



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





1.2.1 Syllabus of Courses Offered During 2022-2023

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SYLLABUS OF CERTIFICATE COURSE IN SPOKEN ENGLISH

Course Duration: 30 hours

Course Outcomes

By the end of this course, students will be able to:

- Improve pronunciation and reduce accent
- Use appropriate intonation, stress, and rhythm in speech
- Expand vocabulary for everyday and professional contexts
- Apply correct grammar in spoken English for clear and effective communication
- Enhance listening skills to understand different English accents
- Engage confidently in conversations, discussions, and presentations

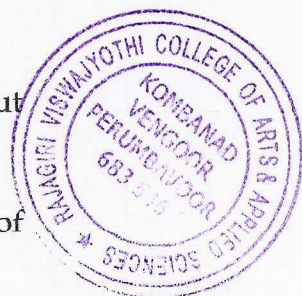
Syllabus

Module 1: Pronunciation and Accent Training (6 hours)

- Introduction to Phonetics: Basic sounds of English, including vowels and consonants.
- Pronunciation Practice: Exercises to practice difficult sounds.
- Accent Reduction Techniques: Strategies to neutralize heavy accents.
- Stress and Intonation: Understanding and using correct stress patterns and intonation.
- Phonetic Symbols and Transcription: Using the International Phonetic Alphabet (IPA) for practice.

Module 2: Fluency and Coherence (6 hours)

- Building Fluency: Techniques for speaking smoothly and without hesitation.
- Speech Rhythm: Understanding and practicing the natural rhythm of





English.

- Linking and Connected Speech: Techniques to connect words and sounds naturally.
- Practice Exercises: Role-plays, storytelling, and impromptu speaking.

Module 3: Vocabulary and Grammar (6 hours)

- Expanding Vocabulary: Learning new words and phrases for different contexts.
- Using Idioms and Expressions: Incorporating common idioms and expressions into speech.
- Grammar for Speaking: Focusing on tenses, sentence structure, and common grammatical errors.
- Practice Sessions: Conversations and discussions using new vocabulary and grammar.

Module 4: Listening and Comprehension (6 hours)

- Listening Skills: Techniques to improve active listening.
- Understanding Accents: Exposure to different English accents (British, American, Australian, etc.).
- Comprehending Fast Speech: Strategies to keep up with native speakers.
- Listening Exercises: Audio recordings, videos, and real-life listening practice.

Assessment (6 hours)

- Short speeches and presentations
- Engaging in group discussions and debates on various topics.

Joy.P.Joseph, Ph.D
PRINCIPAL
Rajagiri Viswajyothi College of
Arts and Applied Sciences
Vengoor, Perumbavoor
Perambalur (Dist) 683546





SYLLABUS OF CERTIFICATE COURSE IN DIGITAL JOURNALISM

Course Duration: 30 hours

Course Outcomes

On completion of the course, the student shall be:

- Familiar with the principles and practices of digital journalism.
- Informed about the tools and technologies used in digital journalism.
- Able to produce multimedia content and understand the ethics and laws related to digital media.

Syllabus

Module 1(10 Hours)

- Introduction to Digital Journalism
- Definition and scope
- History and evolution of digital journalism
- Differences between traditional and digital journalism
- Digital News Writing and Reporting
- Writing for the web
- Mobile journalism
- SEO and headline writing
- Multimedia Journalism
- Audio, video, and photojournalism
- Storytelling techniques
- Tools and software for multimedia content creation

Module 2 (10 Hours)

- Social Media Journalism
- The role of social media in news dissemination
- Best practices for using social media as a journalist
- Analytics and audience engagement





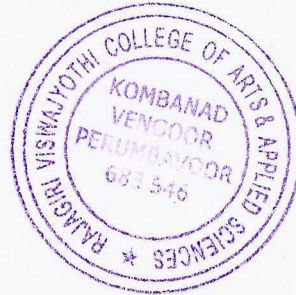
Module 3 (8 Hours)

- Ethics and Laws in Digital Journalism
- Understanding copyright and fair use
- Privacy and data protection
- Ethical issues in digital journalism
- Future Trends in Digital Journalism
- The impact of artificial intelligence and automation
- The rise of immersive journalism (AR/VR)
- Challenges and opportunities in the digital journalism landscape

Assessment Method

- Written Examination (2 hours)

