



RAJAGIRI VISWAJYOTHI
COLLEGE OF ARTS AND APPLIED SCIENCES
VENGOOR , PERUMBAVOOR KERALA- 683546

An ISO 9001 : 2015 Certified Institution

Affiliated to Mahatma Gandhi University, Kottayam | Approved by AICTE



CRITERION 1 - CURRICULAR ASPECTS

1.2 Academic Flexibility

2019-2024

Submitted to





**1.2.1 Institutional Programme Brochure/Notice for Certificate/Value
added Programs with Course Modules and Outcomes**


2020-2021

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1. CERTIFICATE COURSE IN SHORT-STORY WRITING

Brochure



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DEPT OF ENGLISH with IQAC
Certificate Course in

Short-story Writing

30 HRS 01.10.2020
Onwards

COURSE OUTCOMES

- Identify and apply the fundamental elements of a short story
- Utilize techniques for character growth and development.
- Understand the nuances of dialogue tags, subtext, and pacing.
- Use sensory details and atmospheric elements to immerse readers.
- Apply techniques for self-editing and revising.
- Understand the importance of feedback and implement constructive criticism.



Faculty-in-charge:
Febi Abraham
6238074457
febi@rajagiriviswajyothi.org






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2. CERTIFICATE COURSE IN FILM STUDIES

Brochure

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DEPT OF ENGLISH with IQAC
Certificate Course in
Film Studies


35
HRS

Starts on
02.11.20

COURSE OUTCOMES

- HISTORICAL KNOWLEDGE OF CINEMA
- THEORETICAL AND CRITICAL ANALYSIS
- PRACTICAL FILMMAKING SKILLS
- INSIGHT INTO CONTEMPORARY CINEMA

Faculty-in-charge:
Tennyson Thomas
9061615005
tennyson@rajagiriviswajyothi.org






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3. CERTIFICATE COURSE IN GOTHIC WRITING

Brochure

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DEPT OF ENGLISH with IQAC

35 HRS

30.09.2020 Onwards

Certificate Course in
GOthic WRITING

Course Outcomes:

- Understand the historical and cultural contexts of Gothic
- Analyze themes and motifs in Gothic
- Develop critical thinking and analytical skills
- Critically analyze the influence of Gothic literature on contemporary culture

Faculty-in-charge:
Tennyson Thomas
Ph: 9061615005
tennyson@rajagiriviswajyothi.org





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4. CERTIFICATE COURSE IN PHOTOJOURNALISM

Brochure



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DEPT OF ENGLISH with IQAC

Certificate Course in

PHOTOJOURNALISM

04.01.2021
Onwards

35 HRS

COURSE OUTCOMES

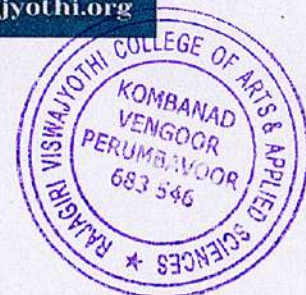
- MULTIMEDIA INTEGRATION
- DEVELOP STORY-TELLING TECHNIQUES
- MASTER TECHNICAL PHOTO SKILLS
- EDITING AND POST-PRODUCTION
- PORTFOLIO DEVELOPMENT
- CAREER PREPARATION

Faculty-in-charge:

Nivea Thomas K

9160204919

nivea@rajagiriviswajyothi.org





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5. CERTIFICATE COURSE IN SOCIAL SCIENCE RESEARCH

Brochure

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VENGOOR, PERUMBAVOOR KERALA - 683546

CERTIFICATE COURSE IN SOCIAL SCIENCE RESEARCH
DEPARTMENT OF COMMERCE IN ASSOCIATION
WITH IQAC

COURSE OUTCOME

- Understand the nature and purpose of social science research
- Develop critical thinking skills for evaluating research
- Identify different research designs and methodologies used in social sciences
- Learn effective techniques for data collection and analysis

OBJECTIVES

- To equip participants with various data collection methods
- To enable the participants to foster their critical thinking skills
- To teach participants to conduct literature survey

 **START**
01 AUG 2020

 **30 Hours**

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KOMBANAD
VENGOOR
PERUMBAVOOR
683 546



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6. CERTIFICATE COURSE IN TALLY

Brochure



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DEPARTMENT OF COMMERCE

CERTIFICATE COURSE IN TALLY

OUTCOME

- Helps to manage commercial transactions effectively and efficiently through a software package ie Tally.
- Helps to access and manage data at any time.

DURATION : 30 HOURS

START DATE : 10/03/2021



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7. CERTIFICATE COURSE ON VALUE EDUCATION

Brochure



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CERTIFICATE COURSE ON

VALUE EDUCATION

**CONDUCTED BY
DEPARTMENT OF COMMERCE**

OBJECTIVES

- Support self-awareness, self-discipline, and personal values.
- Cultivate an appreciation for diversity and the ability to interact harmoniously with people from different backgrounds.
- Teach effective communication and relationship-building skills to improve interpersonal interactions.

COURSE OUTCOME

- Students exhibit greater empathy, tolerance, and respect for diverse perspectives and cultures.
- Students show improved self-awareness, self-discipline, and alignment with their personal values.
- Students develop effective communication and relationship-building skills, leading to more positive interactions with others.

course duration
30 hrs.

