

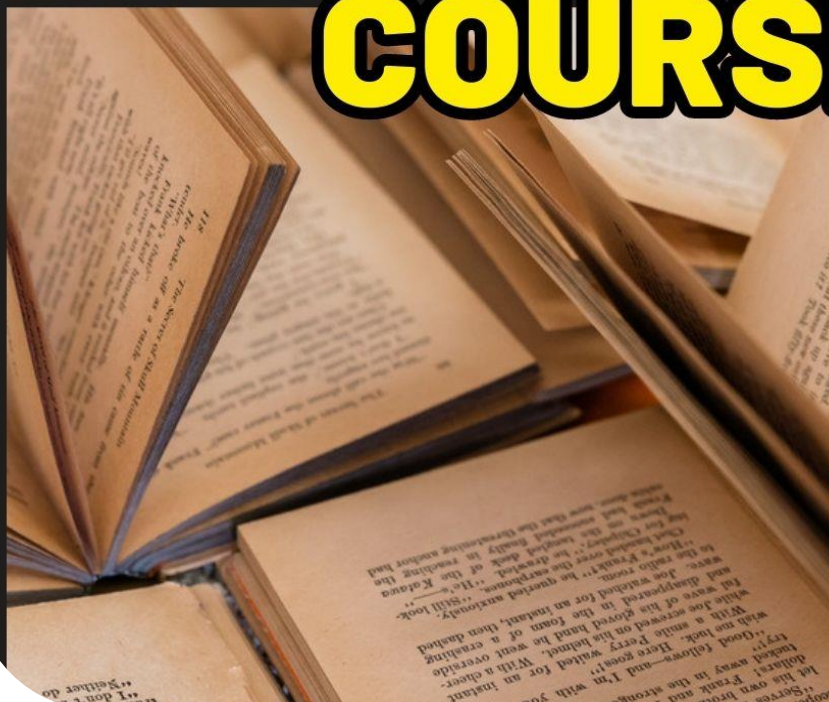


SHRI GURU RAM RAI UNIVERSITY DEHRADUN



VALUE ADDED COURSES

SGRRU





SGRR UNIVERSITY

Brochure of Value-Added Courses School of Management & Commerce Studies 2019-2020



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 5500+ 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.

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INTRODUCTION

Traditional education provides a strong foundation, but to stay competitive and relevant, individuals must continually enhance their skill set. Enter value-added courses, a gateway to a world of specialized expertise designed to complement and enrich existing knowledge.

Value-added courses go beyond the conventional academic curriculum, offering practical insights and hands-on experience in niche areas. These courses are meticulously crafted to bridge the gap between theoretical learning and real-world application, empowering individuals to navigate the complexities of contemporary professional landscapes.

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.

Hospital Inventory Management

Course Code: VAC2019-33

Course Objective-

- To Discuss the fundamentals of Hospital Inventory Management.
- To Provide a clear visibility of inventory stored across various hospitals.
- To Explain the various aspects of Hospital Inventory Management.

Course Outcomes-

- To analyse the role of inventory management in a hospital.
- To explain all the steps of planning and organizing inventory management in hospital
- To Plan, understand the concept and types of inventories.

Module I:

Basic Quality Concepts Historical Perspective on Quality and journey through TQM
Quality Management Standard ISO 9000 Overview of ISO 14000/18000/22000

Module II:

Quality Improvement Tools Fundamentals of LEAN Healthcare Value Stream Mapping
QI tools; 5S, KAIZEN, FMEA

Module III:

Quality & Accreditation in Healthcare Evolution of Quality and Accreditation in
healthcare. Role of Accreditation and Regulation in healthcare Quality Framework of
the accreditation standards; Role of Inventory Management

Module IV:

Quality Assurance Framework QA in Patient Care Services (admission to discharge &
beyond) QA in Diagnostic Services (Laboratory & Imaging) QA in various settings of
Patient care ,Role of ABC and FSN Analysis

Module V :

Patient Safety in Clinical Processes Patient Safety Management Program (PSMP)
Infection Control Practices Preventing Medical & Medication Errors,

References:

