



**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

2021-2022

Sl.No.	List of Courses	Page No:
1	Certificate Course in Phonetics in Practice	3
2	Certificate Course in Media Entrepreneurship	4
3	Certificate Course in Nadan Pattukal	5
4	Certificate Course in Bala Sahithya	6
5	Certificate Course in MS - Office	7
6	Certificate course in Corporate Social Responsibility	8
7	Certificate Course in Yoga and meditation	9
8	Certificate Course in Hospitality Management	10
9	Certificate Course in Stock Trading	11
10	Certificate Course in Data Analysis using Excel	12
11	Certificate Course in Digital Marketing	13
12	Certificate Course in SAP-ERP	14




**RAJAGIRI VISWAJYOTHI**

**COLLEGE OF ARTS & APPLIED SCIENCES**

Vengoor, Perumbavoor, Kerala - 683546

## 1. CERTIFICATE COURSE IN PHONETICS IN PRACTICE

**Brochure**

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

**DEPT OF ENGLISH with IQAC**

**Certificate Course in** 30 HRS

**04.06.2021**  
Onwards

# Phonetics in Practice

**COURSE OUTCOMES**

- Comprehend the principles of phonetics
- Accurately transcribe spoken language
- Analyze and interpret phonetic transcriptions
- Understand the physiological mechanisms
- Identify and describe the articulatory properties of speech sounds
- Analyze the acoustic properties
- Apply phonetic knowledge to fields such as language teaching, speech therapy etc

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





**RAJAGIRI VISWAJYOTHI**

**COLLEGE OF ARTS & APPLIED SCIENCES**

Vengoor, Perumbavoor, Kerala - 683546

**2. CERTIFICATE COURSE IN MEDIA ENTREPRENEURSHIP**

**Brochure**



**RAJAGIRI VISWAJYOTHI**

**COLLEGE OF ARTS & APPLIED SCIENCES**

**DEPT OF ENGLISH with IQAC**

**Certificate Course in**

**1/07/21  
ONWARDS**

**MEDIA**

**35 HRS**

**ENTREPRENEURSHIP**

**COURSE OUTCOMES**

- Familiar with the concepts and principles of media entrepreneurship.
- Informed about the processes of creating and managing media start-ups.
- Able to develop business plans and strategies for media enterprises.

**Faculty-in-charge:**

***Rose Taniya Jolly***

9061981369

rose@rajagiriviswajyothi.org





**3. CERTIFICATE COURSE IN NADAN PATTUKAL**

**Brochure**



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

**Certificate Course in**  
**DEPT OF LANGUAGES with IQAC**

**നാടൻ പാട്ടുകൾ**

**COURSE OUTCOMES**

**5TH OCT 2021 ONWARDS**

**34 HRS COURSE**

- നാടൻ പാട്ടുകളുടെ സമഗ്രമായ ഒരു ധാരണ
- അവയുടെ സൃഷ്ടിയും പ്രചാരവും സംരക്ഷണവും സംബന്ധിച്ച വൈദഗ്ധ്യം

**FACULTY-IN-CHARGE:**  
**LILLY MATHEW**  
9562276353  
LILLY@RAJAGIRIVISWAJYOTHI.ORG





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

Vengoor, Perumbavoor, Kerala - 683546

#### 4. CERTIFICATE COURSE IN BALA SAHITHYA

Brochure



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

**DEPT OF LANGUAGES with IQAC**

Certificate Course in

**बाल साहित्य**

30 HRS

11/06/21  
ONWARDS

#### COURSE OUTCOMES

- GAIN A COMPREHENSIVE UNDERSTANDING OF CHILDREN'S LITERATURE
- GAIN CREATIVE WRITING SKILLS IN HINDI
- DEVELOP SKILLS TO CRITICALLY ANALYZE LITERATURE
- ACQUIRE EFFECTIVE PEDAGOGICAL TECHNIQUES
- GAIN CULTURAL AWARENESS AS PART OF LITERATURE

FACULTY-IN-CHARGE:  
**SEENA M PETER**

9946577224  
SEENA@RAJAGIRIVISWAJYOTHI.ORG





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

Vengoor, Perumbavoor, Kerala - 683546

## 5. CERTIFICATE COURSE IN MS-OFFICE

Brochure



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

## **CERTIFICATE COURSE IN MS OFFICE**

Conducted by the Department of Commerce with IQAC



**starts from  
10/01/2022**

**Course Duration: 30 hours  
Coordinator : Akhil Raju**

### **COURSE OUTCOME**

- ✓ Demonstrate proficiency in using the core applications of microsoft office (Word, Excel, Power Point).
- ✓ Create professional-looking documents, reports and presentation using advanced formatting and styling techniques.
- ✓ Analyse and manipulate data using formulas, function and data analysis tools in Excel.

### **OBJECTIVES**

- ✓ To Develop skills in Microsoft Word, Excel and PowerPoint.
- ✓ To learn features such as formating in Word, Excel and how to use formula in Excel.
- ✓ To learn presentation techniques in power point.

