

AQAR 2023 - 2024



SANTHIGIRI COLLEGE
OF COMPUTER SCIENCES
Affiliated to M.G. University, Approved by AICTE and Accredited by NAAC



CRITERION 1

Course File



SANTHIGIRI COLLEGE

VAZHITHALA P.O., THODUPUZHA

(Affiliated to M.G. University & Approved by AICTE)



COURSE FILE

Name of Faculty AMBILY U.

Department COMMERCE

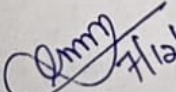
Name of Programme M. Com

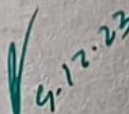
Batch Finance & Taxation

Semester First

Name of Course Marketing Management

1.	Name List	✓		
2.	Outcome Based Lesson Plan (PO, PSO, CO)	✓		
3.	Timetable	✓		
4.	Assignment	✓		
5.	Seminar	✓		
6.	Examination	✓		
7.	Attendance	✓		
8.	Remedial Class	✓		
9.	Remedial Attendance	✓		
10.	A2 From			
11.	Result Analysis (Internal)	✓		
12.	Result Anslsis (University)			


 Verified By
 HOD


 Verified By
 Principal

COURSE OUTCOME (CO'S)

- CO1:** To understand the role and importance of marketing.
- CO2:** Identify the factors influencing Market Segmentation
- CO3:** Develop an idea about Consumer behaviour.
- CO4:** To understand the factors affecting product line, Product mix, Brand Equity.
- CO5:** To acquire knowledge in service quality
- CO6:** Develop an idea of service marketing In India

SYLLABUS

MARKETING MANAGEMENT

SYLLABUS

Module 1 Marketing Management: An Overview- 25 hours

Marketing - Nature and scope —Marketing Mix, Marketing as the central function of an organization — Marketing Process, Customer Relationship Marketing – Strategies – Features – Advantages of Customer Relationship Management – Relationship Marketing – Difference between relationship orientation and transaction orientation - e - CRM. Customer retention – benefits – strategies. Customer Centric Organisation – Features of a customer centric organisation – Advantages. Role of Marketing in Customer Retention - Marketing as Creating, Communicating and Delivering Value - Value chain - Customer delight as the end of the value chain. Marketing Environment – Internal and External environment.

Module 2 Market Segmentation

Market Segmentation, Bases, Consumer Markets, Requirements, Market targeting, Selecting, Mass Marketing Differentiated Marketing, Niche Marketing, Micro Marketing Local Marketing, Customized Marketing, Market Differentiation and Positioning, Value Proposition, Proposition Strategies.

Module 3 Consumer Behaviour

Consumer Market, Consumer Behaviour, Determinants, Factors influencing consumer Behaviour, Types, Consumer Buying Decisions- Organizational Buying Process.

Module 4 Product and Brand Management

RESULT ANALYSIS (Internal Exam)

Test	IAE 1	IAE 2	IAE 3	Model Exam
Total No. of Students	09			
Total No. of Absent	—	09		
Total No. of Appeared	09	—		
Total No. of Passed	09	09		
Total No. of Failed	09	09		
Percentage of Pass	—	—		
Signature of HOD	100	100		

Description	No. of students appeared	90% and Above	75% and Above	60% and Above	50% and Above	50% Below
IAE 1	09	—	06	02	01	—
IAE 2	09	04	05	—	—	—
IAE 3						
Model Exam	09	01	08	—	—	—

Minimum Pass - 50%

Signature of Course In-charge

Name

Date

Signature of HOD

Signature of Principal

REMEDIAL CLASS - ATTENDANCE

[illegible]

Signature of HOD

Signature of Principal

SANTHIGIRI COLLEGE

VAZHITHALA P.O., THODUPUZHA

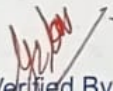
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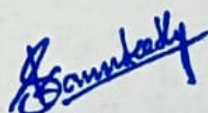


