



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

2019-2024¹

Submitted to





**SUMMARY REPORT OF CERTIFICATE COURSE
2020-2021**

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REPORT ON CERTIFICATE COURSE IN SHORT STORY WRITING

Name of the Certificate Course	Certificate Course in Short-Story Writing
Department offering the Course	Department of English
Course Code	RVLNG20004
Name of Course Coordinator	Febi Abraham
Year of Offering	2020-2021
Mode of offering	Online
Date of Commencement	1-10-2020
Date of Completion	03-11-2020
Duration of Course	30 hours
Number of Students Enrolled	15
Number of Students Completed	15

Course Description

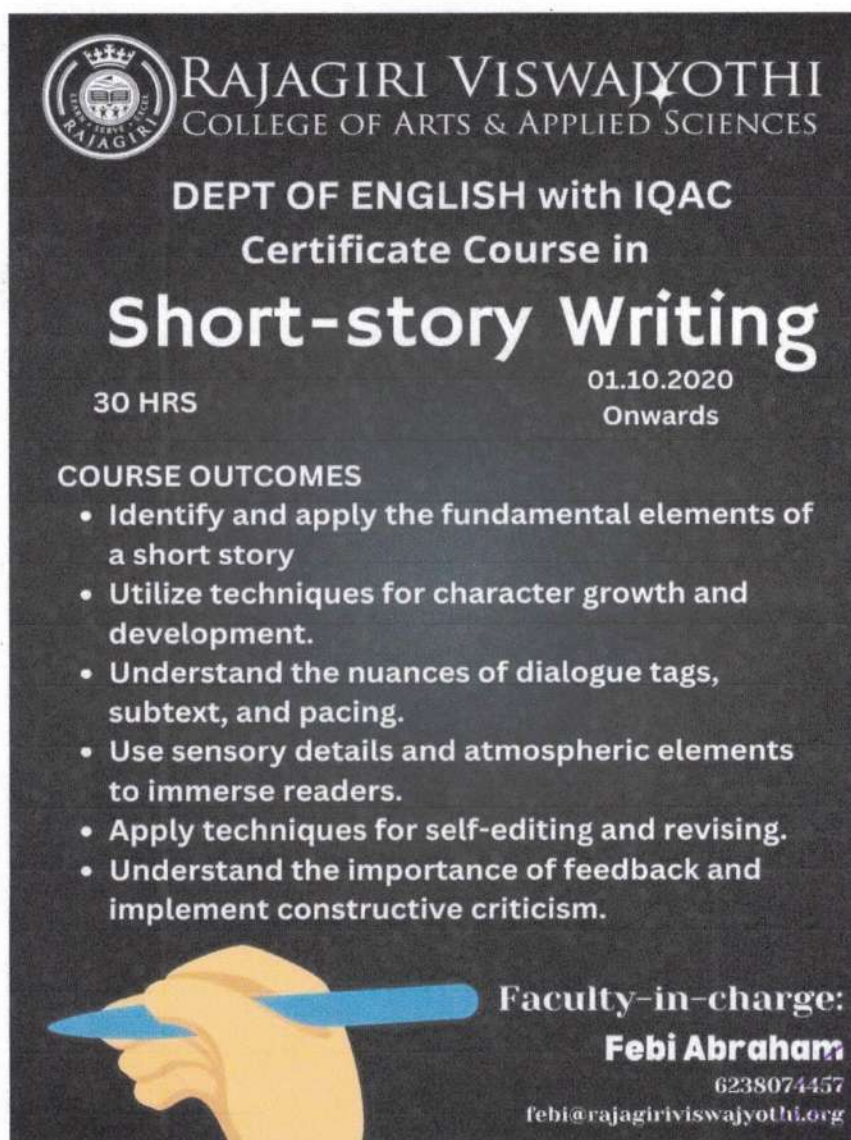
The Certificate Course in Short-Story Writing, offered by the Department of English under course code RVLNG20004, was conducted online from October 1, 2020, to November 3, 2020. Coordinated




by Febi Abraham, this 30-hour course had 15 students enrolled, all of whom successfully completed the program.

