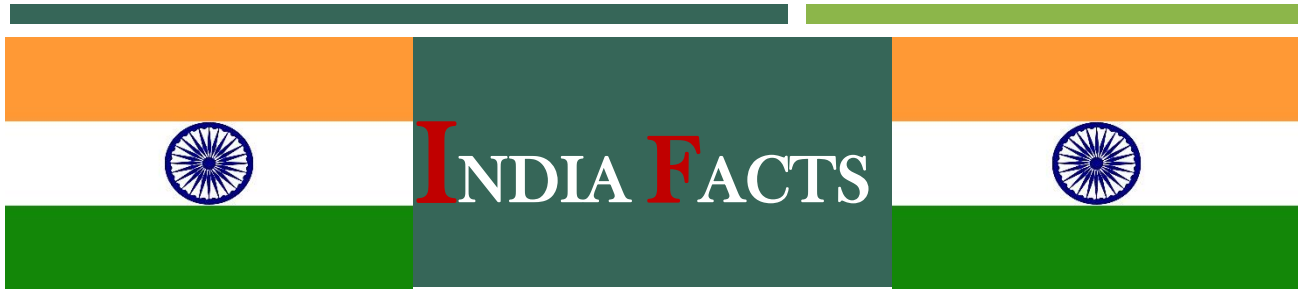


# RAJAGIRI BUSINESS SCHOOL



Rajagiri Valley,  
Kakkanad, Kochi,  
Kerala, India  
682039



# INDIA FACTS



## NATIONAL SYMBOLS OF INDIA

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



# KERALA - GODS OWN COUNTRY

LAND OF COCONUT TREES

CLEANEST STATE OF INDIA

THE PARADISE OF AYURVEDA

WELTHIEST HINDU TEMPLE IN THE WORLD

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





**RCSS**  
RAJAGIRI COLLEGE OF  
SOCIAL SCIENCES  
(AUTONOMOUS)

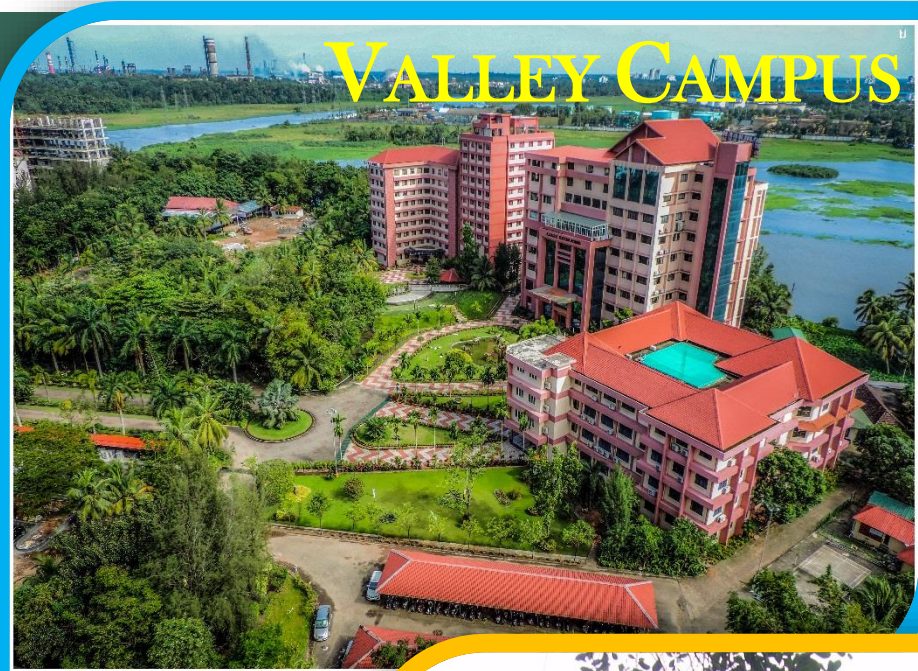


**RBS**  
RAJAGIRI BUSINESS  
SCHOOL

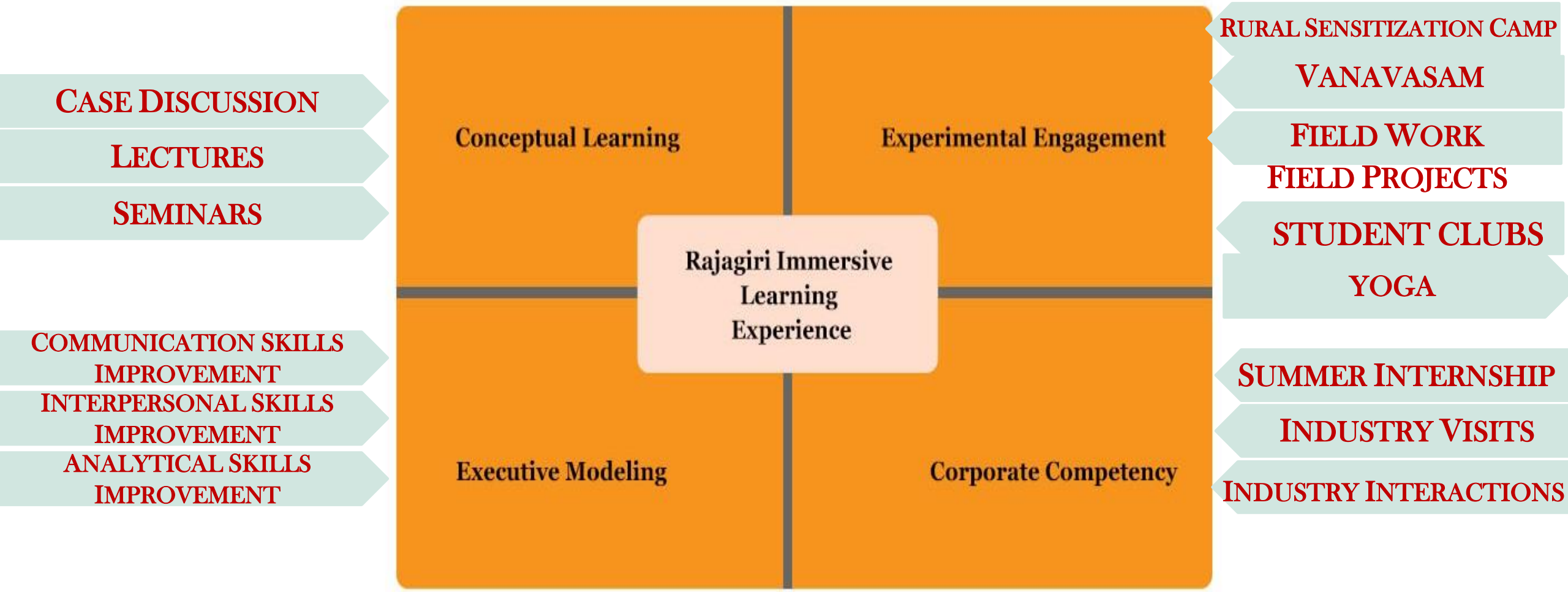
# RAJAGIRI

## PROGRAMMES OFFERED

- PGDM
- EXECUTIVE PGDM
- MBA
- PH.D IN MANAGEMENT
- MHRM
- BSW
- MSW
- PGDCSW
- PH.D IN SOCIAL WORK
