



# **SGRR UNIVERSITY**

**Brochure of Value-Added Courses  
School of Management & Commerce  
Studies  
2022-2023**

# 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 8500+ 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.

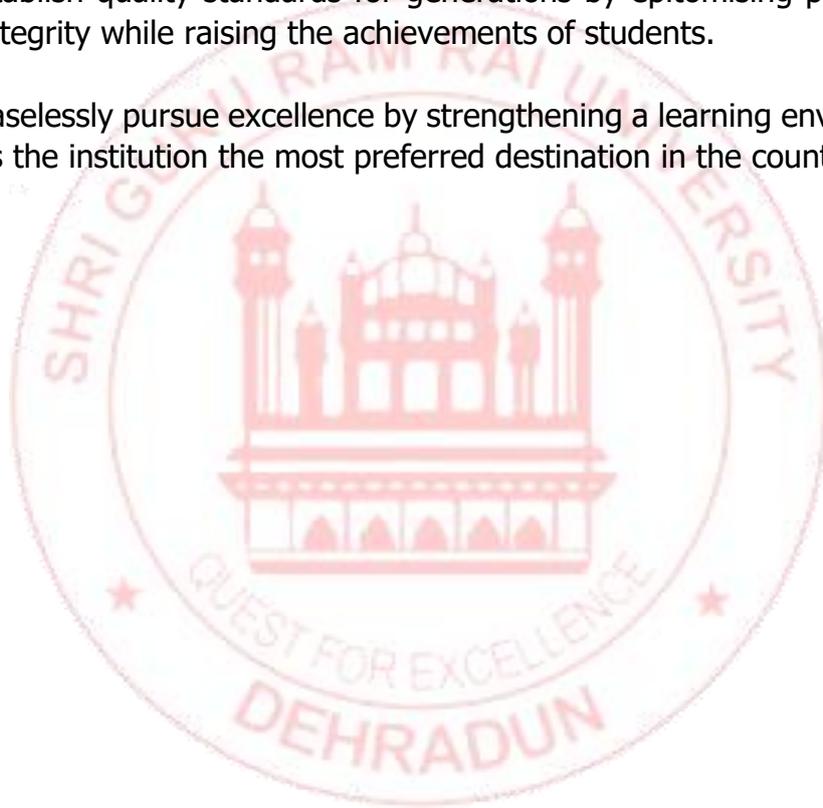
## Vision

“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.



# SPECIAL ASPECTS OF EVENT MANAGEMENT

**Course Code-VCSMCS004**

## **Course Objectives:**

- To discuss the fundamentals of event management.
- To Draft an event proposal.
- To Explain the various aspects of executing an event

## **Course Outcomes:**

- To analyze the role of events in image building
- To explain all the steps of planning and organizing an event
- To Plan and organize events

## **Course Content:**

### **Module I: Media in event management**

- Writing Press Releases and Reports
- Media Relations and Press Releases
- Communicating with the customers

### **Module II: Managing special events**

- Staging an event
- Wedding and party coordination
- Fashion show as an event
- Exhibition

### **Module III:**

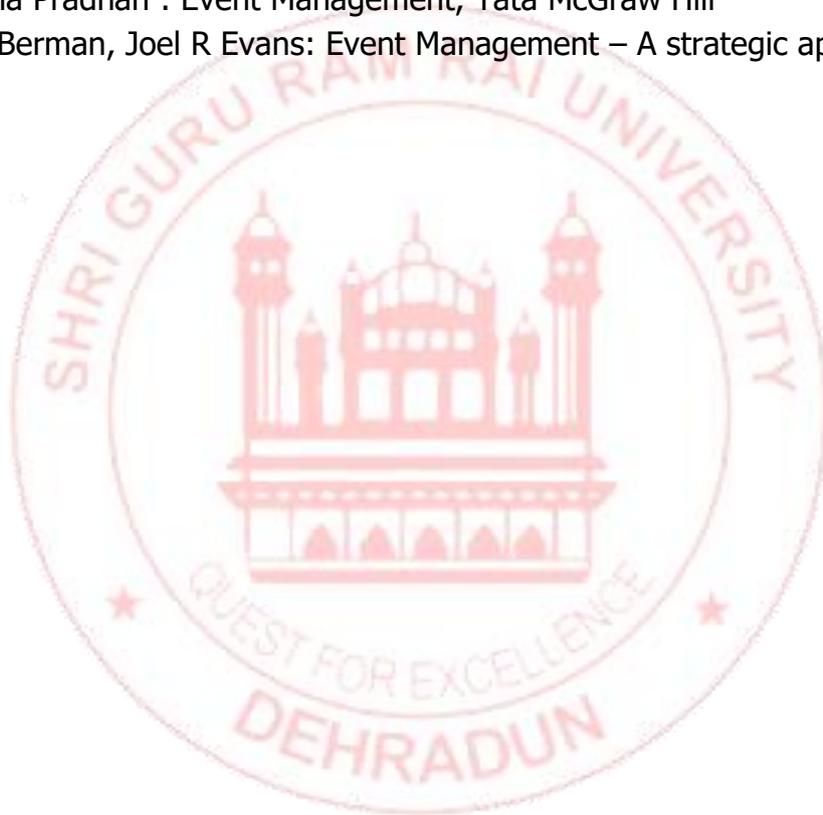
- Selecting contracting and managing performers
- Corporate sponsorship for promotional events and programs
- How to avoid mistakes

