



RAAK ARTS AND SCIENCE COLLEGE

Affiliated to Annamalai University, Chidambaram || An ISO 9001:2015 Certified Institution
Recognized under section 2(f) of the UGC Act, 1956.

List of Value Added courses conducted in the institution during the academic year 2021-22

| S.no | Name of the Programme |
|------|-------------------------------------|
| 1. | Pure Tamil Training |
| 2. | English for Career Development |
| 3. | Design Thinking |
| 4. | Problem Solving and Decision Making |
| 5. | Dynamics of Service Sec-r |
| 6. | Financial Risk Management |
| 7. | Office Management |
| 8. | Social media and web Analytics |
| 9. | Social Etiquette |
| 10. | Women and Society in India |
| 11. | Digital Transformation In Business |
| 12. | Multimedia |
| 13. | Ethical Hacking |
| 14. | E-commerce |
| 15. | Social Network Awareness |
| 16. | Latex |
| 17. | Laboratories Safety |
| 18. | Organic Pharma |
| 19. | Introduction - Digital Marketing |
| 20. | Operation Research |
| 21. | Digital Payments |



Jam.
PRINCIPAL
RAAK ARTS & SCIENCE COLLEGE
VILLIANUR POST-605 110
PERAMBAL.



RAAK ARTS AND SCIENCE COLLEGE

Affiliated to Annamalai University, Chidambaram || An ISO 9001:2015 Certified Institution
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PERMISSION LETTER

FROM

Dr.D.BARANITHARAN
Head & Assistant Professor,
Department of Commerce (CA)
Raak Arts and Science College,
Perambai – 605110

TO

The Principal,
Raak Arts and Science College,
Perambai – 605110

Respected Sir,

SUB: Requesting permission for conducting Value Added Course for students - Reg.

This is bringing to your kind notice that we have planned to conduct Value Added Course on "SOCIAL ETIQUETTE" for II B.COM (CA) students. This course is very useful for students to developing their knowledge about their future study. So please give the permission for above said programs.

Thanking you

Course Name: Social Etiquette

Name of the Co-ordinator:

Mrs.PRIYA (II B.COM (CA)

Place: Perambai

Date: 28.05.2021

Yours Faithfully



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02.06.2021

CIRCULAR

It is hereby informed that our Commerce (CA) is going to conduct the value added course on "SOCIAL ETIQUETTE" for II B.COM (CA) students. Hence the students of Business Administration have to enroll their name to the course coordinator on or before 31.05.2021.

II B.COM (CA), - Social Etiquette

Q. M. Harish Na. R.

Principal

Copy to

1. Principal
2. Office
- 3...Department of Commerce (CA)



Jm.
PRINCIPAL
RAAK ARTS & SCIENCE COLLEGE
VILLIANUR POST-605 110
PERAMBAL.

ABOUT THE INSTITUTION

RAAK Arts and Science is a Co-Education College affiliated to Thiruvalluvar University, Vellore, and Govt. of TN launched in the year 2009. We started with 5 UG courses and 180 students which have now grown up offering 12 UG courses, 7 PG Courses and 2 Ph.D., Courses with and overall strength of around 1500 students. We strive to produce graduates in different streams building strong moral values, well-disciplined with quality education to make them a complete human to face the challenges of the world with courage and commitment and help them lead a successful life building a good society.

ABOUT THE DEPARTMENT

RAAK Arts and Science College offers B. Com. (CA). Programmes and is manned by experienced and resourceful faculties, with a large number of publications including creative writings and translations. B.Com Computer Applications is a three-year full-time undergraduate program that deals with studying various aspects of computer science along with Commerce. It is a combination of Commerce and computer applications for commerce disciplines that require knowledge of computers. This course is designed to equip students with integrated knowledge of commerce and computer systems. In addition, this course offers ample job opportunities in the IT and Commerce industry. Upon completing the course, students can work as Business Analyst, Business

etc.OBJECTIVE OF THE VALUE ADDED COURSE

- To improve employability skills of students.
- To bridge the skill gaps and make students industry ready.
- To provide an opportunity to students to develop inter-disciplinary skills

ABOUT THE COURSE

Social etiquette is the morally acceptable behavior between people, many of which are learned through experience with others. Social etiquette centers on behavior that provide a mutually respectful environment for those who are participating in interpersonal communication.

- To Explore the business etiquette of different cultures and countries.
- To understand the art of communication and personal style influence



RAAK

ARTS AND SCIENCE COLLEGE

(ISO 9001: 2015 Certified Institution | Recognized under 21F of USC Act - 1956 | Affiliated to Thiruvalluvar University)

Course:
SOCIAL ETIQUETTE

Venue:
CLASS ROOM
Department of Commerce (CA)
RAAK Arts & Science College

Start: **08.06.2021 to 15.07.2021**

Organized by



Department of Commerce (CA)
RAAK Arts & Science College
Perambai, Villianur

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SYLLABUS SOCIAL ETIQUETTE

Unit 1 (5 hrs)

Image Analysis: What is Image? How is Image formed?

Unit 2 (7 hrs)

Dining Etiquette: Table Manners, Table setting, Entertaining – Business Lunch, Etiquette of a Host/Guest

Unit 3 (6 hrs)

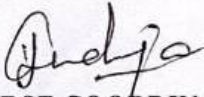
Tips on Good Grooming: Image Spoilers, Magic of Colors

Unit 4 (7 hrs)

Dressing with Impact: Styles and color choice, Corporate Wardrobe, Clothes coordination, Dressing for presentation, Accessories

Unit 5 (6 hrs)

Business/Social Etiquette: Office Etiquette, Comfort Zone, Proper introductions, Handshakes, Business Card, Body language, Meeting Manners, Speaking with confidence


COURSE COORDINATOR


HOD




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RAAK ARTS AND SCIENCE COLLEGE

Affiliated to Anna Mariai University Chidambaram || An ISO 9001:2015 Certified Institution
Recognized under section 2(f) of the UGC Act, 1956.

PERMISSION LETTER

FROM

Dr.D.BARANITHARAN
Head & Assistant Professor,
Department of Commerce (CA)
Raak Arts and Science College,
Perambai – 605110

TO

The Principal,
Raak Arts and Science College,
Perambai – 605110

Respected Sir,

SUB: Requesting permission for conducting Value Added Course for students - Reg.

This is bringing to your kind notice that we have planned to conduct Value Added Course on "WOMEN AND SOCIETY IN INDIA" for I B.COM (CA) students. This course is very useful for students to developing their knowledge about their future study. So please give the permission for above said programs.

Thanking you

Course Name: Women and Society In India

Name of the Co-ordinator:

Mr.BARATHAN (I B.COM (CA))

Place: Perambai

Date: 28.05.2021



Jam
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RAAK ARTS & SCIENCE COLLEGE
VILLIANUR POST-605 110
PERAMBAL.

Yours Faithfully



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Recognized under section 2(f) of the UGC Act, 1956.

02.06.2021

CIRCULAR

It is hereby informed that our Commerce (CA) is going to conduct the value added course on "WOMEN AND SOCIETY IN INDIA" for I B.COM (CA) students. Hence the students of Business Administration have to enroll their name to the course coordinator on or before 31.05.2021.

I B.COM (CA), - WOMEN AND SOCIETY IN INDIA

A. M. Howard No 2.
Principal

Copy to

1. Principal
2. Office
- 3...Department of Commerce (CA)



Jam.

PRINCIPAL
RAAK ARTS & SCIENCE COLLEGE
VILLIANUR POST-605 110
PERAMBAL.

ABOUT THE INSTITUTION

RAAK Arts and Science a Co-Education College affiliated to Annamalai University and Govt. of TN launched in the year 2009. We started with 5 UG Courses and 180 students which have now grown up offering 12 UG courses, 7 PG Courses and 2 Ph.D., Courses with and overall strength of around 1500 students. We strive to produce graduates in different streams building strong moral values, well-disciplined with quality education to make them a complete human to face the challenges of the world with courage and commitment and help them lead a successful life building a good society.

ABOUT THE DEPARTMENT

RAAK Arts and Science College offers B. Com. (CA). Programmes and is manned by experienced and resourceful faculties, with a large number of publications including creative writings and translations. B.Com Computer Applications is a three-year full-time undergraduate program that deals with studying various aspects of computer science along with Commerce. It is a combination of Commerce and computer applications for commerce disciplines that require knowledge of computers. This course is designed to equip students with integrated knowledge of commerce and computer systems. In addition, this course offers ample job opportunities in the IT and Commerce industry. Upon completing

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the course, students can work as Business Analyst, Business Consultant, Auditor, Computer Programmer, App Developer, etc.

OBJECTIVE OF THE VALUE ADDED COURSE

- To improve employability skills of students.
- To bridge the skill gaps and make students industry ready.
- To provide an opportunity to students to develop inter-disciplinary skills

ABOUT THE COURSE

The status of women in India is strongly connected to family relations. In India, the family is seen as crucially important, and in most of the country, the family unit is patrilineal. Families are usually multi-generational, with the bride moving to live with the in-laws..

- To familiarize students with the specific cultural contexts of women in India
- To Orient the students regarding Theories of Gender Relations, Position of Women in India Society
- To Imbibe knowledge about Economic Development, Women and Work Force Labour

Course:
WOMEN AND SOCIETY IN INDIA

Venue:
CLASS ROOM
Department of Commerce (CA)
RAAK Arts & Science College

Start: 08.06.2021 to 15.07.2021

Organized by



Department of Commerce (CA)
RAAK Arts & Science College
Perambai, Villianur

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SYLLABUS

WOMEN AND SOCIETY IN INDIA

Unit 1 (5 hrs)

Women's position from Vedic times to the present, women participation in India's independence movement.

Unit 2 (7 hrs)

Social construction of gender and gender roles- Socialisation- Institutions of socialization

Unit 3 (6 hrs)

Women in family – marriage, working women-multi-tasking, Women and health issues

Unit 4 (7 hrs)

Women's issues, violence against women, empowerment measures

Unit 5 (6 hrs)

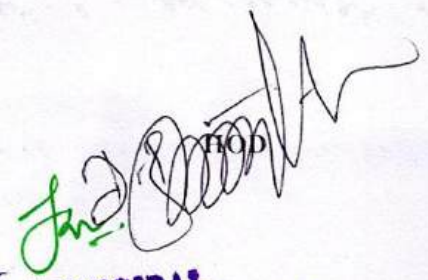
Women and globalization- women at the workplace, changing working conditions and work place related issues.

References

- Desai, N., & Thakkar, U. (2020). **Women in Indian society**. National Book Trust, India.
- . Menon, N. (2017). **Seeing like a feminist**. Penguin Random House India


COURSE COORDINATOR




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PERMISSION LETTER

FROM

Mrs.SANGEETHA A
Head & Assistant Professor,
Department of Commerce (CS),
Raak Arts and Science College,
Perambai – 605110

TO

The Principal,
Raak Arts and Science College,
Perambai – 605110

Respected Sir,

SUB: Requesting permission for conducting Value Added Course for students - Reg.