[www.rajagiriviswajyothi.org](http://www.rajagiriviswajyothi.org)





**RAJAGIRI VISWAJYOTHI**

**COLLEGE OF ARTS & APPLIED SCIENCES**

Vengoor, Perumbavoor, Kerala - 683546

## 6. CERTIFICATE COURSE IN CORPORATE SOCIAL RESPONSIBILITY

Brochure



**RAJAGIRI VISWAJYOTHI**

**COLLEGE OF ARTS AND APPLIED SCIENCES**

VENGOOR, PERUMBAVOOR KERALA- 683546

DEPARTMENT OF COMMERCE IN ASSOCIATION WITH IQAC

CERTIFICATE COURSE IN

# **CORPORATE SOCIAL RESPONSIBILITY**

**15TH NOVEMBER 2021**

**30 HRS**

### **COURSE OUTCOME**

- ✓ Understanding of CSR concepts, Principles and practices
- ✓ Ability to Develop and implement CSR initiatives
- ✓ Familiarity with global CSR trends, challenges and opportunities

### **OBJECTIVES**

1. To understand the role of business in Society
2. To familiarize CSR principles, Theories and Practices
3. To Develop CSR Skills and implement CSR initiatives







## 7. CERTIFICATE COURSE IN YOGA AND MEDITATION

### Brochure



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

In association with IQAC

### Certificate course in **Yoga and Meditation**

**Duration: 30 hours**

#### Course Outcome

- 1.To enable students to follow a personalised Yoga and meditation techniques
- 2.Improved stress management and relaxation
- 3.To make the students understand the importance of Yoga Postures and relaxation

#### Course Objective

- 1.To Improve Physical strength , flexibility and balance through regular yoga Practice
- 2.To understand the different styles of Yoga
- 3.To Enhance mental clarity, Focus and emotional stability through meditation.

Mode of classes : Online

Date : 10/08/21

#### Module 1

Recorded video on basic warm up exercises  
Introduction to basic yoga Postures  
Introduction to breathing exercises

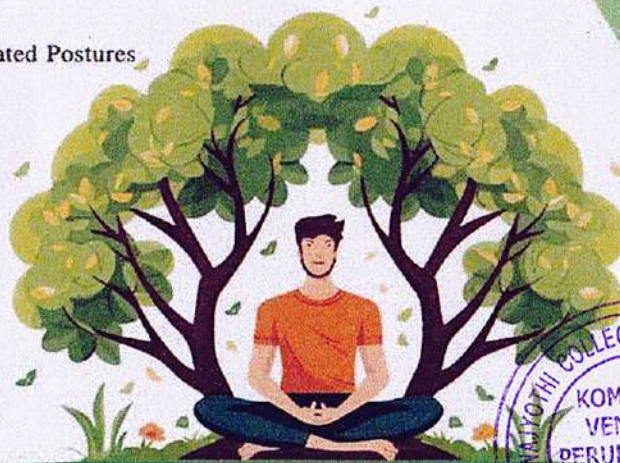
#### Module 2

Benefits of each Asana  
Webinar on Surya Namaskar sequences  
Live webinar on concept of mindfulness and it's application in daily life

#### Module 3

Benefits of meditation for mind and body  
Understanding the mind body connection  
Live class on Balancing Postures and Seated Postures

Course Coordinator  
Ms Swedha KS  
Assistant Professor  
8547261663  
Dept of Commerce  
RVCAS





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

Vengoor, Perumbavoor, Kerala - 683546

**8. CERTIFICATE COURSE IN HOSPITALITY MANAGEMENT**

**Brochure**



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

CERTIFICATE COURSE IN  
**HOSPITALITY  
MANAGEMENT**

*Conducted By Department of Business  
Administration*

**OBJECTIVES :**

- Maintaining high standards of service , cleanliness, and overall guest experience.
- Investing in staff training to improve service quality and employee satisfaction.

**COURSE DURATION - 35 HRS**



**COURSE OUTCOMES:**

1. Understand the fundamental concepts and principles of hospitality management
2. Implement Marketing and revenue management strategies for hospitality management
3. Demonstrate leadership and management skills in hospitality operations

**COURSE SYLLABUS:**

- MODULE 1: INTRODUCTION TO HOSPITALITY MANAGEMENT
- MODULE 2: GUEST SERVICE AND CUSTOMER SATISFACTION
- MODULE 3: HOSPITALITY OPERATIONS MANAGEMENT
- MODULE 4: FINANCIAL MANAGEMENT AND COST CONTROL
- MODULE 5: MARKETING AND REVENUE MANAGEMENT

START DATE -08-08-2021

Faculty In-charge -  
**JITHU PHILIP**

[jithuphilip@rajagiriviswajyothi.org](mailto:jithuphilip@rajagiriviswajyothi.org)