COURSE FILE

Name of Faculty RAJESH A.V
Department COMPUTER SCIENCE
Name of Programme BCA
Batch 2023-26 (A)
Semester FIRST
Name of Course COMPUTER FUNDAMENTALS & DIGITAL PRINCIPLES

1.	Name List	✓		
2.	Outcome Based Lesson Plan (PO, PSO, CO)	✓		
3.	Timetable	✓		
4.	Assignment	✓		
5.	Seminar	✓		
6.	Examination	✓		
7.	Attendance			
8.	Remedial Class	✓		
9.	Remedial Attendance	✓		
10.	A2 Form	✓		
11.	Result Analysis (Internal)			
12.	Result Analysis (University)			


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 HOD


 Verified By
 Principal

PRINCIPAL
 SANTHIGIRI COLLEGE OF COMPUTER SCIENCES
 VAZHITHALA P. O., THODUPUZHA
 KERALA, PIN : 685 583

REMEDIAL CLASS - ATTENDANCE

[illegible]

Signature of HOD

Signature of Principal
PRINCIPAL

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KERALA, PIN : 685 583

REMEDIAL CLASS SYLLABUS

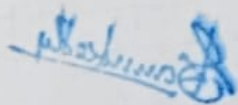
Module 1 - Functional units, s/w and H/w,

Module 2 - networks

Module 3 - Number System

Module 4. - Logic Gates, K-Map

Module 5. - Logic circuits.



RESULT ANALYSIS (Internal Exam)

Test	IAE 1	IAE 2	IAE 3	Model Exam
Total No. of Students	61	61		61
Total No. of Absent	0	02		01
Total No. of Appeared	61	59		60
Total No. of Passed	40	43		49
Total No. of Failed	21	16		11
Percentage of Pass	66	73		82
Signature of HOD	<i>Anantha</i>	<i>[Signature]</i>		<i>[Signature]</i>

Description	No. of students appeared	90% and Above	75% and Above	60% and Above	50% and Above	50% Below
IAE 1	61	1	1	19	19	21
IAE 2	59	1	12	18	12	16
IAE 3						
Model Exam	60	1	17	19	12	11

Minimum Pass - 50%

nsd.

Signature of Course In-charge

Name *Rajesh A V*

Date *20/10/23.*

Signature of HOD

Signature of Principal

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SANTHIGIRI COLLEGE OF COMPUTER SCIENCES
VAZHITHALA P. O., THODUPUZHA
KERALA, PIN : 685 503

SANTHIGIRI COLLEGE

VAZHITHALA P.O., THODUPUZHA

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COURSE FILE

Name of Faculty

Dinpa Jose

Department

Management Studies

Name of Programme

BBA

Batch

2022 - 2025

Semester

53

Name of Course

Marketing Management

1.	Name List	✓		
2.	Outcome Based Lesson Plan (PO, PSO, CO)	✓		
3.	Timetable	✓		
4.	Assignment			
5.	Seminar			✓
6.	Examination			✓
7.	Attendance			✓
8.	Remedial Class			✓
9.	Remedial Attendance			
10.	A2 From			✓
11.	Result Analysis (Internal)			✓
12.	Result Analysis (University)			✓

[Signature]

Verified By
HOD



[Signature]
24/11/2023

Verified By
Principal
PRINCIPAL
SANTHIGIRI COLLEGE OF COMPUTER SCIENCES
VAZHITHALA P. O., THODUPUZHA
KERALA, PIN : 685 583

Roll no

1
2
3
4
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8
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14
15
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31
32

REMEDIAL CLASS - ATTENDANCE

Roll No.	Date			Assessment Mark-I	Assessment Mark-II	Remarks
	2/11/23	3/11/23	7/11/23			
1	X	X	X			
2	X	X	X			
3	X	X	X			
4	X	X	X			
5	X	X	X			
6	X	X	X			
7	X	a	X			
8	X	X	X			
9	a	X	X			
10	X	X	X			
11	X	X	X			
12	X	a	X			
13	X	X	X			
14	X	X	a			
15	X	X	X			
16	X	X	X			
17	X	X	a			
18	X	X	X			
19	Permanent- Absentees					
20	X	X	X			
21	X	X	X			
22	X	X	X			
23	a	X	X			
24	X	X	X			
25	X	X	a			
26	X	X	X			
27	a	X	X			
28	X	X	X			
29	X	X	X			
30	X	a	X			