This is bringing to your notice that we have planned to conduct a Value Added Course on "Digital Transformation in Business - Opportunities & Challenges" for I,II & III B.Com (CS) students. This course is very useful for students to develop their knowledge about their future study. So please give the permission for the above said program.

Thanking you

Course Name: Digital Transformation in Business - Opportunities & Challenges

Name of the Coordinator:Ms.K.Thara Jayasri


Assistant Professor (B.Com (CS))

Place: Perambai

Date: 19.01.2022

Yours Faithfully




PRINCIPAL
RAAK ARTS & SCIENCE COLLEGE
VILLIANUR POST-605 110
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Affiliated to Annamalai University, Chidambaram || An ISO 9001 2015 Certified Institution
Recognized under section 2(f) of the UGC Act, 1956.

24.01.2022

CIRCULAR

It is hereby informed that our B.Com (CS) is going to conduct the value added course on "Digital Transformation in Business - Opportunities & Challenges" for I,II & III B.com (CS) students. Hence the students of B.Com (CS) have to enroll their name to the course coordinator on or before 28.01.2022.

I,II & III B.Com (CS), - Digital Transformation in Business - Opportunities & Challenges

Principal

Copy to

1. Principal
2. Office
- 3..Department of Commerce (CS)




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About the College

RAAK Arts and Science College was established in the year 2009; it was affiliated to Thiruvalluvar University, Vellore, Tamil Nadu, India. It started with five Under Graduate degree Programs and 180 students. Today, the college is offering more than eleven Under Graduate degree Programs, three Post Graduate Degree Programs and two Ph.D. Degree Programs. The college has been fostering graduates in Arts, Sciences, Commerce, Business Administration, Social Work, Information Technology and Computer Science. This has resulted in interdisciplinary environment that promotes cross disciplinary learning and research environment to the students. RASC is located in a green campus that has all the necessary infrastructure including laboratories, ICT classrooms, transport facilities etc.

About the Department

The Department of corporate secretary ship was established in 2017. The B.com CS course is offered so as to reflect progress in fields of business marketing, income tax, company law and entrepreneurial development and other technological trends as an increasing demand of the job markets. The department is working to enrich and strengthen the young talents by producing competent students to excel in corporate and entrepreneurial skills. Our students are provided opportunity to do online, short term and value added courses. The course will make the students competent taking up wide range of responsible position in the secretarial, Legal, finance, accounts, Personnel, administrative & security market analyst

AGENDA

Day 1 to 10

Introduction to Digital Transformation

Overview and Key Drivers - Historical Context and Case Studies - Components: Technology, People, Processes - Digital Maturity and Readiness

Digital Transformation Strategies

Strategic Planning and Roadmaps - Innovation and Disruption - New Business Models - Best Practices and Case Studies

Day 11 to 20

Implementing Digital Transformation

Technology Implementation - Change Management - Digital Skills and Talent - Agile Methodologies

Challenges of Digital Transformation

Security and Privacy - Legacy Systems - Cultural Barriers - Financial Challenges

Day 21 to 30

Future Trends and Opportunities

Emerging Technologies - Sustainability - Global Perspectives - Preparing for the Future

Assessment Test will be conducted for 30 minutes with multiple choice questions. No negative marks.



RAAK ARTS AND SCIENCE COLLEGE

DEPARTMENT OF
COMMERCE (CS)

DIGITAL TRANSFORMATION IN BUSINESS - OPPORTUNITIES & CHALLENGES

FROM 01/02/2022
TO 15/03/2022

ALL ARE WELCOME



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SYLLABUS

DIGITAL TRANSFORMATION IN BUSINESS - OPPORTUNITIES & CHALLENGES

Unit 1: Introduction to Digital Transformation (6 hours)

Overview and Key Drivers - Historical Context and Case Studies - Components: Technology, People, Processes - Digital Maturity and Readiness

Unit 2: Digital Transformation Strategies (6 hours)

Strategic Planning and Roadmaps - Innovation and Disruption - New Business Models - Best Practices and Case Studies

Unit 3: Implementing Digital Transformation (6 hours)

Technology Implementation - Change Management - Digital Skills and Talent - Agile Methodologies

Unit 4: Challenges of Digital Transformation (6 hours)

Security and Privacy - Legacy Systems - Cultural Barriers - Financial Challenges

Unit 5: Future Trends and Opportunities (6 hours)

Emerging Technologies - Sustainability - Global Perspectives - Preparing for the Future

Reference Books

1. Digital Transformation: Survive and Thrive in an Era of Mass Extinction by Thomas M. Siebel
2. Leading Digital: Turning Technology into Business Transformation by George Westerman, Didier Bonnet, and Andrew McAfee
3. The Digital Transformation Playbook: Rethink Your Business for the Digital Age by David L. Rogers
4. Digital Transformation: Build Your Organization's Future for the Innovation Age by Lindsay Herbert


COURSE COORDINATOR


HOD




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PERMISSION LETTER

FROM

Mrs.E.RAJALAKSHMI,
Head & Assistant Professor,
DEPARTMENT OF COMPUTER APPLICATION
Raak Arts and Science College,
Perambai – 605110

TO

The Principal,
Raak Arts and Science College,
Perambai – 605110

Respected Sir,

SUB: Requesting permission for conducting Value Added Course for students - Reg.

This is bringing to your kind notice that we have planned to conduct Value Added Course on **"MULTIMEDIA** "for **II** **BCA** students. This course is very useful for students to developing their knowledge about their future study. So please give the permission for above said programs.

Thanking you

Course Name: "MULTIMEDIA

Name of the Co-ordinator: MRS.E.RAJALAKSHMI

Place: Perambai

Date: 21/01/2022

Yours Faithfully

Rajalakshmi

Jw.

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23/01/2022

CIRCULAR

It is hereby informed that our Computer Application department is going to conduct the value added course on "MULTIMEDIA" for II BCA students. Hence the students of Computer Application have to enroll their name to the course coordinator on or before 28/01/2022

III BCA

A. M. Harindharan

Principal

Copy to

1. Principal
2. Office
3. CS&BCA



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About the College

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About the Department

Computer science is a dynamic and rapidly growing area that has become an integral part of the world today. It is an interdisciplinary application and utility of computer programming that has transformed every aspect of human life, including biology, businesses, cyber security, economics, engineering, information assurance, languages and linguistics, mathematics, physics, public policy, etc. Today, programming and digitalization are used to address a wider range of complex issues. Technology has made the world better, faster, and more connected. But this didn't happen by magic. It has been achieved to the brilliant minds of IT graduates, who took their passion for technology and used it to create gadgets and computer programs that help the society every single day.

AGENDA

Day 1 to 10

Definition and Concepts -What is multimedia?-Types of multimedia (text, audio, video, graphics, animation)-Multimedia applications (education, entertainment, business)-History and Evolution-Historical development of multimedia technologies-Key milestones in multimedia- Fundamentals of Text -Text representation and encoding (ASCII, Unicode)-Typography and text design- Text in Multimedia Applications -Use of text in web and multimedia applications
-Text editing and formatting tools.

Day 11 to 20

Audio Basics- Sound waves and properties- Digital audio basics (sampling rate, bit depth)- Audio Formats and Compression- Common audio formats (MP3, WAV, AAC)-Lossy vs. lossless compression-Audio Editing and Production - Audio recording techniques -Audio editing software. **Video Basics-** Video formats and standards (MP4, AVI, MOV, MKV)- Frame rate, resolution, and aspect ratio - **Video Compression-**Compression techniques (codec, bitrate) -Common video codecs (H.264, HEVC)

Day 21 to 30

Introduction to Animation- Types of animation (2D, 3D, stop motion)-Principles of animation (timing, spacing, squash and stretch)-**Animation Tools and Techniques-** Animation software (Adobe Animate, Blender)-Creating simple animations.



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DEPARTMENT OF COMPUTER
APPLICATION

VALUE ADDED COURSE MULTIMEDIA

FROM 01/02/2022

TO 09/03/2022

ALL ARE WELCOME



Jan
PRINCIPAL
RAAK ARTS & SCIENCE COLLEGE
VILL. ... R POST-605 110
... RAMBAL.



RAAK ARTS AND SCIENCE COLLEGE

Affiliated to Annamalai University, Chidambaram || An ISO 9001:2015 Certified Institution
Recognized under section 2(f) of the UGC Act, 1956.

DEPARTMENT OF COMPUTER APPLICATION

VALUE ADDED COURSE(2021 – 2022)

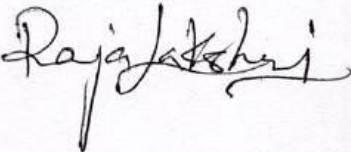
MULTIMEDIA

SUMMARY REPORT

Technology has become a part our daily life along with growing civilization. In which our education system brings technological changes very fast. These developments in the field of Computer Application will be very useful for Students. In particular, we can easily find various information's easily in MULTIMEDIA. Through which we can present and share our views and thoughts.


CO-ORDINATOR

HOD






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SYLLABUS

Course Title: MULTIMEDIA SYLLABUS

Course Description: An MULTIMEDIA syllabus typically covers a range of topics related to the administration, development, and management of MULTIMEDIAs.

Course Duration: 30 HOURS

UNIT 1 Introduction to MULTIMEDIA Hrs.: 6

Definition and Concepts -What is multimedia?-Types of multimedia (text, audio, video, graphics, animation)-Multimedia applications (education, entertainment, business)-History and Evolution-Historical development of multimedia technologies-Key milestones in multimedia evolution

UNIT 2 Text in Multimedia Hrs.: 6

Fundamentals of Text -Text representation and encoding (ASCII, Unicode)-Typography and text design- Text in Multimedia Applications -Use of text in web and multimedia applications -Text editing and formatting tools.

UNIT 3 Audio in Multimedia Hrs.: 6

Audio Basics- Sound waves and properties- Digital audio basics (sampling rate, bit depth)- Audio Formats and Compression- Common audio formats (MP3, WAV, AAC)-Lossy vs. lossless compression-Audio Editing and Production -Audio recording techniques -Audio editing software.

UNIT 4 Video in Multimedia Hrs.: 6

Video Basics- Video formats and standards (MP4, AVI, MOV, MKV)- Frame rate, resolution, and aspect ratio - **Video Compression-**Compression techniques (codec, bitrate) -Common video codecs (H.264, HEVC)

UNIT 5 Animation Hrs.: 6

Introduction to Animation- Types of animation (2D, 3D, stop motion)-Principles of animation (timing, spacing, squash and stretch)-**Animation Tools and Techniques-**Animation software (Adobe Animate, Blender)-Creating simple animations.

REFERENCES

1. "Multimedia: Making It Work" by Tay Vaughan
2. Principles of Digital Audio" by Ken C. Pohlmann



Jee
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RAAK ARTS & SCIENCE COLLEGE
VILLIANUR POST-605 110
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PERMISSION LETTER

FROM

Mrs. D.RAJALAKSHMI,
Head & Assistant Professor,
Department of computer science & Applications
Raak Arts and Science College,
Perambai- 605110

TO

The Principal,
Raak Arts and Science College,
Perambai- 605110

Respected Sir,

SUB: Requesting permission for conducting Value Added Course for students - Reg.

