

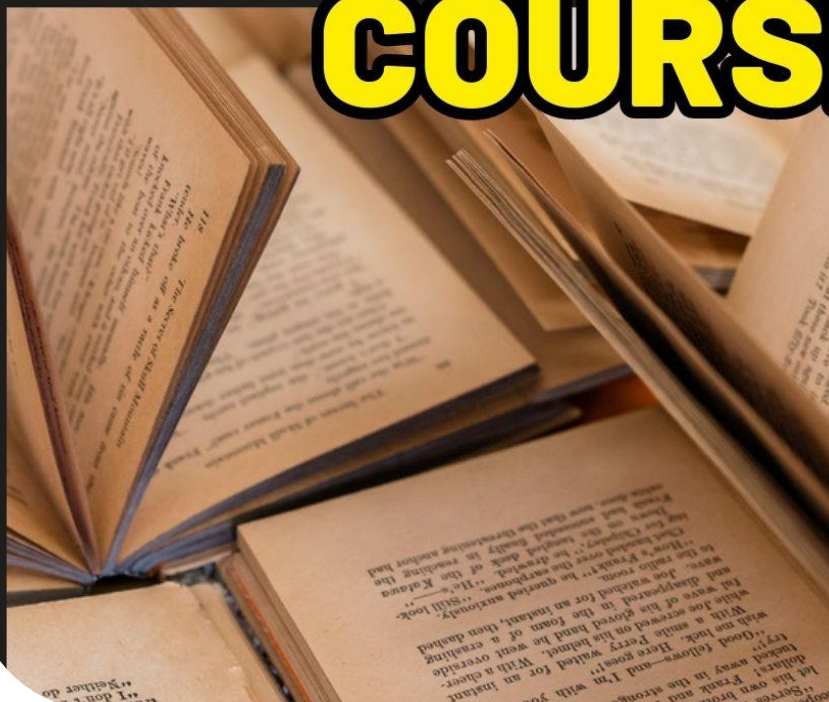


SHRI GURU RAM RAI UNIVERSITY DEHRADUN



VALUE ADDED COURSES

SGRRU





SGRR UNIVERSITY

Brochure of Value-Added School of Humanities & Social Sciences Courses 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 a 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.

Business Journalism

Course Code: VAC2019-5

Course objectives

- To help students understand the business journalism.
- To familiarize them with financial concepts and economic issues.
- To train students in the techniques of business reporting.
- To develop students as a business journalist

Course outcome

- Analyze and produce impactful business news, in-depth stories.
- Identify new stories through press conferences and meetings.
- Develop the ability to formulate critical questions and analyze information.
- Uphold the highest ethical standards in economic journalism.
- Students can write business stories independently.
- Contribute to a team blog by writing and publishing daily stories.

Course Content :

Module I : Basics of business and economic reporting

- What is news, definition, concept and examples
- Different types of news stories: general news and specialized news
- Health news, education, technology, sports, business and economics
- In depth economic news -Analytical, news, interviews and data (with examples);
- Where and how to get stories (press conferences, meetings, analyst con-calls);
- Building and maintaining sources;
- Business Journalism Ethics;

Module II : Studying companies' financial statements

- Understand the basic components of financial statements - Balance sheet (Assets & liabilities), Profit & loss statement (Income & expenditure), Cash flows, Notes to accounts;
- Difference between consolidated / standalone financial statements;

Module III : Business reporting for different sectors –

- Automobile, technology and telecommunication, finance and insurance,
- Education and health,
- Transportation and logistics,
- Infrastructure and power

Module IV : Preparing for press conferences and Style Book Guides

- Covering strikes, corporate crisis, celebrity interviews, writing corporate profiles and covering product launches, product reviews;
- Recording Interviews;
- What NOT to report;
- Group writing assignment.

References

- Gunasekara, Mel, Economic and Business Reporting, Retrieved 12 Jan 2017 http://www.maldivesinfo.gov.mv/home/upload/downloads/Busi-ness_EN.pdf
- Hayes, Keith, Business Journalism: How to Report on Business and Economics, Apress, 2014
- Roush, Christ, Show Me the Money: Writing Business and Economics Stories for Mass Communication, 2010
- Thompson, Terry, Writing about Business: The New Columbia Knight-Bagehot Guide to Economics and Business Journalism, Columbia University Press, 2001

Basic of Yoga

Course Code: VAC2019-6

Course Objective

- To turn students towards their real goals.
- Promoting positive health, prevention of stress related health problems & rehabilitation through Yoga.

