



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 2021-2022

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SYLLABUS OF CERTIFICATE COURSE IN PHONETICS IN PRACTICE

Course Duration: 30 hours

Course Objective

To provide a comprehensive understanding of phonetics through theoretical and practical approaches. Students will learn key phonetic concepts, transcription skills, speech production mechanisms, acoustic analysis, and practical applications in various fields.

Course Outcomes

- Understand fundamental phonetic concepts and terminology.
- Accurately transcribe spoken language using the International Phonetic Alphabet (IPA).
- Analyze and interpret phonetic transcriptions from multiple languages.
- Comprehend the physiological mechanisms of speech production.
- Identify and describe articulatory features of speech sounds.
- Analyze acoustic properties of speech sounds and apply phonetics in practical contexts.

Syllabus

Module 1: Introduction to Phonetics (7 hours)

- Phonetics Overview: Definition, scope, and branches (articulatory, acoustic, auditory).
- Phonetic Concepts: Phonemes, allophones, syllables, stress.
- International Phonetic Alphabet (IPA): Introduction and basic symbols.
- Basic Sounds: Consonants and vowels in IPA.

Module 2: Phonetic Transcription (7 hours)

- IPA Symbols: Detailed study of IPA symbols and their usage.
- Transcription Practice: Exercises with English and other languages.



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- Transcription Types: Broad vs. narrow transcription and their applications.
- Diacritics and Suprasegmentals: Stress, tone, and intonation markers.

Module 3: Speech Production and Articulation (5 hours)

- Anatomy of Speech Organs: Vocal tract, lungs, larynx, articulators.
- Articulatory Phonetics: Production of speech sounds.
- Articulation Features: Manner and place of articulation.
- Voice Characteristics: Voiced and voiceless sounds.

Module 4: Acoustic Phonetics (7 hours)

- Sound Waves Properties: Frequency, amplitude, duration.
- Acoustic Analysis Tools: Introduction to software like Praat.
- Spectrograms: Reading and interpreting spectrograms.
- Formants and Harmonics: Analysis of vowel and consonant acoustics.

Assessment (4 hours)

Student speeches and transcription exercises to evaluate practical understanding.

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SYLLABUS OF CERTIFICATE COURSE IN MEDIA ENTREPRENEURSHIP

Course Duration: 35 hours

Course Objectives

- Study and discuss foundational concepts and principles of media entrepreneurship through coursework and readings.
- Participate in workshops and seminars on the creation and management of media start-ups, including case studies and guest lectures from industry professionals.
- Complete projects that involve drafting comprehensive business plans and strategic proposals for hypothetical or real media enterprises.

Course Outcomes

On completion of the course, the student shall be:

- 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.

Syllabus

Module 1 (6 hours)

- Introduction to Media Entrepreneurship
- Definition and scope
- Key characteristics of media entrepreneurs
- The role of innovation in media ventures

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Module 2 (7 hours)

- Developing a Media Business Idea
- Identifying opportunities in the media industry
- Understanding the scope for development
- Market research and audience analysis
- Business model generation for media start-ups

Module 3 (6 hours)

- Media Business Planning
- Writing a business plan
- Financial planning and funding sources
- Marketing and branding strategies for media ventures

Module 4 (7 hours)

- Managing Media Enterprises
- Leadership and management skills
- Legal and regulatory considerations
- Scaling and sustaining a media business

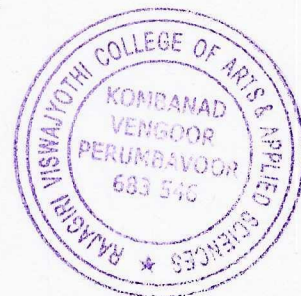
Module 5 (7 hours)

- Case Studies and Future Trends
- Successful media entrepreneurs and start-ups
- Emerging trends and opportunities in the media industry
- Challenges and future directions

Assessment Method

- Written Examination (2 hours)

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Module 2 (7 hours)

- Developing a Media Business Idea
- Identifying opportunities in the media industry
- Understanding the scope for development
- Market research and audience analysis
- Business model generation for media start-ups

Module 3 (6 hours)

- Media Business Planning
- Writing a business plan
- Financial planning and funding sources
- Marketing and branding strategies for media ventures

Module 4 (7 hours)