Joy.P.Joseph, Ph.D
PRINCIPAL
Rajagiri Viswajyothi College of
Arts and Applied Sciences
Vengoor, Perumbavoor
Emakulam (Dt) 683546





SYLLABUS OF CERTIFICATE COURSE IN CYBER LAWS

Course Duration: 30 hours

Course Outcomes

On successful completion of the course, the participants shall be able to:

- Complete a comprehensive study of national and international cyber laws through academic coursework, legal texts, and online resources.
- Engage in practical exercises and moot court simulations to practice the application of cyber law principles.
- Study and analyze landmark cases and recent judgments in the field of cyber law.
- Enroll in specialized training programs and certifications in cyber forensics and incident response.
- Stay updated with the latest developments and trends in technology and their legal implications through continuous learning and professional development.

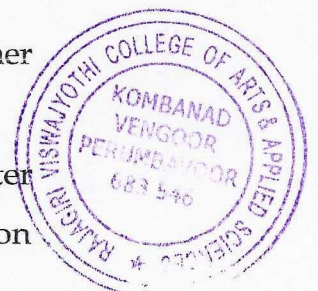
Syllabus

Module 1: Introduction to Cyber Law (3 hours)

- Overview of Cyber Law: Definition, scope, and importance.
- Historical Development: Evolution of cyber laws globally and in specific countries.
- Key Terminologies: Cyberspace, cybercrime, information technology.

Module 2: Legal Framework for Cyber Laws (3 hours)

- International Treaties and Conventions: Budapest Convention, other international frameworks.
- National Legislation: Detailed study of IT Act (India), Computer Fraud and Abuse Act (USA), General Data Protection Regulation





(GDPR - EU).

- Comparative Analysis: Cyber laws in different jurisdictions.

Module 3: Cyber Crimes (3 hours)

- Types of Cyber Crimes: Hacking, identity theft, cyberstalking, online fraud.
- Case Studies: Real-world examples of cybercrime cases.
- Legal Provisions and Punishments: Legal recourse and penalties under various laws.

Module 4: Data Protection and Privacy (3 hours)

- Data Protection Laws: GDPR, CCPA, HIPAA, and others.
- Privacy Rights and Issues: Online privacy, surveillance, data breaches.
- Compliance Requirements: Requirements for organizations handling data.

Module 5: Intellectual Property Rights in Cyberspace (3 hours)

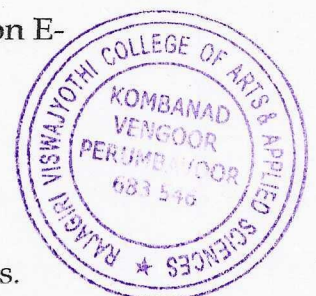
- IP Laws and Digital Media: Copyright, patents, trademarks in the digital age.
- Domain Name Disputes: Cybersquatting, domain theft.
- Digital Rights Management: Protection of digital content.

Module 6: E-Commerce and Digital Contracts (4 hours)

- E-Contracts: Formation, execution, and enforceability of digital contracts.
- Electronic Signature Laws: E-Sign Act, UNCITRAL Model Law on E-Signatures.
- Consumer Protection: Legal protections for online consumers.

Module 7: Cyber Forensics and Incident Response (4 hours)

- Cyber Forensics: Techniques and tools for investigating cybercrimes.
- Incident Response: Steps for responding to and managing cyber incidents.
- Legal and Ethical Considerations: Legal constraints and ethical





guidelines.

Module 8: Emerging Issues in Cyber Law (4 hours)

- Blockchain and Cryptocurrencies: Legal status and regulatory challenges.
- Artificial Intelligence and Law: Legal implications of AI technologies.
- Future Trends: Predictions and emerging trends in cyber law.

Assessment Methods

- Written Examination (3 hours)



Joy.P.Joseph, Ph.D
PRINCIPAL
Rajagiri Viswajyothi College of
Arts and Applied Sciences
Vengoor, Perumbavoor
Ernakulam (Dt) 683546



SYLLABUS OF CERTIFICATE COURSE IN SAHITHYA KA ANUVAD

Course duration: 30 hours

Course Outcomes

- Understand and articulate the definition, scope, and challenges of literary translation.
- Explain and use major translation theories and address linguistic, cultural, and ethical aspects in translation.
- Implement techniques for translating prose, poetry, and drama, addressing specific genre-related challenges.
- Proficiently use digital tools, CAT software, and research materials for accurate and effective translation.
- Create and compile a professional portfolio showcasing diverse translation samples and a strong translator's profile.

