literature (3 hours)

Bhakti Movement and key features - Major poets: Kabir, Tulsidas, Surdas, Mirabai - Introduction to Sufism - Prominent Sufi poets and their works

Module 4: Riti kavya and Classical Hindi Poetry (6 hours)

Historical and cultural context - Major Poets and Works - Bihari Lal, Keshavdas, and their contributions - Analysis of "Rasik priya" and "Kavipriya" Courtly love and romanticism - Ornate language and intricate metaphors

Module 5: Modern Hindi Literature (6 hours)

Emergence of Modern Hindi - Social and political influences - Transition from classical to modern literature - Bharatendu Harish chandra, Premchand, and their impact Chhayavad, Pragativad, and Nayi Kahani movements - post-independence literature

Module 6: Hindi Drama, Prose, and Criticism (5 hours)

Historical development of Hindi drama - Hindi Prose and its development - Evolution of the Hindi novel and short story - Significant prose writers and their contributions

Assessment Methods

Written Examination (3 hours)

PRINCIPAL
Rajagiri Viswajyothi College of
Arts & Applied Sciences
Vengoor. Perumbavoor-683 546
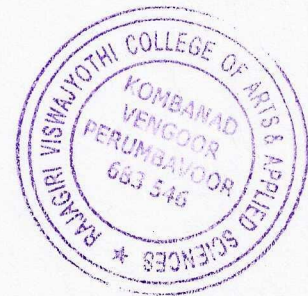
SYLLABUS OF CERTIFICATE COURSE IN
ADOBE PHOTOSHOP

Course Duration: 35 hours

Course Objectives

- Understand the basics of computer usage and Photoshop interface

- Learn fundamental image editing skills.

- Develop proficiency in using Photoshop tools and techniques

Course Outcomes

On successful completion of the course, the learners will be able to:

- Demonstrate a solid understanding of Photoshop fundamentals

- Confidently use Photoshop tools and techniques for image editing

- Apply color correction -texture and layer management skills.

- Understand how to work efficiently in Photoshop.

- Apply Photoshop skills to various fields, such as graphic design, digital art or photography.

Course Syllabus

Module1: Introduction to Computer Basics & Photoshop Interface (12 hrs.)

- Introduction to basic computer terminology (files, folders, desktop)
- Understand the Photoshop interface (menu bar, tool bar, workspace)
- Introduction to Photoshop toolbar (selection, cropping, Zooming tools)

PRINCIPAL
Rajagiri Viswajyothi College of
Arts & Applied Sciences
Vengoor, Perumbavoor-683 546

11
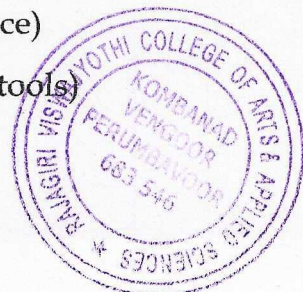
Module 2: Basic Image Editing (12 hrs.)

- Understand image files and formats (JPEG, PNG etc.)

- Opening and saving images in Photoshop

- Basic image adjustments (brightness, contrast, saturation)

Module 3: Working with images (6 hrs.)

- Resizing and cropping images

- Understanding resolution and pixel density

- Basic image retouching (spot healing, clone, stamp tools)

- Introduction to Layers.

Module 4: Color & Texture (5 hrs.)

- Understanding color modes (RGB)

- Basic color correction levels, hue/saturation

- Introduction to texture and pattern overlays

- Creating a simple gradient.

Assessment

Presentation of creative images

PRINCIPAL
Rajagiri Viswajyothi College of
Arts & Applied Sciences
Vengoor, Perumbavoor-683 546
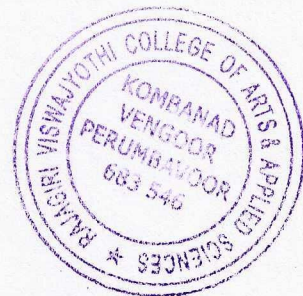
SYLLABUS OF CERTIFICATE COURSE IN
COMPUTERISED ACCOUNTING

Course Duration: 30 hours

Course Outcomes

Upon successful completion of this course, students will be able to:

- Manage and maintain financial records accurately and efficiently

- Learn to create company, enter accounting voucher entries

- Gain both academic and practical knowledge on computerised accounting

Course Syllabus

Module 1: Introduction to Accounting Principles (6 hours)