- Gupta., Shakti, Kant.,Sunil,2001, Hospital Stores Management: An Integrated Approach, 1st Edition, Jaypee Publications.
- Goel .,B.S,2002,Production Operations Management ,Vol 2, 22 edition,Pragati Prakashan.
- Skeet., Murriel,Fear.,David,1995, Care and Safe Use of Hospital Equipment ,(VSO, UK)
- Gopalakrishnan., P ,Sundaresan.,M, 1977, Materials Management : An Integrated Approach ,Prentice – Hall of India Pvt. Ltd., New Delhi

Leadership Skill

Course Code: VAC2018-34

Course Objective-

- To outline about various professional skills that is essential for a psychologist to acquire.
- To explain different techniques and strategies that are required to improve the professional skills.
- To describe about the etiquette and Professional Ethics that a psychologist is expected to follow

Course Outcomes-

- To analyze the role of leadership skills in image building
- To explain all the steps of planning and organizing an event
- Build Professional competency by making use of various skills learned.

Module I:

Introduction to Leadership (Roles, functions and characteristics of a leader; evolution and growth of leadership; Leadership traits and ethics; Attitude, Behaviour, Personality traits and leadership; Types and Styles of leadership)

Module II:

Leadership and Management Skills: Conceptual, Human and Technical; Roles: Interpersonal, Informational and Decisional; difference between a leader and a manager)

Module III:

Theories of Leadership (Trait Theory, Behavioural theories, Contingency Theories, Transactional Theories and Transformational Leadership Theory)

Module IV:

Leadership in Action , Cases / Caselets on Leadership

References:

- Sanghi, S. (2007). Towards Personal excellence. New Delhi: Sage Publications Inc.

- Alicke, M.D., Sedikides, C. (2011). Handbook of self enhancement and self-protection. USA: Guilford Press.
- Wendler, D. (2014). Improve your social skills. USA: Create Space Independent Publishing Platform
- Nair.V.R. (2010). Life Skills. Personality and Leadership. Tamil Nadu, India: RGNIYD
- Duffy, G.K., & Atwater, E. (2008). Psychology for Living Adjustment, Growth and Behavior Today. Dorling Kindersley India Pvt. Ltd.

Basic Entrepreneurship Skill

Course Code: VAC2019-35

Course Objectives:

- To understand the principles and processes of entrepreneurship.
- To develop skills in identifying business opportunities and market analysis.
- To gain knowledge in business planning and financial management.
- To learn effective communication and networking strategies for business success.

Course Outcomes:

- A foundational understanding of entrepreneurship and the entrepreneurial mindset.
- Ability to identify business opportunities and conduct effective market analysis.
- Skills in developing and implementing a robust business plan.
- Knowledge of basic financial management and funding strategies for start-ups.
- Enhanced communication and networking skills tailored for the entrepreneurial environment.

Course Content :

Module I: Introduction to Entrepreneurship (Duration: Varied)

Entrepreneurship Concepts, Characteristics of Entrepreneurs, Entrepreneurial Mindset.

Module II : Opportunity Identification and Market Analysis (Duration: Varied)

Idea Generation, Market Research, Identifying Customer Needs, SWOT Analysis.

Module III : Business Planning and Strategy (Duration: Varied)

- Business Model Canvas, Business Plan Development, Strategic Planning, Legal and Ethical Considerations.

Module IV : Financial Management for Entrepreneurs (Duration: Varied)

Basics of Financial Management, Funding Options, Cash Flow Management, Budgeting.

Module V : Communication and Networking Skills (Duration: Varied)

- Effective Communication Techniques, Elevator Pitch, Networking Strategies, Building Professional Relationships.

References:

- "The Lean Startup" by Eric Ries.
- "The Art of the Start 2.0" by Guy Kawasaki.
- "Entrepreneurship: Successfully Launching New Ventures" by Bruce R. Barringer and R. Duane Ireland.
- "The \$100 Startup" by Chris Guillebeau.
- "Business Model Generation" by Alexander Osterwalder and Yves Pigneur.
- Kalai Selvan N: Event Management and Marketing, ICFAI.
- 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

Business Communication

Course Code: VAC2019-36

Course Objective:

- Developing Proficient Communication Skills: Enhance verbal, written, and non-verbal communication abilities essential for effective business interactions.
- Crafting Persuasive Business Messages: Master the art of creating compelling and persuasive business communications, including proposals, reports, and presentations.
- Navigating Diverse Communication Channels: Explore various communication channels, including digital platforms, social media, and virtual collaboration tools, for seamless business interactions.
- Building Professional Relationships: Cultivate skills in relationship building, networking, and interpersonal communication critical for fostering strong professional connections.
- Adapting Communication Styles: Understand diverse communication styles and adapt messaging for different audiences, contexts, and cultural nuances.
- Effective Team Communication and Collaboration: Develop strategies for effective team communication, fostering collaboration, and resolving conflicts within a team setting.