### **Module IV: Uses of information technology for events**

- Areas of event planning and control that can benefit from IT
- Possible limitations of IT for events
- Use of information software
- Implementation of a computer system for an event
- Evaluation and control procedures for the IT
- Considerations in implementation of a computer system for an event

## References:

- Kalai Selvan N: Event Management and Marketing, ICAFI.
- Barry Avrich : Event and Entertainment Marketing: A Must Guide for Corporate Event
- Sponsors and Entertainment Entrepreneurs, Probus Professional Publication.
- Gibson G. Vedmani: Event Management – Functional principles & Practices; Jaico publishing house.
- Chetan Bajaj, Rajnish Tuli, Nidhi V. Srivastava; Event Management, Oxford university press.
- Swapna Pradhan : Event Management, Tata McGraw Hill
- Barry Berman, Joel R Evans: Event Management – A strategic approach; Pearson



# Telemedicine in Health care

**Course Code: VCSMCS 005**

## **Course Objective:**

The course aims to offer an integrated approach to understand the concepts of Telemedicine in Healthcare Sector.

## **Course Outcomes:**

- Importance of Telemedicine, It's aims and objectives.
- Advantages and disadvantages, concept and barriers.
- Future aspects ,Tele-specialization.

## **Course Content:**

### **Module I:**

Foundation of Telemedicine: Definition of Telemedicine, Origin of Telemedicine, Role of Telemedicine in Healthcare, ,Aims and objectives of Telemedicine, Video-Conferencing, monitoring patients, security in data, Storage of information. Types of Telemedicine. Layout and Staffing.

### **Module II:**

Advantages and Disadvantages: Hospital economy, Patient care management Disaster management, Education and research, A leap in HealthCare, Barriers in Tele-health, Technical constraints, Advantages and Disadvantages of Telemedicine

### **Module III:**

Future aspects: Tele specialization, Disease surveillance, Rural areas resources, Rehabilitation services. Tele-support, Government support, SEHAT. Role of Janaushadhi. Role of Telemedicine at Global level. Role of Artificial Intelligence in Telemedicine

## **References:**

- Telemedicine :technology and applications, R.SKhandpur, PHI Publications
- Introduction to Telemedicine Richard Wootton, John Craig, CRC publication

## Time Management

**Course Code: VCSMCS 006**

### **Course Objective:**

The current study sought to ascertain the relationship between students' time management abilities and academic achievement. Time management is critical, and it can have an impact on an individual's overall performance and achievements. All of these, however, are linked by how people manage their time to fit their daily lives or to make it flow steadily with their routines. Aside from having good lectures given by their teachers, conducive settings and environments will undoubtedly promote positive outcomes for the students. Nonetheless, students' time management is one of the factors that can influence a student to be a good student. For students to shine, good time management is essential.

### **Course Outcomes:**

- Set smart, long-term professional goals.
- Prioritize their workload.
- Plan their working day efficiently.
- Tackle procrastination and stay motivated.
- Organize their workspace and documents.
- Delegate work to subordinates.