- Accounting concepts and principles

- Double-entry bookkeeping

- Basic accounting equations

- Financial statements (income statement, balance sheet, cash flow statement)

Module 2: Computerised Accounting Software (6 hours)

- Introduction to popular accounting software (Tally)

- Setting up company files and chart of accounts

- Data entry and management

- Customizing accounting software

PRINCIPAL
Rajagiri Viswajyothi College of
Arts & Applied Sciences
Vengoor, Perumbavoor-683 546
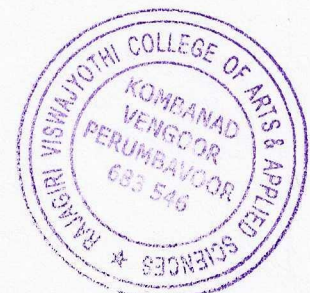
Module 3: Accounts Receivable and Accounts Payable (6 hours)

- Invoicing and billing

- Customer and vendor management

- Tracking payments and deposits

- Reconciling accounts

Module 4: Inventory and Payroll Management (5 hours)

- Inventory tracking and management

- Payroll setup and processing

- Tax calculations and compliance

- Generating payroll reports

**Module 5: Financial Reporting and Analysis (5 hours)**

- Generating financial statements

- Analysing financial data and ratios

- Interpreting accounting reports

- Decision-making based on financial information

Assessment Methods:

- Practical assignments and exercises

- Final theory exam (2 hours)

PRINCIPAL
Rajagiri Viswajyothi College of
Arts & Applied Sciences
Vengoor, Perumbavoor-683 546
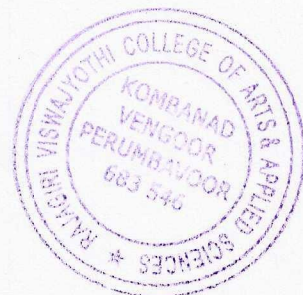
SYLLABUS OF VALUE-ADDED COURSE IN

EMOTIONAL INTELLIGENCE

Course Duration : 30 hours

Course Outcomes

On successful completion of the course, learners will be able to:

- Define and understand the concept of emotional intelligence

- Develop self-awareness of your own emotions and triggers

- Improve your ability to manage your emotions effectively

- Build strong interpersonal skills

Course Syllabus

Module 1: Introduction to Emotional Intelligence (EQ) (3 hours)

- What is EQ and why is it important?

- The difference between EQ and IQ

- The science behind EQ: The brain and emotions

- Models of emotional intelligence (e.g., Goleman's model)

Module 2: Self-Awareness (10 hours)

- Identifying your emotions

- Recognizing your emotional triggers

- Understanding your strengths and weaknesses

- Building self-confidence

Module 3: Self-Regulation (5 hours)

- Managing your emotions effectively

- Coping with stress and difficult situations

- Developing a growth mindset

PRINCIPA
Rajagiri Viswajyothi College of
Arts & Applied Sciences
Vengoor, Perumbavoor-683 546
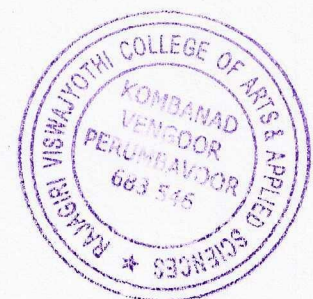
- Building self-discipline

Module 4: Social Awareness (3 hours)

- Recognizing emotions in others

- Understanding nonverbal cues

- Building empathy and compassion

- Active listening skills

Module 5: Social Skills (4 hours)

- Building and maintaining healthy relationships

- Effective communication skills

- Conflict resolution

- Assertiveness and negotiation

Module 6: Applying EQ in Your Life (3 hours)

- Using EQ for personal growth

- Building stronger relationships (personal and professional)

- Leading with emotional intelligence

- EQ for effective communication

Assessment Method (2 hours)

- Oral Presentations on Emotional Intelligence

PRINCIPAL
Rajagiri Viswajyothi College of
Arts & Applied Sciences
Vengoor, Perumbavoor-683 546
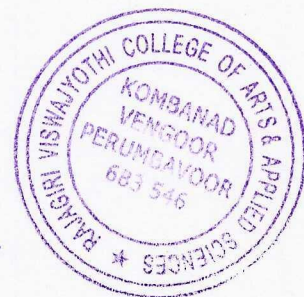
CERTIFICATE COURSE IN WORKING WITH SPREAD SHEETS