This is bringing to your kind notice that we have planned to conduct Value Added Course on " E-COMMERCE" for III B.SC(Computer Science) students. This course is very useful for students to developing their knowledge about their future study. So please give the permission for above said programs.

Thanking you

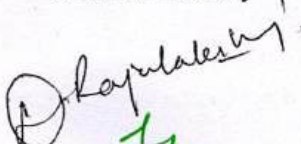

Course Name: " E – COMMERCE"

Name of the Co-ordinator: Mrs. D.RAJALAKSHMI

Place: Perambai

Date: 25/08/ 2021

Yours Faithfully



PRINCIPAL
RAAK ARTS & SCIENCE COLLEGE
WILLIANUR POST-605 110
PERAMBAL





RAAK ARTS AND SCIENCE COLLEGE

Affiliated to Annamalai University, Chidambaram || An ISO 9001:2015 Certified Institution
Recognized under section 2(f) of the UGC Act, 1956

29.08.2021

CIRCULAR

It is hereby informed that our Computer science department is going to conduct the value added course on "E-COMMERCE" for III B.SC(Computer Science) students. Hence the students of Computer science have to enroll their name to the course coordinator on or before 31.08.2021.

III B.SC(Computer science)-" E COMMERCE"

A. M. Howard No 2.

Principal

Copy to

1. Principal
2. Office
3. CS&BCA



Jar
PRINCIPAL
RAAK ARTS & SCIENCE COLLEGE
VILLIANUR POST-605 110
PERNAMALAI.



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RAAK Arts and Science College was established in the year 2009; it was affiliated to Thiruvalluvar University, Vellore, Tamil Nadu, India. It started with five Under Graduate degree Programs and 180 students. Today, the college is offering more than eleven Under Graduate degree Programs, three Post Graduate Degree Programs and two Ph.D. Degree Programs. The college has been fostering graduates in Arts, Sciences, Commerce, Business Administration, Social Work, Information Technology and Computer Science. This has resulted in interdisciplinary environment that promotes cross disciplinary learning and research environment to the students. RASC is located in a green campus that has all the necessary infrastructure including laboratories, ICT classrooms, transport facilities etc.

About the Department

Computer science is a dynamic and rapidly growing area that has become an integral part of the world today. It is an interdisciplinary application and utility of computer programming that has transformed every aspect of human life including biology, businesses, cyber security, economics, engineering, information assurance, languages and linguistics, mathematics, physics, public policy, etc. Today, programming and digitalization are used to address a wider range of complex issues. Technology has made the world better, faster, and more connected. But this didn't happen by magic. It has been achieved to the brilliant minds of IT graduates, who took their passion for technology and used it to create gadgets and computer programs that help the society every single day.

AGENDA

Day 1 to 10

Introduction to E-Commerce (6 HRS)

Definition and significance of E-commerce - Evolution and history of E-commerce-Types of E-commerce (B2B, B2C, C2C, C2B, B2G, etc.) E-Commerce Business Models
Overview of different E-commerce business models-Case studies of successful- E-commerce companies - Revenue models in E-commerce

Day 11 to 20

E-Commerce Infrastructure(6 HRS)

Internet and Web technologies-E-commerce platforms and hosting options-Mobile commerce- Website Development and Management- Basics of website design and development-Content management systems (CMS)-User experience (UX) and user interface (UI) design

Day 21 to 30

E-Commerce Strategies and Planning(6 HRS)

Developing an E-commerce strategy-E-commerce project management- Measuring success and performance metrics-International E-Commerce- Challenges and opportunities in global E-commerce-Cross-border trade regulations-Cultural considerations



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DEPARTMENT OF COMPUTER
SCIENCE

VALUE ADDED COURSE E COMMERCE

FROM 4/09/2021

TO 31/10/2021

ALL ARE WELCOME



Jm
PRINCIPAL
RAAK ARTS & SCIENCE COLLEGE
VILLIANUR POST-605 110
PUNJABAL



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SYLLABUS

Course Title: E-COMMERCE

Course Description: This course provides a comprehensive overview of the principles, technologies, and strategies involved in E-commerce. Students will explore the dynamics of online business models, digital marketing, website development, security, and legal issues related to conducting business online.

Course Duration: [Insert duration here]

UNIT 1 :Introduction to E-Commerce (6 HRS)

Definition and significance of E-commerce- Evolution and history of E-commerce-Types of E-commerce (B2B, B2C, C2C, C2B, B2G, etc.)E-Commerce Business Models □ Overview of different E-commerce business models-Case studies of successful- E-commerce companies - Revenue models in E-commerce

UNIT 2:E-Commerce Infrastructure(6 HRS)

Internet and Web technologies-E-commerce platforms and hosting options-Mobile commerce-Website Development and Management-Basics of website design and development-Content management systems (CMS)-User experience (UX) and user interface (UI) design.

UNIT 3:Digital Marketing(6 HRS)

Search Engine Optimization (SEO)-Pay-Per-Click (PPC) advertising-Social media marketingEmail marketing-Analytics and performance measurementE-Commerce Payment Systems-Online payment methods (credit cards, digital wallets, etc.)-Payment gateways and processors-Security in online payments

UNIT 4: Security and Trust in E-Commerce(6 HRS)

Cybersecurity threats and vulnerabilities-Encryption and secure communications-Building trust and managing online reputation-Legal and Ethical Issues in E-Commerce-Intellectual property right-Data protection and privacy laws-Consumer protection regulations-Ethical considerations in E-commerce

UNIT 5:E-Commerce Strategies and Planning(6 HRS)



Jam.
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PERAMBAL.



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Developing an E-commerce strategy-E-commerce project management-Measuring success and performance metrics-International E-Commerce-Challenges and opportunities in global E-commerce-Cross-border trade regulations-Cultural considerations

. Recommended Textbooks and Resources:

- "E-Commerce 2021: Business, Technology, Society" by Kenneth C. Laudon and Carol GuercioTraver
- "E-Business and E-Commerce Management" by Dave Chaffey
- Online resources such as articles, case studies, and whitepapers



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DEPARTMENT OF COMPUTER SCIENCE

VALUE ADDED COURSE(2021 -2022)

E COMMERCE

SUMMARY REPORT

Technology has become a part our daily life along with growing civilization. In which our education system brings technological changes very fast. These developments in the field of Computer Science will be very useful for Students. In particular, we can easily find various information's easily in MS- PowerPoint. Through which we can present and share our views and thoughts via Presentation.

CO-ORDINATOR

HOD



PRINCIPAL
RAAK ARTS & SCIENCE COLLEGE
VILLIANUR POST-605 110
PERAMBAL.



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PERMISSION LETTER

FROM

Mrs.P.DHEVI,
Assistant Professor,
DEPARTMENT OF COMPUTER APPLICATION
Raak Arts and Science College,
Perambai – 605110

TO

The Principal,
Raak Arts and Science College,
Perambai – 605110

Respected Sir,

SUB: Requesting permission for conducting Value Added Course for students - Reg.

This is bringing to your kind notice that we have planned to conduct Value Added Course on "ETHICAL HACKING" for I & III BCA students. This course is very useful for students to developing their knowledge about their future study. So please give the permission for above said programs.

Thanking you

Course Name: "ETHICAL HACKING"

Name of the Co-ordinator: MRS.P.DHEVI

Place: Perambai

Date: 25/08/2021

Yours Faithfully



PRINCIPAL
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VILLIANUR POST 5 110
PERAMBAI



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Recognized under section 2(f) of the UGC Act, 1956.

26/08/2021

CIRCULAR

It is hereby informed that our Computer Application department is going to conduct the value added course on "ETHICAL HACKING" for I & II BCA students. Hence the students of Computer Application have to enroll their name to the course coordinator on or before 30/08/2021

I & III BCA

A. M. Hussain Nazki

Principal

Copy to

1. Principal
2. Office
3. CS&BCA



Jam
PRINCIPAL
RAAK ARTS & SCIENCE COLLEGE
VILLIANUR POST-605 110
PERAMBAL.



RAAK ARTS AND SCIENCE COLLEGE

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About the College

RAAK Arts and Science College was established in the year 2009; it was affiliated to Thiruvalluvar University, Vellore, Tamil Nadu, India. It started with five Under Graduate degree Programs and 180 students. Today, the college is offering more than eleven Under Graduate degree Programs, three Post Graduate Degree Programs and two Ph.D. Degree Programs. The college has been fostering graduates in Arts, Sciences, Commerce, Business Administration, Social Work, Information Technology and Computer Science. This has resulted in interdisciplinary environment that promotes cross disciplinary learning and research environment to the students. RASC is located in a green campus that has all the necessary infrastructure including laboratories, ICT classrooms, transport facilities etc.

About the Department

Computer science is a dynamic and rapidly growing area that has become an integral part of the world today. It is an interdisciplinary application and utility of computer programming that has transformed every aspect of human life including biology, businesses, cyber security, economics, engineering, information assurance, languages and linguistics, mathematics, physics, public policy, etc. Today, programming and digitalization are used to address a wider range of complex issues. Technology has made the world better, faster, and more connected. But this didn't happen by magic. It has been achieved to the brilliant minds of IT graduates, who took their passion for technology and used it to create gadgets and computer programs that help the society every single day.

AGENDA

Day 1 to 10

Overview of Ethical Hacking-Definition and objectives-History and evolution of hacking-Ethical hacking vs. malicious hacking- Legal and Ethical Issues- Legal implications and laws-Ethical responsibilities. Network Scanning -Types of scanning (port, network, vulnerability scanning)-Scanning tools and techniques- Interpreting scan results-Enumeration- Enumeration techniques

Day 11 to 20

Gaining Access-Password cracking techniques-Exploiting vulnerabilities-Privilege escalation-Maintaining Access-Backdoors and rootkits-Trojan horses Inserting, updating, and deleting data.-Transaction control and concurrency. Types of Malware-Viruses, worms, and Trojans- Ransom ware and spyware -Rootkits and backdoors-Malware Analysis -Static and dynamic analysis

Day 21 to 30

Wireless Network Security-Wireless encryption standards -Wi-Fi authentication and security protocols-Attacking Wireless Networks -WEP, WPA/WPA2 cracking



RAAK ARTS AND SCIENCE COLLEGE

DEPARTMENT OF COMPUTER APPLICATION

VALUE ADDED COURSE

ETHICAL HACKING

FROM

ALL ARE WELCOME



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VILLIANUR POST-605 110
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SYLLABUS

Course Title: ETHICAL HACKING SYLLABUS

Course Description: An ETHICAL HACKING syllabus typically covers a range of topics related to the administration, development, and management of ETHICAL HACKINGS.