### **Course Content:**

#### **Module I: Aspects of Time Management**

- Planning & Goal Setting
- Managing Yourself
- Dealing with other people
- Your time
- Getting Results

#### **Module II: Fundamentals of Time Management**

- Analysis of goals and objectives
- Systemization of processes
- Pre-analysis of performance
- Focus is on time and resources

#### **Module III: Productive Work**

- Busy vs. Productive
- Indecision & Delay
- Overwork
- Urgency v's importance
- Prioritization

## **Module IV: Time Management System**

- Functional
- Portable
- Intelligible

### **References:**

- Time Management: A Holistic Approach to Productivity, Stress Reduction, and Effectiveness By Michael Jibrael
- Time Management for Students: How to Get More Done in Less Time By Dale Hartman
- A College Students Guide to Time Management – A Book by and for College Students By Edward Rippen
- Time Management: Guide to Time Management Skills, Productivity, Procrastination and Getting Things Done By Charles Harvey
- Procrastination: Why You Do It, and What to Do About It Now By Jane B. Burka

# Stress Management

**Course Code : VCSMCS 007**

## **Course objectives:**

- Comprehend the psychological and physiological effects of stress;
- Comprehend the concepts related to individual and cultural differences in stress reactions across the lifespan;
- Evaluate individual stress risk factors (behavioral, emotional, physical, and spiritual);
- Understand and learn how to use various techniques and determine the most appropriate method to aid in stress management;
- Develop the ability to tap personal strengths for stress prevention and achievement of meaningful goals;
- Accept responsibility for managing your own levels.

## **Course Outcomes:**

- Learn the fundamentals of stress management.
- Recognize your stressors and how to deal with them.
- Create proactive reactions to stressful situations.
- Use coping strategies for stress management both on and off the job. Learn how to manage stress through diet, sleep, and other lifestyle factors.
- Create a long-term action plan to reduce and better manage stress.

## **Course Content:**

### **Module I: Understanding the Nature of Stress**

- The Meaning of Stress
- The Body's Reactions to Stress
- Sources of Stress Across the Lifespan
- Adaptive and Maladaptive Behavior
- Individual and Cultural Differences

### **Module II: Strategies of Stress Management and Prevention**

- Problem Solving and Time Management
- Psychological and Spiritual Relaxation Methods
- Physical Stress Reduction Methods
- Preparing for the Future: College and Occupational Stress

- Self-Care: Nutrition and Other Lifestyle Issues
- Relationship Stress and Conflict

### **Module III: Strategies of Synthesis and Prevention**

- Stress Resilience
- Optimal Functions
- Making Changes Stick

### **Reference:**

- Baron .L & Feist.J (2000) Health Psychology 4th edition, USA Brooks/Cole
- Barlow, Rapee, and Perini(2014), 10 Steps to Mastering Stress: A Lifestyle Approach, USA
- Clayton,M (2011).Brilliant stress management How to manage stress in any situation's 1st edition, Great Britain Pearson Education
- Cooper, C,& Palmer,S, (2000)Conquer Your Stress, London: Institute of personal development Universities Press
- Dutta, P,K, (2010) Stress management Himalaya, Himalaya Publishing House
- Lee, K. (2014). Reset: Make the Most of Your Stress: Your 24-7 Plan for Well-being. Universe Publishing.
- Ogden. J (2000) Health Psychology 2nd edition Philadelphia, Open university press
- Olpin, M. & Hesson, M. (2015). Stress Management for Life: A Research-Based Experiential Approach. 4th edition. Wadsworth Publishing. Rice. P. L.(1992) Stress and Health,2nd edition, California, Brooks/Cole
- Roy, S (2012) Managing stress, Sterling Publication
- Taylor S.E (1998) Health Psychology 3rd edition, New York. Mc Graw Hill

# Research Ethics

Course Code: VCSMCS 008

## Course objectives:

- To make the students aware of the emerging ethical issues in modern research.
- To enable the students to understand the role and responsibilities of Research Ethics Committees
- To make students aware of the necessity of honesty & integrity while doing research.

## Course Outcomes:

- To detect research misconduct and fraudulent publications.
- Will understand ethics, research integrity, and publication ethics.
- To understand indexing and citation databases, open access publications, and research metrics (citations, h-index, Impact Factor, etc.).
- To comprehend the use of plagiarism detection software.

## Course Content:

### Module I: Philosophy and ethics

Philosophical definition, nature and scope, concept, and branches - Ethics: definition, moral philosophy, moral judgements and reactions.