- Managing Media Enterprises
- Leadership and management skills
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- Scaling and sustaining a media business

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- Successful media entrepreneurs and start-ups
- Emerging trends and opportunities in the media industry
- Challenges and future directions

Assessment Method

- Written Examination (2 hours)

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SYLLABUS OF CERTIFICATE COURSE IN NADAN PATTUKAL

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 Department of Languages
 Certificate Course
 MALAYALAM
 B.Com, B.B.A., B.A, B.Sc

വിഷയം	നാടൻപാട്ടുകൾ - കവിതയുടെ തായ്വേർ
കാലദൈർഘ്യം	34 മണിക്കൂർ

Aim of the Course:

1. നാടൻപാട്ടുകൾ വായിച്ചുസംഗീകിക്കുന്നതിന്.
2. നാടോടി സാഹിത്യത്തിന്റെ വിവിധ ശാഖകൾ പരിചയപ്പെടുന്നതിന്.
3. നാടൻപാട്ടുകൾ വായിച്ച് വിലയിരുത്തി താരതമ്യം ചെയ്ത് നിരൂപണങ്ങൾ തയ്യാറാക്കുന്നതിന്.
4. നാടൻപാട്ടുകൾ രചിക്കുന്നതിന്.

Objectives and out-comes of the course

ഈ കോഴ്സ് കഴിയുമ്പോഴേയ്ക്കും കുട്ടികൾ മനസ്സിലാക്കുന്നത്:

1. നാടൻപാട്ടുകൾ എന്തെല്ലാം?
2. കവിതയുടെ അടിവേർ നാടൻ പാട്ടുകളാണ്.
3. നാടൻപാട്ടുകളും കവിതകളും വായിച്ച് ആസ്വദിക്കുന്നു.
4. നാടൻപാട്ടുകൾ കണ്ടെത്തുന്നു.
5. നാടൻ പാട്ടുകളും കവിതകളും രചിക്കുന്നതിന്.

Course out line

Theory

ഭാഗം. ഒന്ന് - പലതരം നാടൻ പാട്ടുകൾ - (7 HOURS)

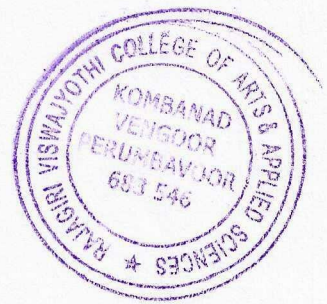
1. ഭദ്രകാളിപ്പാട്ട്
2. ബ്രഹ്മണിപ്പാട്ട്
3. സർപ്പപ്പാട്ട്
4. യാത്രകളിപ്പാട്ട്

Practical

1. ഓരോ വിഭാഗത്തിലുള്ള പാട്ടുകൾ കണ്ടെത്തുന്നു
2. നാടൻ പാട്ടുകൾ ക്ലാസ്സിൽ താളത്തിൽ ചൊല്ലുന്നു.
3. ഓരോ വിഭാഗത്തിലുമുള്ള നാടൻ പാട്ടുകളെ കുറിച്ച് ചർച്ചകൾ നടത്തുന്നു.
4. ഇത്തരത്തിലുള്ള നാടൻപാട്ടുകൾ രചിക്കുന്നു.
5. കുട്ടികൾ രചിച്ച നാടൻപാട്ടുകൾ താളത്തിൽ ചൊല്ലി വിലയിരുത്തുന്നു.

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ഭാഗം II - പലതരം നാടൻ പാട്ടുകൾ - (6 HOURS)

Theory

1. കൃത്തിയോട്ടപ്പാട്ടുകൾ
2. തൃയിലുണർത്തുപ്പാട്ടുകൾ
3. കൃഷിപ്പാട്ടുകൾ
4. ഓണപ്പാട്ടുകൾ

Practical

1. ഓരോ വിഭാഗത്തിലുമുള്ള പാട്ടുകൾ കണ്ടെത്തുന്നു.
2. കണ്ടെത്തിയ നാടൻപാട്ടുകൾ താളത്തിൽ ചൊല്ലുന്നു.
3. അർഥതലങ്ങൾ ചർച്ച ചെയ്യുന്നു.
4. താളത്തെ അടിസ്ഥാനമാക്കി വൃത്തം കണ്ടെത്തുന്നു.
5. ശില്പശാലകളിൽ പങ്കെടുത്ത് നാടൻപാട്ടുകൾ രചിക്കുന്നു.

