

SGRR UNIVERSITY

**Brochure of Value-Added Courses
School of Management & Commerce
Studies
2021-2022**

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 8000+ 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 67 years of in 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.

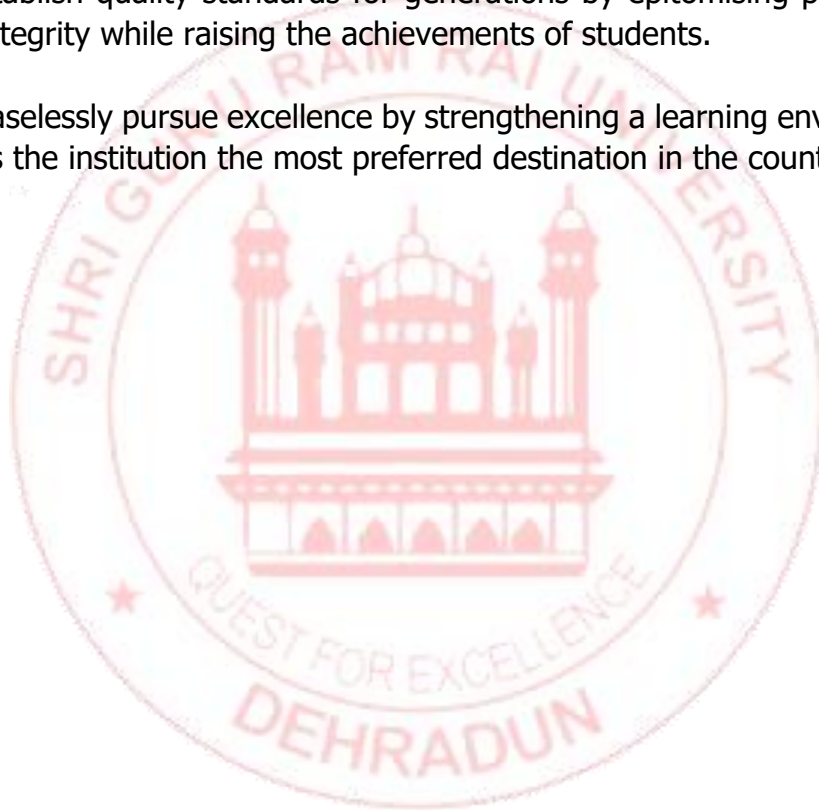
Vision

“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.



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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 an 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.



Introduction to Investing

Course Code VCSMCS 001

Course Objective:

The objective of this course is to make the student investment ready in real life.

Course Outcomes:

1. Outlining the investment procedure in India.
2. Deconstructing the capital market of India and the trading procedure.
3. Appraising the technical charts and market conditions for interpreting capital markets.
4. Assessing the tools to design an optimum portfolio.
5. Implementing the various tools to create, evaluate and revise a diversified portfolio in India.

Module I:

Introduction of Investment-Meaning and Objective of Investment, Investment Decision Process, Categories of Investment, Steps of Security Analysis, Investment Avenues, Speculation and Gambling.

Module II:

Introduction of Capital Market- Meaning and Nature of Capital Market, Types, Functions and limitations of Capital Market, Trading of Securities, (Including BOLT), SEBI guidelines IPO, Book Building and Qualified Institutional Placement. Capital Market of India, Money Market of India, Important intermediaries in the financial markets

Module III:

Portfolio Analysis and Revision-Basic principles of creating an efficient portfolio, Introduction to fundamental and technical analysis. Portfolio Analysis and Selection, Risk and Return Analysis, Beta, Markowitz and Sharpe Model, Capital Asset Pricing Model, Arbitrage Pricing Theory. Portfolio Revision and Portfolio Evaluation, Constant Rupee Value Plan, Constant Ratio Plan, Sharpe and Treynor Measures, Mutual Fund Industry.

