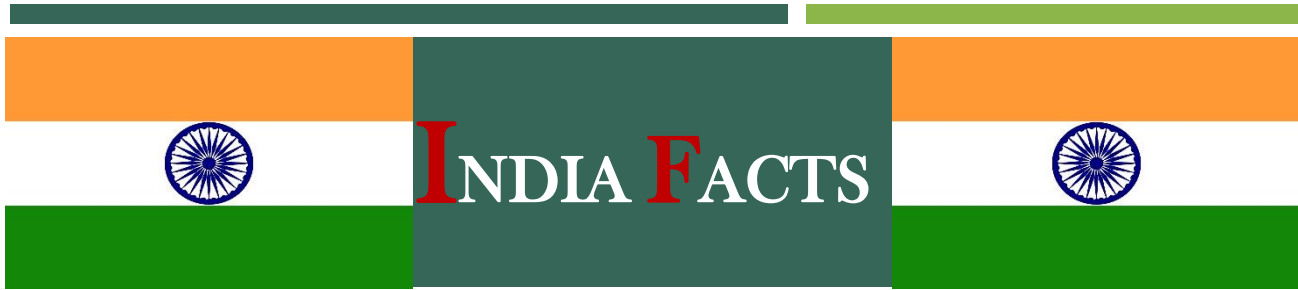


RAJAGIRI BUSINESS SCHOOL



Rajagiri Valley,
Kakkanad, Kochi,
Kerala, India
682039



INDIA FACTS



NATIONAL SYMBOLS OF INDIA

Number of States & Union Territories: 28 & 9
 Number of Languages: more than 19500
 Independence date & year: 15 August 1947



KERALA - **G**ODS **O**WN **C**OUNTRY

LAND OF COCONUT TREES

CLEANEST STATE OF INDIA

THE PARADISE OF AYURVEDA

WELTHIEST HINDU TEMPLE IN THE WORLD

**NATIONAL GEOGRAPHIC DECLARED KERALA AS
PARADISE OF THE WORLD AMONG 10 OTHERS**





RCSS
RAJAGIRI COLLEGE OF
SOCIAL SCIENCES
(AUTONOMOUS)