ഭാഗം III - പലതരം നാടൻപാട്ടുകൾ - (7 HOURS)

Theory

1. തിരുവാതിരപ്പാട്ടുകൾ
2. വഞ്ചിപ്പാട്ടുകൾ
3. കുറത്തിപ്പാട്ടുകൾ
4. നായാട്ടുപാട്ടുകൾ

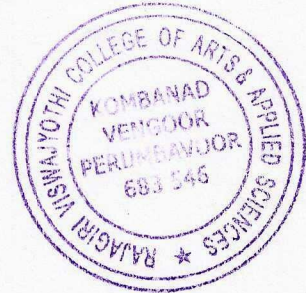
Practical

1. തിരുവാതിരപ്പാട്ടുകൾ പാടി കൂട്ടികൾ ചുവടുവയ്ക്കുന്നു.
2. വഞ്ചിപ്പാട്ടുകൾ താളത്തിൽ പാടി രസിക്കുന്നു.
3. കുറവനും കുറത്തിയുമായി പാട്ടുകൾ പാടുന്നു.
4. നായാട്ടുപാട്ടുകൾ പാടുന്നു.
5. മറ്റ് നാടൻ പാട്ടുകൾ ശേഖരിക്കുന്നു.
6. ചർച്ചകൾ നടത്തി സ്വാഭാപ്രായം പറയുന്നു.

ഭാഗം IV - സമുദായപ്പാട്ടുകൾ, വീര കഥാഗാനങ്ങൾ - (6 HOURS)

Theory

1. മാപ്പിളപ്പാട്ടുകൾ
2. മാർഗ്ഗംകളിപ്പാട്ടുകൾ
3. വടക്കൻപ്പാട്ടുകൾ
4. തെക്കൻപ്പാട്ടുകൾ



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Practical

1. മാപ്പിളപ്പാട്ടുകൾ പാടുന്നു.
2. ഒപ്പന കളിക്കുന്നു
3. മാർഗ്ഗംകളിൽ അരങ്ങിൽ അവതരിപ്പിക്കുന്നു.
4. വടക്കൻപ്പാട്ടുകൾ കണ്ടെത്തി ചർച്ചകൾ നടത്തുന്നു.
5. തെക്കൻപ്പാട്ടുകൾ പഠിക്കുന്നു.

ഭാഗം. V - പയ്യന്നൂർപട്ടോല. - (6 HOURS)

Theory

1. പയ്യന്നൂർപട്ടോല
2. വൃത്തം, താളം
3. ഭാഷ, പ്രമേയം
4. ഗ്രാമീണത

Practical

1. വൃത്തം കണ്ടെത്തി താളം അറിഞ്ഞ് പാടുന്നു.
2. ഭാഷയുടെ പ്രത്യേകത അറിയുന്നു.
3. ഗ്രാമത്തിലെ ജനതയുടെ ജീവതാളം കണ്ടെത്തുന്നു.
4. തൊഴിലും സാഹിത്യവും കൈകോർക്കുന്നു.
5. ഓരോ വിഭാഗത്തിലുമുള്ള പാട്ടുകൾ രചിക്കുന്നു.

പുസ്തകത്തിന്റെ പഠനവും രാമപുരത്തുവാരുടെ വഞ്ചിപ്പാട്ടും നാടോടിഗാന സാഹിത്യ പരമ്പരയുടെ തുടർ കണ്ണികളാണെന്നറിയുന്നു. ഇതിൽ നിന്നും മലയാള കവിതയുടെ അടിവേരുകൾ നാടൻപാട്ടുകളിൽ നിന്നാണെന്നും മനസ്സിലാക്കുന്നു.

Course Assessment and Review [2 hours]

- പരീക്ഷ
- Review and feedback

FACULTY IN CHARGE – LILLY MATHEW

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SYLLABUS OF CERTIFICATE COURSE IN BALA SAHITHYA

Course Duration: 30 hours

Course Outcomes

- Students will gain an in-depth understanding of children's literature.
- Students will explore the history, themes, genres, and cultural significance of literature intended for young audiences.
- They will develop critical thinking and analytical skills in evaluating children's books.

