SGRR UNIVERSITY

**Brochure of Value-Added Courses
School of Management & Commerce
Studies
2020-2021**

ABOUT THE UNIVERSITY

Shri Guru Ram Rai University was established by a religious and philanthropic leader, Shri Mahant Devendra Dass Ji Maharaj in the year 2017. It is situated in the heart of city, Uttarakhand. We are extremely privileged to extend the values and ethos of the Shri Guru Ram Rai Education mission through SGRR University to impart quality education and in successfully placing more than 80% students in various companies across the globe. SGRR University has humongous campus spread over 80 acres of land. Its state-of-art facilities give opportunities to develop leadership skills and to achieve professional excellence. It has 7000+ students from different countries, 29 states and Union Territories and providing cultural melange and global exposure to our students. One of the biggest boosts from University is its unmatched experience of delivering quality education that helps to develop confidence and will give you more knowledge, industry exposure, building good networking and high self-esteem. This will change your overall personality and develop you into a complete professional to face any challenge.
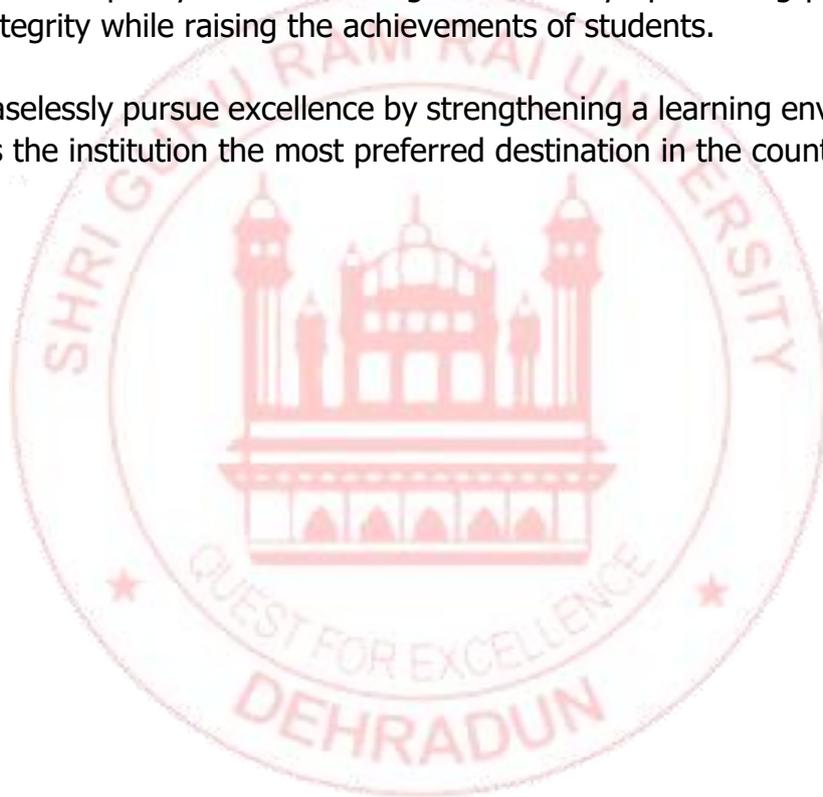
Vision

"To establish Sri Guru Ram Rai University to be a Center of Excellence in higher education, innovation and social transformation by nurturing inquisitive and creative minds and by enabling the stakeholders to become committed professionals and educators of national and global relevance."

Mission

❖ To provide a comprehensive and sustainable educational experience that fosters the spirit of enquiry, scientific thinking and professional competence along with ethical and spiritual values

❖ To deliver a classic, well rounded learning experience that is distinctive and impactful on the young generation preparing them for a successful career

❖ To engage, inspire and challenge the stakeholders to become leaders with ethics and positive contributors to their chosen field and humane citizens

❖ To attract, train and retrain qualified staff to work efficiently to bring forth the maximum resource potential

- ❖ To develop committed and responsible professionals who work for the welfare of the society by providing innovative and efficient solutions and creating long term relationship with the stakeholders

- ❖ To create a sustainable career, by collaborating with stakeholders and participating in community partnership for life and livelihood in the local society in a responsive and dynamic way

- ❖ To make our students globally competent by introducing specialized training leading to professional capabilities and developing diverse skills in them for competitive advantage.