- MCA
- MSC COMPUTER SCIENCE (DATA ANALYTICS)
- MLISC 1 YEAR
- M.LIB.I.SC 2 YEAR
- B.COM MODEL I: FINANCE & TAXATION
- B.COM MODEL II: FINANCE & TAXATION
- B.COM MODEL I: COMPUTER APPLICATION
- BBA
- B.SC. PSYCHOLOGY
- M.SC. PSYCHOLOGY

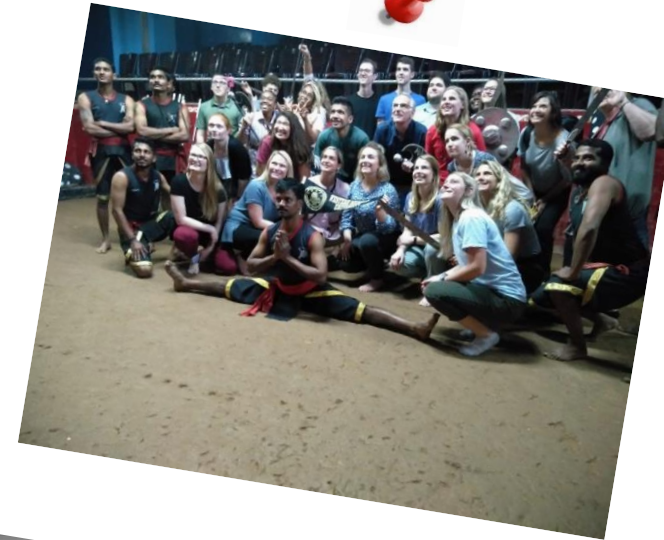


# RAJAGIRI IMMERSIVE LEARNING EXPERIENCE



# INTERNATIONAL ACTIVITIES

- SEMESTER ABROAD PROGRAMME
- TRIMESTER ABROAD PROGRAMME
- TWINNING PROGRAMME
- DUAL DEGREE PROGRAMME
- SUMMER SCHOOL
- FACULTY LED STUDY ABROAD PROGRAMME



# IMMEDIATE ROLL OUT PROGRAMMES

- ❖ DIPLOMA PROGRAMME IN PANCHAKARMA & WELLNESS (3 MONTHS, 6 MONTHS & 1 YEAR)
- ❖ PGDM - INNOVATION ENTREPRENEURSHIP & VENTURE DEVELOPMENT (PGDM - IEV)
- ❖ FELLOWSHIP PROGRAMME IN MANAGEMENT (FPM)