Syllabus

Module 1: Introduction to Literary Translation (7 hours)

- Definition and scope of literary translation.
- Importance and challenges of literary translation.
- Evolution of literary translation in India and globally.
- Key figures and milestones in literary translation.
- Genres of literature: prose, poetry, drama.
- Characteristics and translation challenges for each genre.

Module 2: Theoretical Foundations of Translation (7 hours)

- Overview of major translation theories (e.g., equivalence, functionalism, Skopos theory).
- Linguistic nuances in translation.
- Handling cultural elements and maintaining cultural integrity.





Module 3: Translation Techniques and Strategies (7 hours)

- Literal vs. free translation.
- Paraphrasing and adaptation.
- Translating prose: narrative techniques, dialogues.
- Translating poetry: rhyme, meter, imagery.
- Translating drama: stage directions, dialogues, cultural context.
- Practical Exercises: Translation of short prose excerpts, poems and dramatic scenes.

Module 4: Tools and Resources for Translators (7 hours)

- Digital Tools for Translation - Use of translation software and CAT tools, Online dictionaries and glossaries.
- Research and Reference Materials - Importance of background research in literary translation, Using parallel texts and existing translations.
- Building a Translator's Portfolio - Selecting and compiling translation samples, Developing a professional translator's profile.

Assessment Methods

- Written Examination (2 hours)



Joy.P.Joseph, Ph.D
PRINCIPAL
Rajagiri Viswajyothi College of
Arts and Applied Sciences
Vengoor, Perumbavoor
Emakulam (Dt) 683546



SYLLABUS OF CERTIFICATE COURSE IN ADVANCED EXCEL

Course Duration: 30 Hours

Course Outcomes

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

- Gain strong skills in data manipulation and analysis
- Demonstrate the ability to use text functions such as LEFT, RIGHT, MID, CONCATENATE, TEXTJOIN, SEARCH, FIND, and REPLACE to manipulate and analyse text data effectively.
- Execute advanced sorting techniques, including custom and multi-level sorting, and apply advanced filtering methods to refine and analyse data
- Apply conditional functions such as AVERAGEIF, COUNTIF, and SUMIF to perform calculations based on specified criteria

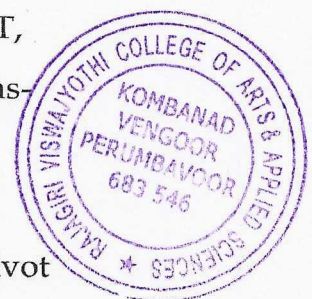
Course Syllabus

Module 1: Advanced Formulas and Functions (6 hours)

Text functions - LEFT, RIGHT, MID, CONCATINATE- TEXT, JOIN, SEARCH, FIND, REPLACE. - Introduction to Array formulas- creating and using array formulas SORT, FILTER, UNIQUE

Module 2: Data Analysis and Visualization (6 hours)

AVERAGE, MEDIAN, MODE, STDEV, REGRESSION analysis, Pivot table grouping and summarizing data-creating and formatting pivot charts creating dynamic charts-Line Charts-Bar-Pie-Scatter Charts





Module 3: Data Management and Automation (5 hours)

Data import and export advanced sorting and filtering-custom sorting and multi-level sorting advanced filtering techniques

Module 4: Financial and Statistical Analysis (5 hours)

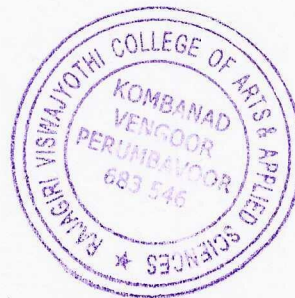
Financial functions-Time Value of Money-Depreciation Functions- Scenario Analysis AVERAGEIF, COUNTIF, SUMIF

Module 5: Advanced excel Integration and Collaboration (5 hours)

Excel and Power BI Integration-Importing Excel data into Power BI- Collaborative tools- Sharing and protecting- workbook-tracing changes and comments-customizing the excel interface

Assessment Methods:

- Theory Examination: 2 Hours
- Practical Examination: 1 Hour



Joy.P.Joseph, Ph.D
PRINCIPAL
Rajagiri Viswajyothi College of
Arts and Applied Sciences
Vengoor, Perumbavoor
Kannur (Dt) 683546



SYLLABUS OF CERTIFICATE COURSE IN TALLY 9

Course Duration: 30 hours

Course Outcome

On successful completion of the course, learners will have a comprehensive understanding of Tally 9 for effective accounting, inventory management, and financial reporting. Participants will gain practical skills to handle accounting tasks, generate reports, and manage financial data using Tally 9.