Reference Books

1. Kevin, S. Portfolio Management, Prentice Hall India, New Delhi Edition.
2. Avadhani, V.A, Investment and Security Market in India, Himalaya Publishing House, 3rd ed.
3. Pandey, I.M. Financial Management, Vikas Publications, New Delhi ed., 2012

Fire Safety & Training

Course Code : VCSMCS 002

Course Objectives:

1. To educate a set of practices & procedures to minimize the destruction caused by fire hazards.
2. To equip learners to , combat fire in any unanticipated fire breakout.
3. To enable the students to recognize the workplace fire hazards prior and ensure adequate control measures are in place.

Course Outcomes:

1. To understand preventive measures that will eliminate or minimize causes of fire or fire hazards in the workplace
2. To apply the basic concepts Fire & safety training.
3. To demonstrate proper emergency and evacuation procedures at the event of fire.
4. To describe the Chemistry of Fire.
5. To Identify Fire Hazards in the work place.

Module I : Fire Safety Awareness :

- Fire Safety Legislation.
- Causes & Costs of fires.
- Physics & Chemistry of fire.
- Development and spread of fire.
- Action in the event of fire & upon hearing the Fire Alarm.
- Raising the alarm and summoning the Fire Brigade.
- Fighting a fire.
- Choosing the correct extinguisher.
- Correct use of the extinguisher.
- Evacuation procedures.

Module II : Fire Warden

- Fire Safety Legislation.
- Theory of Fire & Fire Extinction.
- Chemistry of Fire
- Demonstration of Fire Hazards
- Spread of Fire and Smoke behavior.
- Ignition sources.
- Portable Fire Extinguishers & their uses.
- Fire prevention & Evacuation Procedures.
- Duties of the Fire Warden.

Module III: Fire Extinguisher Training

- Fire Triangle & Chemistry of Fire.
- Dangers and consequences of fire.
- Basic precautions and good housekeeping.
- Portable Fire Extinguishers and their uses.
- Practical " Hands On " extinguisher training. (Gas Controlled)
- Fire handling drill

Module IV: Manual Handling

- Manual Handling Legislation – as it applies to the employer and employee.
- Dangers and harm caused by careless /unskilled methods of manual handling.
- Principles of levers and laws of motion.
- Anatomy of the spine and muscular system.
- Risk Assessment
- How to handle loads safely.
- Practice in safe handling of loads.

Reference Books:

- 1.Prakash, Sessa N. 2017. Manual of Fire safety , 1st edition, CBS.
- 2.Kumar, Das Akhil. 2020. Principles of Fire & Safety Engineering , 2nd edition, PHI Learning Pvt Ltd.
- 3.Rao , Sunil S. 1997. Electrical & Safety , Fire safety Engineering & Safety Management, 2nd edition, Khanna Publishers

Financial Planning and Literacy

Course Code : VCSMCS 003

Course Objective:

The course aims to offer an integrated approach to understand the concepts and applications of financial planning.

Course Outcomes:

1. Describe the importance of financial literacy and list out the institutions providing financial services
2. To learn and Prepare financial plan
3. To prepare budgets and manage personal finances
4. To understand how to open, avail, and manage/operate services offered by bank
5. To have an understanding of various types of loans offered by banks

Module I: Introduction Meaning, importance and scope of financial literacy; Prerequisites of Financial Literacy – level of education, numerical and communication ability; Various financial institutions – banks, insurance companies, Post Offices; Mobile App based services. Need of availing of financial services from banks, insurance companies and postal services.

Module II: Financial Planning and Budgeting Concept of economic wants and means for satisfying these needs; Balancing between economic wants and resources; Meaning, importance and need for financial planning; Personal Budget, Family Budget, Business Budget and National Budget; Procedure for financial planning and preparing budget; Budget surplus and Budget deficit, avenues for savings from surplus, sources for meeting deficit.