RBS
RAJAGIRI BUSINESS
SCHOOL

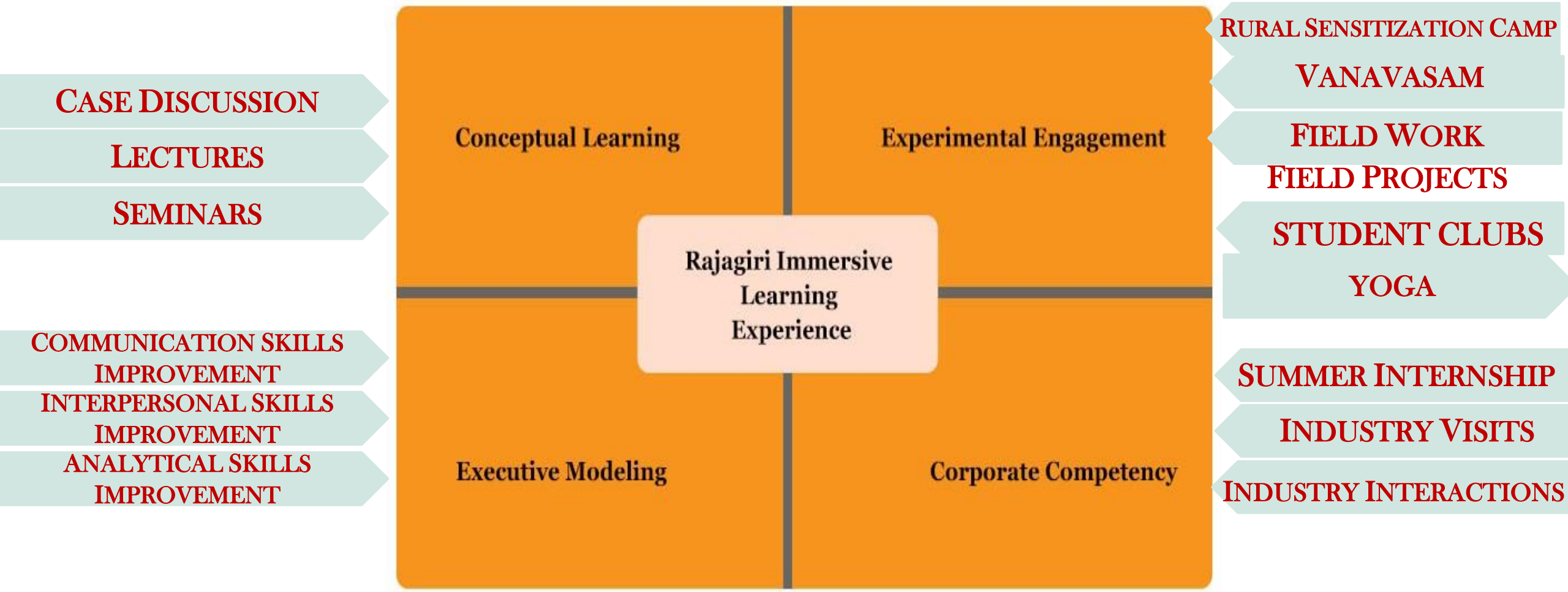
RAJAGIRI

PROGRAMMES OFFERED

- PGDM
- EXECUTIVE PGDM
- FELLOW PROGRAMME IN MANAGEMENT
- MBA
- PH.D IN MANAGEMENT
- MHRM
- BSW
- MSW
- PGDCSW
- PH.D IN SOCIAL WORK
- MCA
- MSC COMPUTER SCIENCE (DATA ANALYTICS)
- MSC STATISTICS
- M.LIB.I.SC 2 YEAR
- B.COM MODEL I: FINANCE & TAXATION
- B.COM MODEL II: FINANCE & TAXATION
- B.COM MODEL I: COMPUTER APPLICATION
- BBA
- B.SC. PSYCHOLOGY
- M.SC. PSYCHOLOGY

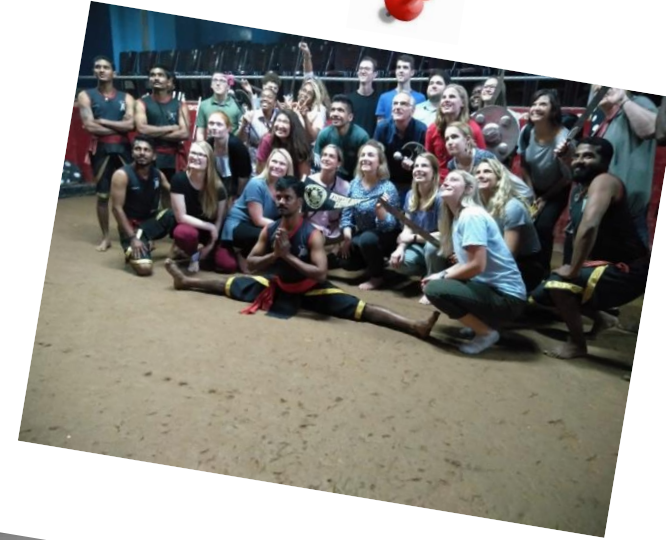


RAJAGIRI IMMERSIVE LEARNING EXPERIENCE



INTERNATIONAL ACTIVITIES

- SEMESTER ABROAD PROGRAMME
- TRIMESTER ABROAD PROGRAMME
- TWINNING PROGRAMME
- DUAL DEGREE PROGRAMME
- SUMMER SCHOOL
- FACULTY LED STUDY ABROAD PROGRAMME
- INTERNATIONAL INTERNSHIPS
- COHOSTING
- CO-TEACHING AND VISITING FACULTY
- COMBINED RESEARCH AND PUBLICATIONS



IMMEDIATE ROLL OUT PROGRAMMES

❖ CERTIFICATE PROGRAMME IN
PANCHAKARMA & INDIAN
WELLNESS THERAPPY
(3 MONTHS & 6 MONTHS)



SEM ABROAD POSSIBILITIES FOR INCOMING STUDENTS

Studying Courses

Course	Credit
Trimester 1 (June to September)	
Microeconomics	3
Financial Accounting	3
Individual Dynamics and Leadership	3
Business Communication	2
Business Ethics	3
Business Statistics	3
Management Information System	2
Total Credits (Trimester 1)	19

Trimester 2 (September to December)	
Macroeconomics	2
Group and Organization Dynamics	3
Marketing Management - I	3
Financial Management -I	3
Operations Management - I	3
Cost and Management Accounting	3
Operations Research	3
Total Credits (Trimester 2)	20

Trimester 3 (January to March)	
Marketing Management - II	3
Financial Management -II	3
Human Resource Management	3
Operations Management - II	3
Business Research Methods	3
Legal Environment of Business	2
Introduction to Business Analytics	2
Total Credits (Trimester 3)	19

SEM ABROAD POSSIBILITIES FOR INCOMING STUDENTS

Studying Courses

Trimester 4 (1 core subject + electives) (June to September)	
Global Business Environment	2
5 Electives (5 * 3 = 15 credits)	15
Summer internship	3
Total Credits (Trimester 4)	20

Trimester 5 (1 core subject + electives) (September to December)	
Strategic Management	3
4 Electives (4 * 3 = 12 credits)	12
Dissertation	3
Total Credits	18

Trimester 6 (1 core subject + electives) (January to March)	
Sustainable Development and Corporate Sustainability	3
5 Electives (5 * 3 = 15 credits)	15
Total Credits (Trimester 6)	18
Total Program Credits	114

Elective Subjects

GENERAL MANAGEMENT	
Trimester 4	
Introduction to Public Policy	3
Entrepreneurship & Family Business Management	3
Trimester 5	
Social Entrepreneurship	3
Trimester 6	
Innovation Safari	2
Managing Business in Emerging Markets	3

