

# **SGRR UNIVERSITY**

**Brochure of Value-Added Courses  
School of Management & Commerce  
Studies  
2023-2024**

# 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.

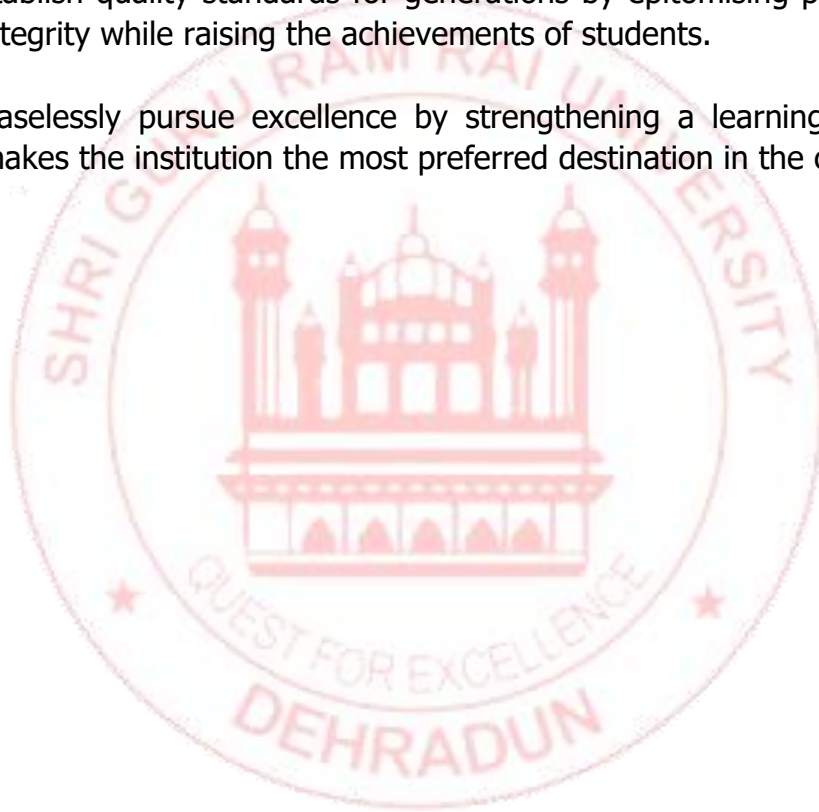
## Vision

“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.



# Effective Conflict Resolution Techniques

**Course Code: VCSMCS 018**

## **Course Objectives:**

- Develop a comprehensive understanding of conflict types, sources, and dynamics.
- Recognize the impact of unresolved conflicts on individuals and organizations.
- Learn techniques for active listening, assertiveness, and empathy.
- Understand the role of impartial third parties in conflict resolution.
- Foster a positive team culture that mitigates conflicts.
- Develop strategies for managing conflicts before they escalate.

## **Course Outcome:**

- Enhanced conflict resolution skills.
- Improved communication and negotiation abilities.
- Application of conflict resolution techniques in team settings.
- Strategies for conflict prevention and early intervention.
- Course Modules:

## **Course Content:**

### **Module I: Introduction to Conflict Resolution**

- Definition, types, and significance of conflict.
- The impact of conflict on individuals and organizations.

### **Module II: Communication Skills in Conflict Resolution**

- Effective communication strategies.
- Active listening, assertiveness, and empathy.

### **Module III: Negotiation and Mediation Techniques**

- Principles of negotiation and mediation.
- Role-playing and practical exercises.

### **Module IV: Conflict Resolution in Team Settings**

- Team dynamics and potential conflicts.
- Strategies for fostering positive team relationships.

### **Module V: Preventive Measures and Early Intervention**

- Identifying early signs of conflicts.
- Implementing preventive measures.
- Early intervention strategies.



## References:

- "Crucial Conversations: Tools for Talking When Stakes Are High" by Kerry Patterson et al.
- "Getting to Yes: Negotiating Agreement Without Giving In" by Roger Fisher and William Ury.
- "The Five Dysfunctions of a Team" by Patrick Lencioni.