Module III: Banking Services Types of banks; Banking products and services – Various services offered by banks; Types of bank deposit accounts – Savings Bank Account, Term Deposit, Current Account, Recurring Deposit, PPF, NSC etc.; Formalities to open various types of bank accounts, PAN Card, Address proof, KYC norm; Various types of loans – short term, medium term, long term, micro finance, agricultural etc. and related interest rates offered by various nationalized banks and post office; Cashless banking, e-banking, Check Counterfeit Currency; CIBIL, ATM, Debit and Credit Card, and APP based Payment system; Banking complaints and Ombudsman.

Reference Books:

1. Kothari, R. (2010). Financial Services in India-Concept and Application. New Delhi: Sage Publications India Pvt. Ltd.

2. Milling, B. E. (2003). The Basics of Finance: Financial Tools for Non-Financial Managers. Indiana: Universe Company.
3. Mitra, S., Rai, S. K., Sahu, A. P., & Starn, H. J. (2015). Financial Planning. New Delhi: Sage Publications India Pvt. Ltd.



HR Metrics and Analysis

Course Code : VCCRC001

Course Objectives:

- Understand the significance and application of HR metrics in organizational contexts.
- Develop skills in analyzing and interpreting data related to various HR functions.
- Enhance the ability to use HR metrics for improving diversity, inclusion, and operational efficiency.
- Learn to formulate strategic plans for workforce development and succession based on data insights.
- Cultivate problem-solving skills using quantitative and qualitative HR data.

Course Outcomes:

- Participants will be skilled in applying HR metrics to enhance diversity and inclusion.
- They will be proficient in evaluating and improving HR operations efficiency.
- Students will learn to use data for effective succession and workforce planning.
- They will develop problem-solving skills using HR metrics and analysis.
- Participants will be able to integrate HR metrics into strategic organizational decision-making.

Course Content:

Module I : Diversity & Inclusion Metrics (5 hours)

Representation Metrics, Inclusion Index, Pay Equity Analysis, Promotion and Advancement Rates, ERG Impact.

Module II : HR Operations Metrics (5 hours)

Time-to-Fill, Recruitment Cost per Hire, HR Technology Utilization, Employee Satisfaction with HR Services, Compliance Metrics.

Module III : Succession Planning (5 hours)

Talent Pipeline Analysis, Leadership Development Program Impact, High-Potential Employee Identification, Succession Planning Metrics, Internal vs. External Succession.

Module IV : Workforce Planning Metrics (5 hours)

Demand vs. Supply Analysis, Skills Gap Analysis, Employee Turnover Forecasting, Flexibility Metrics, Workforce Composition.

Module V : Problem-Solving (5 hours)

- Root Cause Analysis, Continuous Improvement Initiatives, Employee Feedback Integration, Collaboration and Communication Metrics, Proactive Issue Resolution.

Reference Books:

- "Metrics That Matter for HR Executives" by Jack J. Phillips.
- "The HR Scorecard: Linking People, Strategy, and Performance" by Brian E. Becker, Mark A. Huselid, and Dave Ulrich.
- "Investing in People: Financial Impact of Human Resource Initiatives" by Wayne Cascio and John Boudreau.
- "The Data-Driven Leader: A Powerful Approach to Delivering Measurable Business Impact Through People Analytics" by Jenny Dearborn and David Swanson.
- "Strategic HR Metrics: HR Decision Analytics for HR Professionals" by James C. Sesil.



Compensation and Reward Management

Course Code : VCCRC002

Course Objectives:

- To understand the fundamentals and significance of compensation management.
- To explore performance-based and variable compensation systems.
- To address cross-cultural and global challenges in compensation.
- To learn effective communication strategies in compensation management.
- To master job analysis methods and their impact on compensation.

Course Outcomes:

- Students will gain a deep understanding of compensation management's importance and best practices.
- They will be able to design and manage effective, performance-based compensation systems.
- Participants will be equipped to handle compensation challenges in a global context.
- They will learn effective communication strategies for compensation management.
- Students will be skilled in conducting job analyses and using them for fair compensation.