Course Syllabus

Module 1: Introduction to Children's Literature (6 hours)

Definition and Scope of Children's Literature - What constitutes children's literature- Historical development- Importance of Children's Literature Educational, moral, and cultural significance - Key Authors and Works -Overview of significant authors and their contributions

Module 2: Elements of Children's Literature (6 hours)

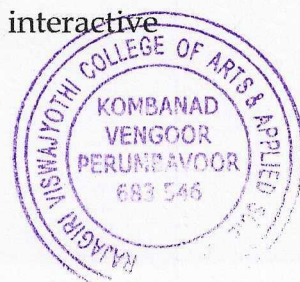
Language and Style -Appropriate language use and writing style for children- Themes and Motifs -Common themes and recurring motifs in children's stories
Creating Story Elements

Module 3: Writing for Children (6 hours)

Writing Picture Books Techniques and guidelines for writing picture books Writing Fiction for Young Readers - Crafting short stories and novels for children - Writing Non-Fiction for Children - Approaches to writing educational and informative texts - Writing Poetry for Children Techniques for creating engaging poetry for kids - Interactive and Digital Storytelling -Adapting stories for digital media and interactive platforms-

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Module 4: The Role of Illustration in Children's Literature (5 hours)

History and Evolution of Illustrations - Overview of the development of illustrations in children's books Types of Illustrations - Different styles and their impact on storytelling - Collaboration Between Authors and Illustrators -Effective collaboration techniques Visual Literacy for Children Encouraging children to interpret and appreciate illustrations

Module 5: Promoting and Publishing Children's Literature (5 hours)

Understanding the Children's Book Market -Market trends and reader preferences - Traditional Publishing vs. Self-Publishing -Pros and cons of different publishing routes -Marketing and Promoting Children's Books -Effective marketing strategies - Role of Libraries and Schools -Promoting reading through educational institutions - Digital Platforms and E-books -Utilizing digital media for wider reading

Assessment Methods

- Written Examination (2 hours)

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SYLLABUS OF CERTIFICATE COURSE IN MS OFFICE

Course Duration: 30 hours

Course Objectives:

- To develop skills in Microsoft Word, Excel and PowerPoint.
- To learn features such as formatting in word, Excel and how to use formulas in Excel
- To learn presentation techniques in PowerPoint

Course Outcomes:

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

- Demonstrate proficiency in using the core applications of Microsoft Office (Word, Excel, PowerPoint).
- Create professional-looking documents, reports, and presentations using advanced formatting and styling techniques.
- Analyze and manipulate data using formulas, functions, and data analysis tools in Excel.

Course Syllabus

Module 1: Introduction to MS Office and Word (10 hours)

- Overview of MS Office suite and its applications
- Document creation and formatting in Word
- Text formatting, styles, and templates
- Tables, graphics, and mail merge

Module 2: MS Excel (8 hours)

- Spreadsheet basics and data entry
- Formulas and functions
- Data formatting and conditional formatting
- Charts and data visualization



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- Pivot tables and data analysis tools

Module 3: MS PowerPoint (8 hours)

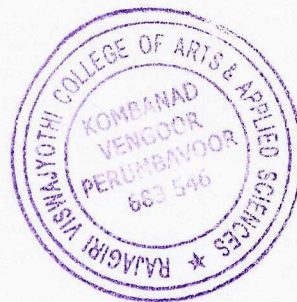
- Presentation creation and design
- Slide layouts and formatting
- Multimedia and animation
- Slide show delivery and printing options

Assessment Methods:

- Written Examination (2 hours)
- Practical Examination (2 hours)

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SYLLABUS OF CERTIFICATE COURSE IN CORPORATE SOCIAL RESPONSIBILITY

Course Duration: 30 hours

Course Outcomes

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

- Understand CSR concepts, principles and practices
- Develop and implement CSR initiatives
- Familiarize with global CSR trends, challenges and opportunities

Course Syllabus

Module 1 (8 hours)

Meaning of Corporate Social Responsibility - Why CSR - Objectives of CSR - Theories of CSR - Evolution of CSR - CSR in India

Module 2 (10 hours)

Stake holders - Stake holders and CSR - CSR motives - Laws of CSR - Role of companies - Types of CSR - Business Ethics and CSR

Module 3 (10 hours)

CSR in India - Corporate Governance - Theories of Corporate Governance - CSR Reporting - CSR Activities