BUSINESS ANALYTICS	
Trimester 4	
Business Modelling using R	3
Applied Business Analytics	3
Trimester 5	
Introduction to Programming: Python	3
Trimester 6	
Introduction to Visualization: Tableau	3
Social & Web Analytics	3
Advanced Business Analytics	3

FINANCE & ECONOMICS	
Trimester 4	
Financial and Capital Market Services	3
Commercial Banking and Finance	3
Financial Modeling Using Spread Sheet	3
Basic Econometrics for Managers.	3
Trimester 5	
Security Analysis and Portfolio Management	3
Micro Finance	3
Project Finance and Capital Budgeting	3
Trimester 6	
Financial Derivatives and Risk Management	3
Strategic Financial management	3
International Finance	3

SEM ABROAD POSSIBILITIES FOR INCOMING STUDENTS

Elective Subjects

MARKETING	
Trimester 4	
Services Marketing	3
Brand Management	3
Rural Marketing	3
Introduction to Media and Entertainment	3
Consumer Culture	2
Trimester 5	
Marketing Research	3
International Marketing	3
Consumer Behavior	3
Sales and Distribution Management	3
Semiotics in Marketing	3
Trimester 6	
Retail Management	3
B To B Marketing	3
Integrated Marketing Communications	3

HR	
Trimester 4	
Organizational Development and Change Management	3
Performance Management	3
Social Psychology of Organizations	2
Leadership	2
Trimester 5	
Human Resource Development	3
Reward Management	3
Trimester 6	
Competency based HRM	3
Coaching	3
Global HRM	3
Strategic HRM	3

OPERATIONS & SYSTEMS	
Trimester 4	
Technology Innovation & Future of Work	3
Service Operations Management	3
Systems Thinking	3
Total Quality Management	3
Data Base Management System	3
E-Commerce	3
Trimester 5	
Project Management	3
Global Supply Chain Management	3
Operational Risk Management	2
Humanitarian Operations Management	2
Production Planning & Inventory Control	3
Software Project Management	3
Trimester 6	
Revenue Management	3
Game Theory for Managers	3
Strategic Operations Management	3
Emerging Trends of IT in Business	3

SEM ABROAD POSSIBILITIES FOR INCOMING STUDENTS

- ❑ INTERNSHIP IN COMPANIES
- ❑ INTERNSHIP INSIDE CAMPUS
- ❑ INTERNSHIP IN OUR INCUBATION CENTRE
- ❑ PARTICIPATION IN ALL OFF CAMPUS AND ON CAMPUS SEMINARS/CONFERENCES/WORK SHOPS
- ❑ PARTICIPATION IN ALL ACTIVITIES LIKE STUDENT CLUBS/EXTERNAL TRAINING PROGRAMMES/VALUE ADDED PROGRAMMES.
- ❑ PARTICIPATION AND COORDINATION IN CO-CURRICULAR PROGRAMMES LIKE VANAVASAM, RURAL CAMP, MANAGEMENT FESTS, NATIONAL QUIZ, AND ALL CAMPUS FESTIVITIES



KERALA PICTURESQUE

MUNNAR



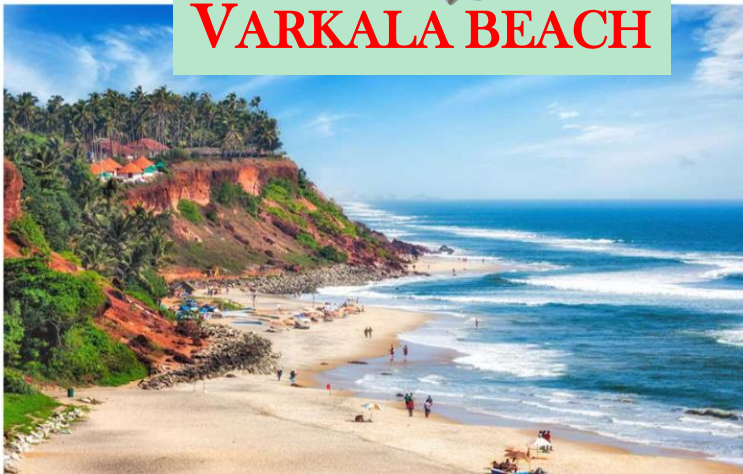
KOVALAM BEACH



VAGAMON



VARKALA BEACH



WAYANAD FOREST



THRISSUR POORAM



OTHER STATES SIGHTSEEING DESTINATIONS

GOA



HAMBI



RAJASTAN DESERT



INDIA GATE, NEW DELHI



MUMBAI SUBURBAN



MANALI, HIMACHAL PRADESH



INDIAN FESTIVALS



ONAM



HOLI



RAMZAN



DEEPAVALI



CHRISTMAS



PONGAL



**Thank
you!**



PRAMODH KORULA
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WHATSAPP : [+919447013788](https://wa.me/919447013788)