Signature of HOD

Signature of Principal

24/11/2023

REMEDIAL CLASS SYLLABUS

1. Distribution Channel Strategies
2. Pricing Policies
3. Sales Promotion Techniques
4. Marketing Research
5. Marketing Audit
6. Advertising and its Roles

Signature of HOD

ANALYSIS OF UNIVERSITY EXAM RESULT

Total No. of Students		
No. of Students Appeared		
No. of Students Passed		
No. of Students failed		
Pass %		


Signature of Course In-charge

SANTHIGIRI COLLEGE OF COMPUTER SCIENCES
VAZHITHALA P. O., THODUPUZHA
KERALA, PIN : 685 583


Signature of HOD



10/10/2023

SANTHIGIRI COLLEGE

VAZHITHALA P.O., THODUPUZHA

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COURSE FILE

Name of Faculty	Amil Krishna T.k
Department	Animation
Name of Programme	BA Animation and Graphic Design
Batch	2023-2026
Semester	I st
Name of Course	TECHNIQUES OF PHOTOGRAPHIC COMPOSITION

1.	Name List	✓		
2.	Outcome Based Lesson Plan (PO, PSO, CO)	✓		
3.	Timetable	✓		
4.	Assignment	✓		
5.	Seminar			
6.	Examination	✓		
7.	Attendance	✓		
8.	Remedial Class			
9.	Remedial Attendance			
10.	A2 From	✓		
11.	Result Analysis (Internal)	✓		
12.	Result Anslysis (University)	✓		

HEAD OF THE DEPARTMENT
DEPT. OF ANIMATION AND GRAPHIC DESIGN
SANTHIGIRI COLLEGE OF COMPUTER SCIENCES
VAZHITHALA P.O, THODUPUZHA
IDUKKI, KERALA - 685 583

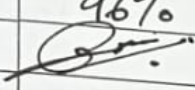
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Principal

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13/06/2023

EXAMINATION

IAE-I Marks/50	IAE-II Marks/50	Model Marks/80	Improvement Marks/80	Remarks
31	35			
26	27			
26	30			
30	36			
33	33			
27	26			
38	35			
26	30			
26	33			
37	42			
—				
—				
31	33			
37	39			
28	31			
31	36			
31	34			
31	37			
33	34			
37	37			
26	28			
37	39			
37	39			
39	43			
38	43			
26	27			
36	38			
35	37			
31	33			
37	41			
31	33			
26	27			

RESULT ANALYSIS (Internal Exam)

Test	IAE 1	IAE 2	IAE 3	Model Exam
Total No. of Students	32	32		
Total No. of Absent	2	2		
Total No. of Appeared	30	30		
Total No. of Passed	30	30		
Total No. of Failed	2	2		
Percentage of Pass	96%	96%		
Signature of HOD				

Description	No. of students appeared	90% and Above	75% and Above	60% and Above	50% and Above	50% Below
IAE 1	30	0	5	15	29	1
IAE 2	30	0	10	22	30	
IAE 3						
Model Exam						

Minimum Pass - 50%

Signature of Course in-charge

Name Anil Krishna T.K

Date 23/4/24

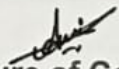
Signature of HOD

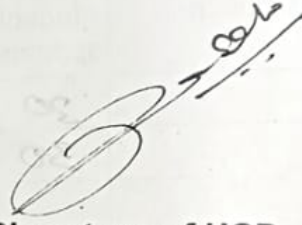
Signature of Principal



ANALYSIS OF UNIVERSITY EXAM RESULT

Total No. of Students	32	
No. of Students Appeared	32	
No. of Students Passed	32	
No. of Students failed	—	
Pass %	100%	