### Module II: Science and research ethics

Intellectual honesty and research integrity - Scientific misconducts: falsification, fabrication, and plagiarism (FFP) - Duplicate and overlapping publications, as well as salami slicing - Selective reporting and data misrepresentation

### Module III: Publication Ethics

Definition, introduction, and significance of publication ethics - Initiatives and guidelines for best practices and standards setting: COPE, WAME, etc. - Conflicts of interest - Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types of publication misconduct - Breach of publishing ethics, authorship, and contributor ship - Detection of publication malpractice, complaints, and appeals - Publishers and journals that are predatory.

### Module IV: Publication misconduct

Subject-specific ethical issues, FFP, authorship b) Conflicts of interest c) Complaints and appeals: examples and fraud from India and abroad

## **Module V: Plagiarism software**

Use of plagiarism software such as Turnitin, Urkund, and other open source software tools.

### **References :**

- Nicholas H. Steneck. Introduction to the Responsible Conduct of Research. Office of Research Integrity. 2007. Available at: <https://ori.hhs.gov/sites/default/files/rcrintro.pdf>
- The Student's Guide to Research Ethics By Paul Oliver Open University Press, 2003
- Responsible Conduct of Research By Adil E. Shamoo; David B. Resnik Oxford University Press, 2003
- Ethics in Science Education, Research and Governance Edited by Kambadur Muralidhar,
- Amit Ghosh Ashok Kumar Singhvi. Indian National Science Academy, 2019. ISBN : 978-81-939482-1-7.
- Anderson B.H., Dursaton, and Poole M.: Thesis and assignment writing, Wiley Eastern 1997.
- Bjorn Gustavii: How to write and illustrate scientific papers? Cambridge University Press.
- Bordens K.S. and Abbott, B.b.: Research Design and Methods, Mc Graw Hill, 2008.
- Graziano, A., M., and Raulin, M.,L.: Research Methods – A Process of Inquiry, Sixth Edition, Pearson, 2007.

## Capacity Building and Attitudinal Training

Course Code: VCSMCS 009

### Course Objective-

- To Discuss the concept and fundamentals of capacity building and attitudinal training.
- To make the students understand the larger issues of life and living..
- To know various aspects that influence personality and strategies to manage them.

### Course Outcomes:

- To analyze the significance of capacity building and attitudinal training in an organization.
- To understand and personality traits required to improve ones personality.
- To know various aspects that influence personality and strategies to manage them.

### Course Content:

#### Module I: Self Awareness and leadership development

Meaning of self awareness -Components-Improving Self awareness-Benefits of understand self-Meaning and importance -Types of leadership styles-theories of leadership

#### Module II: Goal setting and Interpersonal skills

Meaning of goal and goal setting -short ,medium and long term goals-importance of goal setting -choices /selection of setting goals-steps for goal setting -SMART goals. Meaning of creativity-Difference with innovation -barriers to creativity -understand and importance of human values.

#### Module III: Interpersonal Skills

Meaning of interpersonal skills-Need for Developing interpersonal skills-components of interpersonal skills-Technique required to improve skills-Benefits of effective interpersonal skills.

#### Module IV: Stress management

Meaning of stress-Factor causing stress-positive and negative types of stress-effects of stress on body and mind -stress removal techniques.

## **Module V: Time Management**

What and why of time management-Necessity and benefits of time management-Tools of time management-How to manage time wisely.

### **References:**

- Elizabeth B. Hurlock(2007). personality development .Tata McGrew Hill: New Delhi.
- M.Omkar (2008). Personality development and carrer management S.Chand & Co.Ltd.
- Barun K.Mitra (2012). Personality development and soft skills, Oxford University press



## Event Marketing

Course Code: VCSMCS 010

### Course Objective:

- To understand the fundamental concepts of event marketing.
- To explore the historical concepts of event marketing.

### Course Outcomes:

- To understand the fundamental concepts of event marketing.
- To know various aspects of event marketing.