Course Outcome

- Define origin, history, and development of Yoga.
- Understand Indian philosophy and Astika & Nastika Darshanas.
- Explain Yoga according to various yogic texts.

The course consists of theory & practical teaching on yogic lifestyle.

Module I:

- Brief introduction about Yoga and its Origin.
- Etymology and Definitions of Yoga.
- Aim and Objectives of Yoga, Misconceptions about Yoga.

Module II

- Yoga Practices for Health and Harmony.
- Nature of Yoga in Vedas. Nature of Yoga in Geeta and Ramayana.
- Principles of Yoga Parampara.

Module III:

- Brief introduction Ashtanga Yoga of Patanjali.
- Brief introduction to Gyanyoga, Bhaktiyoga, Kramayoga, Hathiyoga, Mantrayoga. and Rajyoga.
- Brief introduction about Yogis (Maharishi Patanjali, Adi Shankracharya, Swami Vivekanand, Shri Aravind.

References :

- Super Science of Yoga Dr. Kamakhya Kumar.
- Radhakrishnan, S.: Indian Philosophy (Vol. I & II) (George Allen and Unwin, London, 1971.

Corporate Skills for Executives

Course Code: VAC2019-7

Course Objectives:

- To equip executives with advanced communication and interpersonal skills.
- To develop leadership and team management capabilities.
- To enhance strategic thinking and decision-making skills.
- To foster an understanding of corporate ethics and governance.
- To improve negotiation and conflict resolution skills.

Course Outcomes:

- Participants will acquire advanced communication and presentation skills tailored for the corporate environment.
- They will develop effective leadership and team management strategies.
- Executives will enhance their ability to think strategically and make informed decisions.
- An understanding of corporate ethics, governance, and social responsibility will be fostered.
- Skills in negotiation and conflict resolution will be developed, aiding in managing interpersonal and organizational challenges.

Course Content:

Module I : Advanced Communication Skills (Duration: Varied)

Effective Business Communication, Presentation Skills, Corporate Writing.

Module II : Leadership and Team Management (Duration: Varied)

Leadership Styles, Team Dynamics, Motivation, Performance Management.

Module III : Strategic Thinking and Decision Making (Duration: Varied)

Strategic Planning, Problem-solving, Decision-making Models, Risk Management.

Module IV : Corporate Ethics and Governance (Duration: Varied)

Ethical Leadership, Corporate Governance Principles, Compliance, Corporate Social Responsibility.

Module V : Negotiation and Conflict Resolution (Duration: Varied)

Negotiation Techniques, Conflict Management, Mediation Skills, Emotional Intelligence.

Reference Books:

- "Leadership: Theory and Practice" by Peter G. Northouse.
- "The Essentials of Business Etiquette" by Barbara Pachter.
- "Strategic Management and Business Policy" by Thomas L. Wheelen and J. David Hunger.
- "Business Ethics: Ethical Decision Making & Cases" by O. C. Ferrell, John Fraedrich, and Linda Ferrell.
- "Getting to Yes: Negotiating Agreement Without Giving In" by Roger Fisher and William Ury.

Geographical Information System

Course Code: VAC2019-8

Course Objectives:

- To understand the fundamental concepts and components of GIS.
- To develop skills in spatial data analysis and map creation.
- To explore various applications of GIS in different sectors.
- To gain hands-on experience with GIS software and tools.
- To critically analyze spatial data and apply GIS in problem-solving.

Course Outcomes:

- Students will gain a comprehensive understanding of GIS principles and components.
- They will acquire practical skills in spatial data management and analysis.
- Participants will learn to apply GIS techniques in real-world scenarios across various sectors.
- They will become proficient in using advanced GIS software and tools.
- Students will be able to critically assess and utilize spatial data for informed decision-making.

Course Content :

Module I : Introduction to GIS (Duration: Varied)

Basics of GIS, History, Components, GIS Data Models (Raster and Vector).

