

# **SGRR UNIVERSITY**

**Brochure of Value-Added Courses  
School of Humanities & Social  
Sciences  
2021-2022**

# 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 8000+ 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.

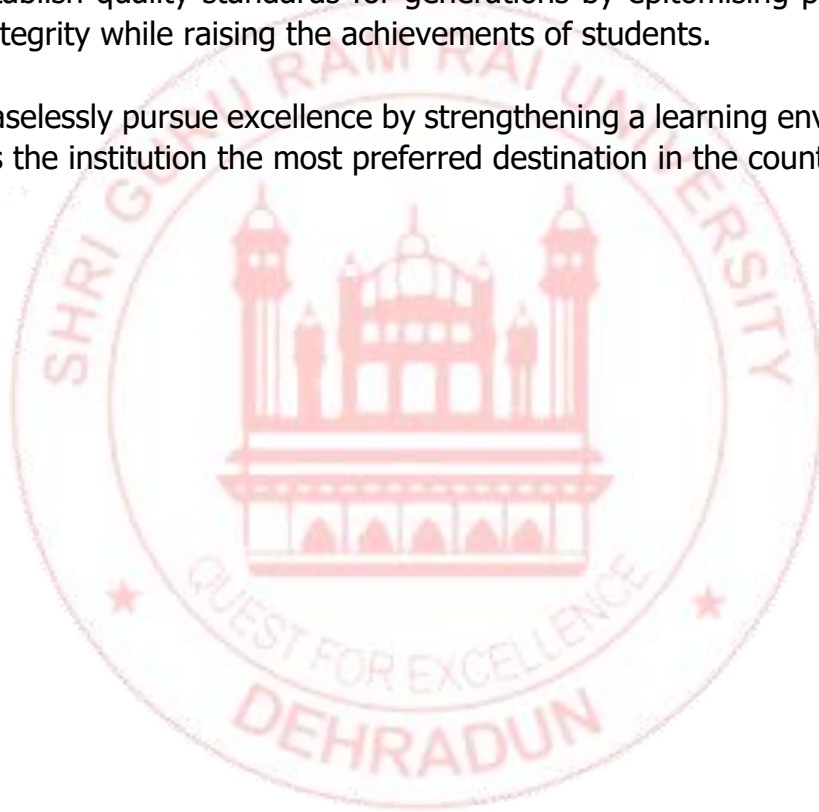
## Vision

“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.





## Index

S.No	Course Name	Course Code	Contact Hours	Year	Page No.
1	Introduction	-	-	-	4 - 6
2	Health & Fitness through yoga	VCSHSS001	30 Hours	2021	7
3	Media & Communication Skill	VCSHSS002	33 Hours	2021	8
4	Women Entrepreneurship	VCSHSS003	33 Hours	2021	9
5	Communicative English	VCSHSS004	33 Hours	2021	10-11
6	Intellectual Property Rights	VCRC001	30 Hours	2021	12
7	Surveying and Data Analysis in Social Sciences	VCRC002	30 Hours	2021	13-14
8	Finance and Quantitative Modelling Using Excel	VCRC003	30 Hours	2021	15-16
9	Principles of Data Science	VCRC004	30 Hours	2021	17
10	Effective Academic Writing and Training	VCRC005	30 Hours	2021	18



# 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.



## Health & Fitness through Yoga

Course Code: VCSHSS001

### Course Objectives :

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

### Course Outcomes :

1. Increase their confidence & positive self image
2. Build concentration
3. Easily transformation of negative aptitudes

#### Module I

Foundation of Yoga, History, School of Yoga, Origin of Yoga, Development of Yoga, Aim & Objective, Yoga in modern time, Essence of Geeta, Difference between Sakama & nishkama karma, Concept of Gunas .

#### Module II

Definition & Importance of Health According to WHO; Dimensions of Health: Physical, Mental, Social and Spiritual, Yogic Concept of Health : Meaning and definitions.

#### Module III

Practical

Recitation of hymns & hath mudra, Recite Bhagwat Geeta sloke.

Shatkarmas - Neti

Asana - Yogic Suksmavyayama, Surya Namaskar.

Breathing Practices & Pranayama -

Breathing practices: Hands in and out, Hands stretch, Ankle stretch, Rabbit, Dog.