- ❖ To establish quality standards for generations by epitomising professionalism and integrity while raising the achievements of students.

- ❖ To ceaselessly pursue excellence by strengthening a learning environment that makes the institution the most preferred destination in the country.

Index

INTRODUCTION

The ever-changing global scenario makes the world more modest and needs high levels of lateral thinking and the spirit of entrepreneurship to cope up with the emergent challenges. Many a times, the defined skill sets that are being imparted to students today with Programme Specific Objectives in educational institutions become redundant sooner or later due to rapid technological advancements. No university curriculum can adequately cover all areas of importance or relevance. It is important for higher education institutions to supplement the curriculum to make students better prepared to meet industry demands as well as develop their own interests and aptitudes.

Objectives The main objectives of the Value-Added Course are:

- ✓ To provide students an understanding of the expectations of industry.
- ✓ 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.
- ✓ To mould students as job providers rather than job seekers.

Course Designing The department interested in designing a Value Added Course should undertake Training Need Analysis, discuss with the generic employers, alumni and industrial experts to identify the gaps and emerging trends before designing the syllabus.

Conduction of value added courses :

Value Added Course is not mandatory to qualify for any programme and the credits earned through the Value-Added Courses shall be over and above the total credit requirement prescribed in the curriculum for the award of the degree. It is a teacher assisted learning course open to all students without any additional fee.

Classes for a VAC are conducted during the RESERVED Time Slot in a week or beyond the regular class hours The value-added courses may be also conducted during weekends / vacation period. A student will be permitted to register only one Value Added Course in a Semester.

student will be encouraged to opt for the VAC offered by his/her parent Department/Faculty. Industry Experts / Eminent Academicians from other Institutes are eligible to offer the value-added course. The course can be offered only if there are at least 5 students opting for it. The students may be allowed to take value added courses offered by other departments after obtaining permission from Dean offering the course. The duration of value added course is 30 hours with a combination 18 hours (60%) of theory and 12 hours (40%) of practical. However, the combination of

theory and practical shall be decided by the course teacher with the approval of the Dean

GUIDELINES FOR CONDUCTING VALUE ADDED COURSES

- ❖ Value Added Course is not mandatory to qualify for any program.
- ❖ It is a instructor supported learning course open to all students without any added fee.
- ❖ Classes for VAC will be conducted during the **RESERVED** Time Slot in a week or beyond the regular class hours.
- ❖ The value-added courses may be also conducted during weekends / vacation period.
- ❖ A student will be permitted to register only one Value Added Course in a Semester.
- ❖ Students may be permitted to enrol in value-added courses offered by other departments/ Schools after obtaining permission from the Department's Head offering the course.

DURATION AND VENUE

- ❖ The duration of value-added course should not be less than 30 hours.
- ❖ The Dean of the respective School shall provide class room/s based on the number of students/batches.
- ❖ VAC shall be conducted in the respective School itself.

REGISTRATION PROCEDURE

The list of Value-Added Courses, along with the syllabus, will be available on the University Website. A student must register for a Value-Added Course offered during the semester by completing and submitting the registration form. The Department Head shall segregate according to the option chosen and send it to the Dean of the school offering the specific Value-Added Courses.

- ❖ Each faculty member in charge of a course is responsible for maintaining Attendance and Assessment Records for candidates who have registered for the course.
- ❖ The Record must include information about the students' attendance and   Assignments, seminars, and other activities that were carried out.

- ❖ The record shall be signed by the Course Instructor and the Head of the Department at the end of the semester and kept in safe custody for future verification.

- ❖ Each student must have a minimum of 75% attendance in all courses for the semester in order to be eligible to take certificate.

- ❖ Attendance requirements may be relaxed by up to 10% for valid reasons such as illness, representing the University in extracurricular activities, and participation in NCC.

- ❖ The students who have successfully completed the Value Added Course shall be issued with a Certificate duly signed by the Authorized signatories.