The Certificate Course in Short Story Writing spans 30 hours and offers a detailed exploration of short story creation, focusing on core elements like plot, character, setting, and dialogue. The course covers essentials of story structure and idea generation, character development, dialogue techniques, and crafting vivid settings and atmosphere. Students engage in practical exercises for writing prompts, character profiles, and descriptive settings, culminating in self-editing and revision strategies to refine their work. The course concludes with modules on self-editing, feedback, and final revisions, culminating in an assessment where students submit a completed short story and engage in peer reviews to refine their work.

BROCHURE OF CERTIFICATE COURSE IN SHORT STORY WRITING




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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



CERTIFICATE OF COMPLETION



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DEPARTMENT OF ENGLISH

Certificate Of Completion

ADHIL SALAH M. has successfully completed the certificate course in **Short-Story Writing** organized by Department of English held from 01-10-2020 with duration of 30 hours, and has obtained 'B' grade in the examination held in the academic year 2020-2021

HEAD OF THE DEPARTMENT


SHINY K



FEBI ABRAHAM
COORDINATOR





DR. JOY P JOSEPH
PRINCIPAL

Course Coordinator

: 

Head of the department

: 

Principal :



PRINCIPAL

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PRINCIPAL

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REPORT ON CERTIFICATE COURSE IN FILM STUDIES

Name of the Certificate Course	Certificate Course in Film Studies
Department offering the Course	Department of English
Course Code	RVLNG20005
Name of Course Coordinator	Tennyson Thomas
Year of Offering	2020-2021
Mode of offering	Online
Date of Commencement	02/11/2020
Date of Completion	01/12/2020
Duration of Course	35 hours
Number of Students Enrolled	19
Number of Students Completed	19