Pranayama - Nadi Shodhan Pranayama, Bhramari Praanayama

Meditation - Om Chanting

#### References:

1. Kumar Kamakhya: Super Science of Yoga.
2. Dr. R. Nagarathna and Dr. H.R. Nagendra: Yoga and Health, Swami Vivekananda Yoga Prakashana, 2002
3. Swami Satyananda Saraswati : Asana, Pranayama, Bandha, Mudra, Bihar School of Yoga, Munger, 2006.



## Media and Communication Skills

Course Code: VCSHSS002

### Course Objectives:

1. To develop communication skills
2. Course will develop fulfill their interest and societal values
3. Course will develop their practical skills.

### Course Outcomes:

1. Understanding of basic concepts of communication and its role in society
2. Apply the media behavior and communication skills in development of personality
3. Evaluate the importance of communication in self motivation
4. Able to use creativity to create media content for different media outlets

**Module I:** Introduction to Media Meaning of media, nature, scope and its different types Function of communication, verbal, non verbal and written communication, types of communication

**Module II :** Media behavior and communication skill Concept of interviews, Importance, types of interview Translation for different communication medium, The concept of personality, importance of self motivation

**Module III :** Practical Practicing in different media Writing for media Print media writing: Writing for newspaper, magazine and periodicals Radio writing: writing for different genre of broadcasting Television writing: writing for different program

### Reference Books:

1. Handbook of journalism, Vir Bala Aggrawal
2. Mass communication in India, Keval. J Kumar
3. M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's
4. Handbook: An Introduction to Journalism; Blackwell Publishing, 2006.
5. Kamath, M.V. Professional Journalism, Vikas Publications
6. The Television Writers Handbook by Nash & Oakey

# Women Entrepreneurship

Course Code: VCSHSS003

## Course Objectives:

1. To study the role of women entrepreneurship in different sectors.
2. To understand the women employment opportunities.
3. To explain the different strategies and scheme supporting for women entrepreneurship.

## Course Outcomes:

1. Understand the role of women entrepreneurship in different facets of society.
2. Know the various livelihood supports for women Employment opportunities.
3. Elucidate the role of various developmental schemes supporting women entrepreneurship.

## Module I : Women Entrepreneurship

Introduction of Women Entrepreneurship      Significance of women entrepreneurship - Factors contributing to women Entrepreneurship, Characteristics, Challenges faced by Women Entrepreneurs.

## Module II: Women Employment Opportunities

Income Generating Programme – IRDP - Rural Credit & women's Self-help Groups - Skill Development and Technology Transfer - Technologies for Women - Impact on Women's Development Programs and policy measures at International, National and State Levels.

## Module III : - 3: Strategies of Women Entrepreneurship Development

Micro Enterprises and Self-employment - Opportunities - Trends and Patterns of Women Entrepreneurship, Schemes supporting Women Entrepreneurs: SIDO, DIC and Institutional infrastructure

## Reference Books:

1. Donald L. Sexton & Raymond W. Smilor, The Art and Science of Entrepreneurship, Ballinger Pub. Co 1986.
2. Clifford M. Baumbach & Joseph R. Mancuso, Entrepreneurship and Venture Management, Prentice Hall, 1987.
3. Hisrich, Robert D., Michael Peters and Dean Shepherded Entrepreneurship 9<sup>th</sup> Tata McGraw 2012

## Communicative English

Course Code: VCSHSS004

### Course Objectives:

1. Being fluent in English, a global language provides opportunities in both India as well as abroad.
2. Improves English language Skills of the individual.

### Course Outcomes:

The student will be able to understand , explore, aware, know the methods and techniques Syllabus in detail

#### Module -I

Basic Grammar Parts of Speech, Subject and Predicate, Subject verb Agreement, Types of Sentences, Clauses, Direct and Indirect speech, Basics of Phonetics, Punctuation, Department of English SHSS, SGRRU Proverb, idioms and phrases, Degree of comparison, Modals, Translation of local language.

#### Module -II

Writing Skills Significance of writing, the art of Condensation, Paragraph writing by using linkers write messages for given contexts, Essay writing, Email writing, Business Letters, Resumes, business Report, Blog Writing, Memo, Circulars, Notice, Agenda and Minutes, Advertising. Activities- Pre-writing, Clustering/grouping ideas, Rough draft, Revision/editing, Final draft, Task based complex

#### Module -III

Speaking Practice Professional Presentation, Group Discussions corporate Etiquette, Public Speaking, Conversations, Dialogues, Debates, Art of Negotiation, Interview skill problem solving, Dealing with moods and feelings (Anger, sadness and indifference), Conversation on different occasions Activities- Pair work, individual work.