Course Objectives:

- Understand the principles of strategic management in business.
- Learn to formulate and implement effective business strategies.
- Develop skills in creating product strategies aligned with business goals.
- Explore methods for analyzing competitive landscapes and market trends.
- Understand the role of innovation and technology in strategy creation.

Course Outcomes:

- Demonstrate a solid understanding of strategic management concepts.
- Formulate and articulate business strategies for different organizational contexts.
- Create and implement product strategies that align with overall business objectives.
- Analyze competitive environments and market trends for strategic decision-making.
- Appreciate the importance of innovation and technology in shaping business strategies.

Course Content :

Module I: Introduction to Strategic Management

- Definition and importance of strategic management
- The strategic management process: Planning, implementation, and evaluation

Module II : Business Strategy Formulation

- Mission, vision, and values
- SWOT analysis and strategic choice

Module III : Product Strategy Creation

- Product life cycle and portfolio analysis
- Product differentiation and positioning strategies

Module IV : Competitive Analysis and Market Trends

- Industry analysis and competitive forces
- Market trends and forecasting

Module V : Innovation and Technology in Strategy

- Role of innovation in strategic management
- Integrating technology into business and product strategies

References

- "Strategic Management: Concepts and Cases" by Fred R. David and Forest R. David.
- "Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant" by W. Chan Kim and Renée Mauborgne.
- "Competitive Strategy: Techniques for Analyzing Industries and Competitors" by Michael E. Porter.
- "Product Strategy for High Technology Companies" by Michael E. McGrath.
- "The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail" by Clayton M. Christensen.

Supply Chain Management and International Trade

Course Code: VAC2020-40

Course Objectives:

- Understand the fundamentals of supply chain management (SCM) and international trade.
- Learn the key components and processes involved in effective supply chain operations.
- Explore the challenges and opportunities in international trade and logistics.
- Develop skills in optimizing supply chain processes for efficiency and cost-effectiveness.
- Understand the role of technology and innovation in modern supply chain and trade practices**.**

Course Outcomes:

- Demonstrate a comprehensive understanding of supply chain management principles.
- Apply supply chain concepts to analyze, design, and improve operational processes.
- Understand the complexities of international trade, including legal and regulatory aspects.
- Optimize supply chain processes for efficiency, cost reduction, and sustainability.
- Appreciate the impact of technology and innovation on modern supply chain and trade practices.

Course content:

Module I: Introduction to Supply Chain Management

- Definition and scope of supply chain management
- Key components: Procurement, production, distribution, and logistics

Module II : Supply Chain Optimization

- Inventory management and demand forecasting
- Lean and agile supply chain strategies

Module III : International Trade and Logistics

- Global trade dynamics and challenges
- Legal and regulatory aspects of international trade

**Module IV : Supply Chain Technology and Innovation**

- Role of technology in supply chain management
- Innovation and sustainability in supply chain practices

Module V : Case Studies and Practical Applications

- Real-world case studies in supply chain management and international trade
- Group projects and presentations

References :