START DATE
01/12/2020

FACULTY IN-CHARGE - SWETHA K.S





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8. CERTIFICATE COURSE IN E-MARKETING

Brochure



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Certificate Course in

E-MARKETING

Objectives :

- Understand the fundamentals of e-marketing and its role in the digital business landscape.
- Develop an effective e-marketing strategy aligned with business goals and target audience.
- Implement and optimize search engine optimization (SEO) and search engine marketing (SEM) campaigns.
- Leverage social media platforms and influencer marketing for brand promotion and customer engagement.


Conducted by Department of Business Administration

Course Outcome :

- Enhance visibility and recognition of the brand through online platforms.
- Identify and engage specific customer segments effectively through targeted campaigns.
- Build and maintain relationships with customers via interactive and personalized content.

Duration - 30 HRS

Faculty incharge - Solymon V L

 solymonvl@rajagiriviswajyothi.org

Start Date

01/12/2020





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9. CERTIFICATE COURSE IN STOCK MARKET ANALYSIS

Brochure



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CERTIFICATE COURSE IN STOCK MARKET ANALYSIS

Conducted By Department of Business Administration



COURSE OUTCOMES:

- UNDERSTAND THE FUNDAMENTALS OF STOCK MARKETS AND THEIR OPERATIONS.
- ASSESS MACROECONOMICS FACTORS AND THEIR IMPACT ON STOCK PRICES
- IDENTIFY LEGAL AND ETHICAL CONSIDERATIONS IN STOCK MARKET TRADING AND INVESTING

OBJECTIVES

- Determine which stocks or securities offer growth or yield based on various indicators and metrics
- Evaluate the level of risk associated with specific investments, considering factors like volatility, market condition, and company performance

COURSE HOURS : 30 HOURS

COURSE SYLLABUS:

- MODULE 1: INTRODUCTION TO STOCK MARKETS
- MODULE 2 : FINANCIAL STATEMENTS ANALYSIS
- MODULE 3 : FUNDAMENTALS AND TECHNICAL ANALYSIS
- MODULE 4 : MACROECONOMICS ANALYSIS AND INVESTMENTS
- MODULE 5 : STOCK MARKET RESEARCH AND REGULATIONS

START DATE -05-10-2020

ASSESSMENT METHODS

- THEORY EXAMINATIONS
- STOCK ANALYSIS TOOLS AND SOFTWARE
- ASSIGNMENTS AND CLASS PARTICIPATION

Faculty Incharge - Fr. Dipin Karingen





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10. CERTIFICATE COURSE IN INTERNATIONAL BUSINESS

Brochure



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CERTIFICATE COURSE IN

INTERNATIONAL BUSINESS

Conducted By Department of Business Administration

OBJECTIVES

- Accessing new markets to increase sales and revenue
- Reducing dependency on a single market by spreading risk across multiple countries.
- Obtaining raw materials, labour, and other resources at competitive prices.
- Taking advantages of economies of scale and lower production costs in different countries

COURSE OUTCOME

- Understand the complexities and dynamics of the global business environment
- Analyse the economic, political, legal and cultural factors influencing international business operations
- Develop strategies for entering and succeeding in international markets
- Evaluate the various modes of entry and operational strategies for international business
- Manage cross-cultural challenges and develop cultural intelligence in international business contexts.

COURSE SYLLABUS

- Module 1 : Introduction to International Business
- Module 2 : Cultural and Ethical Dimensions
- Module 3 : International Trade and Investments
- Module 4 : International Business Strategies
- Module 5 : Regional and Functional Perspectives

DURATION - 30 HRS

Faculty In-charge - Jithu Philip

jithuphillip@rajagiriviswajyothi.org

START DATE - 04-01-2021





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11. CERTIFICATE COURSE IN ENTREPRENEURIAL LEADERSHIP

Brochure



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CERTIFICATE COURSE IN

ENTREPRENEURIAL LEADERSHIP

Conducted By Department of Business Administration


OBJECTIVES

- ENCOURAGING THE GENERATION AND IMPLEMENTATION OF NEW IDEAS
- DEVELOPING A CLEAR VISION FOR THE FUTURE AND FORMULATING STRATEGIES TO ACHIEVE LONG-TERM GOALS
- IDENTIFYING, ASSESSING, MITIGATING RISKS
- FOCUSING ON CREATING VALUE FOR CUSTOMERS

COURSE OUTCOME

- DEVELOP AND UNDERSTANDING OF ENTREPRENEURIAL LEADERSHIP PRINCIPLES
- FOSTER AND ENTREPRENEURIAL MIND-SET FOR INNOVATION AND PROBLEM-SOLVING
- ENHANCE SKILLS IN TEAM LEADERSHIP MANAGEMENT
- APPLY STRATEGIC THINKING TO DRIVE BUSINESS GROWTH
- DEVELOP DECISION-MAKING ABILITIES FOR ENTREPRENEURIAL SUCCESS

Faculty incharge - Akhil Raju

 akhilraju@rajagiriviswajyothi.org

DURATION 30 HRS



04-01-2021





12 CERTIFICATE COURSE IN PUBLIC RELATIONS MANAGEMENT



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**CERTIFICATE COURSE IN
PUBLIC RELATIONS MANAGEMENT**

Conducted By Department of Business Administration



DURATION
30 Hrs

COURSE OUTCOMES

- Understand the fundamental concepts and principles of public relations management
- Develop effective communication strategies and techniques for various stakeholders
- plan and execute successful public relations campaigns
- Evaluate the effectiveness of public relations efforts and measures their impact

START DATE
06/11/2020



FACULTY IN-CHARGE - SREEKA CHANDRAN
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PRINCIPAL
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