Signature of Course In-charge


Signature of HOD

HEAD OF THE DEPARTMENT
DEPT. OF ANIMATION AND GRAPHIC DESIGN
SANTHIGIRI COLLEGE OF COMPUTER SCIENCES
VAZHITHALA P.O, THODUPUZHA
IDUKKI, KERALA - 685 583



SANTHIGIRI COLLEGE

VAZHITHALA P.O., THODUPUZHA

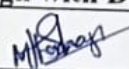
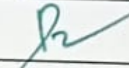
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COURSE FILE

Name of Faculty	 THERES SHAJI
Department	 PSYCHOLOGY
Name of Programme	 BSc. PSYCHOLOGY
Batch	 2021 - 24
Semester	 6 th SEMESTER
Name of Course	 THEORY and PRACTICE OF COUNSELLING

IAE 1

	Name	Sign with Date
Course Coordinator	Ms. Theres Shaji	
HOD	Ms. Aswathy Murali	
Principal	Prof.Dr.Fr.Baby Joseph CMI	

IAE 2

	Name	Sign with Date
Course Coordinator	Ms. Theres Shaji	
HOD	Ms. Aswathy Murali	
Principal	Prof.Dr.Fr.Baby Joseph CMI	

TJU RESULT ANALYSIS (Internal Exam) IIA

Test	IAE 1	IAE 2	IAE 3	Model Exam
Total No. of Students	12	12		
Total No. of Absent	0	0		
Total No. of Appeared	12	12		
Total No. of Passed	11	11		
Total No. of Failed	1	1		
Percentage of Pass	91%	91%		
Signature of HOD				

Description	No. of students appeared	90% and Above	75% and Above	60% and Above	50% and Above	50% Below
IAE 1	12	2	1	3	5	1
IAE 2	12	3	2	2	4	1
IAE 3						
Model Exam						

Minimum Pass - 50%

Signature of Course In-charge

[Signature]

Name *Theres Shaji*

Date *18/4/24*

Signature of HOD

[Signature]

Signature of Principal

[Signature]

REMEDIAL CLASS SYLLABUS

Person Centered Counselling.

Existential Counselling

Gestalt Counselling.

REBT

CBT

SANTHIGIRI COLLEGE

VAZHITHALA P.O., THODUPUZHA

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COURSE FILE

Name of Faculty ANUMOL JOY

Department SOCIAL WORK

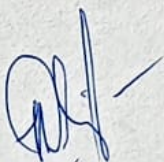
Name of Programme MSW

Batch 2022-2024

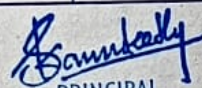
Semester IV

Name of Course (1) SCHOOL MENTAL HEALTH & SOCIAL WORK PRACTICE
(2) SOCIAL WORK IN

1.	Name List	✓		
2.	Outcome Based Lesson Plan (PO, PSO, CO)	✓		
3.	Timetable	✓		
4.	Assignment	✓		
5.	Seminar	✓		
6.	Examination	✓		
7.	Attendance			
8.	Remedial Class	✓		
9.	Remedial Attendance	✓		
10.	A2 Form			
11.	Result Analysis (Internal)	✓		
12.	Result Analysis (University)	✓		



Verified By
HOD



PRINCIPAL
SANTHIGIRI COLLEGE OF COMPUTER SCIENCES
VAZHITHALA P. O., THODUPUZHA
KERALA, PIN : 685 583

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Principal



REMEDIAL CLASS SYLLABUS

- 1) Victim of family violence
- 2) Inclusive Education
- 3) Substance abuse
 - a) Child Trafficking
 - b) Standard for professional practice of school social work.

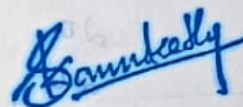
Signature

ANALYSIS OF UNIVERSITY EXAM RESULT

Total No. of Students		
No. of Students Appeared		
No. of Students Passed		
No. of Students failed		
Pass %		



Signature of Course In-charge



Signature of HOD