### Course Content:

#### Module I: Introduction to Event Marketing

- Definition and scope of event marketing
- Importance of events in marketing strategies
- Historical context and evolution of event marketing

#### Module II: Planning Successful Events

- Defining clear objectives for the event
- Aligning goals with overall marketing strategy
- Identifying and understanding the target audience

#### Module III: Pre-Event Marketing Strategies

- Leveraging social media and digital platforms
- Email marketing campaigns
- Teasers and countdowns

### References:

- Identifying and understanding the target audience, Segmentation strategies for diverse events "Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions "Author: Leonard H. Hoyle, Publisher: Wiley, Edition: 1st Edition (2002)
- "The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly" Author: David Meerman Scott, Publisher: Wiley, Edition: 7th Edition (2020)
- "Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other

Special Events "Author: Judy Allen, Publisher: Wiley, Edition: 2nd Edition (2009),"Into the Heart of Meetings: Basic Principles of Meeting Design"



## Advance Selling Skills

**Course Code: VCSMCS 011**

### **Course Objective:**

- To Discuss the concept and fundamentals of Advance Selling
- To make the students understand value based Selling..
- To know various aspects that influence personality and emotional Intelligence in sales.

### **Course Outcome:**

- Demonstrate mastery in advanced sales methodologies.
- Apply consultative selling approaches for complex products/services.
- Implement relationship-building strategies for key accounts.
- Understanding Buyer Psychology:
- Tailor sales strategies based on psychological insights.

### **Course Content:**

#### **Module I: Social and Value Based Selling**

Importance of Creating and communicating unique value propositions Benefits of Differentiating products/services in a competitive market.

#### **Module II: Building Credibility and Trust**

Meaning of Credibility and trust -.Meaning of Trust Values in Workplace Difference with innovation -barriers to creativity -understand and importance of human values. Ethical Decision Making. Leveraging networking events for lead generation.

#### **Module III: Feedback and Performance coaching**

Meaning of Feedback and performance in sales; Benefits of effective interpersonal skills. Importance Of Creating a culture of continuous improvement on emotional intelligence of salesperson.

### **References:**

- RC Varshney and B.Bhattacharya, International Marketing- Indian Perspective,
- Sultan Chand & Sons New Delhi, 2006.
- Francis Cherunilam - International Marketing(Texts and Cases), Himalaya Publishing House.
- Kotler, Armstrong - Principles of Marketing, Pearson.
- IkkaRonkainen& Michaele Czinkota – International Marketing, South Western College Publishing.

## Basic Financial Analytics

**Course Code: VCSMCS 012**

### Course Objectives:

- To study the concept and significance of financial analytics
- To understand the various skills required for decision making
- To acquire knowledge on Portfolio Construction

### Course Outcomes:

- To understand about Financial Analytics.
- Demonstrate competencies in financial analysis and decision making.
- To acquire the knowledge on Portfolio Construction.

### Course Content:

#### Module I: Introduction to Financial Analytics

Definition, relevance and scope financial Analytics, recent trends in financial analytics.

#### Module II: Financial Time Series and Their Characteristics

Asset Returns, Distributional Properties of Returns, Review of Statistical Distributions and properties of financial time series.

#### Module III: Asset Portfolio Models

Basics of portfolio construction, Markowitz Theorem, Capital Asset Pricing Model, Diversification and Portfolio Optimization.

### References:

- Financial Planning & Analysis and Performance Management (Wiley Finance) by Jack Alexander | Jun 13, 2018.
- A Guide To The Basics Of Volume Spread Analysis: How The Professionals Operate In The Financial Markets by Mr Philip Friston | Sep 30, 2018.
- Download R from <http://cran.rproject.org/>
- R Studio from <http://www.rstudio.com/products/rstudio/download/>

## **Leadership Development**

### **Course Objective:**

- To Discuss the concept and fundamentals of Leadership Development
- To make the students understand the larger issues of life and living..
- To know various aspects that influence personality and strategies to manage them

### **Course Outcome:**

- Demonstrate a deep understanding of prominent leadership models.
- Apply diverse leadership styles effectively in different contexts.
- Exhibit enhanced communication skills for effective leadership.
- Strategic Decision-Making.
- Implement conflict resolution strategies.

### **Course Content:**

#### **Module I: Self Awareness and leadership development**

Importance of self-awareness-Improving Self-awareness-Benefits of understand self-Types of leadership styles-theories of leadership

#### **Module II: Ethical Leadership**

Meaning of Ethical Leadership -.Meaning of Trust Values in Workplace Difference with innovation -barriers to creativity -understand and importance of human values. Ethical Decision Making.