- "Supply Chain Management: Strategy, Planning, and Operation" by Sunil Chopra and Peter Meindl.
- "Global Logistics and Supply Chain Management" by John Mangan, Chandra L. Lalwani, and Tim Butcher.
- "International Business: Environments and Operations" by John D. Daniels, Lee H. Radebaugh, and Daniel P. Sullivan.
- "Logistics and Supply Chain Management" by Martin Christopher.
- "Global Supply Chain Management and International Logistics" by Alan E. Branch.
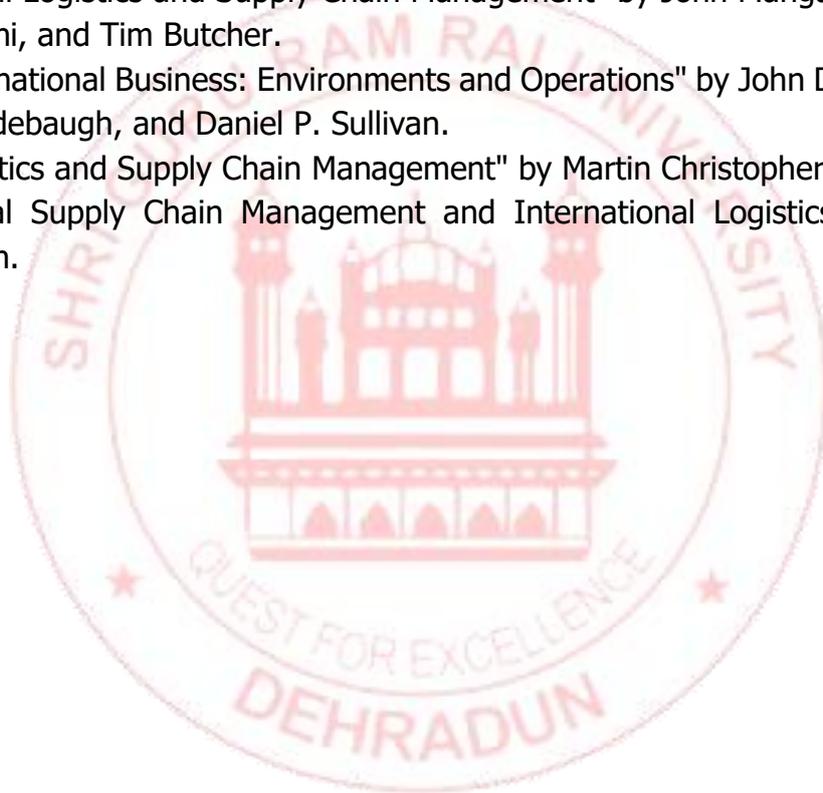
Share Market Exposure

Course Code: VAC2020-41

Course Objectives:

- Understand the fundamentals of the stock market and investment strategies.
- Learn the key factors influencing stock prices and market trends.
- Develop skills in analyzing financial statements and evaluating company performance.
- Explore different investment instruments and their risk-return profiles.
- Gain practical exposure to trading platforms and investment decision-making**.**

Course Outcomes:

- Demonstrate a comprehensive understanding of the stock market and its dynamics.
- Analyse financial statements and assess the financial health of a company.
- Evaluate the risk and return associated with different investment options.
- Apply investment strategies based on market conditions and individual financial goals.
- Gain practical experience in using trading platforms and executing investment decisions**.**

Course content:

Module I : Introduction to Stock Markets

- Basics of stock markets and financial instruments
- Stock exchanges, indices, and market participants

Module II: Fundamental Analysis

- Understanding financial statements
- Evaluating company performance and financial health

Module III : Technical Analysis

- Chart patterns, indicators, and trend analysis
- Timing entry and exit points in the market

Module IV : Investment Strategies

- Value investing, growth investing, and momentum investing
- Portfolio diversification and risk management

Module V : Practical Exposure and Trading Simulation

- Using trading platforms for buying and selling stocks

- Simulated trading exercises and real-time market exposure

References:

- "A Random Walk Down Wall Street" by Burton G. Malkiel.
- "The Intelligent Investor" by Benjamin Graham.
- "Technical Analysis of the Financial Markets" by John J. Murphy.
- "Common Stocks and Uncommon Profits" by Philip Fisher.
- "One Up On Wall Street" by Peter Lynch.

Fundamentals of retail merchandising

Course Objectives:

- Understand the fundamentals of retail marketing and its significance in the business landscape.
- Learn the key strategies for effective retail merchandising and product positioning.
- Explore consumer behavior and its impact on retail decision-making.
- Develop skills in retail branding, communication, and customer relationship management.
- Understand the role of technology and e-commerce in modern retail marketing.

Course Outcomes:

- Demonstrate a comprehensive understanding of retail marketing principles.
- Apply effective strategies for retail merchandising and product placement.
- Analyze consumer behavior and make informed retail decisions.
- Develop and implement retail branding and communication strategies.
- Appreciate the impact of technology and e-commerce on contemporary retail marketing practices.