### Reference Books:

1. Raman, Meenakshi and Sharma, Sangeeta. (2011) Communication Skills, Oxford University Press.
2. Adair, J. (2003) Effective Communication, Pan Mcmillan.
3. Bowmam, J.P. & Branchaw, P.P. (1987) Business Communication: From process to product, Dyrden Press, Chicago.
4. Krizan, A. Merrier, P., & Jones, C. (2002). Business Communication (5th ed.). Ohio: South-Western College Publishing.

5. Dangwal, Surekha. (2017). The Art of effective Communication, Delhi: Macmillan.
6. Vorholt, J. (2018). New ways in teaching speaking (2nd ed.). Alexandria, VA: TESOL Press.





## Intellectual Property Rights

**Course Code : VCRC001**

### **Course Objective:**

This course is an introduction to students about intellectual property rights and their benefits. Students focus on the utilization of IPRs provisions and are motivated for invitation and innovation work.

### **Course Outcome:**

- To be able to understand the needs and meaning of IPRs.
- To be able to get skills of getting IPR for invitation and innovation.
- To be able to identify and apply IPRs provisions for biodiversity conservation.

### **Course Content :**

#### **Module I**

Historical background, need of IPRs, GATT, TRIPS, WTO and WIPO.

#### **Module II**

Types of property, types of IPR; Patent, copyright, GI, Trademark and service mark, trade secrets etc.

#### **Module III**

IPR and India, IPRs and biodiversity, convention on biodiversity, Indian biodiversity act.

#### **Module IV**

Features of Indian patent act, copyright act, ITPGRFA, UPOV, PPV&FR.

### **References :**

- BAREACT, Indian Patent Act 1970 Acts & Rules, Universal Law Publishing Co. Pvt. Ltd., 2007
- Kankanala C., Genetic Patent Law & Strategy, 1st Edition, Manupatra Information Solution Pvt. Ltd., 2007
- [https://ipindia.gov.in/writereaddata/Portal/IPOAct/1\\_31\\_1\\_patent-act-1970-11march2015.pdf](https://ipindia.gov.in/writereaddata/Portal/IPOAct/1_31_1_patent-act-1970-11march2015.pdf)

## Surveying and Data Analysis in Social Sciences

**Course Code : VCRC002**

### **Course Objective:**

This course imparts understanding of the usage of scientific approach to analyse the data collected through different sources. This course will help the students to understand the process of data analysis and interpreting the results in their research work using different software's.

### **Course Outcome:**

- To classify the construct measurement process in social science research. To demonstrate the Univariate, Bivariate and Multivariate data analysis techniques.
- To perform the data analysis using various software packages (MS Excel and SPSS).
- To learn the process of reporting the results.

### **Module I :**

Introduction to Data Analysis. What is data? Types of Measurement. Reliability and validity. Measures of central tendency and dispersion, Different types of distributions and Selection of appropriate data analysis technique.

### **Module II:**

Inferential statistics I, Inferential statistics II. Introduction to SPSS. Conjoint analysis using EXCEL

### **Module III:**

T-test and one-way ANOVA and ANCOVA using SPSS (Theory and Practical). Correlation and simple Regression using SPSS. Introduction to multivariate data analysis

### **Module IV:**

Multiple regression analysis, Multiple regression analysis using SPSS, Logistic regression Logistic regression using SPSS. Multivariate analysis of variance using SPSS, Exploratory factor analysis.

## References :

- Groves, R.M., Fowler, F.J. Jr., Couper, M.P., Lepkowski, J.M., Singer, E., & Tourangeau, R. (2009). Survey Methodology, 2nd Edition. New York: Wiley. (available at local bookstores and online retailers)
- Peng, R.D. & Matsui, E. (2015). The Art of Data Science. A Guide for Anyone Who Works with Data. Leanpub. (available online at <https://leanpub.com/artofdatascience>).
- Applied survey data analysis. Chapman & Hall/CRC Taylor & Francis Group.



## Finance and Quantitative Modelling Using Excel

Course Code: VCRC003

### Course Objective:

The course imparts the understanding of the advanced quantitative methods and tools the relevant patterns exhibited by financial data. The students will be able to critically analyse, question, and evaluate implications of alternative and new financial models to address trading and risk management issues.