Syllabus

Module 1: Introduction to Tally 9 (5 hours)

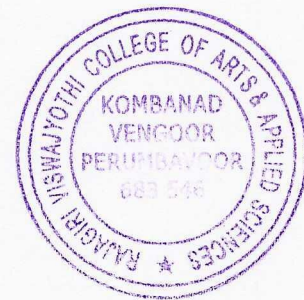
- Introduction to Tally 9 and its features
- Benefits and applications of Tally 9
- Company creation

Module 2: Basics of Accounting in Tally 9 (5 hours)

- Creating a new company in Tally 9
- Setting up financial and accounting parameters
- Creating ledgers, groups, and voucher types

Module 3: Transactions and Vouchers (5 hours)

- Recording purchases, sales, cash, and bank transactions
- Creating and managing journal entries
- Modifying and deleting vouchers
- Error correction and adjustments





Module 4: Inventory Management (5 hours)

- Stock groups, stock categories, and stock items
- Recording stock purchases and sales
- Managing stock adjustments and transfers

Module 5: Financial Reporting (6 hours)

- Preparing Balance Sheet and Profit & Loss Account

Assessment

- Practical examination (2 hours)
- Final written Examination (2 hours)



Joy.P.Joseph, Ph.D
PRINCIPAL
Rajagiri Viswajyothi College of
Arts and Applied Sciences
Vengoor, Perumbavoor
Ernakulam (Dt) 683546



SYLLABUS OF CERTIFICATE COURSE IN SUPPLY CHAIN MANAGEMENT

Course Duration: 30 hours

Course Outcomes

By the end of this course, participants will be able to:

- Understand the fundamentals of supply chain management
- Analyze and optimize supply chain processes
- Implement effective inventory management strategies
- Utilize technology in supply chain operations
- Apply risk management techniques in supply chains

Course Syllabus

Module 1: Introduction to Supply Chain Management (5 hours)

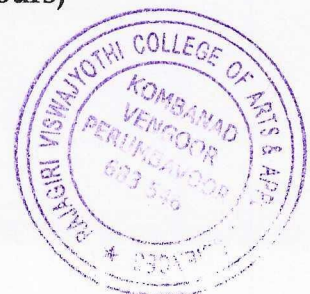
- Definition and scope of supply chain management
- Evolution of supply chain management
- Key components of a supply chain
- Supply chain strategies and their alignment with business goals

Module 2: Demand Planning and Inventory Management (6 hours)

- Forecasting techniques
- Inventory control models
- Just-in-Time (JIT) and lean principles
- Bullwhip effect and strategies to mitigate it

Module 3: Procurement and Supplier Relationship Management (6 hours)

- Strategic sourcing
- Supplier evaluation and selection





- Contract management
- Supplier relationship management and collaboration

Module 4: Logistics and Distribution Management (6 hours)

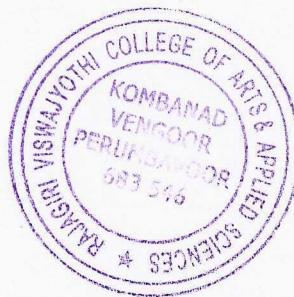
- Transportation modes and selection
- Warehouse design and management
- Distribution network optimization
- Last-mile delivery challenges and solutions

Module 5: Technology and Risk Management in Supply Chains (5 hours)

- Supply chain digitalization and Industry 4.0
- Blockchain in supply chain management
- ERP and SCM software systems
- Supply chain risk identification, assessment, and mitigation strategies

Assessment Methods:

- Written Examination (2 hours)



Joy.P.Joseph, Ph.D
PRINCIPAL
Rajagiri Viswajyothi College of
Arts and Applied Sciences
Vengoor, Perumbavoor
Trankulam (Dt) 683546



SYLLABUS OF CERTIFICATE COURSE IN TOURISM MANAGEMENT

Course Duration: 30 hours

Course Outcomes

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

- Understand the fundamental concepts, principles, and practices of tourism management.
- Analyze the various components of the tourism industry and their interdependencies.
- Develop effective strategies for marketing and promoting tourism products and services.
- Identify and address the challenges and opportunities in sustainable tourism development.
- Apply principles of customer service, hospitality, and visitor management in the tourism context.