Course Duration: 30 HOURS

- | | | |
|---|--|----------------|
| UNIT 1 | Introduction to Ethical Hacking | Hrs.: 6 |
| Overview of Ethical Hacking-Definition and objectives-History and evolution of hacking- Ethical hacking vs. malicious hacking- Legal and Ethical Issues- Legal implications and laws- Ethical responsibilities. | | |
| UNIT 2 | Scanning Networks | Hrs.: 6 |
| Network Scanning -Types of scanning (port, network, vulnerability scanning)-Scanning tools and techniques-Interpreting scan results-Enumeration-Enumeration techniques | | |
| UNIT 3 | System Hacking | Hrs.: 6 |
| Gaining Access-Password cracking techniques-Exploiting vulnerabilities-Privilege escalation-Maintaining Access-Backdoors and rootkits- Trojan horses | | |
| UNIT 4 | Malware Threats | Hrs.: 6 |
| Types of Malware-Viruses, worms, and Trojans- Ransom ware and spyware -Rootkits and backdoors-Malware Analysis -Static and dynamic analysis | | |
| UNIT 5 | Wireless Network Hacking | Hrs.: 6 |
| Wireless Network Security-Wireless encryption standards -Wi-Fi authentication and security protocols-Attacking Wireless Networks -WEP, WPA/WPA2 cracking | | |

REFERENCES

- 1 "The Basics of Hacking and Penetration Testing" by Patrick Engebretson
- 2 Ethical Hacking and Penetration Testing Guide" by Rafay Baloch



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DEPARTMENT OF COMPUTER APPLICATION

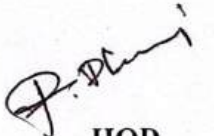
VALUE ADDED COURSE(2021- 2022)

ETHICAL HACKING


SUMMARY REPORT

Technology has become a part of our daily life along with growing civilization. In which our education system brings technological changes very fast. These developments in the field of Computer Science will be very useful for Students. In particular, we can easily find various information's easily in ETHICAL HACKING. Through which we can present and share our views and thoughts via DATABASE


CO-ORDINATOR


HOD




PRINCIPAL
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PERAMBAL.



RAAK ARTS AND SCIENCE COLLEGE

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PERMISSION LETTER

FROM

Mrs.R.SAKTHIDEVI,
Head & Assistant Professor,
Department of Computer SCIENCE & Applications
Raak Arts and Science College,
Perambai – 605110

TO

The Principal,
Raak Arts and Science College,
Perambai – 605110

Respected Sir,

SUB: Requesting permission for conducting Value Added Course for students - Reg.

This is bringing to your kind notice that we have planned to conduct Value Added Course on “SOCIAL NETWORK AWARENESS “for I & II BSC (CS) students. This course is very useful for students to developing their knowledge about their future study. So please give the permission for above said programs.

Thanking you

Course Name: “SOCIAL NETWORK AWARENESS”

Name of the Co-ordinator: MRS.R.SAKTHIDEVI

Place: Perambai

Date: 21/12/2021

Yours Faithfully



Jam
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Recognized under section 2(f) of the UGC Act, 1956.

25.12.2021

CIRCULAR

It is hereby informed that our Computer science department is going to conduct the value added course on “SOCIAL NETWORK AWARENESS “for I & II B.SC (Computer Science) students. Hence the students of Computer science have to enroll their name to the course coordinator on or before 31/12/2021

I & II BSC(CS)- “SOCIAL NETWORK AWARENESS

A. M. Hussain No 2.

Principal

Copy to

1. Principal
2. Office
3. CS&BCA



Jm
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VILLIANUR POST 605 110
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RAAK ARTS AND SCIENCE COLLEGE

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About the College

RAAK Arts and Science College was established in the year 2009; it was affiliated to Thiruvalluvar University, Vellore, Tamil Nadu, India. It started with five Under Graduate degree Programs and 180 students. Today, the college is offering more than eleven Under Graduate degree Programs, three Post Graduate Degree Programs and two Ph.D. Degree Programs. The college has been fostering graduates in Arts, Sciences, Commerce, Business Administration, Social Work, Information Technology and Computer Science. This has resulted in interdisciplinary environment that promotes cross disciplinary learning and research environment to the students. RASC is located in a green campus that has all the necessary infrastructure including laboratories, ICT classrooms, transport facilities etc.

About the Department

Computer science is a dynamic and rapidly growing area that has become an integral part of the world today. It is an interdisciplinary application and utility of computer programming that has transformed every aspect of human life including biology, businesses, cyber security, economics, engineering, information assurance, languages and linguistics, mathematics, physics, public policy, etc. Today, programming and digitalization are used to address a wider range of complex issues. Technology has made the world better, faster, and more connected. But this didn't happen by magic. It has been achieved to the brilliant minds of IT graduates, who took their passion for technology and used it to create gadgets and computer programs that help the society every single day.

AGENDA

Day 1 to 10

Definition and History-What are social networks?-Evolution of social networks (from early internet communities to modern platforms) -Types of Social Networks-Personal (Facebook, Instagram)-Professional (LinkedIn)-Interest-based (Pinterest, Goodreads)-Media sharing (YouTube, TikTok). Major Social Network Platforms-Facebook, Twitter, Instagram, LinkedIn, Snapchat, TikTok-Features and functionalities of each platform-User Demographics and Behavior-Analysis of user demographics

Day 11 to 20

Privacy Settings and Controls-Understanding privacy settings on different platforms-How to manage and control your online presence-Data Protection-What data social networks collect and how it is used-Best practices for protecting personal information. Online Communication Etiquette-Respectful and effective communication online-Understanding and avoiding cyber bullying and harassment-Building a Positive Online Presence-Crafting a positive and professional online persona-Managing digital footprints and reputation

Day 21 to 30

Fundamentals of Social Media Marketing -Basics of social media marketing strategies-Understanding algorithms and reach-Influencer Culture-Role of influencers in social networks- Ethical considerations for influencers.



RAAK ARTS AND SCIENCE COLLEGE

DEPARTMENT OF COMPUTER
SCIENCE

VALUE ADDED COURSE SOCIAL NETWORK AWARENESS

FROM 03/01/22
TO 28/02/2022

ALL ARE WELCOME



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SYLLABUS

Course Title: SOCIAL NETWORK AWARENESS SYLLABUS

Course Description: An SOCIAL NETWORK AWARENESS syllabus typically covers a range of topics related to the administration, development, and management of SOCIAL NETWORK AWARENESS

Course Duration: 30 HOURS

- UNIT 1 Introduction to Social Networks Hrs: 6**
Definition and History-What are social networks?-Evolution of social networks (from early internet communities to modern platforms) -Types of Social Networks-Personal (Facebook, Instagram)-Professional (LinkedIn)-Interest-based (Pinterest, Goodreads)-Media sharing (YouTube, TikTok)
- UNIT 2 Understanding Social Network Platforms Hrs: 6**
Major Social Network Platforms-Facebook, Twitter, Instagram, LinkedIn, Snapchat, TikTok-Features and functionalities of each platform-User Demographics and Behavior-Analysis of user demographics
- UNIT 3 Privacy and Security Hrs: 6**
Privacy Settings and Controls-Understanding privacy settings on different platforms-How to manage and control your online presence-Data Protection-What data social networks collect and how it is used-Best practices for protecting personal information
- UNIT 4 SOCIAL MEDIA ETIQUETTE Hrs: 6**
Online Communication Etiquette-Respectful and effective communication online-Understanding and avoiding cyberbullying and harassment-Building a Positive Online Presence-Crafting a positive and professional online persona- Managing digital footprints and reputation
- UNIT 5 Social Media Marketing and Influence**



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Fundamentals of Social Media Marketing -Basics of social media marketing strategies-
Understanding algorithms and reach-Influencer Culture-Role of influencers in social networks-
Ethical considerations for influencers.

REFERENCES

- 1 "The Art of Social Media: Power Tips for Power Users" by Guy Kawasaki and Peg Fitzpatrick
- 2 "Cybersecurity for Beginners" by Raef Meeuwisse



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RAAK ARTS AND SCIENCE COLLEGE

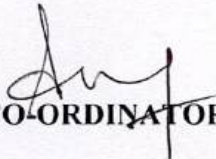
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VALUE ADDED COURSE(2021 -2022)

SOCIAL NETWORK AWARENESS

SUMMARY REPORT

Technology has become a part our daily life along with growing civilization. In which our education system brings technological changes very fast. These developments in the field of Computer Science will be very useful for Students. In particular, we can easily find various information's easily in SOCIAL NETWORK AWARENESS . Through which we can present and share our views and thoughts via DATABASE


CO-ORDINATOR


HOD




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PERMISSION LETTER

FROM

Mr. A. Saravanan,
Head & Assistant Professor,
Department of Mathematics,
Raak Arts and Science College,
Perambai – 605110

TO

The Principal,
Raak Arts and Science College,
Perambai – 605110

Respected Sir,

SUB: Requesting permission for conducting Value Added Course for students - Reg.

This is bringing to your kind notice that we have planned to conduct Value Added Course on “LaTeX” for II B.Sc., and III B.Sc., Mathematics students. This course is very useful for students to developing their knowledge about their future study. So please give the permission for above said programs.

Thanking you

Course Name: “LaTeX”

Name of the Co-ordinator:

Ms. PADMAPRIYA

Place: Perambai

Date : 26.08.2021

Yours Faithfully



Jam
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VILLIANUR POST-605 110
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Recognized under section 2(f) of the UGC Act, 1956.

27.08.2021

CIRCULAR

It is hereby informed that our Mathematics department is going to conduct the value added course on "LaTeX" for II B.Sc., and III B.Sc., Mathematics students. Hence the students of Mathematics have to enroll their name to the course coordinator on or before 31.08.2021.

1. II B.Sc., Mathematics - **LaTeX**
2. III B.Sc., Mathematics - **LaTeX**

Principal

Copy to

1. Principal
2. Office
3. Mathematics Department




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About the College

RAAK Arts and Science College was established in the year 2009; it was affiliated to Thiruvalluvar University, Vellore, Tamil Nadu, India. It started with five Under Graduate degree Programs and 180 students. Today, the college is offering more than eleven Under Graduate degree Programs, three Post Graduate Degree Programs and two Ph.D. Degree Programs. The college has been fostering graduates in Arts, Sciences, Commerce, Business Administration, Social Work, Information Technology and Computer Science. This has resulted in an interdisciplinary environment that promotes cross-disciplinary learning and research environment to the students. RASC is located in a green campus that has all the necessary infrastructure including laboratories, ICT classrooms, transport facilities etc.

About the Department

The Mathematics Department is a dynamic and rapidly growing field that has become an integral part of modern society. Mathematics is an interdisciplinary application that has transformed every aspect of human life, from the natural sciences to the social sciences, and has had a profound impact on fields such as biology, computer science, economics, engineering, and physics. Technology has made the world faster, more connected, and more efficient. But this didn't happen by magic. It has been achieved through the brilliant minds of mathematicians who have developed algorithms, models, and statistical methods that power the computer programs and gadgets that we use every day, which are essential for success in today's rapidly changing world.