Course Duration: 30 hours

Course Outcomes

Upon successful completion of this course, students will be able to:

1. Understand the fundamentals of spreadsheet software and its applications.

2. Create, format, and manage worksheets and workbooks effectively.

3. Perform data entry, manipulation, and analysis using various functions and formulas.

4. Utilize advanced features such as pivot tables, charts, and data visualization tools.

5. Collaborate and share spreadsheet data securely with others.

6. Apply spreadsheet skills to real-world scenarios and problem-solving tasks.

Course Syllabus:

Module 1: Introduction to Spreadsheets and Data Entry (3 hours)

- Overview of spreadsheet software and its applications
- User interface and navigation
- Workbook and worksheet management
- Data entry techniques
- Cell formatting (font, alignment, number formats, etc.)

PRINCIPAL
Rajagiri Viswajyothi College of
Arts & Applied Sciences
Vengoor. Perumbavoor-683 546

- Conditional formatting
- Basic formulas and functions

Module 2: Data Analysis and Calculations (6 hours)

- Advanced formulas and functions
- Logical and lookup functions
- Data sorting and filtering
- Subtotals and data consolidation

Module 3: Data Visualization and Advanced Techniques (6 hours)

- Creating charts and graphs
- Customizing chart elements
- Pivot tables and pivot charts
- Data visualization best practices
- Data validation and protection

## Module 4: Automation and Productivity (5 hours)

- Introduction to macros and VBA programming
- Recording and editing macros
- Basic VBA programming concepts
- Automating repetitive tasks

Module 5: Collaboration and Practical Applications (4 hours)

- Sharing and collaborating on spreadsheets
- Access controls and permissions
- Tracking changes and comments
- Printing and publishing spreadsheets

PRINCIPAL
Rajagiri Viswajyothi College of
Arts & Applied Sciences
Vengoor, Perumbavoor-683 546
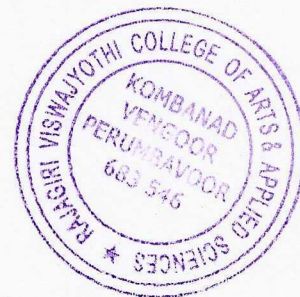
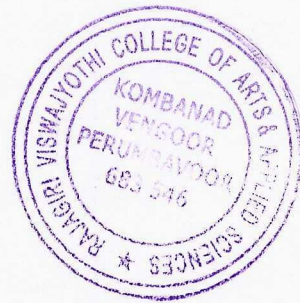## Module 6: Practical Sessions (4 hours)

- Hands-on exercises and practice sessions
- Real-world case studies and problem-solving tasks

Assessment Methods

1. Multiple-Choice Examination (1 hour)
2. Practical Examination (1 hour)
3. Assignments and Class Participation

PRINCIPAL
Rajagiri Viswajyothi College of
Arts & Applied Sciences
Vengoor, Perumbavoor-683 546

SYLLABUS OF CERTIFICATE COURSE IN
FRONT OFFICE MANAGEMENT

Course Duration: 35 hours

Course Outcomes

Upon successful completion of this course, students will be able to:

- Understand the role and functions of the front office department in the hospitality industry.

- Demonstrate proficiency in guest service and communication skills.

- Manage guest arrivals, departures, and room assignments effectively.

- Utilize front office management systems and software for reservations, check-in/check-out, and reporting.

- Handle guest requests, complaints, and special situations with professionalism.

- Apply knowledge of revenue management and yield strategies.

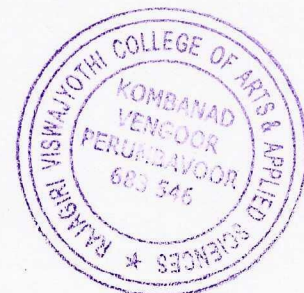- Develop leadership and supervisory skills for front office operations.

Course Syllabus

Module 1: Introduction to Front Office Operations (6 hours)

- Overview of the hospitality industry and front office department

- Guest service and communication principles

- Interpersonal skills and customer relations

- Professional appearance and etiquette

20

Module 2: Guest Cycle and Reservation Management (8 hours)

- Reservation processes and systems

- Room types, rates, and inventory management

- Guest arrivals and check-in procedures

- Guest departures and check-out procedures

- Room assignment strategies

## Module 3: Front Office Systems and Operations (8 hours)

- Front office management systems and software

- Property management systems (PMS)

- Room status and housekeeping coordination

- Safety and security procedures

- Night audit processes

Module 4: Guest Services and Revenue Management (6 hours)

- Handling guest requests and complaints

- Dealing with special situations (VIPs, emergencies, etc.)