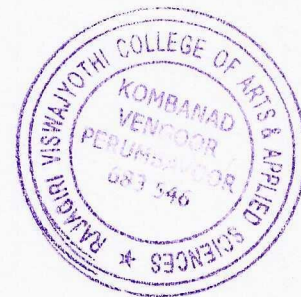
Course Syllabus

Module 1: Introduction to Tourism Management (6 hours)

- Definition and scope of tourism
- History and evolution of tourism
- Types of tourism (leisure, business, cultural, ecotourism, etc.)
- Tourism stakeholders and their roles
- Importance of tourism in economic development

Module 2: Tourism Planning and Development (6 hours)

- Tourism policy and planning frameworks
- Destination management and marketing
- Tourism product development
- Tourism infrastructure and facilities





- Sustainable tourism development principles

Module 3: Tourism Marketing and Promotion (5 hours)

- Tourism market segmentation and target marketing
- Tourism marketing mix (product, price, place, promotion)
- Online and digital marketing strategies
- Branding and positioning in tourism
- Event management and promotion

Module 4: Tourism Operations and Management (6 hours)

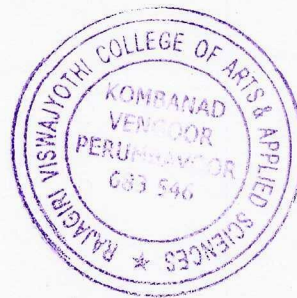
- Tourism supply chain management
- Tourism transportation and logistics
- Visitor management and customer service
- Risk management and crisis preparedness
- Human resource management in tourism

Module 5: Contemporary Issues in Tourism (5 hours)

- Environmental and socio-cultural impacts of tourism
- Tourism and sustainable development goals
- Tourism and climate change
- Technology and innovation in tourism
- Future trends and challenges in tourism

Assessment Methods

- Final examination (2 hours)



Joy.P.Joseph, Ph.D
PRINCIPAL
Rajagiri Viswajyothi College
Arts and Applied Sciences
Vengoor, Perumbavoor
Makulam (Dt) 683546



SYLLABUS OF CERTIFICATE COURSE IN ENTERPRISE RESOURCE PLANNING

Course Duration: 30 hours

Course Outcomes

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

- Understand the fundamentals of Enterprise Resource Planning (ERP) systems and their role in modern business operations.
- Analyze business processes and identify areas where ERP systems can streamline operations.
- Evaluate and select appropriate ERP software solutions based on organizational requirements.
- Implement and configure ERP systems to meet specific business needs.
- Utilize various modules and functionalities of ERP systems for efficient resource management.

Module 1: Introduction to ERP Systems (5 hours)

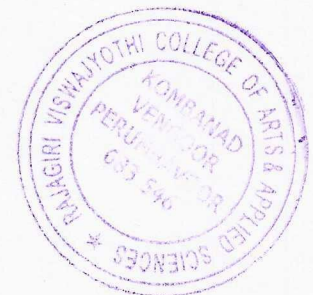
- Definition and evolution of ERP systems
- Benefits and challenges of ERP implementation
- ERP system architecture and components
- Overview of popular ERP software solutions

Module 2: Business Process Analysis and Mapping (5 hours)

- Understanding business processes and their importance
- Techniques for process mapping and documentation
- Identifying areas for process improvement and automation
- Aligning business processes with ERP system capabilities

Module 3: ERP System Selection and Implementation (6 hours)

- Defining organizational requirements for an ERP system
- Evaluating and selecting ERP software solutions
- ERP implementation methodologies and best practices





- Change management and user adoption strategies

Module 4: ERP System Configuration and Customization (6 hours)

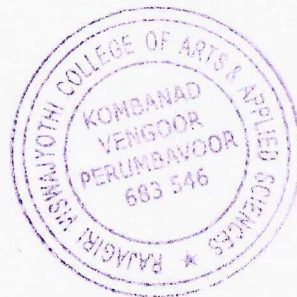
- Configuring ERP systems to meet business needs
- Customizing ERP systems through extensions and modifications
- Integrating ERP systems with other business applications
- Data migration and system testing