AGENDA

Day 1 to 10

Overview of LaTeX and its history-Basic syntax and structure of LaTeX documents-Creating a new document and basic formatting. Font sizes and styles-Paragraph formatting- Line breaks and spacing-Using the 'em' and 'ex' units- Mathematical Symbols:Basic mathematical symbol -Using the 'amsmath' package-Creating equations and formulas

Day 11 to 20

Creating tables using the 'tabular' environment-Creating figures using the 'graphicx' package- Using captions and labels. Overview of available LaTeX packages (e.g. 'amsmath', 'graphicx', 'hyperref')-How to use packages in a document- Creating custom packages and libraries

Day 21 to 30

Common errors in LaTeX documents (e.g. syntax errors, missing packages)-How to use error messages to debug documents-Best practices for debugging and troubleshooting



RAAK ARTS AND SCIENCE COLLEGE

DEPARTMENT OF
MATHEMATICS

VALUE ADDED COURSE

LaTeX

FROM 4/09/2021

TO 30/10/2021

ALL ARE WELCOME



Jan.
PRINCIPAL
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VILLIANUR POST-605 110
PERAMBAL.



RAAK ARTS AND SCIENCE COLLEGE

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SYLLABUS

Course Title: Introduction to LaTeX

Course Description: In this course, students will learn the basics of LaTeX, a document preparation system used to create professional-quality documents.

Course Duration: 30 Hours

UNIT: 1 Introduction to LaTeX (6 Hours)

Overview of LaTeX and its history-Basic syntax and structure of LaTeX documents-Creating a new document and basic formatting

UNIT: 2 Text Formatting (6 Hours)

Font sizes and styles-Paragraph formatting- Line breaks and spacing-Using the 'em' and 'ex' units- Mathematical Symbols:Basic mathematical symbols (e.g. +, -, x, /) -Using the 'amsmath' package-Creating equations and formulas

UNIT: 3 Tables and Figures (6 Hours)

Creating tables using the 'tabular' environment-Creating figures using the 'graphicx' package-Using captions and labels

UNIT: 4 Packages and Libraries (6 Hours)

Overview of available LaTeX packages (e.g. 'amsmath', 'graphicx', 'hyperref')-How to use packages in a document- Creating custom packages and libraries

UNIT: 5 Troubleshooting Common Errors (6 Hours)

Common errors in LaTeX documents (e.g. syntax errors, missing packages)-How to use error messages to debug documents-Best practices for debugging and troubleshooting

REFERENCES

1. "LaTeX for Beginners" by Michael Shell
2. "LaTeX: A Guide to Document Preparation" by David F. Griffiths and Des MacHale
3. "Advanced LaTeX" by Helmut Kopka and Friedrich Kirchner



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VALUE ADDED COURSE (2021 -2022)

LaTeX

SUMMARY REPORT

As technology has become an integral part of our daily lives, our education system has been rapidly embracing technological advancements. This has led to students developing a better understanding of mathematical concepts and enhancing their problem-solving skills. The course has also boosted the confidence of students, enabling them to take up and apply for PSC Tests and other competitive exams for governmental jobs. Furthermore, students appreciated the opportunity to apply mathematical concepts to real-world scenarios, making the learning experience more relevant and engaging.



Audhi
CO-ORDINATOR

HOD



Jm
PRINCIPAL
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VILLIANUR POST-605 110
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RAAK ARTS AND SCIENCE COLLEGE

Affiliated to Annamalai University, Chidambaram || An ISO 9001:2015 Certified Institution
Recognized under section 2(f) of the UGC Act, 1956.

PERMISSION LETTER

FROM

Mr. R. DEVAKI
Head & Assistant Professor,
Department of commerce
Raak Arts and Science College,
Perambai – 605110

TO:

The Principal,
Raak Arts and Science College,
Perambai – 605110

SUB: Requesting permission for conducting Value Added Course for students - Reg.

Respected Sir,

This is bringing to your kind notice that we have planned to conduct Value Added Course on “**Introduction to Digital Marketing**” for I M COM & II M COM students. This course is very useful for students to developing their knowledge about their future study. So please give the permission for above said programs.

Thanking you

Course Name: “Introduction to Digital Marketing”

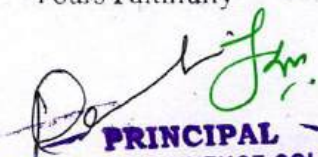
Name of the Co-ordinator: R.DEVAKI

Place: Perambai

Date: 20.09.2021

Yours Faithfully




PRINCIPAL
RAAK ARTS & SCIENCE COLLEGE
VILLIANUR POST-605 110
PERAMBAI.



RAAK ARTS AND SCIENCE COLLEGE

Affiliated to Annamalai University, Chidambaram || An ISO 9001:2015 Certified Institution
Recognized under section 2(f) of the UGC Act, 1956.

22.09.2021

CIRCULAR

It is hereby informed that our Computer science department is going to conduct the value added course on “**Introduction to Digital Marketing**” for I M COM & II M COM students. Hence the students of Computer science have to enroll their name to the course coordinator on or before 28.09.2021.

I M COM - “**Introduction to Digital Marketing**”

II M COM - “**Introduction to Digital Marketing**”

A. M. Hameed No. 2.

Principal

Copy to

1. Principal
2. Office
3. Department of PG commerce



Jam
— **PRINCIPAL**
RAAK ARTS & SCIENCE COLLEGE
VILLIANUR POST-685 110
PERAMBAI.



RAAK ARTS AND SCIENCE COLLEGE

Affiliated to Annamalai University, Chidambaram || An ISO 9001:2015 Certified Institution
UGC Approved

ABOUT THE INSTITUTION

RAAK Arts and Science a Co-Education College affiliated to Thiruvalluvar University, Vellore, and Govt. of TN launched in the year 2009. We started with 5 UG courses and 180 students which have now grown up offering 12 UG courses, 7 PG Courses and 2 Ph.D., Courses with an overall strength of around 1500 students. We strive to produce graduates in different streams building strong moral values, well-disciplined with quality education to make them a complete human to face the challenges of the world with courage and commitment and help them lead a successful life building a good society.

ABOUT THE DEPARTMENT

RAAK Arts and Science College offers department of commerce (PG). Programmes and is manned by experienced and resourceful faculties, with a large number of publications including creative writings and translations. M.Com is a two-year full-time post graduate program that deals with studying various aspects of PG commerce along with Commerce. It is a combination of Commerce for commerce disciplines that require knowledge of computers. This course is designed to equip students with integrated knowledge of commerce. In addition, this course offers ample job opportunities in the Commerce industry. Upon completion,



the course, students can work as Business Analyst, Business Consultant, Auditor, Computer Programmer, App Developer, etc.

OBJECTIVE OF THE VALUE ADDED COURSE

- To improve employability skills of students.
- To bridge the skill gaps and make students industry ready.
- To provide an opportunity to students to develop inter-disciplinary skills

ABOUT THE COURSE

Innovation and entrepreneurship management is a field focused on fostering creativity, developing new ideas, and effectively bringing them to market through entrepreneurial ventures or within existing organizations. It encompasses a range of activities aimed at identifying opportunities, generating novel solutions, and managing the process of turning those ideas into successful businesses or initiatives.

- Analyzing the Current Business Scenario, Innovation and Creativity.
- Experimentation in Innovation Management.
- Marketing of Innovation.
- Sustainability Innovation and Entrepreneurship



RAAK ARTS AND SCIENCE COLLEGE

Course:

Introduction to Digital Marketing

DATA: 01.10.2021

Venue: CLASS ROOM

Department of Commerce (PG)

RAAK Arts & Science College

Organized by



Department of Commerce (PG)

**RAAK Arts & Science College
Perambai, Villianur**

ALL ARE WELCOME

PRINCIPAL
RAAK ARTS & SCIENCE COLLEGE
VILLIANUR POST-805 110
PERAMBAL.



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Recognized under section 2(f) of the UGC Act, 1956.

SYLLABUS

Course Title: Introduction to Digital Marketing

Unit I

Introduction to Digital Marketing

Digital marketing – Meaning, Definition, Objectives-Importance of digital marketing - Difference between traditional and digital marketing - recent trends and current scenario of the industry - digital marketing tools -digital marketing to increase salescompetitive analysis -Case studies on digital marketing strategies. Website Planning and Creation- website tool to generate leads, increase their credibility among consumers – Basic structure of a website – commercial websites –personal website and Blogs.

Unit II

Search Engine Optimisation (SEO)

Search Engine Optimisation - search engine's results page (SERP) - various search engines and their algorithms -SEO like on-page and off-page optimisation, keywords research, meta tags, meta description & link building. Search Engine Marketing – Objectives, Functions, Advantages- Problems - SEM activities via Google Ads platform - search volume, cost-per- click (CPC), customer lifetime value (CLV) and other such metrics - ad copy, URL, ad description and call-to-action (CTA).

Unit III

Social Media Marketing

Social Media Marketing (SMM) – Need & Importance - social media strategies on platforms such as Facebook, Twitter, Instagram, YouTube, LinkedIn, Pinterest, Google+, Snapchat and TikTok - Ccost-Per-Click (CPC), Cost-Per-View (CPV), Cost Per-Impression (CPM) -case studies on successful




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social media strategies . Mobile Marketing – apps- app installations- analyze app metrics - app store optimization (ASO). Besides this, -app advertising, in-app messaging and push notification.

Unit IV

Content Strategies

Content Marketing - a target audience – Fundamentals of digital -content validation – Branding-social media content calendar for a brand. Web Analytics – meaning, importance, advantages –methods of Web Analytics -website visitor's behaviour- Measurementwebsite visitor's actions via Google Analytics bounce rate, page view, session time, etc. - Analytics to decode a website's audience - behaviour and acquisition reports.

Unit V

Digital Media Planning and Buying

Media Planning – Meaning, importance- Steps in Media Planning- Digital Media – Types, Uses- Selection of appropriate Media- Media Audit- cost-per-install (CPI), costper-order (CPO), cost-per-acquisition (CPA), click-through-rate (CTR), etc. - platformbased Ad space, and media planning and budgeting. Web Remarketing – Web Remarketing - Remarketing process – Need and Importance, Advantages –remarketing and remarketing list.

Books for Reference:

1. Vandana Ahuja, Digital Marketing. Oxford University. press, UK.2018
2. Romi Sainy and Rajendra Nargundkar, Digital Marketing Cases from India, Notion Press Chennai, 2018
3. Social Beat(Digital Agency), Digital Marketing Insights, Notion Press Chennai2018

COURSE COORDINATOR



HOD

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PERMISSION LETTER

FROM

Mrs. R.SAKTHIDEVI
Head & Assistant Professor,
Department of computer science & Applications
Raak Arts and Science College,
Perambai- 605110

TO

The Principal,
Raak Arts and Science College,
Perambai- 605110

Respected Sir,

SUB: Requesting permission for conducting Value Added Course for students - Reg.

This is bringing to your kind notice that we have planned to conduct Value Added Course on "DIGITAL PAYMENT" for I&II M.SC(Computer Science) students. This course is very useful for students to developing their knowledge about their future study. So please give the permission for above said programs.

Thanking you

Course Name: "DIGITAL PAYMENTS"

Name of the Co-ordinator:

Mrs. R.SAKTHIDEVI

Place: Perambai

Date: 28.08.2021



R. Sakthidevi
Yours Faithfully

Jam.

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29.08.2021

CIRCULAR

It is hereby informed that our Computer science department is going to conduct the value added course on “**DIGITAL PAYMENTS**” for I&II M.SC(Computer Science) students. Hence the students of Computer science have to enroll their name to the course coordinator on or before 31.08.2021.

