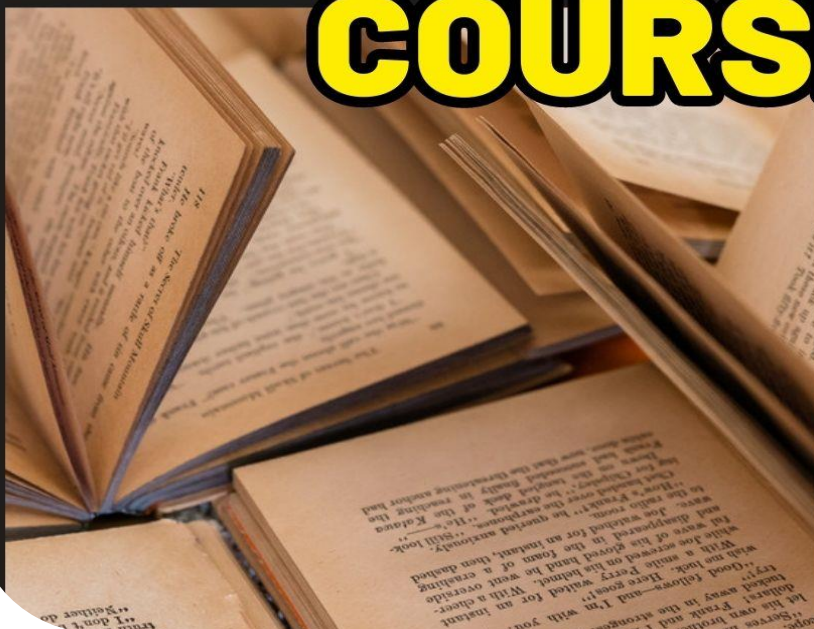




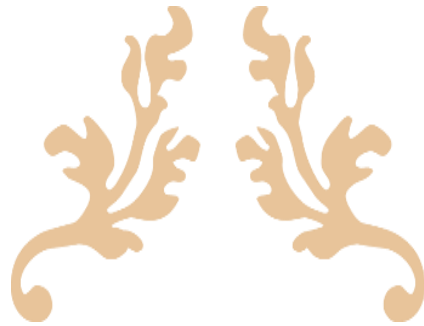
# SHRI GURU RAM RAI UNIVERSITY DEHRADUN



## VALUE ADDED COURSES



**SGRRU**



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# **SGRR UNIVERSITY**

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## **Brochure of Value-Added Courses**

**School of Management & Commerce Studies**



## ABOUT THE SCHOOL

Shri Guru Ram Rai School of Management & Commerce Studies (SGRRSMCS) was established via University act no. 03 of 2017. The institute has received a tremendous response and has been doing commendable services since last many years in the field of education and healthcare.

Shri Guru Ram Rai University aspires all students to succeed in the corporate world by offering them the best professional qualification. The department of management was established in the year 1994 and is successfully producing aspiring and dynamic managers for the industry. The department of Management was further extended to School of management and commerce studies in the year 2017 and runs MBA, MHA, M.Com, BBA, BHA, B.Com and B.Com (H) Courses. It offers a wide variety of challenging, enjoyable and successful career opportunities to the students and various co-curricular activities.

Academic excellence with character and personality development is our goal. The well chalked out academic and co-curricular programmes enables the students to attain their full potential to develop sound working habits. The academic work is centered on highly personalized attention and supervision.



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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.

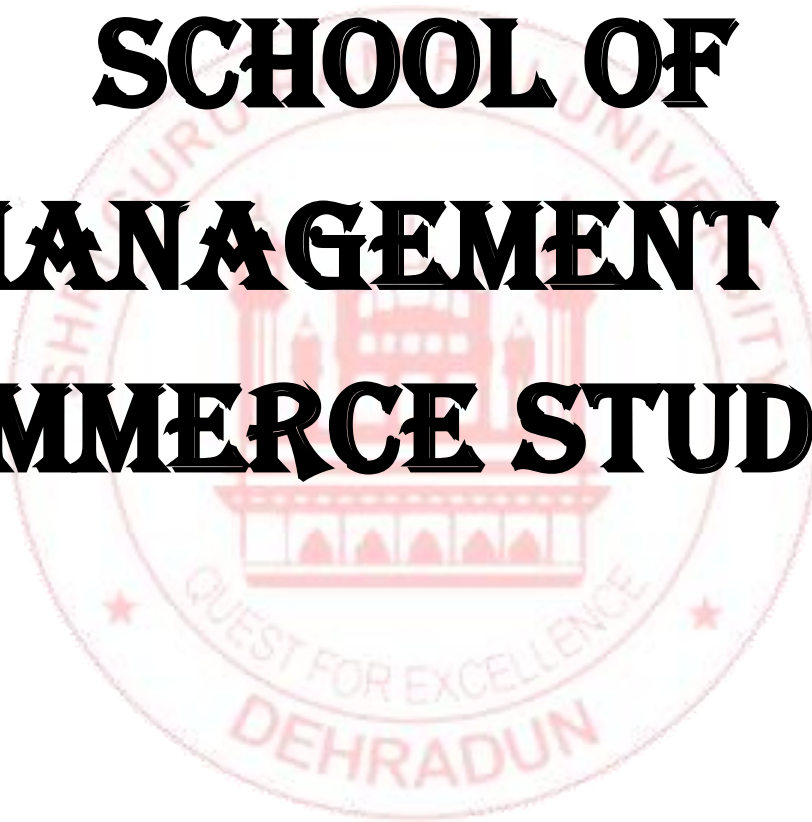
- ❖ Each faculty member in charge of a course is responsible for maintaining Attendance and Assessment Records for candidates who have registered for the course.
- ❖ The Record must include information about the students' attendance and Assignments, seminars, and other activities that were carried out.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