Course Outcome:

Module I: Foundations of Business Communication

- Understanding Business Communication
- Importance, scope, and components of effective business communication
- Overview of communication models and theories in a business context
- Verbal Communication Skills
- Effective speaking, active listening, and persuasive verbal communication techniques
- Presentation skills and public speaking strategies
- Written Business Communication
- Business writing principles, including emails, memos, reports, and proposals
- Clarity, conciseness, and precision in written communication

Module II : Digital and Technological Communication

- Digital Communication Platforms

- Effective use of email, messaging apps, and virtual collaboration tools in a business environment
- Netiquette and professionalism in digital communication
- Social Media and Business Branding
- Leveraging social media for professional networking, marketing, and brand management
- Creating and managing a professional online presence

Module III : Interpersonal Communication and Relationship Building

- Interpersonal Skills in Business
- Building rapport, empathy, and trust in business relationships
- Handling conflicts, negotiations, and difficult conversations effectively
- Networking and Relationship Management
- Strategies for networking, relationship-building, and maintaining professional connections
- Business etiquette and cultural sensitivity in global interactions

Module IV : Business Communication Strategies

- Strategic Communication Planning
- Developing communication strategies aligned with organizational goals and audience needs
- Crisis communication and reputation management
- Cross-functional Communication
- Communicating across departments, teams, and hierarchical levels within an organization
- Ensuring clarity and alignment in cross-functional projects and collaborations

Module V: Leadership Communication

- Leadership Communication Styles
- Exploring effective communication for leaders and managers
- Motivating, inspiring, and influencing through communication
- Change Management Communication
- Communicating change initiatives effectively to ensure organizational buy-in and successful implementation

Module VI : Business Communication Ethics and Global Communication

- Ethical Business Communication
- Ethical considerations in business communication: honesty, integrity, and confidentiality
- Ethical dilemmas in communication and decision-making
- Global Communication and Cultural Competence
- Communicating across cultures, understanding cultural nuances, and adapting communication styles
- International business communication etiquette and protocols

Module VII : Crisis Communication and Business Writing Excellence

- Crisis Communication Strategies
- Handling crises and emergencies with effective communication plans and responsiveness
- Maintaining transparency and trust during crisis situations
- Advanced Business Writing and Documentation
- Advanced report writing, business correspondence, and professional document creation
- Editing, proofreading, and refining business documents for clarity and impact
- Module 8: Business Communication Capstone Project
- Application of Learned Skills
- Integrating learned concepts into a comprehensive business communication project
- Presentations and evaluations of real-world communication scenarios

References:

- Guffey ME, Loewy D. Essentials of Business Communication. 11th ed. Mason, OH: South-Western Cengage Learning; 2016.
- Hynes G, Hynes-Berry M. Business Communication. 2nd ed. Boston, MA: McGraw-Hill Education; 2017.
- Munter M. Guide to Managerial Communication. 10th ed. Upper Saddle River, NJ: Pearson Education; 2016.
- Ober S, Stanton N. Contemporary Business Communication. 9th ed. Boston, MA: Cengage Learning; 2018.

Understanding GST and Compliance

Course Code: VAC2019-37

Course Objectives:

- To gain an in-depth understanding of the GST framework and its impact on businesses.
- To learn about the various aspects of GST compliance, including registration, filing, and returns.
- To understand the practical application of GST laws in different business scenarios.
- To develop skills for effective management of GST-related requirements in an organizational context.

Course Outcomes:

- Comprehensive understanding of the GST system and its impact on various sectors.
- Ability to handle GST registration, filing, and compliance procedures effectively.
- Proficiency in managing Input Tax Credit and understanding GST invoicing requirements.
- Skills to apply GST knowledge in practical business situations and address compliance challenges

Course Content:

Module I : Introduction to GST (Duration: Varied)

Overview of GST, Historical Context, Comparison with Previous Tax Regimes.