I&II M.SC(Computer science)-“**DIGITAL PAYMENTS**”

A. M. Hussain No 2.

Principal

Copy to

1. Principal
2. Office
3. CS&BCA



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RAAK ARTS AND SCIENCE COLLEGE

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About the College

RAAK Arts and Science College was established in the year 2009; it was affiliated to Thiruvalluvar University, Vellore, Tamil Nadu, India. It started with five Under Graduate degree Programs and 180 students. Today, the college is offering more than eleven Under Graduate degree Programs, three Post Graduate Degree Programs and two Ph.D. Degree Programs. The college has been fostering graduates in Arts, Sciences, Commerce, Business Administration, Social Work, Information Technology and Computer Science. This has resulted in interdisciplinary environment that promotes cross-disciplinary learning and research environment to the students. RASC is located in a green campus that has all the necessary infrastructure including laboratories, ICT classrooms, transport facilities etc.

About the Department

Computer science is a dynamic and rapidly growing area that has become an integral part of the world today. It is an interdisciplinary application and utility of computer programming that has transformed every aspect of human life including biology, businesses, cyber security, economics, engineering, information assurance, languages and linguistics, mathematics, physics, public policy, etc. Today, programming and digitalization are used to address a wider range of complex issues. Technology has made the world better, faster, and more connected. But this didn't happen by magic. It has been achieved to the brilliant minds of IT graduates, who took their passion for technology and used it to create gadgets and computer programs that help the society every single day.

AGENDA

Day 1 to 10

Introduction to Digital Payments

Overview of Digital Payments -
Definition and history - Importance and benefits - Key stakeholders - Types of Digital Payments - Credit/Debit cards - Mobile payments - E-wallets - Cryptocurrencies

Day 11 to 20

Technology and Infrastructure Payment Processing
- Transaction flow - Payment gateways - Merchant accounts - Digital Payment Technologies - Near Field Communication (NFC) - QR code - Blockchain technology.

Regulatory Environment

Regulations and Compliance - PCI-DSS - KYC and AML - GDPR and data protection - International Standards and Policies - Regulatory bodies - Cross-border payments - Impact of regulations on innovation

Day 21 to 30

Cybersecurity Threats - Common threats (phishing, fraud, hacking) - Case studies of security breaches - Security Measures - Encryption - Multi-factor authentication - Tokenization



RAAK ARTS AND SCIENCE COLLEGE

DEPARTMENT OF COMPUTER
SCIENCE

VALUE ADDED COURSE

.DIGITAL PAYMENTS

FROM 4/09/2021

TO 30/10/2021

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SYLLABUS

Course Title: DIGITAL PAYMENTS

Course Description: This course provides a comprehensive overview of digital payment systems, covering their mechanisms, technologies, regulatory frameworks, and security measures. Students will gain insights into various digital payment methods, the impact of digital payments on businesses and consumers, and emerging trends in the industry.

Course Duration: [Insert duration here]

UNIT 1 Introduction to Digital Payments(6 hours)

Overview of Digital Payments -Definition and history -Importance and benefits - Key stakeholders-Types of Digital Payments -Credit/Debit cards - Mobile payments -E-wallets – Cryptocurrencies

UNIT 2:Technology and Infrastructure(6 hours)

Payment Processing -Transaction flow - Payment gateways -Merchant accounts - Digital Payment Technologies - Near Field Communication (NFC) - QR code - Blockchain technology.

UNIT 3: Regulatory Environment(6 hours)

Regulations and Compliance - PCI-DSS - KYC and AML - GDPR and data protection - International Standards and Policies - Regulatory bodies - Cross-border payments - Impact of regulations on innovation

UNIT 4: Security in Digital Payments(6 hours)

Cybersecurity Threats - Common threats (phishing, fraud, hacking) - Case studies of security breaches - Security Measures – Encryption - Multi-factor authentication – Tokenization.

UNIT 5:Economic and Social Impact(6 hours)

Impact on Businesses - E-commerce and retail - Small and medium enterprises (SMEs)- Impact on Consumer - Consumer behavior and adoption - Financial inclusion- Innovations in Digital Payments -Predictions and future scenarios.



John
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Books:

- "Digital Payments: Strategies and Future Trends" by David L. Olson and BijanFazlollahi
- "Cryptocurrency and Blockchain Technology" by ShaenCorbet and Andrew Urquhart

Articles and Papers:

- Relevant industry reports and whitepapers
- Journal articles on digital payment technologies and security



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DEPARTMENT OF COMPUTER SCIENCE

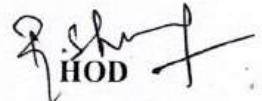
VALUE ADDED COURSE(2021-2022)

DIGITAL PAYMENTS

SUMMARY REPORT

Digital payments have emerged as a transformative force in the global economy, revolutionizing the way individuals and businesses conduct financial transactions. This summary report provides an overview of the current landscape of digital payments, highlighting key trends, challenges, and future prospects.


CO-ORDINATOR


HOD




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PERMISSION LETTER

FROM

Mr. A. Saravanan,
Head & Assistant Professor,
Department of Mathematics,
Raak Arts and Science College,
Perambai – 605110

TO

The Principal,
Raak Arts and Science College,
Perambai – 605110

Respected Sir,

SUB: Requesting permission for conducting Value Added Course for students - Reg.

This is bringing to your kind notice that we have planned to conduct Value Added Course on “Operations Research “ for I & II M.Sc., Mathematics students. This course is very useful for students to developing their knowledge about their future study. So please give the permission for above said programs.

Thanking you

Course Name: “Operations Research”

Name of the Co-ordinator:

Mrs.P. ANUSUYA

Place: Perambai

Date : 26.08.2021

Yours Faithfully



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27.08.2021

CIRCULAR

It is hereby informed that our Mathematics department is going to conduct the value added course on "Operations Research " for I & II M.Sc., Mathematics students. Hence the students of Mathematics have to enroll their name to the course coordinator on or before 31.08.2021.

1. I & II M.Sc., Mathematics - **Operations Research**

A. M. Harindharan

Principal

Copy to

1. Principal
2. Office
3. Mathematics Department



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About the College

RAAK Arts and Science College was established in the year 2009; it was affiliated to Thiruvalluvar University, Vellore, Tamil Nadu, India. It started with five Under Graduate degree Programs and 180 students. Today, the college is offering more than eleven Under Graduate degree Programs, three Post Graduate Degree Programs and two Ph.D. Degree Programs. The college has been fostering graduates in Arts, Sciences, Commerce, Business Administration, Social Work, Information Technology and Computer Science. This has resulted in interdisciplinary environment that promotes cross disciplinary learning and research environment to the students. RASC is located in a green campus that has all the necessary infrastructure including laboratories, ICT classrooms, transport facilities etc.

About the Department

The Mathematics Department is a dynamic and rapidly growing field that has become an integral part of modern society. Mathematics is an interdisciplinary application that has transformed every aspect of human life, from the natural sciences to the social sciences, and has had a profound impact on fields such as biology, computer science, economics, engineering, and physics. Technology has made the world faster, more connected, and more efficient. But this didn't happen by magic. It has been achieved through the brilliant minds of mathematicians who have developed algorithms, models, and statistical methods that power the computer programs and gadgets that we use every day, which are essential for success in today's rapidly changing world.

AGENDA

Day 1 to 10

Definition and scope of Operations Research-Importance of OR in various fields-Overview of OR methods and techniques- Linear Programming-Introduction to linear programming-Formulation of linear programming problems- Graphical method for solving linear programs-Formulation of integer programming problems-Branch and bound method for solving integer programs-Cutting plane method for solving integer programs -Simplex method for solving linear programs-Duality theory

Day 11 to 20

Concept of optimal substructure and overlapping subproblems- Memoization and tabulation methods for solving dynamic programming problem- Types of simulation models (discrete-event, continuous-time, etc.)-Simulation software (e.g. Arena, Simul8)-Introduction to stochastic processes

Day 21 to 30

Real-world applications of OR techniques (e.g. supply chain management, inventory control, etc.)-Case studies using OR



RAAK ARTS AND SCIENCE COLLEGE

DEPARTMENT OF
MATHEMATICS

VALUE ADDED COURSE

OPERATIONS

RESEARCH

FROM 4/09/201

TO 30/10/2021

ALL ARE WELCOME




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Recognized under section 2(f) of the UGC Act, 1956.

SYLLABUS

Course Title: Operations Research

Course Duration: 30 Hours

UNIT: 1 Introduction to Operations Research (6 Hours)

Definition and scope of Operations Research-Importance of OR in various fields-Overview of OR methods and techniques- Linear Programming- Graphical method for solving linear programs

UNIT: 2 Integer Programming (6 Hours)

Introduction to integer programming-Formulation of integer programming problems-Branch and bound method for solving integer programs -Simplex method for solving linear programs- Duality theory

UNIT: 3 Dynamic Programming (6 Hours)

Introduction to dynamic programming-Concept of optimal substructure and overlapping subproblems- Memoization and tabulation methods for solving dynamic programming problems

UNIT: 4 Simulation and Stochastic Processes (6 Hours)

Introduction to simulation modeling-Types of simulation models (discrete-event, continuous-time, etc.)-Simulation software)- Introduction to stochastic processes

UNIT: 5 Case Studies and Applications (6 Hours)

Real-world applications of OR techniques (e.g. supply chain management, inventory control, etc.)-Case studies using OR techniques

REFERENCES

1. Hillier, F. S., & Lieberman, G. J. (2020). Introduction to Operations Research. McGraw-Hill Education.
2. "Operations Research" by Frederick S. Hillier and Gerald J. Lieberman
3. "Stochastic Processes" by Oliver J. Massey




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DEPARTMENT OF MATHEMATICS

VALUE ADDED COURSE (2021 -2022)

OPERATIONS RESEARCH, SUMMARY REPORT

As technology has become an integral part of our daily lives, our education system has been rapidly embracing technological advancements. This has led to students developing a better understanding of mathematical concepts and enhancing their problem-solving skills. The course has also boosted the confidence of students, enabling them to take up and apply for PSC Tests and other competitive exams for governmental jobs. Furthermore, students appreciated the opportunity to apply mathematical concepts to real-world scenarios, making the learning experience more relevant and engaging.



CO-ORDINATOR

HOD



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SYLLABUS

SOCIAL MEDIA AND WEB ANALYTICS

Unit 1 (5 hrs)

Introduction to Social Media & Web Analytics

Web sites, web apps, mobile apps and social media - Usability, user experience, customer experience, customer sentiments, web marketing, conversion rates, ROI, brand reputation, competitive advantages. Web analytics and Web analytics 2.0 framework (click stream, multiple outcomes analysis, experimentation and testing, voice of customer, competitive intelligence, Insights)

Unit 2 (7 hrs)

Social media analytics

Social media KPIs (reach and engagement) - Performing social media analytics (business goal, KPIs, data gathering, analysis, measure and feedback)

Unit 3 (6 hrs)

Web metrics and web analytics

Pulse Metrics - Page views, Uptime, Latency, Seven-day active users) on business and technical issues - Heart Metrics - Happiness, Engagement, Adoption, Retention, and Task success) on user behavior issues; - On-site web analytics, off-site web analytics, the goal-signal-metric process

Unit 4 (7 hrs)

Data analysis language and tools

Ready-made tools for Web and social media analytics - Key Google Analytics metrics, dashboard, social reports - Statistical programming language (R), its graphical development environment (Deducer) for data exploration and analysis, and its social media analysis packages (R Google Trends, twitterR)

Unit 5 (6 hrs)

Case analysis

User experience measurement cases and Web analytics cases

References

- Fox, A. U., & Larson, J. M. (2017). **Social media ROI: Managing and measuring social media efforts for business success.** Kogan Page Publishers.