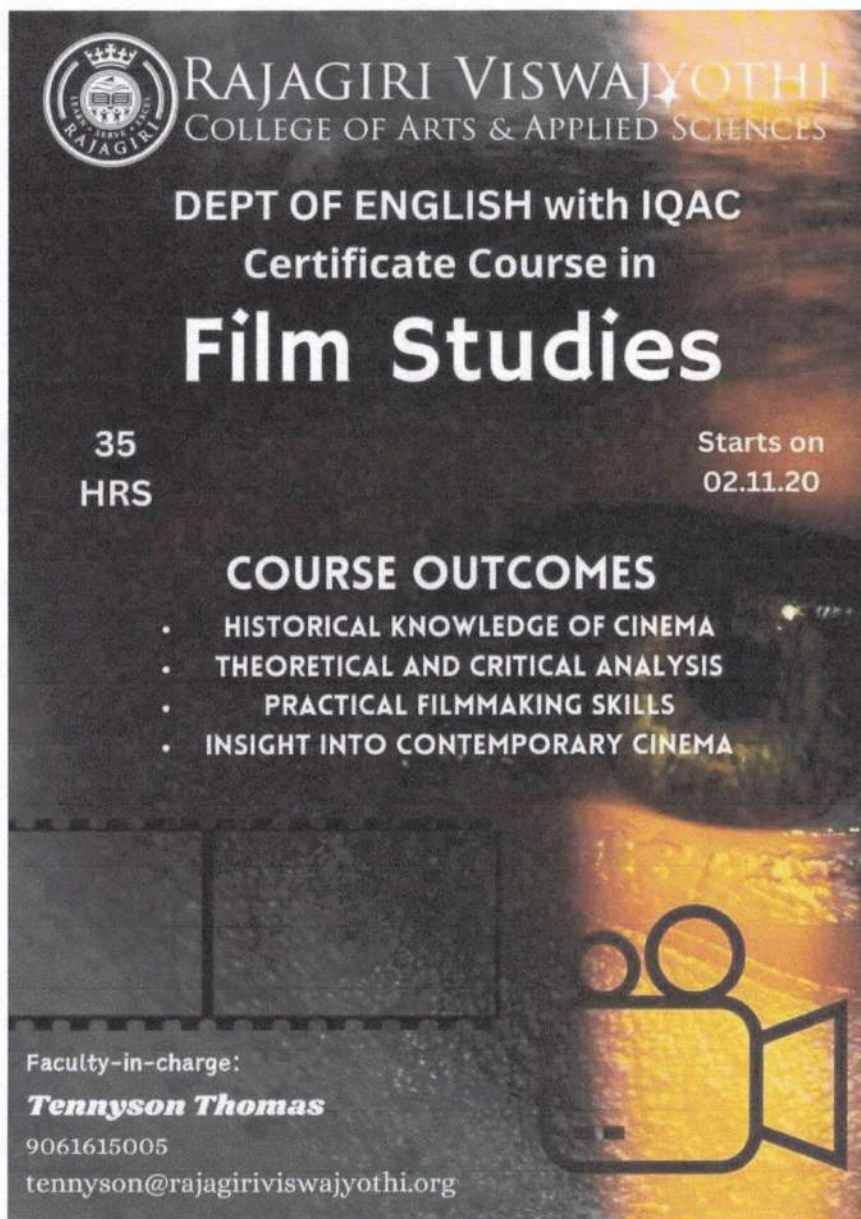
COURSE DESCRIPTION


The Certificate Course in Film Studies, offered online by the Department of English under course code RVLNG20005, was conducted from November 2, 2020, to December 1, 2020. Coordinated by Tennyson Thomas, this 35-hour course saw full participation with 19 students enrolled and completing the program successfully.



The course begins with foundational modules on film history and theory, covering topics from early cinema to modern digital transformations and various critical approaches. Students then examine the relationship between film and society, focusing on representation, impact, censorship, and activism. The final module addresses contemporary trends such as streaming services and independent cinema. Assessments include film analysis, a film production project, and a presentation on a current trend in film.

BROCHURE OF CERTIFICATE COURSE IN FILM STUDIES



 **RAJAGIRI VISWAJYOTHI**
COLLEGE OF ARTS & APPLIED SCIENCES

DEPT OF ENGLISH with IQAC
Certificate Course in
Film Studies

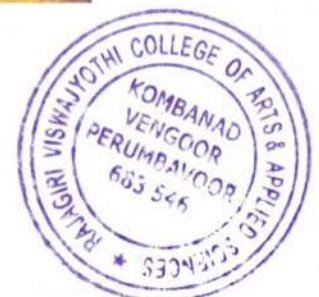

35
HRS

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



CERTIFICATE OF COMPLETION




DEPARTMENT OF ENGLISH
Certificate Of Completion

Ashin Joy has successfully completed the certificate course in **Film Studies** organized by Department of English held from 02-11-2020 with duration of 35 hours, and has obtained 'B' grade in the examination held in the academic year 2020-2021


SHINY K
HEAD OF THE DEPARTMENT


TENNYSON THOMAS
COORDINATOR




DR. JOY P JOSEPH
PRINCIPAL

Course Coordinator : 

Head of the department : 

Principal : 

PRINCIPAL
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REPORT ON CERTIFICATE COURSE IN GOTHIC WRITING

Name of the Certificate Course	Certificate Course in Gothic Writing
Department offering the Course	Department of English
Course Code	RVLNG20006
Name of Course Coordinator	Tennyson Thomas
Year of Offering	2020-2021
Mode of offering	Online
Date of Commencement	30/09/2020
Date of Completion	06/11/2020
Duration of Course	35 hours
Number of Students Enrolled	16
Number of Students Completed	16


Course Description

The Certificate Course in Gothic Writing, offered by the Department of English under the course code RVLNG20006, was conducted online during the 2020-2021 academic year. Coordinated by Tennyson Thomas, the course commenced on September 30, 2020, and concluded on November 6, 2020. With a duration of 35 hours, it successfully enrolled and completed 16 students, ensuring full participation and engagement throughout the program. This intensive course provided a deep dive into the intricacies of Gothic literature, equipping students with specialized knowledge in this genre.