Course Content:

Module I: Introduction to Compensation Management (5 hours)

Definition, Importance, Historical Evolution, Objectives, Components, Emerging Trends.

Module II : Performance-Based Pay and Variable Compensation (5 hours)

Flexible Benefits, Work-Life Balance, Pay Transparency, Remote Work, Technology's Impact, Global Compensation.

Module III : Cross-Cultural Challenges in Compensation (5 hours)

International Pay Differentials, Expatriate Compensation, Global Labour Laws, Currency Fluctuations, Employee Communication.

Module IV : Importance of Effective Communication in Compensation (5 hours)

Transparency, Employee Education, Change Communication, Addressing Concerns, Job Analysis.

Module V : Job Analysis Methods and Techniques (5 hours)

Role of Job Descriptions, Job Evaluation Systems, Pay Equity, Periodic Review and Adjustments.

References :

- "Strategic Compensation: A Human Resource Management Approach" by Joseph J. Martocchio.
- "Compensation and Benefit Design: Applying Finance and Accounting Principles to Global Human Resource Management Systems" by Bashker D. "Global Compensation: Foundations and Perspectives" by Luis R. Gomez-Mejia and Steve Werner.
- "Job Analysis: Methods, Research, and Applications for Human Resource Management" by Michael T. Brannick and Edward L. Levine.
- "Effective Communication in Organisations" by Michael Fielding.



HR Practice Theory- to Practical

Course Code : VCCRC003

Course Objectives:

- To understand the evolution and fundamental roles of HR management.
- To explore the legal and ethical framework guiding HR practices.
- To comprehend and apply principles of diversity and inclusion in the workplace.
- To develop effective workforce planning and talent management strategies.
- To align HR practices with organizational strategies and goals.

Course Outcomes:

- Participants will gain a thorough understanding of HRM's history and evolution.
- They will be adept in legal and ethical aspects of HR practices.
- Students will be skilled in managing diversity and implementing inclusive HR policies.
- They will be able to effectively plan, acquire, and retain a skilled workforce.
- Participants will learn to integrate strategic thinking and analytics into HR functions.

Course Content:

Module I : Introduction to HR Management (5 hours)

Historical Evolution of HR Management, Role and Functions of HR, HRM vs. Personnel Management, Importance of HR in Organizational Success, Legal and Ethical Considerations.

Module II : Legal and Ethical Considerations in HR (5 hours)

Employment Laws and Regulations, Equal Employment Opportunity (EEO), Workplace Ethics and Codes of Conduct, Employee Rights and Privacy, Diversity and Inclusion.

Module III : Diversity and Inclusion (5 hours)

Benefits of Diverse Workforce, Managing Diversity Challenges, Inclusive Leadership, Implementing Diversity and Inclusion Programs, Workforce Planning.

Module IV : Workforce Planning (5 hours)