Module 5: ERP System Modules and Functionalities (6 hours)

- Financial management and accounting modules
- Supply chain management and logistics modules
- Human resources and payroll modules
- Customer relationship management (CRM) modules

Assessment Methods

- Final theory examination (2 hours)



Joy.P.Joseph, Ph.D
PRINCIPAL

Rajagiri Viswajyothi College of
Arts and Applied Sciences
Vengoor, Perumbavoor
Emakulam (Dt) 683546



SYLLABUS OF CERTIFICATE COURSE ON DATA ANALYSIS USING SPSS

Course Duration: 35 hours

Course Outcomes

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

- Understand the fundamental concepts and applications of statistical data analysis.
- Gain proficiency in using SPSS software for data management, manipulation, and analysis.
- Perform descriptive statistical analyses using SPSS.
- Interpret and communicate the results of statistical analyses effectively.
- Apply statistical techniques to real-world data analysis problems in various domains

Course Syllabus:

Module 1: Introduction to Data Analysis and SPSS (8 hours)

- Overview of data analysis and its applications
- Introduction to SPSS software
- Data management and data entry in SPSS

Module 2: Descriptive Statistics and Data Exploration (8 hours)

- Measures of central tendency and dispersion
- Data visualization techniques (histograms, bar charts, scatter plots)
- Exploring data distributions and identifying outliers

Module 3: Data Management and Manipulation in SPSS (8 hours)

- Variable creation and recoding
- Data transformations and computing functions
- Merging and splitting data files
- Practical: Data management and manipulation tasks in SPSS



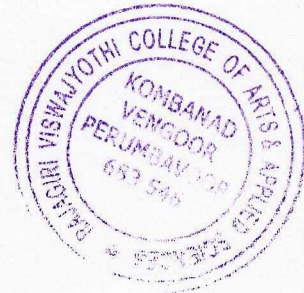


Module 4: Reporting and Presenting Data Analysis Results (7 hours)

- Interpreting and communicating statistical results
- Effective data visualization and report writing
- Ethical considerations in data analysis and reporting

Assessment Methods:

- 2-hour theory exam
- 2-hour practical exam



Joy.P.Joseph, Ph.D
PRINCIPAL
Rajagiri Viswajyothi College of
Arts and Applied Sciences
Vengoor, Perumbavoor
Ernakulam (Dt) 683546



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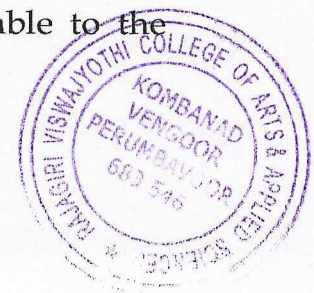
MOOC Course on ORGANIC FARMING

Guidelines to Affiliated Colleges

Academic Council in its meeting held on 7/9/2020 decided to offer MOOC course on Organic Farming to all Students undergoing UG Programmes in affiliated colleges of Mahatma Gandhi University from 2020 admission onwards. It is mandatory for all students doing UG Programmes in the Affiliated Colleges to do MOOC Course on Organic Farming.

About MOOC Course

MOOC Course on Organic Farming will be offered to all students doing UG Programmes in the Affiliated Colleges of Mahatma Gandhi University as added credit course. The course is structured in accordance with the regulations of UGC for Online courses. The course will spread across first and second semester of the UG Programme. The Course has 14 Modules including 2 Projects. The 4 credits of this course will be given in addition to the Total credits of UG Programmes existing now. Students have to do two projects as part of MOOC course, one in first semester and the other in second semester. Students have to register for the MOOC Course. The content of the course will be provided to them, online. They will be provided with username and password, by using which the course content can be accessed. The project on farming can be done preferably in the college premises. If sufficient facility is not available on the campus, students can carry out their Project at home or in nearby places. This is applicable to the Project to be done in the second semester also.





Registration of all Students doing UG Programmes in the College for MOOC course. Collecting the prescribed fee from students and remitting the same to the Bank A/C number provided by the University for the purpose of MOOC Course. Registration form collected from students shall be kept in the College for reference in the future period of time.