Module II : GIS Data Collection and Management (Duration: Varied)

Data Sources, Data Collection Techniques, Data Quality, Storage, and Management.

Module III : Spatial Analysis and Modeling (Duration: Varied)

Spatial Analysis Techniques, Geoprocessing, Digital Elevation Models, Network Analysis.

Module IV : GIS Applications (Duration: Varied)

Applications in Urban Planning, Environmental Management, Disaster Management, etc..

Module V : Advanced GIS Tools and Technologies (Duration: Varied)

Remote Sensing Integration, GPS, Advanced GIS Software, Web GIS, and Emerging Technologies.

References:

- "Geographic Information Systems and Science" by Paul A. Longley, et al.
- "Getting to Know ArcGIS Desktop" by Tim Ormsby and Eileen J. Napoleon.
- "GIS Fundamentals: A First Text on Geographic Information Systems" by Paul Bolstad.
- "Remote Sensing and Image Interpretation" by Thomas Lillesand, Ralph W. Kiefer, and Jonathan Chipman.
- "The ESRI Guide to GIS Analysis Volume 1: Geographic Patterns & Relationships" by Andy Mitchell.

English for Academic purpose

Course Code: VAC2019-9

Course Objective

- The students should understand the basic concepts of English for academic writing.
- To get aware about business writing methodologies in communication.
- To be able to analyse and evaluate the common confusions in English and how to avoid them.

Course Outcome

- The students should understand the basic concepts of English for academic writing.
- To get aware about business writing methodologies in communication.
- To be able to analyse and evaluate the common confusions in English and how to avoid them.

Course Content:

Module I :

- Defining business English and Grammar tips' Standard and 'Variant English, defining native and non-native
- English Speakers, Common Problems with English for global business, Define business within your company.
- Punctuation and grammar tips why punctuation and grammar matters, Punctuation and other marks , Noun and
- Gender in English, Parts of Speech and other grammar ,paragraphs, Verbs and Tenses Agreement of Subject and
- Verb comparison , Transitional words and Phrases.

Module II :

- Common confusion and How to avoid them Common Confusion for NE and NON NE writers, Abbreviation
- and acronyms, Active and Passive Nominalization, Why do you need to write ? Defining readers, customers and
- audience, Why we write in Business, Readers judge writing for what it is, A state of flux

Module III :

- Presentation
- Writing and Speaking English for Global Business, Feedback, Choosing the right style, ideal communication.
- The word power skill system : steps to success.

References :

- Improve your Global Business English .The essential toolkit for composing powerful letters, emails and more, for today's business- fiona Talbot
- Misson, Magret M:Examine Your English By gate, M. Speaking. Oxford University Press.

Statistical Analysis in Social Sciences

Course Code: VAC2019-10

Course Objectives:

- To understand the principles and methods of statistical analysis in social sciences.
- To learn how to apply statistical techniques to analyze social science data.
- To develop skills in interpreting statistical results in the context of social science research.
- To enhance the ability to critically evaluate statistical information presented in social science literature.

Course Outcomes:

- Students will have a comprehensive understanding of statistical concepts relevant to social sciences.
- Ability to apply appropriate statistical techniques to analyze and interpret social science data.
- Skills in using statistical software for data analysis.
- Capability to critically assess and interpret statistical findings in social science research.

Course Content :

Module I : Introduction to Statistics in Social Sciences (Duration: Varied)

Role of Statistics in Social Sciences, Types of Data, Levels of Measurement.

Module II : Descriptive Statistics (Duration: Varied)

Measures of Central Tendency, Measures of Variability, Data Visualization Techniques.

Module III : Inferential Statistics (Duration: Varied)

Probability Theory, Hypothesis Testing, Confidence Intervals, t-tests, Chi-Square Tests.

Module IV : Correlation and Regression Analysis (Duration: Varied)

Pearson Correlation, Simple Linear Regression, Multiple Regression Analysis.

Module V : Advanced Topics and Applications (Duration: Varied)

ANOVA, Factor Analysis, Non-Parametric Tests, Using Statistical Software.