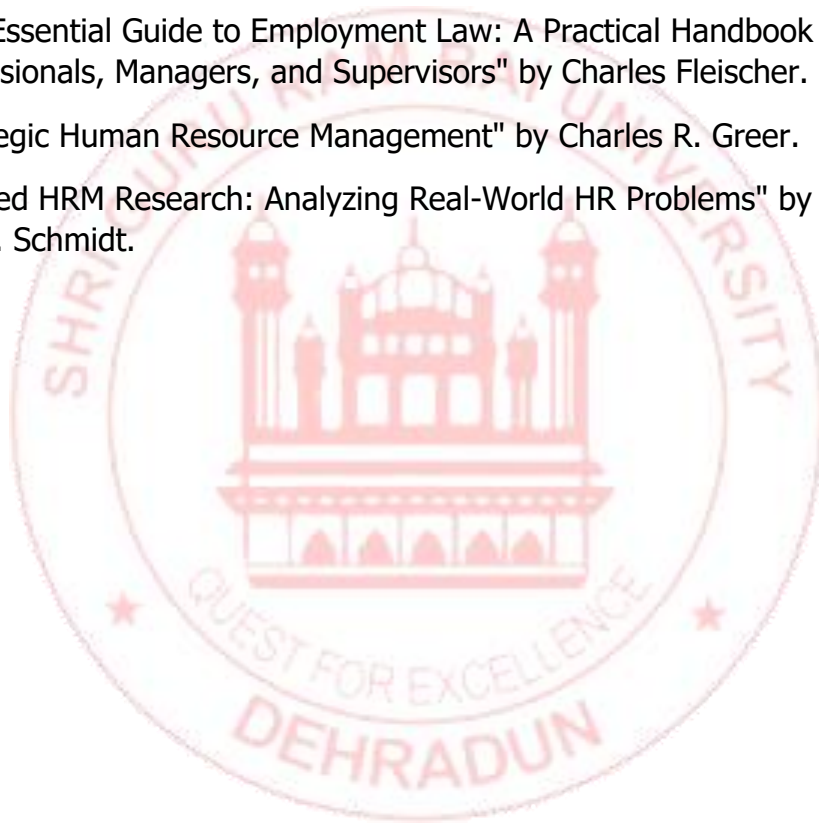
Talent Acquisition Strategies, Succession Planning, Skills Gap Analysis, Employee Retention Strategies, Strategic HR Management.

Module V : Strategic HR Management (5 hours)

Aligning HR with Organizational Goals, HR's Role in Strategic Decision-Making, Change Management in HR, HR Metrics and Analytics for Strategic Insights.

Reference Books:

- "Human Resource Management" by Gary Dessler.
- "Diversity and Inclusion in the Workplace" by Robert F. Tolbert.
- "The Essential Guide to Employment Law: A Practical Handbook for HR Professionals, Managers, and Supervisors" by Charles Fleischer.
- "Strategic Human Resource Management" by Charles R. Greer.
- "Applied HRM Research: Analyzing Real-World HR Problems" by J. K. Harter and C. Schmidt.



Strategic Career Self - Management

Course Code : VCCRC004

Course Objectives:

- To understand the concept and importance of career self-management.
- To develop skills in self-assessment and goal setting for career development.
- To identify and bridge skill gaps through continuous learning.
- To master networking strategies for professional growth.
- To create a personalized and flexible career development plan.

Course Outcomes:

- Students will gain a deep understanding of the principles and benefits of career self-management.
- They will develop the ability to conduct self-assessment and set realistic career goals.
- Participants will learn how to identify and improve their skillsets for career advancement.
- They will acquire strategies for effective networking and professional relationship building.
- Students will be equipped to create flexible and robust career development plans

Course Content:

Module I: Introduction to Career Self-Management (5 hours)

Definition, Importance, Benefits, Key Principles and Mindsets.

Module II : Self-Assessment and Goal Setting (5 hours)

Personality Assessments, Values Clarification, SMART Goals, Long-term vs Short-term Goals.

Module III : Skill Development and Enhancement (5 hours)

Identifying Current Skills, Skill Gap Analysis, Learning Strategies, Soft Skills Development.

Module IV : Networking Strategies (5 hours)

Building Professional Networks, Online Networking, Networking Events, Leveraging Social Media.

Module V : Career Planning and Decision Making (5 hours)

Career Development Plans, Exploring Career Paths, Decision-Making Models, Adapting to Changes.

Reference Books:

- "What Color Is Your Parachute?" by Richard N. Bolles.
- "StrengthsFinder 2.0" by Tom Rath.
- "Never Eat Alone" by Keith Ferrazzi.
- "Designing Your Life" by Bill Burnett and Dave Evans.
- "The 7 Habits of Highly Effective People" by Stephen R. Covey.