# RAJAGIRI VISWAJYOTHI

## COLLEGE OF ARTS & APPLIED SCIENCES

Vengoor, Perumbavoor, Kerala - 683546

### 9. CERTIFICATE COURSE IN STOCK TRADING

Brochure



# RAJAGIRI VISWAJYOTHI

## COLLEGE OF ARTS AND APPLIED SCIENCES

VENGOOR, PERUMBAVOOR KERALA- 683546



Conducted By Department of Business Administration

### OBJECTIVES

- Aim to buy stocks at a low price and sell them at a higher price to realize capital gains
- Implement strategies to minimize potential losses such as setting stop-losses orders or diversifying investments
- Focus on protecting the initial investment by choosing more stable and less volatile stocks

START DATE-  
16-11-2021

### COURSE OUTCOMES

- Understand the fundamentals of Stock trading and financial trading and financial markets.
- Develop skills in technical and fundamentals analysis
- Learn various trading strategies and their applications
- Gain proficiency in using trading platforms and tools
- Understand and apply risk management techniques in stock trading

DURATION  
30 HRS

Faculty incharge - P.N. SASIDHARAN NAIR



[pnsasidharannair@rajagiriviswajyothi.org](mailto:pnsasidharannair@rajagiriviswajyothi.org)





# RAJAGIRI VISWAJYOTHI

## COLLEGE OF ARTS & APPLIED SCIENCES

Vengoor, Perumbavoor, Kerala - 683546

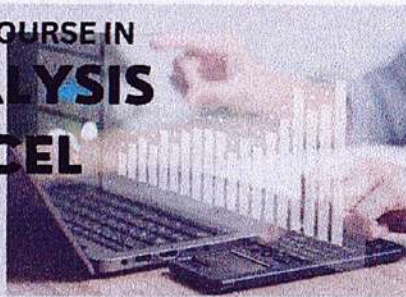
### 10. CERTIFICATE COURSE IN DATA ANALYSIS USING EXCEL Brochure



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

#### CERTIFICATE COURSE IN **DATA ANALYSIS USING EXCEL**

CONDUCTED BY DEPARTMENT OF  
BUSINESS ADMINISTRATION



#### OBJECTIVES

START DATE - 07-06-2021

- Structure data effectively using tables, ranges, and proper formatting to facilitate analysis.
- Identify and correct errors, remove duplicates, and handle missing values to ensure data accuracy
- Use tools like charts, pivot tables, and formulas to identify patterns, trends, and insights in the data
- Apply formulas and functions to perform necessary calculations and derive meaningful metrics

#### COURSE OUTCOMES

- Ability use and apply essential functions to perform complex calculations and data manipulations
- Skills to clean, format, and prepare data for analysis by identifying and correcting errors, handling missing values, and removing duplicates
- Competence in organizing data using tables, ranges, and named ranges to facilitates effective analysis

FACULTY IN-CHARGE - JITHU PHILIP

[jithuphilip@rajagriviswajyothi.org](mailto:jithuphilip@rajagriviswajyothi.org)

COURSE DURATION - 35 HRS





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

Vengoor, Perumbavoor, Kerala - 683546

**11. CERTIFICATE COURSE IN DIGITAL MARKETING**  
Brochure



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

**CERTIFICATE COURSE IN**  
**DIGITAL MARKETING**

CONDUCTED BY DEPARTMENT OF BUSINESS ADMINISTRATION

**OBJECTIVES**

- Use digital channels to increase visibility and recognition of the brand among the target audience
- Use digital marketing tactics to directly increase sales of products or services, either through online transactions or offline conversions
- Provide valuable content to educate potential customers about the industry, products, services offered



START DATE - 06-12-2021

DURATION - 30 HRS



**COURSE OUTCOME**

- Understand the fundamental concepts and principles of digital marketing
- Develop and implement effective digital marketing strategies for businesses
- Utilize various digital marketing channels including SEO, SEM, social media marketing, email marketing, and content marketing
- Apply ethical standards and best practices in digital marketing

Faculty incharge - Anu Varghese  
✉ [anuvarghese@rajagiriviswajyothi.org](mailto:anuvarghese@rajagiriviswajyothi.org)





# RAJAGIRI VISWAJYOTHI

## COLLEGE OF ARTS & APPLIED SCIENCES

Vengoor, Perumbavoor, Kerala - 683546

### 12. CERTIFICATE COURSE IN SAP-ERP

Brochure



# RAJAGIRI VISWAJYOTHI

COLLEGE OF ARTS AND APPLIED SCIENCES

VENGOOR, PERUMBAVOOR KERALA- 683546

## Certificate Course in SAP -ERP

for Bcom Logistics Management students

40 Hrs Duration

Start

01/06/2021

Department of Commerce In Association with CLAIMS Academy Kallamassery

### RESOURCE PERSON



JOSE ZACHARIAS  
Consultant-SAP MM,  
LE-WM, PM and PS

### Objective

- ★ Proficiency in Navigating SAP ERP MM Interface
- ★ Integration with Other SAP Modules and External Systems

### Course Outcome

- Proficiency in SAP MM Modules
- Practical Application Skills
- System Configuration and Customization
- Integration with Other SAP Modules

### For more details

ANJU ANTONY  
Assistant Professor  
9995069453



[www.rajagiriviswajyothi.org](http://www.rajagiriviswajyothi.org)



9048056118, 8848393398



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