Course content :

Module I : Introduction to Retail Marketing

- Basics of retail marketing and its evolution
- Retailing formats and structures

Module 2: Retail Merchandising and Product Positioning

- Merchandising strategies and product placement
- Inventory management and supply chain in retail

Module 3: Consumer Behavior in Retail

- Understanding consumer psychology
- Factors influencing purchase decisions

Module 4: Retail Branding and Communication

- Building a retail brand
- Communication strategies and customer engagement

Module 5: Technology and E-commerce in Retail Marketing

- Role of technology in retail operations

- E-commerce trends and their impact on traditional retail

References and Books:

- "Retailing Management" by Michael Levy and Barton A. Weitz.
- "Why We Buy: The Science of Shopping" by Paco Underhill.
- "Retail Marketing Management: Principles and Practice" by Chetan Bajaj and Rajnish Tuli.
- "The New Rules of Retail: Competing in the World's Toughest Marketplace" by Robin Lewis and Michael Dart.
- "Retail Management: A Strategic Approach" by Barry R. Berman and Joel R. Evans.

Personal Branding and Networking

Course Code: VAC2020-43

Course Objectives

- Define personal branding and articulate its significance in personal and professional development.
- Assess individual strengths, values, and unique attributes as a foundation for personal branding.
- Establish clear personal and professional goals aligned with the principles of personal branding.

Module I : Introduction to Personal Branding

- Definition and significance of personal branding
- The impact of a strong personal brand on career and opportunities
- Personal branding vs. professional reputation

Module II : Crafting Your Personal Brand Story

- Identifying your unique strengths and skills
- Creating a compelling elevator pitch
- Aligning your UVP with your goals

Module III : Networking Fundamentals

- Understanding the role of networking in professional success
- Overcoming common networking challenges
- Types of Networking
- Online networking (social media, professional platforms)

Reference

- Personal Branding: "Me 2.0: Build a Powerful Brand to Achieve Career Success"
- Author: Dan Schawbel, Publisher: Kaplan Publishing, Edition: Revised Edition (2010)
- "Ditch. Dare. Do!: 3D Personal Branding for Executives" Author: William Arruda and Deb Dib, Publisher: Reach Communications, Edition: 1st Edition (2012)

Course Code: VAC2020-44

Course Objectives:

- To equip students with the knowledge and skills to develop effective and sustainable business models.
- To understand the components and dynamics of a successful business model.
- To analyse and apply different revenue and pricing strategies in business modelling.
- To foster innovation and adaptability in creating and iterating business models.
- To develop critical thinking in assessing the viability, scalability, and ethical considerations of a business model.

Course Outcomes:

- Students will be able to articulate and design a comprehensive business model.
- Ability to analyse market needs and align business models accordingly.
- Competence in applying various revenue and pricing strategies.
- Skills in evaluating and adapting business models in response to market changes.
- Understanding of legal, ethical, and sustainability considerations in business modelling.

Course Content :

Module I : Introduction to Business Models

- Definition and Importance of a Business Model
- Key Components of a Business Model
- The Business Model Canvas: An Overview
- Case Studies of Successful Business Models

Module II : Market Analysis and Customer Segmentation

- Identifying Target Markets and Customer Needs
- Market Research Techniques
- Creating Value Propositions for Different Customer Segments
- Case Studies: Market Disruption through Innovative Models

Module III : Revenue Models and Pricing Strategies

- Overview of Different Revenue Models
- Pricing Strategies and Models
- Cost Structure and Break-Even Analysis
- Practical Exercises: Developing a Revenue Model for a Hypothetical Business

Module IV : Operational Strategies and Scaling Up

- Key Operational Activities in a Business Model
- Strategies for Scaling and Growth
- Managing Supply Chains and Partnerships
- Sustainability and Ethical Considerations in Operations

Module 5: Innovation, Adaptability, and Future Trends

- Fostering Innovation in Business Models
- Adapting Business Models to Changing Market Conditions
- Future Trends and Emerging Business Models
- Group Project: Developing and Presenting an Innovative Business Model

Resources :

- "Business Model Generation" by Alexander Osterwalder and Yves Pigneur
- "Value Proposition Design" by Alexander Osterwalder et al.
- "The Lean Startup" by Eric Ries
- "Blue Ocean Strategy" by W. Chan Kim and Renée Mauborgne
- Academic Journals and Case Studies on Business Modeling
- Online Resources: Harvard Business Review, McKinsey Insights, Entrepreneur Additional Learning Tools:
- Guest lectures from successful entrepreneurs and business model innovators.
- Workshops on using business model canvas and other strategic tools.
- Group projects and case study analyses for practical application.
- Access to business modeling software and analytical tools for hands-on experience.