gins with an overview of Gothic literature's origins, key themes, and seminal texts like Mary Shelley's *Frankenstein* and Bram Stoker's *Dracula*. It then delves into the Romantic and Dark Gothic periods, highlighting significant works by Edgar Allan Poe and Lord Byron, and explores the transition from Romanticism to Dark Romanticism. Themes of fear, sexuality, and cultural influences are examined in-depth, with attention given to American Gothic contributions and cultural practices influencing Gothic themes. The course also covers Gothic cinema, assessing its representation of Gothic elements and contemporary trends through films and notable modern works like Anne Rice's *Interview with the Vampire*. Students will be evaluated through critical essays that analyze Gothic texts or films, honing their analytical and creative skills.

BROCHURE OF CERTIFICATE COURSE IN GOTHIC WRITING

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COLLEGE OF ARTS & APPLIED SCIENCES

DEPT OF ENGLISH with IQAC

30.09.2020
Onwards

35
HRS

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



COURSE COMPLETION CERTIFICATE



DEPARTMENT OF ENGLISH Certificate Of Completion

Angel Joy has successfully completed the certificate course in **Gothic Writing** organized by Department of English held from 30-09-2020 with duration of 35 hours, and has obtained **'A'** grade in the examination held in the academic year 2020-2021

SHINY K
HEAD OF THE DEPARTMENT

TENNYSON THOMAS
COORDINATOR



DR. JOY P JOSEPH
PRINCIPAL

Course Coordinator:

Head of the department:

Principal :

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REPORT ON CERTIFICATE COURSE IN PHOTOJOURNALISM

Name of the Certificate Course	Certificate course in photojournalism
Department offering the Course	Department of English
Course Code	RVLNG20007
Name of Course Coordinator	Nivea Thomas
Year of Offering	2020-2021
Date of Commencement	04/01/2021
Date of Completion	09/02/2021
Duration of Course	35 hours
Number of Students Enrolled	11
Number of Students Completed	11


Course Description

The Certificate Course in Photojournalism, offered by the Department of English under the course code RVLNG20007, was conducted from January 4, 2021, to February 9, 2021, with a total duration of 35 hours. Coordinated by Nivea Thomas, the course saw full participation, with all 11 enrolled students successfully completing the program. This intensive course aimed the course, structured into four modules, begins with the history and fundamentals of photography, including ethical considerations and technical aspects like composition and exposure to equip



students with essential skills in photojournalism. The course concludes with insights into the photojournalism industry, including career development

BROCHURE OF CERTIFICATE COURSE IN PHOTOJOURNALISM



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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



CERTIFICATE OF COMPLETION



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DEPARTMENT OF ENGLISH

Certificate Of Completion

_____ *Joseph Mathew* _____ has successfully completed the
certificate course in **Photojournalism** organized by
Department of English held from 04-01-2021 with duration of 35
hours, and has obtained 'A' grade in the examination held in the academic
year 2020-2021

Shiny K
SHINY K
HEAD OF THE DEPARTMENT

Nivea Thomas K
NIVEA THOMAS K
COORDINATOR



Dr. Joy P Joseph
DR. JOY P JOSEPH
PRINCIPAL

Course Coordinator:

Head of the department:

Principal :

Dr. Joy P Joseph
* PRINCIPAL
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Dr. Joy P Joseph

PRINCIPAL
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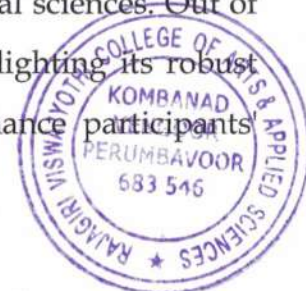
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REPORT ON CERTIFICATE COURSE IN SOCIAL SCIENCE RESEARCH