Module II : GST Registration and Structure (Duration: Varied)

Registration Process, Types of GST (CGST, SGST, IGST), Tax Slabs and Rates.

Module III : GST Filing and Compliance (Duration: Varied)

GST Returns, Filing Procedures, Deadlines, Documentation, E-way Bills.

Module IV: Input Tax Credit and Invoicing (Duration: Varied)

Mechanism of Input Tax Credit, Eligibility, Invoicing Rules, and Formats.

Module V: Practical Aspects and Case Studies (Duration: Varied)

Practical Challenges, GST in Different Business Scenarios, Case Studies, Recent Updates in GST Law.

Reference Books:

- "GST: Law, Practice, and Procedures" by V. S. Datey.
- "Indirect Tax Laws (GST & Customs)" by Yogendra Bangar and Vandana Bangar.
- "Simplified Approach to GST: A Ready Reckoner" by Ca Raman Singla.
- "GST Made Easy" by Arpit Haldia.
- "Handbook on Goods & Services Tax" by Taxmann.
- https://onlinecourses.swayam2.ac.in/ugc19_hs34/preview.

Professional Skills and Human Values

Course Code: VAC2019-38

Course Objective:

- **Holistic Skill Development:** To cultivate a range of professional skills including communication, teamwork, leadership, problem-solving, and adaptability through practical exercises and simulations.
- **Ethical Decision Making:** To explore the ethical dimensions of professional conduct and decision-making, emphasizing integrity, responsibility, and accountability in various contexts.
- **Emotional Intelligence and Empathy:** To develop emotional intelligence and empathy to enhance interpersonal relationships, conflict resolution, and effective collaboration in diverse environments.
- **Cultural Competence and Diversity Awareness:** To foster an understanding of cultural diversity, promoting inclusivity, tolerance, and respect for different perspectives and backgrounds.
- **Critical Thinking and Innovation:** To enhance critical thinking abilities to analyze problems, generate creative solutions, and adapt to changing scenarios in professional settings.

Course Content:

Module I: Foundations of Professional Skills and Ethics Total Hrs : 5

- Introduction to Professionalism and Ethical Behavior
- Understanding the importance of ethics in professional settings
- Developing a professional demeanor and ethical decision-making framework
- Communication Skills

Module II : Emotional Intelligence and Interpersonal Development Total Hrs : 5

- Emotional Intelligence (EQ)
- Self-awareness, self-regulation, motivation, empathy, and social skills
- Managing emotions in professional environments
- Relationship Building and Networking

Module III: Critical Thinking and Problem-Solving Total Hrs : 5

- Critical Thinking Skills

- Analytical thinking, reasoning, and problem-solving approaches
- Decision-making processes and strategies
- Creativity and Innovation

Module IV: Leadership and Management Skills Total Hrs :5

- Leadership Styles and Qualities
- Exploring various leadership styles and their effectiveness
- Developing leadership qualities and skills
- Time Management and Organizational Skills

Module V : Ethics, Social Responsibility, and Diversity Awareness Total Hrs : 5

- Ethical Leadership and Corporate Social Responsibility
- Promoting ethical behavior in leadership roles
- Understanding and fulfilling social responsibilities in organizations
- Cultural Competence and Diversity
- Embracing diversity, cultural awareness, and inclusion in the workplace
- Respecting differences and leveraging diversity for innovation

Module VI : Stress Management and Well-being Total Hrs : 5

- Stress Management Techniques
- Coping mechanisms for stress in professional life
- Balancing work and personal life for well-being
- Resilience and Adaptability

Module VII : Application and Integration Total Hrs : 8

- Case Studies and Role-Playing Exercises
- Applying learned skills and values in simulated scenarios
- Enhancing decision-making, communication, and problem-solving through practical exercises
- Reflective Practice and Action Planning
- Self-assessment, reflection, and goal-setting for continuous improvement
- Developing action plans for integrating learning into professional life

References:

- Goleman D. Emotional Intelligence: Why It Can Matter More Than IQ. New York: Bantam Books; 2006.
- Covey S. The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change. New York: Free Press; 2004.

- DuBrin AJ. Leadership: Research Findings, Practice, and Skills. 8th ed. Boston, MA: Cengage Learning; 2014.
- Johnson SL, Ridley C. The Professional Counselor: A Process Guide to Helping. 7th ed. Upper Saddle River, NJ: Pearson Education; 2017.