COURSE COORDINATOR

HOI



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List of Value Added courses conducted in the institution during the academic year 2021-22

| S.no | Name of the Programme |
|------|-------------------------------------|
| 1. | Pure Tamil Training |
| 2. | English for Career Development |
| 3. | Design Thinking |
| 4. | Problem Solving and Decision Making |
| 5. | Dynamics of Service Sec-r |
| 6. | Financial Risk Management |
| 7. | Office Management |
| 8. | Social media and web Analytics |
| 9. | Social Etiquette |
| 10. | Women and Society in India |
| 11. | Digital Transformation In Business |
| 12. | Multimedia |
| 13. | Ethical Hacking |
| 14. | E-commerce |
| 15. | Social Network Awareness |
| 16. | Latex |
| 17. | Laboratories Safety |
| 18. | Organic Pharma |
| 19. | Introduction - Digital Marketing |
| 20. | Operation Research |
| 21. | Digital Payments |



Jar.
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PERAMBAL.



RAAK ARTS AND SCIENCE COLLEGE

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PERMISSION LETTER

FROM

R.DEVAKI

Head & Assistant Professor,
Department of Business administration
Raak Arts and Science College,
Perambai – 605110

TO

The Principal,
Raak Arts and Science College,
Perambai – 605110

Respected Sir,

SUB: Requesting permission for conducting Value Added Course for students - Reg.

This is bringing to your kind notice that we have planned to conduct Value Added Course on "DYNAMICS OF SERVICE SECTOR" for III B.Com students. This course is very useful for students to developing their knowledge about their future study. So please give the permission for above said programs.

Thanking you


Course Name: DYNAMICS OF SERVICE SECTOR

Name of the Co-ordinator:

R.DEVAKI (III B.COM)

Place: Perambai

Date: 20.08.2021


Yours Faithfully




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21.08.2021

CIRCULAR

It is hereby informed that our Commerce Department is going to conduct the value added course on " DYNAMICS OF SERVICE SECTOR " for III BCOM students. Hence the students of our Commerce Department have to enroll their name to the course coordinator on or before 23.08.2021

III BCOM - DYNAMICS OF SERVICE SECTOR

A. M. Harish Na. 2.

Principal

Copy to

1. Principal
2. Office
- 3..Department of Commerce



Jay.
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VILLIANUR POST-605 110
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RAAK ARTS AND SCIENCE COLLEGE

ABOUT THE INSTITUTION

RAAK Arts and Science a Co-Education College affiliated to Thiruvalluvar University, Vellore, and Govt. of TN launched in the year 2009. We started with 5 UG courses and 180 students which have now grown up offering 12 UG courses, 7 PG Courses and 2 Ph.D., Courses with and overall strength of around 1500 students. We strive to produce graduates in different streams building strong moral values, well-disciplined with quality education to make them a complete human to face the challenges of the world with courage and commitment and help them lead a successful life building a good society.

ABOUT THE DEPARTMENT

RAAK Arts and Science College offers B. Com. Programmes. The Department of Commerce's mission is to create the conditions for economic growth and opportunity for all communities. Through its 13 bureaus, the Department works to drive U.S. economic competitiveness, strengthen domestic industry, and spur the growth of quality jobs in all communities across the country. The Department serves as the voice of business in the Federal Government, and at the same time, the Department touches and serves every American every day.



The Department offers the innovation and invention that underpin the U.S. comparative

technologies such as quantum computing and artificial intelligence (AI).

OBJECTIVE OF THE VALUE ADDED COURSE

- To improve employability skills of students.
- To bridge the skill gaps and make students industry ready.
- To provide an opportunity to students to develop inter-disciplinary skills

ABOUT THE COURSE

The status of women in India is strongly connected to family relations. In India, the family is seen as crucially important, and in most of the country, the family unit is patrilineal. Families are usually multi-generational, with the bride moving to live with the in-laws..

- To familiarize students with the specific cultural contexts of women in India
- To Orient the students regarding Theories of Gender Relations, Position of Women in India Society
- To Imbibe knowledge about Economic Development, Women and Work Force Labour



RAAK ARTS AND SCIENCE COLLEGE

Villianur Post, Villianur - 605 011, Tamil Nadu
Registration No: 11/19/2015

Course:
DYNAMICS OF SERVICE SECTOR

Venue:
CLASS ROOM
Department of Commerce
RAAK Arts & Science College

Start: **25/08/2021 TO 04/10/2021**

Organized by



Department of Commerce
RAAK Arts & Science College
Perambai, Villianur

ALL ARE WELCOME

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SYLLABUS

DYNAMICS OF SERVICES SECTORS

UNIT I - BANKING & FINANCE

(6HR)

Introduction to banking sector – types of banks -trends in banking - careers in banking - educational qualification and skills required for various posts in banking . Various careers in BSFI & NON BSFI .

UNIT II - STOCK MARKET

(6HR)

History of stock exchanges - types of market -functions of stock exchange – online trading requirement - basic terms used in stock market – bull and bearish market - live online trading - buying and selling practical session .

UNIT III - LOGISTICS & SUPPLY CHAIN MANAGEMENT

(6HR)

Introduction to logistics - logical chain in logistics -national and international logistics – Indian economy at glance in terms of global trade - E -Commerce and logistic - relationship between logistic and supply chain management - importance and types of warehouses, career options and skills required .

UNIT IV - MEDIA SERVICES

(6HR)

Introduction to media - importance of media services - beneficiaries of media services - effectiveness of media in today's era - relevance and prospects of media - censorship and careers in media .

UNIT V- MARKETING SERVICES

(6HR)

What is brand? – Successful marketing strategies of NIKE and APPLE – marketing in modern times – communication in marketing – relationship marketing – careers – digital marketing services .



Jan
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DEPARTMENT OF COMMERCE
VALUE ADDED COURSE (2021 -2022)
DYNAMICS OF SERVICE SECTOR

SUMMARY REPORT

The Dynamics of Service Sector course offers a comprehensive exploration of the unique characteristics and challenges of the service industry. Covering key topics such as service design, customer experience management, and service quality assessment, the course examines how services differ from goods and the implications for management strategies. Participants learn about the role of technology in enhancing service delivery, as well as the importance of effective communication and relationship-building with customers. The curriculum also addresses current trends and innovations within the service sector, equipping students with the skills needed to adapt to a rapidly evolving market. By the end of the course, participants will have a deeper understanding of how to effectively manage and grow service-oriented businesses, making them well-prepared for various roles in this dynamic field.

COURSE COORDINATOR

HOD



PRINCIPAL
RAAK ARTS & SCIENCE COLLEGE
VILLIANUR, CHIDAMBARAM
TAMIL NADU



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Recognized under section 2(f) of the UGC Act, 1956.

PERMISSION LETTER

FROM

R.DEVAKI
Head & Assistant Professor,
Department of Business administration
Raak Arts and Science College,
Perambai – 605110

TO

The Principal,
Raak Arts and Science College,
Perambai – 605110

Respected Sir,

SUB: Requesting permission for conducting Value Added Course for students - Reg.

This is bringing to your kind notice that we have planned to conduct Value Added Course on "FINANCIAL RISK MANAGEMENT" for II B.Com students. This course is very useful for students to developing their knowledge about their future study. So please give the permission for above said programs.

Thanking you

Course Name: FINANCIAL RISK MANAGEMENT

Name of the Co-ordinator:

R.DEVAKI (II B.COM)

Place: Perambai

Date: 12.07.2021

Yours Faithfully



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PERAMBAI



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13.07.2021

CIRCULAR

It is hereby informed that our Commerce Department is going to conduct the value added course on " FINANCIAL RISK MANAGEMENT " for II BCOM students. Hence the students of our Commerce Department have to enroll their name to the course coordinator on or before 16.07.2021

II BCOM - FINANCIAL RISK MANAGEMENT

A. Mohamed Noor

Principal

Copy to

1. Principal
2. Office
- 3..Department of Commerce



Jan

PRINCIPAL
RAAK ARTS & SCIENCE COLLEGE
VILLIANUR POST-605 110
PERAMBAL.



RAAK ARTS AND SCIENCE COLLEGE

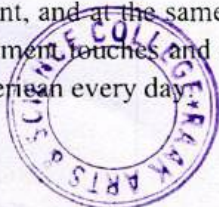
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ABOUT THE INSTITUTION

RAAK Arts and Science a Co-Education College affiliated to Thiruvalluvar University, Vellore, and Govt. of TN launched in the year 2009. We started with 5 UG courses and 180 students which have now grown up offering 12 UG courses, 7 PG Courses and 2 Ph.D., Courses with and overall strength of around 1500 students. We strive to produce graduates in different streams building strong moral values, well-disciplined with quality education to make them a complete human to face the challenges of the world with courage and commitment and help them lead a successful life building a good society.

ABOUT THE DEPARTMENT

RAAK Arts and Science College offers B. Com. Programmes. The Department of Commerce's mission is to create the conditions for economic growth and opportunity for all communities. Through its 13 bureaus, the Department works to drive U.S. economic competitiveness, strengthen domestic industry, and spur the growth of quality jobs in all communities across the country. The Department serves as the voice of business in the Federal Government, and at the same time, the Department touches and serves every American every day.



technologies such as quantum computing and artificial intelligence (AI).

OBJECTIVE OF THE VALUE ADDED COURSE

- To improve employability skills of students.
- To bridge the skill gaps and make students industry ready.
- To provide an opportunity to students to develop inter-disciplinary skills.

ABOUT THE COURSE

The status of women in India is strongly connected to family relations. In India, the family is seen as crucially important, and in most of the country, the family unit is patrilineal. Families are usually multi-generational, with the bride moving to live with the in-laws..

- To familiarize students with the specific cultural contexts of women in India
- To Orient the students regarding Theories of Gender Relations, Position of Women in India Society
- To Imbibe knowledge about Economic Development, Women and Work Force Labour



RAAK ARTS AND SCIENCE COLLEGE

Course:
**FINANCIAL RISK
MANAGEMENT**

Venue:
CLASS ROOM
Department of Commerce
RAAK Arts & Science
College

Start: **21/09/2021 TO
29/10/2021**

Organized by



Department of Commerce
RAAK Arts & Science
College
Perambai, Villianur

ALL ARE WELCOME

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RAAK ARTS & SCIENCE COLLEGE
VILLIANUR POST. P.O. 5 110
PERAMBAI.