#### **Module III: Continuous Learning and Development**

Meaning of Commitment to lifelong Learning ;Benefits of effective interpersonal skills. Importance of Creating a culture of continuous improvement

### **References:**

- Gupta, R.S., Sharma, B.D., & Bhalla.N.S. (2016). Principles & Practices of Management, New Delhi: Kalyani Publishers
- Robbins, Judge S.P.,T.A.,Vohra N.(2016),Organizational Behaviour,16/e, Pearson Education.M.Omkar (2008). Personality development and career management S.Chand&Co.Ltd.
- BarunK.Mitra (2012). Personality development and soft skills, Oxford University press

## Exploring Business Opportunity

**Course Code: VCSMCS 014**

### **Course Objectives:**

- To introduce participants to the fundamental concepts of identifying and evaluating business opportunities.
- To develop skills in market analysis, trend identification, and recognizing gaps in the market.
- To provide insights into innovation, creativity, and problem-solving for business idea generation.
- To understand the importance of feasibility studies and risk assessment in business exploration.
- To empower participants with the knowledge and tools to transform ideas into viable business ventures.

### **Course Outcomes:**

- Participants will have a foundational understanding of the business opportunity identification process.
- Ability to analyze market trends and identify potential niches for business.
- Skills in generating innovative and creative business ideas.
- Knowledge of conducting feasibility studies and assessing business risks.
- Confidence in evaluating and pursuing viable business opportunities.

### **Course Content:**

#### **Module I: Introduction to Business Opportunity Exploration**

- Definition and Significance of Business Opportunities
- Characteristics of Successful Entrepreneurs
- Entrepreneurial Mindset and Risk-Taking

#### **Module II: Market Analysis and Trend Identification**

- Conducting Market Research
- Identifying Consumer Needs and Trends
- Analyzing Competitors and Industry Landscape

#### **Module III: Creativity and Innovation in Business**

- Techniques for Idea Generation
- Problem-Solving Strategies
- Incorporating Innovation into Business Concepts

## **Module IV: Feasibility Studies and Business Planning**

- Components of a Feasibility Study
- Financial Analysis and Projections
- Writing a Business Plan

## **Module V: Risk Assessment and Mitigation**

- Identifying and Analyzing Business Risks
- Strategies for Risk Mitigation
- Contingency Planning

## **Module VI: Turning Ideas into Action**

- Developing an Actionable Business Model
- Prototyping and Minimum Viable Product (MVP)
- Pitching Business Ideas Effectively.

## **References:**

- "Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries.
- "Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers" by Alexander Osterwalder and Yves Pigneur.
- "Zero to One: Notes on Startups, or How to Build the Future" by Peter Thiel and Blake Masters.
- "The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets" by Brant Cooper and Patrick Vlaskovits.
- Online Resources: Harvard Business Review, TED Talks on Entrepreneurship.

# Development of life skills and Relationship Management

**Course Code: VCSMCS 015**

## **Course Objectives:**

- To enhance participants' life skills, including self-awareness, critical thinking, and decision-making.
- To develop effective communication and interpersonal skills for building positive relationships.
- To foster emotional intelligence and resilience in dealing with life challenges.
- To provide tools for stress management, time organization, and goal setting.
- To empower participants to cultivate and maintain healthy personal and professional relationships.

## **Course Outcomes:**

- Participants will develop a range of essential life skills for personal growth and success.
- Improved communication and interpersonal skills for building strong relationships.
- Enhanced emotional intelligence and resilience in facing life challenges.
- Practical strategies for stress management, time organization, and goal achievement.
- Increased ability to navigate and nurture positive relationships in various contexts.

## **Course Content:**

### **Module I: Life Skills Essentials**

- Self-Awareness and Self-Reflection
- Critical Thinking and Problem-Solving
- Decision-Making and Goal Setting

### **Module II: Effective Communication Skills**

- Verbal and Non-Verbal Communication
- Active Listening and Empathy
- Constructive Feedback and Conflict Resolution

### **Module III: Emotional Intelligence**

- Understanding Emotions
- Emotional Regulation and Empathy

- Building Resilience

## **Module IV: Stress Management and Well-being**

- Identifying Stressors and Coping Strategies
- Time Management and Organization
- Mindfulness and Relaxation Techniques

## **Module V: Building and Nurturing Relationships**

- Relationship Types: Personal and Professional
- Establishing Boundaries
- Strategies for Building and Maintaining Healthy Relationships