# SEM ABROAD POSSIBILITIES FOR INCOMING STUDENTS

## Studying Courses

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

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

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



# SEM ABROAD POSSIBILITIES FOR INCOMING STUDENTS

## Studying Courses

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

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

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

## Elective Subjects

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

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

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

# SEM ABROAD POSSIBILITIES FOR INCOMING STUDENTS

## Elective Subjects

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

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

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

# SEM ABROAD POSSIBILITIES FOR INCOMING STUDENTS

## Internship Opportunities

- INTERNSHIP IN COMPANIES
- INTERNSHIP INSIDE CAMPUS
- INTERNSHIP IN OUR  
INCUBATION CENTRE



# KERALA PICTURESQUE

**MUNNAR**



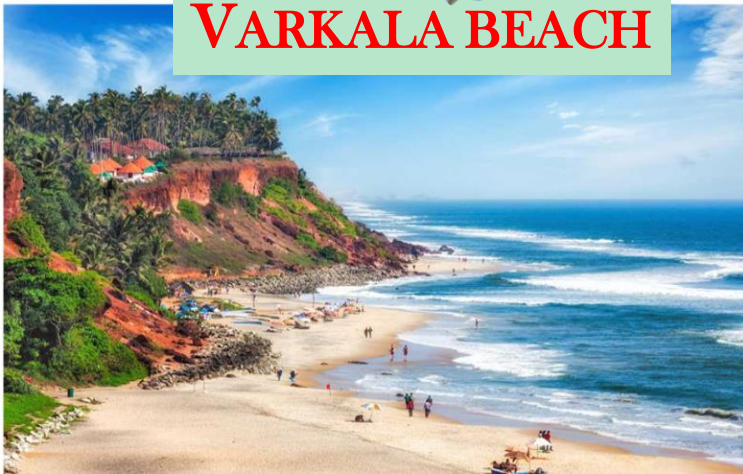
**KOVALAM BEACH**



**VAGAMON**



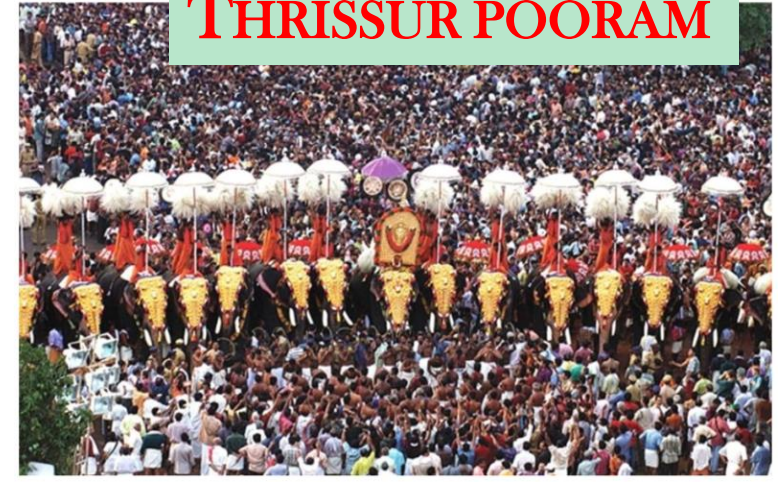
**VARKALA BEACH**



**WAYANAD FOREST**



**THRISSUR POORAM**



# OTHER STATES SIGHTSEEING DESTINATIONS

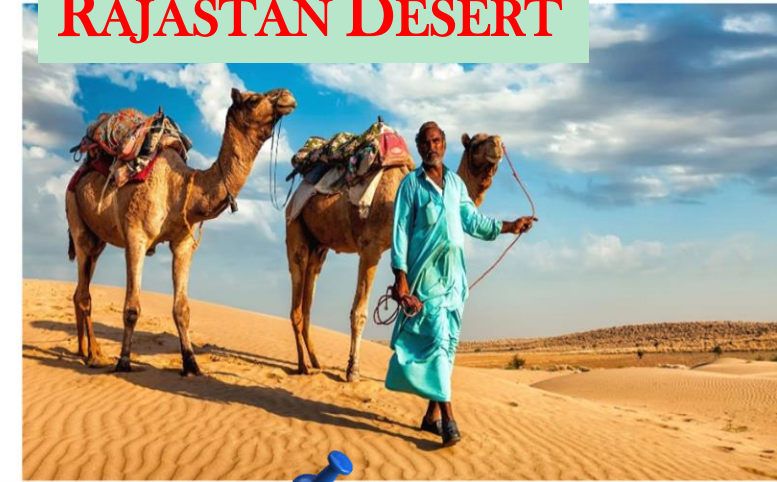
GOA



HAMBI



RAJASTAN DESERT



INDIA GATE, NEW DELHI



MUMBAI SUBURBAN



MANALI, HIMACHAL PRADESH



# INDIAN FESTIVALS



**ONAM**



**HOLI**



**RAMZAN**



**DEEPAVALI**



**CHRISTMAS**



**PONGAL**



**RBS**  
RAJAGIRI BUSINESS  
SCHOOL



PRAMODH KORULA  
COORDINATOR – OFFICE OF INTERNATIONAL RELATIONS

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