References:

- "Statistics for the Social Sciences" by R. Mark Sirkin.
- "Discovering Statistics Using IBM SPSS Statistics" by Andy Field.
- "Social Science Research: Principles, Methods, and Practices" by Anol Bhattacharjee.
- "Applied Regression Analysis and Generalized Linear Models" by John Fox.
- "Quantitative Social Science: An Introduction" by Kosuke Imai.

Child Care Education

Course Code: VAC2019-11

Course Objectives:

- To understand the fundamentals of child development and psychology.
- To gain practical skills in child care and early education techniques.
- To learn about health, nutrition, and safety standards in child care settings.
- To explore the role of family and community in child development.
- To develop effective communication and management skills for working with children and families.

Course Outcomes:

- Students will gain a foundational understanding of child development and early childhood education theories.
- They will acquire practical skills in providing effective and nurturing child care.
- Knowledge of health, nutrition, and safety standards for children will be emphasized.
- An understanding of the critical role of families and communities in child development will be developed.
- Enhanced professional skills, including communication and management, will prepare students for careers in child care and education.

Course Content :

Module I : Introduction to Child Development (Duration: Varied)

Stages of Child Development, Child Psychology, Early Learning Theories.

Module II : Child Care Practices (Duration: Varied)

Child Care Techniques, Curriculum Planning, Play and Learning, Behavior Management.

Module III : Health, Nutrition, and Safety in Child Care (Duration: Varied)

Child Health and Nutrition, First Aid, Safety Standards and Procedures, Disease Prevention.

Module IV : The Role of Family and Community (Duration: Varied)

Family Engagement, Community Resources, Cultural Diversity, Inclusive Practices.

Module V : Professional Skills and Management (Duration: Varied)

Communication Skills, Classroom Management, Professional Ethics, Career Development.

References:

- "Developmentally Appropriate Practice in Early Childhood Programs Serving Children from Birth Through Age 8" by Carol Copple and Sue Bredekamp.
- "Theories of Childhood: An Introduction to Dewey, Montessori, Erikson, Piaget & Vygotsky" by Carol Garhart Mooney.
- "Child Health, Nutrition, and Physical Activity" by Sharlene J. Newman and Michael R. Irwin.
- "The Intentional Teacher: Choosing the Best Strategies for Young Children's Learning" by Ann S. Epstein.
- "Positive Discipline for Preschoolers" by Jane Nelsen, Cheryl Erwin, and Roslyn Duffy.

Basics of Research

Course Code: VAC2019- 44

Course Objective:

The main objective of this course is to introduce the basic concepts in research methodology. This course addresses the issues inherent in selecting a research problem and the tools to be employed in completing a research project.

Course Outcome:

Students will be able to understand the research methodology and its application in research work.

- To understand the selection of a research design.
- To understand and implement the analysis of qualitative and quantitative data.
- To understand the selection of publication appropriate to the research work.

Course Content:

Module I

Definition, characteristics and need of research. Research ethics, Terminology and requirements of research. Advantage and disadvantages of innovative research

Module II

Types of research; descriptive & analytical, Applied & fundamental, Quantitative & qualitative, conceptual & empirical research.

Module III

Planning, overview and problem identification of research, research questions, review writing, objective selection of research.

Module IV

Data collection method, tabulation, analysis, validation of research, data publication

References:

- Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (Paperback) by John W. Creswell
- Research Methods : The basics NSR Walliman 2021
<http://dspace.vnbrims.org:13000/xmlui/bitstream/handle/123456789/4667/Research%20Methods%20The%20Basics%20-Nicholas%20Walliman.pdf?sequence=1>
- Basics of Research Methodology Hardcover – 15 January 2015 by Ekwil Imam (Author)
- Research Methodology Methods and Techniques(Second Revised Edition)
<https://ccsuniversity.ac.in/bridge-library/pdf/Research-Methodology-CR-Kothari.pdf>

Scientific Writing on Research Proposal for Funding

Course Code: VAC2019- 45

Course Objective:

The objective of this course is to impart the scientific writing skills. This course imparts the knowledge of writing a research proposal and defines the necessities of a research proposal component. The course addresses the methodology of identifying the innovative ideas and research gaps.