# Strategic Reasoning in Business

**Course Code: VCSMCS 019**

## **Course Objectives:**

- Define and understand the concept of strategic reasoning in a business context.
- Learn frameworks for strategic analysis, including SWOT and PESTEL analysis.
- Apply analytical tools to assess internal and external business environments.
- Develop skills in formulating strategic plans for organizations.
- Understand the challenges of implementing and adapting strategic plans.

## **Course Outcome:**

- Proficiency in strategic reasoning and analysis.
- Skills in developing and formulating strategic plans.
- Understanding of competitive advantage strategies.
- Knowledge of the challenges and solutions in strategic plan implementation.

## **Course Content:**

### **Module I: Introduction to Strategic Reasoning**

- Definition and importance of strategic reasoning.
- Significance in the business decision-making process.

### **Module II: Strategic Analysis Frameworks**

- SWOT analysis and its applications.
- PESTEL analysis for assessing external factors.

### **Module III: Strategic Planning**

- Components of a strategic plan.
- The strategic planning process.

### **Module IV: Competitive Advantage Strategies**

- Differentiation and cost leadership strategies.
- Case studies of successful strategic positioning.

### **Module V: Implementation and Adaptation**

- Challenges in implementing strategic plans.
- Strategies for overcoming implementation barriers.

## **References:**

- "Good Strategy Bad Strategy: The Difference and Why It Matters" by Richard Rumelt.
- "Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant" by W. Chan Kim and Renée Mauborgne.
- "The Art of Strategy: A Game Theorist's Guide to Success in Business and Life" by Avinash K. Dixit and Barry J. Nalebuff.



# Digital Systems in Healthcare

**Course Code: VCSMCS 020**

## **Course Objectives:**

- Understand the fundamentals of digital systems in the context of healthcare.
- Learn about the implementation and benefits of Electronic Health Records.
- Understand the challenges and ethical considerations in EHR management.
- Understand remote patient monitoring and its applications.
- Understand the importance of interoperability in healthcare.
- Understand the importance of protecting patient data.

## **Course Outcome:**

- Understanding of digital systems' impact on healthcare.
- Proficiency in Electronic Health Records and Health Information Exchange.
- Knowledge of telemedicine and remote patient monitoring.
- Awareness of cybersecurity challenges and solutions in healthcare.

## **Course Content:**

### **Module I: Introduction to Digital Systems in Healthcare**

- Definition and significance of digital systems in healthcare.
- Transformational impact on healthcare services.

### **Module II: Electronic Health Records (EHR)**

- Implementation and benefits of EHR.
- Challenges and ethical considerations.
- Duration: 4 hours.

### **Module III Telemedicine and Remote Patient Monitoring**

- Overview of telemedicine in healthcare.
- Applications of remote patient monitoring.

### **Module Iv: Health Information Exchange (HIE)**

- Role of HIE in healthcare systems.
- Importance of interoperability.

### **Module V: Cybersecurity in Healthcare**

- Challenges in healthcare cybersecurity.



- Strategies for protecting patient data.

**References:**

- "Health Informatics: An Interprofessional Approach" by Ramona Nelson and Nancy Staggers.
- "Healthcare Information Technology Exam Guide for CompTIA Healthcare IT Technician and HIT Pro Certifications" by Kathleen A. McCormick.
- "Telemedicine and Electronic Medicine" by Halit Eren and Nese Yilmaz.



# Productivity with Microsoft Suite

**Course Code: VCSMCS 021**

## **Course Objectives:**

- Familiarize with the Microsoft Suite applications.
- Understand the integration of applications for productivity.
- Learn strategies for efficient document creation and organization.
- Mastering advanced features of Microsoft Word for professional documents.
- Understand the use of formulas, functions, and pivot tables.
- Utilize advanced features for impactful presentations.
- Understand features such as email management, calendar, and tasks.

## **Course Content:**

### **Module I: Microsoft Suite Overview**

- Introduction to Microsoft Word, Excel, PowerPoint, and Outlook.
- Integration of applications for seamless productivity.

### **Module II: Efficient Document Management with Word**

- Advanced features in Microsoft Word.
- Document creation and organization strategies.

### **Module III: Data Analysis with Excel**

- Formulas, functions, and pivot tables in Microsoft Excel.
- Data analysis and visualization techniques.