- Revenue management and yield strategies

- Upselling and cross-selling techniques

- Front office accounting and financial controls

PRINCIPAL
Rajagiri Viswajyothi College of
Arts & Applied Sciences
Vengoor, Perumbavoor-683 548
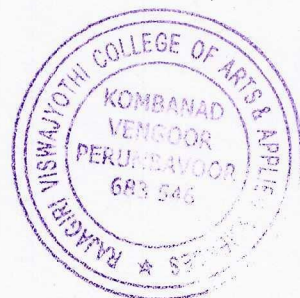
**Module 5: Leadership and Supervision in Front Office (5 hours)**

- Teamwork and communication in front office operations

- Training and coaching front office staff

- Performance management and staff scheduling

- Conflict resolution and problem-solving

- Trends and innovations in front office management

Assessment Methods:

1.   Theory Examination (2 hours)

2.   Practical Assignments and Class Participation

PRINCIPAL
Rajagiri Viswajyothi College of
Arts & Applied Sciences
Vengoor, Perumbavoor-683 546

22
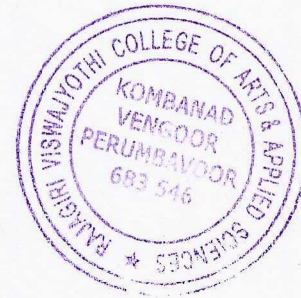
SYLLABUS OF CERTIFICATE COURSE IN

LOGISTICS MANAGEMENT

Course Duration: 30 hours

Course Outcomes:

- Demonstrate a thorough understanding of logistics concepts and components.

- Enable students to analyze and interpret logistics scenarios.

- Develop skills in key logistics operations, including inventory management, warehousing, transportation, and procurement.

- Acquire the ability to create and implement effective logistics strategies to enhance organizational efficiency and competitiveness.

- Gain knowledge in utilizing modern logistics information systems.

- Cultivate an understanding of global logistics challenges, trade compliance, and sustainable practices.
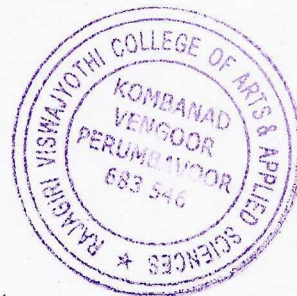
Course Syllabus

Module 1: Fundamentals of Logistics and Supply Chain Management (8 hours)

- Introduction to Logistics Management (2 hours)

- Supply Chain Management Fundamentals (3 hours)

- Inventory Management (3 hours)

PRINCIPAL
Rajagiri Viswajyothi College of
Arts & Applied Sciences
Vengoor, Perumbavoor-683 546

Module 2: Warehousing, Transportation, and Materials Handling (6 hours)

- Warehousing and Materials Handling (3 hours)
- Transportation Management (3 hours)

Module 3: Planning and Procurement (6 hours)

- Demand Forecasting and Planning (3 hours)
- Procurement and Sourcing (3 hours)

## Module 4: Information Systems and Customer Service (4 hours)

- Information Systems in Logistics (2 hours)
- Customer Service in Logistics (2 hours)

Module 5: Advanced Concepts and Performance Management (6 hours)

- Reverse Logistics and Sustainability (2 hours)
- Global Logistics and Trade Compliance (2 hours)
- Performance Measurement and KPIs (2 hours)

Assessment Methods

- Assignments and Case Studies
- Final Theory Exam (2 hours)
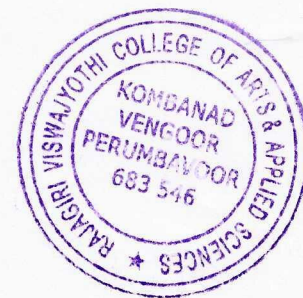
PRINCIPAL
Rajagiri Viswajyothi College of
Arts & Applied Sciences
Vengoor, Perumbavoor-683 546

PRINCIPAL
Rajagiri Viswajyothi College of
Arts & Applied Sciences
Vengoor, Perumbavoor-683 54/