Course Outcome:

- Students will be able to understand the structure of research proposal writing.
- To become aware of the various funding agencies for EMR grant.
- To attain the skills of designing hypothesis and scientific writing.
- To understand the projection of budgets.

Course Content :

Module I

Meaning, need and benefits of research proposal writing, requirements for scientific proposal writing, Problem selection.

Module II

Developing hypothesis & objectives, background of research, innovative approach, research plan of work

Module III

Preliminary findings, Methodology, selection of research parameters, time management, budget selection and allocation.

Module IV

Tuning of research proposal, summary, and abstract writing of research proposal

References:

- A Manual for Writers of Research Papers, Theses, and Dissertations by Kate L. Turabian
- Writing Science: How to Write Papers That Get Cited and Proposals That Get Funded" by Joshua Schimel

- <https://scientific-publishing.webshop.elsevier.com/research-process/writing-scientific-research-project-proposal/#:~:text=Introduction%3A%20The%20opening%20paragraph%20of,is%20current%2C%20important%20and%20relevant.>
- <https://www.uwinnipeg.ca/graduate-studies/docs/scholarships-and-awards/Writing%20a%20Research%20Grant%20Proposal.pdf>
- Handbook of Scientific Proposal Writing By A.Yavuz Oruc Copyright 2012
<https://www.routledge.com/Handbook-of-Scientific-Proposal-Writing/Oruc/p/book/9781138114203>
- Write a Winning Research Proposal: How to Generate Grant Ideas and Secure Funding Using Research Project Canvas (Peer Recognized) Paperback – April 5

Data Analysis Decision Making

Course Code: VAC2019- 46

Course Objective:

The objective of this course is to understand the decision making of the data analysis. This course imparts the knowledge of interpreting the data based on statistical analysis.

Course Outcome:

- To understand the statistical data analysis in reference to decision making.
- To become aware of the various statistical tools.
- To attain the skills of data validation.

Course Content:

Module I:

Meaning and aims of data analysis & decision making. Preparing data table, models tools.

Module II:

Types of data, distribution of variables, probability distribution, testing hypothesis

Module III:

Methods and techniques of data analysis, significance, and interpretation of analysed data

Module IV :

Data validation, preparation of final table, conclusion, decision of findings.

References:

- Data Analysis And Decision Making 4th Edition By S. Christian Albright – Test Bank
- Big Data Analytics For Improved Accuracy, Efficiency, And Decision Making In Digital Marketing - 9781799872313

- Data Analysis & Decision Making with Microsoft Excel S. Christian Albright, Wayne L. Winston, Christopher James Zappe Thomson/South-Western, 2006 - Business & Economics
- Data Analytics: Principles, Tools, and Practices: A Complete Guide for Advanced Data Analytics Using the Latest Trends, Tools, and Technologies Paperback – 23 January 2022 by Dr. Gaurav Arora (Author), Chitra Lele (Author), Dr. Munish Jindal (Author)

Data Analytics

Course Code: VAC2019- 47

Course Objective:

This course is an introduction to students about requirements and basics of data analytics. Students aware about various types data analytics and their utilization. To be able to understand the requirements and processes of data analytics that have been automated into mechanical processes and algorithms.

Course Outcome

Students will get the knowledge of various types of data analytics

Students get the skills to identify the problems and problem-solving mechanism

Course content:

Module I:

Meaning, requirement and need of data analytics, Data Analytics Overview, Importance of Data Analytics

Module II:

Types of Data Analytics, Descriptive Analytics, Diagnostic Analytics, Predictive Analytics, Prescriptive Analytics, Benefits of Data Analytics.

Module III:

Descriptive Stats, Sampling Funnel, Sampling Variation, Central Limit Theorem, Confidence interval

References :

- Data Analytics Made Easy: Analyze and present data to make informed decisions without writing any code Paperback – Import, 30 August 2021 by Andrea De Mauro (Author), Francesco Marzoni (Foreword), Andrew J. Walter (Foreword)
- Data Analytics 2Nd Edition by Anil Maheshwari, Mc Graw Hill India.

- The Hidden Potential of Big Data for your Business Success. Learn Data Science with R and the Blockchain Written by: International Management School Narrated by: Adam Walker