## **Module VI: Conflict Resolution and Negotiation**

- Understanding Conflict and Its Causes
- Strategies for Effective Conflict Resolution
- Negotiation Skills

## **Module VII: Networking and Social Skills**

- Building a Professional Network
- Social Etiquette and Networking Strategies
- Online and Offline Networking

## **Module VIII: Applying Life Skills in Career and Personal Development**

- Integrating Life Skills into Career Planning
- Continuous Learning and Adaptability
- Future Goal Setting

## **References:**

- "The 7 Habits of Highly Effective People" by Stephen R. Covey.
- "Emotional Intelligence: Why It Can Matter More Than IQ" by Daniel Goleman.
- "Mindset: The New Psychology of Success" by Carol S. Dweck.
- "Crucial Conversations: Tools for Talking When Stakes Are High" by Kerry Patterson et al.
- Online Resources: TED Talks on Life Skills, Psychology Today articles.

# Financial Planning & Management

Course Code: VCSMCS 016

## Course Objectives:

- To provide participants with a comprehensive understanding of financial concepts and principles.
- To develop skills in personal and business financial planning.
- To equip individuals with tools for budgeting, saving, and investing.
- To foster financial literacy and responsible financial decision-making.
- To empower participants to make informed and strategic financial choices.

## Course Outcomes:

- Participants will have a strong foundation in financial concepts and terminology.
- Proficiency in creating and managing personal and business budgets.
- Knowledge of investment strategies and wealth-building techniques.
- Improved financial literacy and decision-making skills.
- Confidence in planning for short-term and long-term financial goals.

## Course Content:

### Module I: Introduction to Financial Concepts

- Basics of Finance: Time Value of Money, Risk and Return
- Financial Statements and Ratios
- Overview of Financial Markets and Instruments

### Module II: Personal Financial Planning

- Setting Financial Goals
- Budgeting and Expense Tracking
- Saving and Emergency Funds

### Module III: Investment Strategies

- Types of Investments: Stocks, Bonds, Mutual Funds, Real Estate
- Risk and Diversification
- Retirement Planning

### Module IV: Business Financial Management

- Financial Planning for Businesses
- Cash Flow Management
- Financial Decision-Making for Entrepreneurs

## **Module V: Credit Management and Debt Reduction**

- Understanding Credit Scores
- Managing Debt: Loans, Credit Cards, Mortgages
- Strategies for Debt Reduction

## **Module VI: Tax Planning**

- Basics of Taxation
- Tax-Advantaged Investments
- Strategies for Tax Planning

## **Module VII : Estate Planning**

- Importance of Estate Planning
- Wills, Trusts, and Inheritance
- Legacy and Philanthropy

## **Module VIII: Financial Literacy and Responsible Money Management**

- Promoting Financial Literacy
- Ethical and Responsible Financial Choices
- Continuous Learning in Finance

## **References:**

- "The Total Money Makeover: A Proven Plan for Financial Fitness" by Dave Ramsey.
- "Rich Dad Poor Dad: What the Rich Teach Their Kids About Money That the Poor and Middle Class Do Not!" by Robert T. Kiyosaki.
- "Your Money or Your Life: 9 Steps to Transforming Your Relationship with Money and Achieving Financial Independence" by Vicki Robin and Joe Dominguez.
- "The Millionaire Next Door: The Surprising Secrets of America's Wealthy" by Thomas J. Stanley and William D. Danko.
- Online Resources: Investopedia, Khan Academy Finance.

## Event Planning and Management

**Course Code: VCSMCS 017**

### **Course Objectives:**

- To provide participants with a comprehensive understanding of the event planning process.
- To develop skills in strategic event design, coordination, and execution.
- To equip individuals with tools for budgeting, marketing, and logistics in event management.
- To foster creativity and problem-solving for successful event execution.
- To empower participants to plan and manage a variety of events effectively.

### **Course Outcomes:**

- Participants will have a solid understanding of the event planning industry and its key components.
- Proficiency in strategic event design, considering objectives, target audience, and themes.
- Skills in budgeting, marketing, and logistics for successful event planning and execution.
- Enhanced creativity and problem-solving abilities in the context of event management.
- Confidence in planning and managing diverse events, from small gatherings to large-scale functions.