Name of the Certificate Course	Certificate Course in Social Science Research
Department offering the Course	Department of Commerce
Course Code	RVBFL20004
Name of Course Coordinator	Sreekala M.M
Year of Offering	2020-2021
Date of Commencement	01/08/2020
Date of Completion	15/11/2020
Duration of Course	30 hours
Number of Students Enrolled	40
Number of Students Completed	35

Course Description

The Certificate Course in Social Science Research, offered by the Department of Commerce under the course code RVBFL20004, was held during the 2020-2021 academic year. Coordinated by Sreekala M.M, this course commenced on August 1, 2020, and wrapped up on November 15, 2020. Spanning a total of 30 hours, it provided an in-depth exploration of research methodologies within the social sciences. Out of 40 students enrolled, 35 successfully completed the course, highlighting its robust engagement and educational impact. This course aimed to enhance participants



research skills and knowledge, contributing significantly to their academic and professional development in the field of social science.

BROCHURE IN CERTIFICATE COURSE IN SOCIAL SCIENCE RESEARCH

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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



CERTIFICATE OF COMPLETION



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DEPARTMENT OF COMMERCE CERTIFICATE OF COMPLETION

Krishnenthru Suresh Kumar has successfully completed the
certificate course in **Social Science Research** organized by
Department of Commerce held from 01-08-2020 with duration of 30
hours, and has obtained 'A' grade in the examination held in the academic year
2020-2021


BINITHA P S
HEAD OF THE DEPARTMENT


SREEKALA M M
COORDINATOR




DR. JOY P JOSEPH
PRINCIPAL

Course Coordinator:



Head of the Department



Principal:



FRANCIS
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REPORT ON CERTIFICATE COURSE IN TALLY

Name of the Certificate Course	Certificate course in Tally
Department offering the Course	Department of Commerce
Course Code	RVBFL20005
Name of Course Coordinator	Binitha .P S
Year of Offering	2020-2021
Date of Commencement	10/03/2021
Date of Completion	30/04/2021
Duration of Course	30 hours
Number of Students Enrolled	31
Number of Students Completed	31

Course Description

The Certificate Course in Tally, offered by the Department of Commerce under the course code RVBFL20005, was conducted during the 2020-2021 academic year. Coordinated by Binitha P.S, the course began on March 10, 2021, and concluded on April 30, 2021. With a duration of 30 hours, this program provided comprehensive training in Tally software, essential for accounting and financial management. All 31 students enrolled completed the course, reflecting its effectiveness and the high level



of participant engagement. This course aimed to enhance practical skills in Tally, equipping students with valuable expertise for their professional careers.

BROCHURE OF CERTIFICATE COURSE IN TALLY



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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 : 35 HOURS

START DATE : 10/03/2021



Dhanya.S
9447091799



COURSE COMPLETION CERTIFICATE



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DEPARTMENT OF COMMERCE CERTIFICATE OF COMPLETION

Binu Oudey has successfully completed the
certificate course in **Tally** organized by

Department of Commerce held from 10-03-2021 with duration of 30
hours, and has obtained 'A' grade in the examination held in the academic year

2020-2021

Binitha
BINITHA PS
HEAD OF THE DEPARTMENT

Binitha
BINITHA PS
COORDINATOR



Dr. Joy P Joseph
DR. JOY P JOSEPH
PRINCIPAL

Course coordinator: Binitha

Head of the Department Binitha

Principal :

Dr. Joy P Joseph

PRINCIPAL
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Dr. Joy P Joseph

PRINCIPAL
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REPORT ON CERTIFICATE COURSE ON VALUE EDUCATION

Name of the Certificate Course	Certificate course on Value Education
Department offering the Course	Department of Commerce
Course Code	RVBFL20006
Name of Course Coordinator	Swetha K.S
Year of Offering	2020-2021
Date of Commencement	01/12/2020
Date of Completion	30/03/2021
Duration of Course	30 hours
Number of Students Enrolled	25
Number of Students Completed	25

Course Description

The "Certificate Course on Value Education," offered by the Department of Commerce under the course code RVBFL20006, ran from December 1, 2020, to March 30, 2021, and was coordinated by Swetha K.S. Over its 30-hour duration, the course successfully enrolled and completed 25 students. This program focused on imparting essential value-based principles, aiming to enhance the participants' understanding of ethical and moral frameworks within a commercial context.