### Course Outcome:

- To be able to design and build a basic financial model
- To develop a practical driven approach derived from the theory underlying financial models
- To understand and apply the in-built formulae to work out financial problems
- To communicate the financial decision making based on the financial models

### Module I :

Stochastic processes. Joint distribution function. Probability mass function of order  $k$ . Ensemble and time mean. Gaussian processes. Discrete-time Martingales. Total variation. Quadratic variation. Continuous-time limit of the random walk model. Standard and Fractional Brownian motion

### Module II:

Financial derivatives. Taxonomy. Forward and Futures. Standardization and mark to market. Forward (future) price (via no arbitrage argument). Hedging. Swaps. Interest Rate Swaps. Pricing.

### Module III:

Financial markets. Taxonomy, size, and instruments. Modeling financial markets. Assumptions. Return and risk. Efficient Market Hypothesis.

### Module IV:

Black-Scholes-Merton model. Assumptions for the risk-free bond, for the stock price and for the self-financing trading strategy. Martingale measure for the stock.

### References:

- Financial Modeling (MIT Press) ( Get this book )
- Financial Analysis and Modeling Using Excel and VBA ( Get this book )



- Financial Modelling in Practice: A Concise Guide for Intermediate and Advanced Level ( Get this book )
- <https://www.wallstreetmojo.com/financial-modeling-in-excel/>



# Principles of Data Science

**Course Code: VCRC004**

## **Course Objective:**

This course is an introduction to students about basics of data and data collections. Students will get the knowledge about data analysis and interpretation of results.

## **Course Outcome:**

- To be able to understand the principles of data science.
- To get the skill of sampling and calculation of sample size
- To be able to get skills of data tabulation and analysis
- To be able to present data in graphical and other forms.

## **Courses Content:**

### **Module I :**

Meaning of data, types of data, sample and sampling, sample size calculation, data collection

### **Module II :**

Data tabulation, data presentation, data validation, graphical presentation.

### **Module III :**

Mathematical & Statistical Skills for data, Coding, Data Structures & Algorithms

### **Module IV:**

Analysis; application of correlation, regression and rank correlation, time series, forecasting

## **References:**

- Principles of Data Science By Sinan Ozdemir • 2016
- Principles of Data Science: Mathematical techniques and theory to succeed in data-driven industries Paperback – 16 December 2016 by Sinan Ozdemir (Author)
- <https://www.infoq.com/articles/data-science-organization-framework/>
- <https://www.kdnuggets.com/data-management-principles-for-data-science/>

# Effective Academic Writing and Training

Course Code: VCRC005

## Course Objective:

This course is an introduction to academic writing skills. Students focus on the writing process and develop skills to write organized and coherent academic texts. Pre-writing, drafting, editing and revision, paragraph and essay/document organization, and integration of quotations are discussed and practiced.

## Course Outcome:

- To be able to write a greater variety of sentences more clearly and understandably.
- To be able to write clear thesis statements, introductions and conclusions.
- To understand the evidence based writing.
- To be able to identify and correct specific grammar errors independently.

## Module I

Introduction to Effective Writing. Effective Writing as an Art. Principles of Effective Writing, Types and Stages of Effective Writing

## Module II

Notions of Correctness and Appropriateness, Notions of Correctness and Appropriateness, Essay Writing, Types of Essays

## Module III

Business Writing and its Functions, Mechanics of Business Writing, Business Letters and Memos, Format of Business Letters and Memos

## Module IV

Types of Business Letter, Sales, Complaint and Adjustment Letters, Report Writing, Strategies and Structure of Reports, Style of Report Writing, Creative Writing

## References:

- [https://onlinecourses.nptel.ac.in/noc22\\_hs05/preview](https://onlinecourses.nptel.ac.in/noc22_hs05/preview).  
<https://pharmastate.academy/courses/effective-academic-writing-the-art-and-science/>
- A Practical guide to academic writing for international students.  
[https://www.routledge.com/rsc/downloads/A\\_Practical\\_Guide\\_to\\_Academic\\_Writing\\_for\\_International\\_Students-A\\_Routledge\\_FreeBook-\\_FINAL\\_VERSION\\_.pd](https://www.routledge.com/rsc/downloads/A_Practical_Guide_to_Academic_Writing_for_International_Students-A_Routledge_FreeBook-_FINAL_VERSION_.pd)