### **Module IV: Effective Presentation Design with PowerPoint**

- Design principles for engaging presentations.
- Advanced features in Microsoft PowerPoint.

### **Module V: Collaboration and Communication with Outlook**

- Email management, calendar, and tasks in Microsoft Outlook.
- Collaboration features for teamwork.

## **Course Outcome:**

- Proficiency in Microsoft Word, Excel, PowerPoint, and Outlook.
- Efficient document management and advanced features in Word.

- Skills in data analysis and visualization using Excel.
- Effective presentation design with PowerPoint.
- Collaboration and communication strategies using Outlook.

**References:**

- "Microsoft Office 365: A Skills Approach" by Inc. Triad Interactive.
- "Excel 2019 Bible" by Michael Alexander and Richard Kusleika.
- "PowerPoint 2019 For Dummies" by Doug Lowe.
- "Microsoft Outlook 2019 Step by Step" by Joan Lambert and Joyce Cox.



## Law Essentials

**Course Code: VCSMCS 022**

### **Course Objectives:**

- Understand the basics of legal systems and their classifications.
- Explore the role of law in various societal contexts.
- Gain knowledge of fundamental business laws and regulations.
- Understand the legal implications of business transactions.
- Understand the formation, enforcement, and termination of contracts.
- Understand the legal aspects of negligence and liability.
- Understand the professional responsibilities of legal practitioners.

### **Course Outcome:**

- Understanding of legal systems and their classifications.
- Knowledge of fundamental business laws and regulations.
- Proficiency in contract law principles and application.
- Understanding of torts, personal injury law, and liability.
- Awareness of legal ethics and professional responsibilities.

### **Course Content:**

#### **Module I: Introduction to Legal Systems**

- Basics of legal systems and classifications.
- Role of law in societal contexts.

#### **Module II: Foundations of Business Law**

- Fundamental business laws and regulations.
- Legal implications of business transactions.

#### **Module III: Contract Law**

- Principles and elements of contract law.
- Formation, enforcement, and termination of contracts.

#### **Module IV: Torts and Personal Injury Law**

- Tort law and its application in personal injury cases.
- Legal aspects of negligence and liability.

#### **Module V: Legal Ethics and Professional Responsibility**

- Ethical considerations in legal practice.
- Professional responsibilities of legal practitioners.



### References:

- "Business Law: A Hands-On Approach" by Neal Bevans.
- "Contracts: The Essential Business Desk Reference" by Richard Stim.
- "Torts and Personal Injury Law" by Cathy Okrent.
- "Legal Ethics: A Handbook for Zimbabwean Lawyers" by Sternford Moyo.



## Health Advocacy and Awareness

**Course Code: VCSMCS 023**

### **Course Objectives:**

- Define health advocacy and its importance.
- Identify major public health issues affecting communities.
- Learn effective strategies for promoting health and preventing diseases.
- Understand the importance of community engagement in health initiatives.
- Develop skills in health communication and education.
- Explore different channels and tools for disseminating health information.

### **Course Outcomes:**

- Comprehensive understanding of health advocacy and its significance.
- Ability to identify and analyze major public health issues.
- Proficiency in developing and implementing health promotion strategies.
- Effective communication skills for health education.
- Knowledge of the role of legislation and policies in addressing health disparities.

### **Course Content:**

#### **Module I: Introduction to Health Advocacy**

- Definition and significance of health advocacy.
- The role of advocates in healthcare.

#### **Module II: Public Health Issues**

- Identification and analysis of major public health issues.
- Impact on individuals and communities.

#### **Module III: Strategies for Health Promotion**

- Effective strategies for promoting health.
- Community engagement in health initiatives.

#### **Module IV: Health Communication**

- Developing effective health communication skills.
- Utilizing various channels for health education.

#### **Module V: Legislation and Policies in Health**

- Understanding the role of legislation in public health.
- Advocating for policy changes to address health disparities.

**References:**

- "Health Communication: From Theory to Practice" by Renata Schiavo.
- "The Spirit Catches You and You Fall Down" by Anne Fadiman.
- "Health Policy and Politics: A Nurse's Guide" by Jeri A. Milstead.
- "Introduction to Public Health" by Mary-Jane Schneider.
- "Health Advocacy, Inc." by Francis J. Crosson.