By the end of the course, participants will be able to identify and internalize core human values such as honesty, integrity, respect, compassion, and responsibility.



They will also develop effective strategies for integrating these values into diverse settings, including educational institutions, workplaces, and communities. The course emphasizes the application of ethical decision-making principles and fosters an inclusive and harmonious environment by promoting diversity and empathy.

BROCHURE OF CERTIFICATE COURSE ON VALUE EDUCATION



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VENGOOR, PERUMBAVOOR KERALA- 683546



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



COURSE COMPLETION CERTIFICATE



DEPARTMENT OF COMMERCE CERTIFICATE OF COMPLETION

Anun Shaji has successfully completed the certificate course in **Value Education** organized by Department of Commerce held from 01-12-2020 with duration of 30 hours, and has obtained 'B' grade in the examination held in the academic year 2020-2021

Binitha PS
BINITHA PS

HEAD OF THE DEPARTMENT

Swedha K S

SWEDHA K S
COORDINATOR



Dr. Joy P Joseph
DR. JOY P JOSEPH
PRINCIPAL

Course Coordinator:

Swedha K S

Head of the Department

Binitha PS

Principal:

Dr. Joy P Joseph

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Dr. Joy P Joseph

PRINCIPAL
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REPORT ON CERTIFICATE COURSE IN E-MARKETING

Name of the Certificate Course	Certificate course in E-Marketing
Department offering the Course	Department of Business Administration
Course Code	RVBBA20007
Name of Course Coordinator	Solymon V.L
Year of Offering	2020-2021
Date of Commencement	01/12/2020
Date of Completion	30/03/2021
Duration of Course	30 hours
Number of Students Enrolled	23
Number of Students Completed	23

Course Description

The Certificate Course in E-Marketing, offered by the Department of Business Administration under the course code RVBBA20007, took place during the 2020-2021 academic year. Coordinated by Solymon V.L, the course began on December 1, 2020, and concluded on March 30, 2021. Spanning 30 hours, the course provided participants with essential skills and knowledge in digital marketing strategies. All 23 enrolled students successfully completed the course, reflecting its comprehensive coverage and the high level of engagement. This program aimed to enhance participants' proficiency



in e-marketing, preparing them for effective digital marketing practices in a dynamic business environment.

BROCHURE OF CERTIFICATE COURSE IN E-MARKETING



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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





CERTIFICATE OF COMPLETION


 **RAJAGIRI VISWAJYOTHI**
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DEPARTMENT OF BUSINESS ADMINISTRATION
CERTIFICATE OF COMPLETION

Arma Soju has successfully completed the
certificate course in **E-Marketing** organized by
Department of Business Administration held from 01-12-2020 with duration of 30
hours, and has obtained 'A' grade in the examination held in the academic
year 2020-2021


SOLYMON V L
HEAD OF THE DEPARTMENT


SOLYMON V L
COORDINATOR


DR. JOY P JOSEPH
PRINCIPAL



Course Coordinator:



Head of the Department:



Principal:



PRINCIPAL

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REPORT ON CERTIFICATE COURSE IN STOCK MARKET ANALYSIS

Name of the Certificate Course	Certificate course in Stock Market Analysis
Department offering the Course	Department of Business Administration
Course Code	RVBBA20008
Name of Course Coordinator	P N Sasidharan Nair
Year of Offering	2020-2021
Date of Commencement	05/10/2020
Date of Completion	30/12/2020
Duration of Course	30 hours
Number of Students Enrolled	15
Number of Students Completed	15

Course Description

The "Certificate Course in Stock Market Analysis," offered by the Department of Business Administration with course code RVBBA20008, was conducted from October 5, 2020, to December 30, 2020. Coordinated by P N Sasidharan Nair, the course lasted 30 hours and successfully enrolled and graduated all 15 participating students. The program was designed to provide a comprehensive understanding of stock market dynamics, equipping students with analytical skills essential for evaluating market trends and making informed investment decisions.