Assessment Methods (2 hours)

Written Examination

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SYLLABUS OF CERTIFICATE COURSE IN YOGA AND MEDITATION

Course Duration: 30 hours

Course Outcome

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

- Understand the different styles of Yoga
- Enhance mental clarity, focus and emotional stability through meditation
- Develop a personalized yoga and meditation routine
- Improve their stress management skills

Syllabus

Module 1 (9 hours)

- Basic warm up exercises
- Introduction to basic yoga postures
- Introduction to breathing exercises

Module 2 (10 hours)

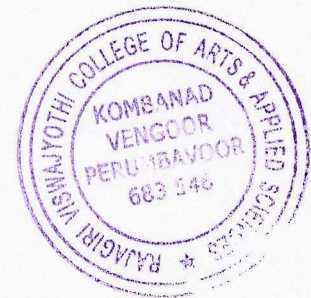
- Benefits of each Asana
- Surya Namaskar sequences
- Concept of mindfulness and its application in daily life

Module 3 (9 hours)

- Benefits of meditation for mind and body
- Understanding the mind body connection
- Balancing Postures and Seated Postures

Assessment method (2 hours)

- Written Examination (1 hour)
- Demonstrate breathing and yoga postures in class (1 hour)



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SYLLABUS OF CERTIFICATE COURSE IN HOSPITALITY MANAGEMENT

Course Duration: 35 hours

Course Outcomes

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

- Understand the fundamental concepts and principles of hospitality management.
- Develop effective strategies for guest service and customer satisfaction.
- Analyze the operational aspects of various hospitality sectors.
- Apply principles of financial management and cost control in hospitality operations.
- Implement marketing and revenue management strategies for hospitality businesses.
- Demonstrate leadership and management skills in hospitality operations.

Course Syllabus

Module 1: Introduction to Hospitality Management (6 hours)

- Overview of the hospitality industry
- Sectors of the hospitality industry (hotels, restaurants, events, tourism)
- Hospitality operations and management principles
- Service quality and guest experience

Module 2: Guest Service and Customer Satisfaction (6 hours)

- Understanding guest needs and expectations
- Principles of customer service and guest relations
- Complaint handling and conflict resolution
- Developing a service culture and employee training

Module 3: Hospitality Operations Management (8 hours)

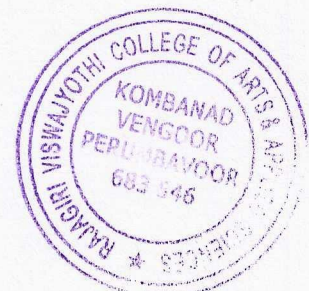
- Hotel operations (front office, housekeeping, food and beverage)
- Restaurant operations and management
- Event planning and management

Module 4: Financial Management and Cost Control (7 hours)

- Cost Control and Procurement Management
- Budgeting and Forecasting

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Module 5: Marketing and Revenue Management (6 hours)

- Distribution Channels and Online travel Agencies
- Human Resource and Financial Statement

Assessment Method (2 hours)

- MCQ Examination

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SYLLABUS OF CERTIFICATE COURSE IN STOCK TRADING

Course Duration: 30 Hours

Course Outcomes

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

- Understand the fundamentals of stock trading and financial markets.
- Develop skills in technical and fundamental 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.

Course Syllabus

Module 1: Introduction to Stock Trading and Financial Markets (5 hours)

- Overview of Financial Markets
- Basics of Stock Trading
- Market Mechanisms

Module 2: Fundamental Analysis (5 hours)

- Introduction to Fundamental Analysis
- Financial Ratios and Metrics
- Macroeconomic Indicators

Module 3: Technical Analysis (6 hours)

- Basics of Technical Analysis
- Technical Indicators and Tools
- Chart Patterns

Module 4: Trading Strategies and Tools (6 hours)

- Introduction to Trading Strategies
- Developing a Trading Plan

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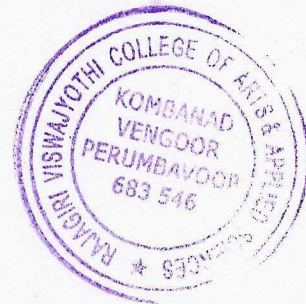
Module 5: Risk Management and Psychology of Trading (6 hours)

- Risk Management Techniques
- Managing Emotions in Trading
- Case Studies and Practical Exercises

Assessment Methods

- MCQ Examination (2 hours)

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SYLLABUS OF CERTIFICATE COURSE IN DATA ANALYSIS USING EXCEL

Course Duration: 35 hours

Course Outcome

On successful completion of the course, learners will be equipped with the skills necessary to effectively analyze, interpret, and visualize data using Microsoft Excel, enabling them to make data-driven decisions.