Aptitude and Career Enhancement

Course Code: VAC2020-53

Course Objectives:

- To improve quantitative aptitude skills essential for competitive examinations.
- To develop proficiency in data interpretation and analysis.
- To enhance logical reasoning and critical thinking abilities.
- To prepare students for various career opportunities and challenges.

Course Outcomes:

- Students will gain proficiency in quantitative aptitude, essential for competitive exams.
- They will develop the ability to interpret and analyze data effectively.
- Students will enhance their logical reasoning and critical thinking skills.
- They will be better prepared for career opportunities that require strong aptitude skills.

Course Content :

Module I: Quantitative Aptitude (16 hours)

Number System, LCM and HCF, Percentages, Profit & Loss, Ratio and Proportion, Time and Work, Speed, Time and Distance, Averages, Sequences and Series, Permutation and Combination, Probability, Number and Letter Series, Coding & Decoding, Inserting the Missing Character.

Module II : Data Interpretation Basics (4 hours)

- Introduction to Data Interpretation, Understanding Caselets, Tables.

Module III : Advanced Data Interpretation (6 hours)

Bar Graphs, Line Charts, Venn Diagrams, Pie Charts.

Module IV : Logical Reasoning - Fundamental Concepts (5 hours)

Calendars, Clocks, Direction Sense, Blood Relations.

Module V : Logical Reasoning - Complex Puzzles (5 hours)

- Seating Arrangements, Advanced Puzzles.

References :

- "Quantitative Aptitude for Competitive Examinations" by R.S. Aggarwal.
- "Data Interpretation & Data Sufficiency" by Ananta Ashisha.
- "How to Prepare for Logical Reasoning for CAT" by Arun Sharma.
- "A Modern Approach to Logical Reasoning" by R.S. Aggarwal

Course Objectives:

- To enhance participants' interpersonal and communication skills.
- To develop a strong foundation in essential soft skills for personal and professional success.
- To foster self-awareness and emotional intelligence in individuals.
- To improve teamwork, leadership, and conflict resolution abilities.
- To empower participants with the confidence to navigate diverse social and professional settings.

Course Outcomes:

- Participants will demonstrate improved interpersonal communication skills.
- Enhanced self-awareness and emotional intelligence.
- Improved teamwork and collaboration capabilities.
- Development of effective leadership and decision-making skills.
- Increased confidence in handling diverse social and professional interactions.

Course content :

Module 1: Introduction to Soft Skills

- Definition and Importance of Soft Skills
- Soft Skills vs. Hard Skills
- Role of Soft Skills in Personal and Professional Success

Module 2: Effective Communication Skills

- Verbal and Non-Verbal Communication
- Active Listening and Empathy
- Art of Constructive Feedback

Module 3: Interpersonal Skills

- Building and Maintaining Relationships
- Networking Strategies
- Conflict Resolution and Negotiation

Module 4: Emotional Intelligence

- Understanding Emotions
- Emotional Regulation
- Empathy and Social Awareness

Module 5: Teamwork and Leadership Development

- Team Building and Collaboration

- Leadership Styles and Qualities
- Decision-Making and Problem-Solving

Module 6: Time Management and Productivity

- Goal Setting and Prioritization
- Effective Time Management Techniques
- Stress Management

Module 7: Professional Etiquette and Cultural Sensitivity

- Business Etiquette and Professionalism
- Cultural Competence in a Globalized World
- Diversity and Inclusion

Module 8: Public Speaking and Presentation Skills

- Overcoming Public Speaking Anxiety
- Structuring and Delivering Effective Presentations
- Engaging the Audience

References :

- "How to Win Friends and Influence People" by Dale Carnegie.
- "Emotional Intelligence: Why It Can Matter More Than IQ" by Daniel Goleman.
- "Crucial Conversations: Tools for Talking When Stakes Are High" by Kerry Patterson et al.
- "The 7 Habits of Highly Effective People" by Stephen R. Covey.
- Online Resources: LinkedIn Learning, Coursera, TED Talks on Soft Skills.