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SYLLABUS

FINANCIAL RISK MANAGEMENT

Unit 1: Introduction to Financial Risk Management (6HR)

Overview of financial risk management concepts and principles - Types of financial risks (market risk, credit risk, liquidity risk, operational risk, etc.) - Risk management frameworks and methodologies - Regulatory requirements and standards related to financial risk management - Role of financial risk management in corporate governance and decision-making

Unit 2: Market Risk Management (6HR)

Measurement and assessment of market risk - Value at Risk (VaR) and other risk metrics - Modeling techniques for market risk (historical simulation, Monte Carlo simulation, etc.) - Hedging strategies to mitigate market risk exposure Market risk management in different financial markets (equity markets, fixed income markets, currency markets, etc.).

Unit 3: Credit Risk Management (6HR)

Understanding credit risk and credit analysis techniques - Credit scoring models and credit ratings - Counterparty credit risk and exposure measurement - Credit risk mitigation techniques (collateralization, credit derivatives, etc.) - Stress testing and scenario analysis for credit risk management.

Unit 4: Liquidity Risk Management (6HR)

Overview of liquidity risk and its importance in financial management - Liquidity risk measurement and monitoring - Liquidity risk management strategies (liquidity buffers, contingency funding plans, etc.) - Funding and liquidity risk in financial institutions - Regulatory requirements and best practices for liquidity risk management.

Unit 5: Operational Risk Management (6HR)

Understanding operational risk and its sources (people, processes, systems, external erational risk assessment and quantification - Control frameworks and risk mitigation strategies - Business continuity planning and disaster recovery - Operational risk management in different industries and sector.s




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DEPARTMENT OF COMMERCE
VALUE ADDED COURSE (2021 -2022)
FINANCIAL RISK MANAGMENT

SUMMARY REPORT

The Financial Risk Management course provides participants with a thorough understanding of the principles and practices involved in identifying, assessing, and mitigating financial risks. Covering key topics such as market risk, credit risk, operational risk, and liquidity risk, the course equips students with the analytical tools and frameworks necessary for effective risk management. Participants learn to apply quantitative methods, risk assessment models, and regulatory compliance standards, enhancing their ability to make informed financial decisions. The curriculum also emphasizes the importance of developing risk management strategies that align with organizational goals. By the end of the course, students will be well-prepared to navigate the complexities of financial risk, making them valuable assets in the finance industry.

COURSE COORDINATOR

HOD



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PERAMBALUR.



RAAK ARTS AND SCIENCE COLLEGE

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Recognized under section 2(f) of the UGC Act, 1956.

PERMISSION LETTER

FROM

R.DEVAKI
Head & Assistant Professor,
Department of Business administration
Raak Arts and Science College,
Perambai – 605110

TO

The Principal,
Raak Arts and Science College,
Perambai – 605110

Respected Sir,

SUB: Requesting permission for conducting Value Added Course for students - Reg.

This is bringing to your kind notice that we have planned to conduct Value Added Course on "OFFICE MANAGEMENT" for I B.Com students. This course is very useful for students to developing their knowledge about their future study. So please give the permission for above said programs.

Thanking you

Course Name: OFFICE MANAGEMENT

Name of the Co-ordinator:

R.DEVAKI (I B.COM)

Place: Perambai

Date: 9.06.2021

Yours Faithfully



PRINCIPAL
RAAK ARTS & SCIENCE COLLEGE
VILLIANUR
Perambai - 605110



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Recognized under section 2(f) of the UGC Act, 1956.

10.06.2021

CIRCULAR

It is hereby informed that our Commerce Department is going to conduct the value added course on " OFFICE MANAGEMENT " for I BCOM students. Hence the students of our Commerce Department have to enroll their name to the course coordinator on or before 14.06.2021

I BCOM - OFFICE MANAGEMENT

A. M. Hameed No. 2.

Principal

Copy to

1. Principal
2. Office
- 3..Department of Commerce



Jan
PRINCIPAL
RAAK ARTS & SCIENCE COLLEGE
VILLIANUR POST-605 110
PERAMBAL.

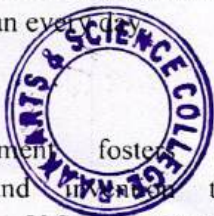


ABOUT THE INSTITUTION

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ABOUT THE DEPARTMENT

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The Department fosters the innovation and that underpin the U.S. comparative

technologies such as quantum computing and artificial intelligence (AI).

OBJECTIVE OF THE VALUE ADDED COURSE

- To improve employability skills of students.
- To bridge the skill gaps and make students industry ready.
- To provide an opportunity to students to develop interdisciplinary skills

ABOUT THE COURSE

The status of women in India is strongly connected to family relations. In India, the family is seen as crucially important, and in most of the country, the family unit is patrilineal. Families are usually multi-generational, with the bride moving to live with the in-laws..

- To familiarize students with the specific cultural contexts of women in India
- To Orient the students regarding Theories of Gender Relations, Position of Women in India Society
- To Imbibe knowledge about Economic Development, Women and Work Force Labour



RAAK ARTS AND SCIENCE COLLEGE

Course:
OFFICE MANAGEMENT

Venue:
CLASS ROOM
Department of Commerce
RAAK Arts & Science
College

Start: 15/06/2021 TO
21/07/2021

Organized by



Department of Commerce
RAAK Arts & Science
College
Perambai, Villianur

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Jan.

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SYLLABUS OFFICE MANAGEMENT

Unit 1: Introduction to Office Management (6HR)

Overview of office management principles and functions - Role and responsibilities of office managers - Organizational structure and hierarchy within an office - Environment Time management techniques and prioritization of tasks - Basic principles of communication within an office setting.

Unit 2: Administrative Skills (6HR)

Office administration procedures and protocols - Records management and document control - Office equipment and technology management - Mail and correspondence engagement - Office supplies inventory and procurement.

Unit 3: Communication in the Workplace (6HR)

Effective verbal and written communication skills - Business correspondence and etiquette - Interpersonal communication skills and conflict resolution - Meeting management and facilitation - Use of technology for communication (email, video conferencing, etc.).

Unit 4: Leadership and Team Management (6HR)

Principles of leadership and management styles - Motivation and employee engagement strategies - Team building and collaboration techniques - Delegation and empowerment of team members - Performance management and feedback mechanisms.

Unit 5: Office Planning and Project Management (6HR)

Office layout and space planning - Facilities management and maintenance - Project management principles and methodologies - Budgeting and resource allocation for office projects - Risk



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VILLIANUR POST, 605 110
PENAMALAI



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DEPARTMENT OF COMMERCE VALUE ADDED COURSE (2021 -2022)

OFFICE MANAGEMENT SUMMARY REPORT

The Office Management course is designed to equip participants with essential skills and knowledge for effectively managing office operations and enhancing organizational efficiency. The curriculum covers key areas such as administrative procedures, communication skills, time management, project coordination, and human resources management. Students learn to utilize technology and software tools to streamline workflows, improve productivity, and foster teamwork. Emphasizing leadership and problem-solving techniques, the course prepares individuals to take on various roles within an office setting, ensuring they can adapt to the dynamic demands of modern workplaces. By the end of the program, participants will be well-prepared to contribute to their organizations' success and drive operational excellence.

COURSE COORDINATOR

HOD



Jam.
PRINCIPAL
RAAK ARTS & SCIENCE COLLEGE
VILLIANUR POST, CHIDAMBARAM
TAMIL NADU



RAAK ARTS AND SCIENCE COLLEGE

Affiliated to Annamalai University, Chidambaram || An ISO 9001:2015 Certified Institution
Recognized under section 2(f) of the UGC Act, 1956.

PERMISSION LETTER

FROM

Dr.D.BARANITHARAN
Head & Assistant Professor,
Department of Commerce (CA)
Raak Arts and Science College,
Perambai – 605110

TO

The Principal,
Raak Arts and Science College,
Perambai – 605110

Respected Sir,

SUB: Requesting permission for conducting Value Added Course for students - Reg.

This is bringing to your kind notice that we have planned to conduct Value Added Course on "SOCIAL MEDIA AND WEB ANALYTICS "for III B.COM (CA) students. This course is very useful for students to developing their knowledge about their future study. So please give the permission for above said programs.

Thanking you

Course Name: Social Media and Web Analytics

Name of the Co-ordinator:

Mr.R.CHILAMBARASAN (III B.COM (CA)

Place: Perambai

Date: 28.05.2021

Yours Faithfully

Jan.

PRINCIPAL
RAAK ARTS & SCIENCE COLLEGE
VILLIANUR POST-605 110
PERAMBAL.





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Recognized under section 2(f) of the UGC Act, 1956.

02.06.2021

CIRCULAR

It is hereby informed that our Commerce (CA) is going to conduct the value added course on "SOCIAL MEDIA AND WEB ANALYTICS" for III B.COM (CA) students. Hence the students of Business Administration have to enroll their name to the course coordinator on or before 31.05.2021.

II B.COM (CA)., - Social Media and Web Analytics

A. M. Harish Na. S.

Principal

Copy to

1. Principal
2. Office
- 3...Department of Commerce (CA)



Jam
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VILLIANUR POST-609 110
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ABOUT THE INSTITUTION

RAAK Arts and Science a Co-Education College affiliated to Thiruvalluvar University, Vellore, and Government launched in the year 2009. We started with 5 UG courses and 180 students which have now grown up offering 12 UG courses, 7 PG Courses and 2 Ph.D., Courses with and overall strength of around 1500 students. We strive to produce graduates in different streams building strong moral values, well-disciplined with quality education to make them a complete human to face the challenges of the world with courage and commitment and help them lead a successful life building a good society.

ABOUT THE DEPARTMENT

RAAK Arts and Science College offers B. Com. (CA). Programmes and is manned by experienced and resourceful faculties, with a large number of publications including creative writings and translations. B.Com Computer Applications is a three-year full-time undergraduate program that deals with studying various aspects of computer science along with Commerce. It is a combination of Commerce and computer applications for commerce disciplines that require knowledge of computers. This course is designed to equip students with integrated knowledge of commerce and computer systems.

OBJECTIVE OF THE VALUE ADDED COURSE

- To improve employability skills of students.
- To bridge the skill gaps and make students industry ready.
- To provide an opportunity to students to develop inter-disciplinary skills

ABOUT THE COURSE

Involves gathering data from social media platforms like Facebook, Twitter, and Instagram to understand how social media activities impact business results. This type of analysis can help businesses identify trends in consumer behavior, improve marketing campaigns, and make data-driven decisions. Social media analytics tools use technologies like data mining and big data to analyze data based on metrics like likes, follows, and retweets.

- To make students decode data and arrive at an effective social media strategy.
- To make students understand the role of social media data and analytics in helping organizations achieve their goals



RAAK

ARTS AND SCIENCE COLLEGE

(ISO 9001:2015 Certified Institution & Recognized under 2(F) of UGC Act - 1956
(Affiliated to Thiruvalluvar University)

Course:
**SOCIAL MEDIA AND WEB
ANALYTICS**

Venue:
CLASS ROOM
Department of Commerce (CA)
RAAK Arts & Science College

Start: 08.06.2021 to 15.07.2021

Organized by



Department of Commerce (CA)
RAAK Arts & Science College
Perambai, Villianur

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