Students will also learn to develop investment strategies tailored to risk-return profiles and objectives, utilize various tools for stock market research, and navigate legal and ethical considerations in trading and investing.

BROCHURE OF CERTIFICATE COURSE IN STOCK MARKET ANALYSIS



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VENGOOR , PERUMBAVOOR KERALA- 683546

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



CERTIFICATE OF COMPLETION



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VENGOOR, PERUMBAVOOR, KERALA - 683546

DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE OF COMPLETION

Jeffin Jose has successfully completed the certificate course in **Stock Market Analysis** organized by Department of Business Administration held from 05-10-2020 with duration of 30 hours, and has obtained 'B' grade in the examination held in the academic year 2020-2021


SOLLYMON V L
HEAD OF THE DEPARTMENT


P.N.SASIDHARAN NAIR
COORDINATOR




DR. JOY P JOSEPH
PRINCIPAL

Course coordinator:



Head of the Department:



Principal:



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





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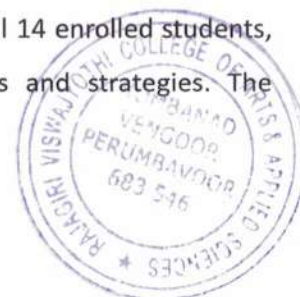


REPORT ON CERTIFICATE COURSE IN INTERNATIONAL BUSINESS

Name of the Certificate Course	Certificate course in International Business
Department offering the Course	Department of Business Administration
Course Code	RVBBA20009
Name of Course Coordinator	Jithu Philip
Year of Offering	2020-2021
Date of Commencement	04/01/2021
Date of Completion	30/04/2021
Duration of Course	30 hours
Number of Students Enrolled	14
Number of Students Completed	14

Course Description

The Certificate Course in International Business, offered by the Department of Business Administration under the course code RVBBA20009, was conducted during the 2020-2021 academic year. Coordinated by Jithu Philip, the course commenced on January 4, 2021, and concluded on April 30, 2021, with a total duration of 30 hours. This program, which saw full participation from all 14 enrolled students, provided a comprehensive exploration of international business practices and strategies. The



successful completion by all participants highlights the course's effectiveness in equipping students with valuable insights and skills relevant to the global business environment.

BROCHURE OF CERTIFICATE COURSE IN INTERNATIONAL BUSINESS



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



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



CERTIFICATE OF COMPLETION

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

DEPARTMENT OF BUSINESS ADMINISTRATION
Certificate Of Completion

_____ John Biju _____ has successfully completed the
certificate course in **International Business** organized by
Department of Business Administration held from 04-01-2020 with duration of 30
hours, and has obtained 'B' grade in the examination held in the academic
year 2020-2021

 **SOLYMON V L**
HEAD OF THE DEPARTMENT

 **JITHU PHILIP**
COORDINATOR

 **DR. JOY P JOSEPH**
PRINCIPAL



Course Coordinator:



Head of the Department:



Principal:



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REPORT ON CERTIFICATE COURSE IN ENTREPRENEURIAL LEADERSHIP

Name of the Certificate Course	Certificate course in Entrepreneurial Leadership
Department offering the Course	Department of Business Administration
Course Code	RVBBA20010
Name of Course Coordinator	Akhil Raju
Year of Offering	2020-2021
Date of Commencement	04/01/2021
Date of Completion	30/03/2021
Duration of Course	30 hours
Number of Students Enrolled	14
Number of Students Completed	14

Course Description

The Certificate Course in Entrepreneurial Leadership, offered by the Department of Business Administration under the course code RVBBA20010, was conducted during the 2020-2021 academic year. Coordinated by Akhil Raju, the course started on January 4, 2021, and concluded on March 30, 2021, with a total duration of 30 hours. The course successfully enrolled 14 students, all of whom completed the program. This course focused on developing essential skills for entrepreneurial



leadership, equipping participants with the knowledge and tools needed to excel in entrepreneurial ventures and leadership roles.