### **Course Content:**

#### **Module I: Introduction to Event Planning**

- Overview of the Event Planning Industry
- Types of Events and Their Objectives
- Roles and Responsibilities of Event Planners

#### **Module II: Strategic Event Design**

- Setting Event Objectives and Goals
- Target Audience Identification
- Theme Development and Conceptualization

#### **Module III: Event Budgeting and Financial Planning**

- Creating and Managing Event Budgets
- Revenue Generation and Sponsorship
- Financial Risk Management

## **Module IV: Marketing and Promotion**

- Event Branding and Promotion Strategies
- Social Media and Digital Marketing for Events
- Public Relations and Media Relations

## **Module V: Logistical Planning and Coordination**

- Venue Selection and Logistics
- Catering and Hospitality
- Equipment and Technology Requirements

## **Module VI: Creativity and Innovation in Event Management**

- Incorporating Creativity into Event Design
- Problem-Solving in Unexpected Situations
- Incorporating Trends in Event Planning

## **Module VII: Risk Management and Contingency Planning**

- Identifying and Assessing Event Risks
- Developing Contingency Plans
- Crisis Communication Strategies

## **Module VIII: Evaluation and Post-Event Analysis**

- Assessing Event Success and Areas for Improvement
- Post-Event Surveys and Feedback
- Continuous Learning and Professional Development in Event Planning

## **References:**

- "The Art of Event Planning: Pro Tips from an Industry Insider" by Judy Allen.
- "Into the Heart of Meetings: Basic Principles of Meeting Design" by Eric de Groot and Mike van der Vijver.
- "Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events" by Judy Allen.
- "Meeting Architecture: A Manifesto" by Maarten Vanneste.
- Online Resources: Eventbrite Blog, International Live Events Association (ILEA).

# Sales and Marketing Management

**Course Code: VCSMCS 018**

## **Course Objectives:**

- To provide participants with a comprehensive understanding of sales and marketing concepts.
- To develop skills in strategic planning, execution, and evaluation of sales and marketing strategies.
- To equip individuals with tools for customer relationship management and effective communication.
- To foster creativity and innovation in sales and marketing approaches.
- To empower participants to lead and manage successful sales and marketing teams.

## **Course Outcomes:**

- Participants will have a strong foundation in sales and marketing principles and strategies.
- Proficiency in designing, implementing, and evaluating sales and marketing plans.
- Skills in customer relationship management, communication, and persuasion.
- Enhanced creativity in developing effective sales and marketing campaigns.
- Confidence in leading and managing sales and marketing teams for organizational success.

## **Course content:**

### **Module I: Introduction to Sales and Marketing**

- Overview of Sales and Marketing Functions
- Key Concepts in Sales and Marketing
- Interrelationship between Sales and Marketing

### **Module II: Strategic Sales and Marketing Planning**

- Setting Sales and Marketing Objectives
- Market Analysis and Segmentation
- Developing Actionable Marketing Plans

### **Module III: Customer Relationship Management (CRM)**

- Importance of Customer Relationships

- CRM Systems and Tools
- Building and Maintaining Customer Loyalty

### **Module IV: Communication and Persuasion in Sales**

- Effective Communication Strategies
- Persuasion Techniques in Sales
- Handling Objections and Closing Sales

### **Module V: Digital Marketing and Social Media**

- Online Marketing Strategies
- Social Media Platforms for Business
- Data Analytics in Digital Marketing

### **Module VI: Product and Brand Management**

- Product Development and Positioning
- Branding Strategies
- Product Life Cycle Management

### **Module VII: Sales Team Leadership**

- Recruiting and Training Sales Teams
- Motivating and Managing Sales Personnel
- Performance Evaluation and Improvement

### **Module VIII: Evaluation and Continuous Improvement**

- Metrics for Sales and Marketing Performance
- Post-Campaign Analysis and Reporting
- Continuous Learning and Adaptation

### **Reference:**

- "Influence: The Psychology of Persuasion" by Robert B. Cialdini.
- "Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant" by W. Chan Kim and Renée Mauborgne.
- "The Challenger Sale: Taking Control of the Customer Conversation" by Matthew Dixon and Brent Adamson.
- "Building a StoryBrand: Clarify Your Message So Customers Will Listen" by Donald Miller.
- Online Resources: HubSpot Academy, Google Analytics Academy.