Preparing the detailed list of students and sending it to the University (info.mooc@mgu.ac.in) in Excel format. Name of the Student, Category (General or SC/ST), Admission No./ Register No., date of Birth, Name of UG Programme, Mobile No., Email Id and fee paid are the details to be collected and sent to the University.

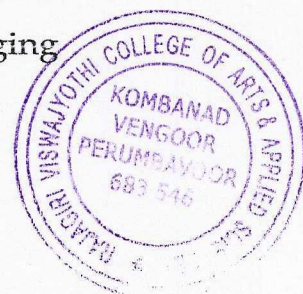
Facilitating and monitoring the Project work to be done by students in the first semester and second semester, as part of MOOC Course.

Implementation of the Course

Affiliated College shall nominate one Faculty member as Coordinator for the purpose of conducting MOOC course. For each department/course in a college, one Faculty member shall be the Mentor of the course. The committee comprising of Coordinator and Mentors shall be responsible for the conduct of MOOC course, including the Project work and the online examination to be conducted using the computer lab facility of the college. For doing farming project, participation, cooperation and active involvement of NSS, NCC etc. 15 shall be ensured. Certificates will be issued to Coordinators and Mentors of MOOC course.

Fee to be collected from Students

The fee for MOOC Course on Organic Farming, in the case of General Students is fixed as Rs. 95/- (Ninety-five only). For students belonging to SC/ST categories, the fee is fixed as Rs. 50/- (Fifty only).

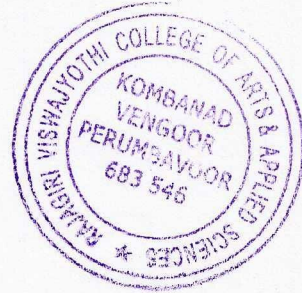




Responsibilities of Monitoring Committee at the College level:

The Monitoring committee at the college level comprising of Coordinator and Mentors is responsible for the following:

- Involvement of NSS, NCC etc., for the smooth conduct of projects.
- Making available the details of monitoring committee members at the college level to the University. Name of the Faculty member, Role (Coordinator/ Mentor), Designation, Official Address, Mobile No. and Email Id are the details to be submitted to the University in Excel format.
- Conducting of Online examination using the computer lab facility of the College.
- Ensuring that all students doing UG Programmes in the College have registered for MOOC Course, paid the prescribed fees, and
- completing all the formalities required for the award of MOOC Course certificate.



Joy.P.Joseph, Ph.D
PRINCIPAL

Rajagiri Vishwajyothi College of
Arts and Applied Sciences
Vengoor, Perumbavoor
Kerala (D) 683546



SYLLABUS OF CERTIFICATE COURSE IN SAP-ERP

Course Duration: 40 hours (8 days 5 hours each)

Course Outcomes

On successful completion of the course, students will gain:

- Understanding of SAP ERP Fundamentals and Integration
- Proficiency in Procurement and Inventory Management Processes
- Expertise in Warehousing and Logistics Operations
- Competence in Sales and Order-to-Cash Processes
- Ability to Manage Reverse Logistics and Returns

Course Syllabus

Module 1

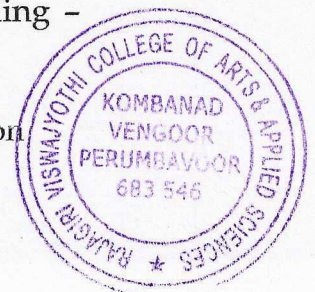
SAP Introduction, Logistics and Supply Chain Management, Procurement Process Inventory Management,
Procurement process - Practical Session

Module 2

Warehousing process Introduction, Integration with other modules, Warehouse Put away process, Procurement Process and the warehousing process.