# **SCHOOL OF MANAGEMENT & COMMERCE STUDIES**





# 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.



## **SPECIAL ASPECTS OF EVENT MANAGEMENT**

**Course Code-VCSMCS004**

### **Course Objectives:**

1. To Discuss the fundamentals of event management.
2. To Draft an event proposal.
3. To Explain the various aspects of executing an event

### **Course Outcomes:**

1. To analyze the role of events in image building
2. To explain all the steps of planning and organizing an event
3. To Plan and organize events

### **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

### ESSENTIAL READINGS:

Dr. Bhiwandiwalla: Research Module on Event Marketing and Special aspects of Event Management, National Institute of Event Management.

### REFERENCES:

- Kalai Selvan N: Event Management and Marketing, ICFAI.
- Barry Avrigh : 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 healthcare

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:**

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

**Module 1:**

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

**Reference Books**

1. Telemedicine :technology and applications, R.SKhandpur, PHI Publications
2. 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:

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

## 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
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## Module III: Productive Work:

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

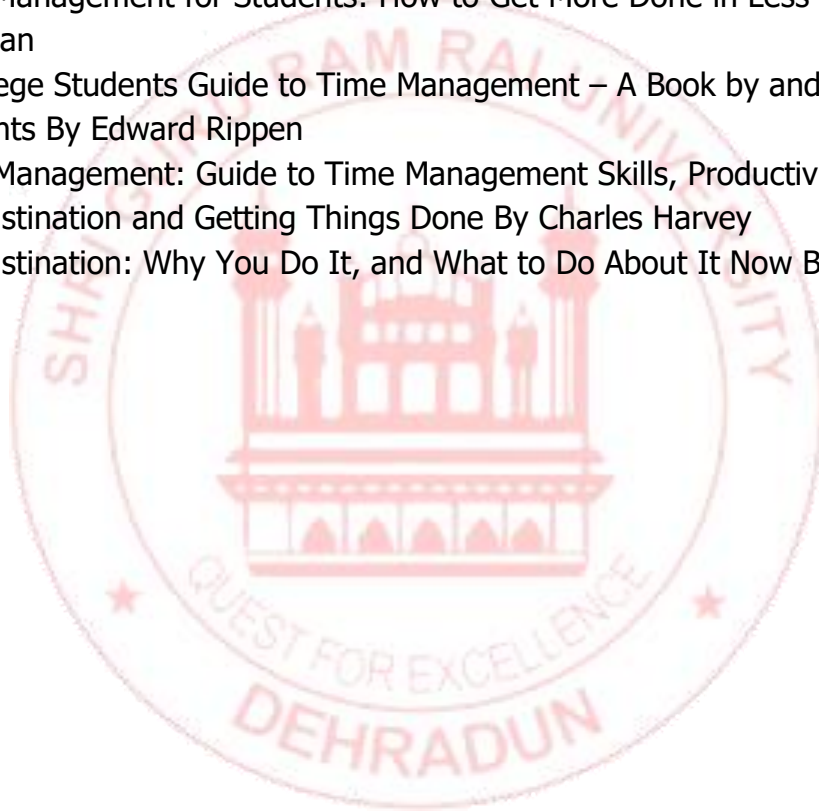
- Prioritization

#### **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:

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

## Course Outcomes:

1. Learn the fundamentals of stress management.
2. Recognize your stressors and how to deal with them.
3. Create proactive reactions to stressful situations.
4. Use coping strategies for stress management both on and off the job. Learn how to manage stress through diet, sleep, and other lifestyle factors.
5. 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 Books:**

- 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:

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

### Course Outcomes:

1. To detect research misconduct and fraudulent publications.
2. Will understand ethics, research integrity, and publication ethics.
3. To understand indexing and citation databases, open access publications, and research metrics (citations, h-index, Impact Factor, etc.).
4. 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.
- Bijorn 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.