BROCHURE OF CERTIFICATE COURSE IN ENTREPRENEURIAL LEADERSHIP



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

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



CERTIFICATE OF COMPLETION



RAJAGIRI VISWAJYOTHI
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DEPARTMENT OF BUSINESS ADMINISTRATION Certificate Of Completion

ATHIRA PAUL has successfully completed the
certificate course in **Entrepreneurial Leadership** organized by
Department of Business Administration held from 04-01-2021 with duration of 30 hours,
and has obtained 'A' grade in the examination held in the academic year

2020-2021


SOLYMON V L
HEAD OF THE DEPARTMENT


AKHIL RAJU
COORDINATOR




DR. JOY P JOSEPH
PRINCIPAL

Course Coordinator:



Head of Department:



Principal :



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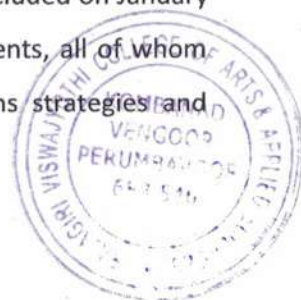


REPORT OF CERTIFICATE COURSE IN PUBLIC RELATIONS MANAGEMENT

Name of the Certificate Course	Certificate course in Public Relations Management
Department offering the Course	Department of Business Administration
Course Code	RVBBA20011
Name of Course Coordinator	Sreeka Chandran
Year of Offering	2020-2021
Date of Commencement	06/11/2020
Date of Completion	05/01/2021
Duration of Course	30 hours
Number of Students Enrolled	23
Number of Students Completed	23

Course Description

The Certificate Course in Public Relations Management, offered by the Department of Business Administration under the course code RVBBA20011, was held during the 2020-2021 academic year. Coordinated by Sreeka Chandran, the course began on November 6, 2020, and concluded on January 5, 2021, spanning a total of 30 hours. The program successfully enrolled 23 students, all of whom completed the course. It provided a thorough understanding of public relations strategies and



practices, equipping participants with essential skills to manage and enhance organizational reputation effectively.

Upon successful completion of this course, participants will gain a thorough understanding of public relations management, including its fundamental concepts and principles. They will be equipped to develop effective communication strategies for various stakeholders, plan and execute successful public relations campaigns, and manage crisis situations and reputation. The course also covers the use of digital and social media platforms for public relations activities and techniques for evaluating the effectiveness and impact of these efforts

BROCHURE OF CERTIFICATE COURE IN PUBLIC RELATIONS MANAGEMENT



RAJAGIRI VISWAJYOTHI
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VENGOOR , PERUMBAVOOR KERALA- 683546

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 variou 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

sreekachandran@rajagiriviswajyothi.org



CERTIFICATE OF COMPLETION



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

DEPARTMENT OF BUSINESS ADMINISTRATION
CERTIFICATE OF COMPLETION

Purnima Nakshathra has successfully completed the certificate course in **Public Relations Management** organized by Department of Business Administration held from 06-11-2020 with duration of 30 hours, and has obtained 'A' grade in the examination held in the academic year

2020-2021


SOLYMON V L
HEAD OF THE DEPARTMENT


SREEKALA CHANDRA
COORDINATOR




DR. JOY P JOSEPH
PRINCIPAL

Course Coordinator:



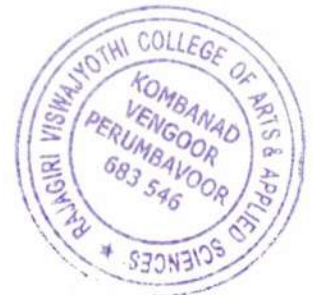
Head of the Department:



Principal:



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