Course Syllabus

Module 1: Introduction to Excel and Basic Functions (10 hours)

- Overview of Excel
- Interface Data Entry and Formatting
- Basic Formulas and Functions - SUM, AVERAGE, MIN, MAX, and COUNT.

Module 2: Data Organization and Cleaning (10 hours)

- Sorting and Filtering Data
- Data Validation and Data Types - Removing Duplicates
- Text-to-Columns and Basic Data Cleaning Techniques

Module 3: Data Analysis Techniques (10 hours)

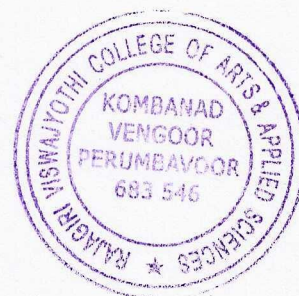
- Understand and apply various statistical and analytical techniques in Excel.
Learn how to use PivotTables and PivotCharts for data analysis.
- Descriptive Statistics (Mean, Median, Mode, Standard Deviation) Introduction to Pivot Tables and Pivot Charts
- Using Conditional Functions (IF, SUMIF, COUNTIF)

Assessment Method

- Written examination (2 hours)
- Practical examination (3 hours)

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SYLLABUS OF CERTIFICATE COURSE IN DIGITAL MARKETING

Course duration: 30 hours

Course Outcome

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

- 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.
- Analyse digital marketing metrics and use data-driven insights to optimize campaigns.
- Apply ethical standards and best practices in digital marketing.

Course Syllabus

Module 1: Foundations of Digital Marketing (6 hours)


- Introduction to Digital Marketing
- Digital Marketing Vs Traditional Marketing
- Understanding Consumer Behavior Online
- Creating Buyer Personas
- Setting SMART Objectives for Digital Marketing
- Career Opportunities in Digital Marketing

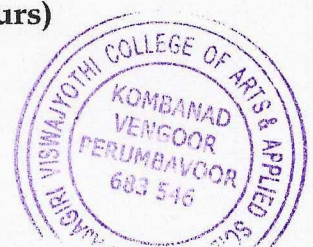
Module 2: Search Engine Marketing (6 hours)

- Introduction to Search Engine Marketing (SEM)
- Understanding Search Engine Algorithms
- Keyword Research and Analysis
- Google Ads and Bing Ads Platforms

Module 3: Social Media Marketing and Content Marketing (6 hours)

- Introduction to Social Media Marketing
- Overview of Major Social Media Platforms


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- Creating Engaging Content for Social Media
- Building and Engaging with Social Media Communities
- Content Marketing Strategies

Module 4: Email Marketing (5 hours)

- Importance of Email Marketing
- Building Email Lists and Segmentation
- Designing Effective Email Campaigns
- Email Automation and Personalization

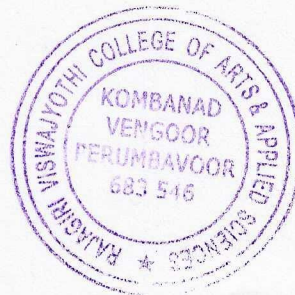
Module 5: Ethics in Digital Marketing (5 hours)

- Privacy Regulations and Compliance
- Ethical Considerations in Digital Marketing
- Best Practices for transparency and User Experience

Assessment methods

- Written examination (2 hours)

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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 Putaway process, Procurement Process and the warehousing process.

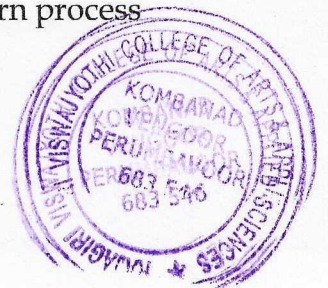
Module 3

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

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MODULE 5

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

Assessment Methods

- Theory and Practical Proficiency Tests

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