MODULE 3

Order to Cash cycle, Sales Process, Delivery process, Picking and Packing, Billing -
Theory with PowerPoint
presentations Sale of stock from warehouse, goods delivery and Billing -
Practical Session, Procurement
Process, warehousing process and sales and distribution- Practical Session





MODULE 4

Reverse Logistics Process, Purchase returns/Cancellation Process, Sales return/cancellation process - Theory,

Purchase return Process, Sales return process

MODULE 5

Sourcing and pre-sales activities, Sourcing, Pre-Sales Documents

Assessment Methods

Theory and Practical Proficiency Tests



Joy.P.Joseph, Ph.D
PRINCIPAL
Rajagiri Viswajyothi College of
Arts and Applied Sciences
Vengoor, Perumbavoor
Kannakulam (Dt) 683 546



SYLLABUS OF ADD ON COURSE IN DIGITAL MARKETING

Course Duration: 70 hours

Course Outcomes

- On successful completion of the course, learners will be able to:
- Develop Proficient Digital Marketing Skills
- Create and Implement Effective Content Marketing Strategies
- Execute Comprehensive Social Media Marketing Plans
- Master Paid Advertising and Analytics
- Implement Affiliate and Email Marketing Strategies

Course Syllabus

Module 1 – Introduction (5 hours)

Welcome & Introduction to Digital Marketing, Types of Digital Marketing – Organic and Paid, Design, Develop & Host a Website/Blog using WordPress

Module 2 - Creative Content Designing (5 hours)

Tools for Poster & Video Designing - Canva, Tools for Video Editing

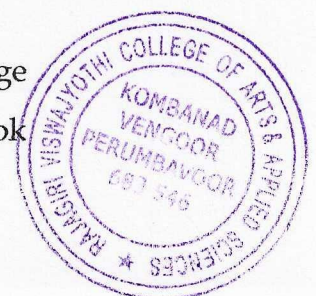
Module 3 - Content Marketing (5 hours)

Introduction to Content Marketing, Content creation framework for producing effective content on a consistent basis, Create and repurpose content that both humans and search engines will love, Case studies on B2B and content marketing

Module 4 - Marketing Strategy on Social Media Websites for Business:

Facebook Marketing (5 hours)

The structure of Facebook, Understanding Edgerank and Interactivity, Page setup and posting rhythm, Leveraging Facebook advertising, Facebook Marketing plan and content strategy





Module 5: Marketing Strategy on Social Media Websites for Business:

Instagram Marketing (5 hours)

Content Strategy for business on Instagram, creating an appealing, effective and expert Instagram business profile, Get in touch with your target everyday

Module 6: Marketing Strategy on Social Media Websites for Business:

LinkedIn Marketing (5 hours)

The structure of LinkedIn: Profiles, Pages, Groups, and Social Rolodex, optimizing your LinkedIn Profile, Using LinkedIn as a social Rolodex, LinkedIn page, Groups and other Opportunities, LinkedIn Marketing

Plan and content strategy

Module 7: Marketing Strategy on Social Media Websites for Business:

YouTube Marketing (5 hours)

Power of Video storytelling, Making YouTube videos for your business, how to optimize your business YT channel, how to create follower for your channel, uploading techniques for getting more reach

Module 8: Google Ads Creation & PPC Campaigns (5 hours)

Foundations of pay-per-click (PPC) advertising with Google Ads. How to set up a new Google Ads account. Set up a new campaign. Google Ads reporting and optimize ads to get more clicks, conversions, and more return on your investment (ROI).

Module 9: Google Analytics (5 hours)

Setting up an account, Installing the Google Analytics tracking tag, Graphing data over time, cleaning up data with inline filters, creating and applying persistent segments in reports, determining the location, demographics, and interests of your users, visualizing funnels with goal flow, setting up goals

Module 10: Affiliate Marketing & Email Marketing (5 hours)

Basic principles, how to create a successful affiliate marketing business from the ground up, how to create a compelling online brand, apply to the right affiliate programs, and build a successful affiliate marketing strategy, learn





how to refine essential emails like transactional messages and newsletters into targeted, revenue-generating emails, MailChimp account setting up, optimize all aspects of email marketing plan

Module 11: Search Engine Optimization - Part 1 (5 hours)

On-page SEO, Off-page SEO, the fundamentals of reading search engine results pages, define website's audience, topics, angle, and style when mapping out long-term content

Module 12: Search Engine Optimization- Part 2 (5 hours)

Identify the steps to take when building internal links within website. Recognize how to analyze links in order to measure SEO effectiveness. Break down the necessary components for understanding local SEO

Module 13: Project (8 hours)

Project orientation, assigning task, mentoring, final presentation

Assessment Method

Written Examination (2 hours)

Joy.P.Joseph, Ph.D
PRINCIPAL

Rajagiri Viswajyothi Coll
Arts and Applied Scien
Vengoor, Perumbav
Kannur (Dt) Co

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

