SGT UNIVERSITY

VALUE ADDED COURSES

Faculty of Commerce & Management 2023-24

About the University

SGT University, established in 2013 and recognized by the University Grants Commission (UGC), has set its sights on fostering a culture of research, innovation, and interdisciplinary education. Nestled on a sprawling 70-acre campus on the outskirts of Gurgaon, the university boasts state-of-the-art resources and infrastructure designed to facilitate cutting-edge academic and research achievements.

Driven by a relentless pursuit of excellence, SGT University has earned the prestigious NAAC A+ accreditation, becoming one of the youngest institutions in the country to receive this honour. This recognition highlights the university's commitment to maintaining high standards in education and research.

Among its broad array of academic programs, the university offers premier medical courses through the SGT Medical College, Hospital & Research Institute, which are considered among the best in the nation. These programs are seamlessly integrated with practical training and research opportunities, ensuring that students receive a comprehensive, world-class education in the medical field.

Our Vision

To nurture individual's excellence through value based, cross-cultural, integrated and holistic education adopting the contemporary and advanced means blended with ethical values to contribute in building a peaceful and sustainable global civilization.

Our Mission

- To impart higher education at par with global standards that meets the changing needs of the society
- To provide access to quality education and to improve quality of life, both at individual and community levels with advancing knowledge in all fields through innovations and ethical research.
- To actively engage with and promote growth and welfare of the surrounding community
- through suitable extension and outreach activities
- To develop socially responsible citizens, fostering ethical values and compassion through participation in community engagement, extension and promotion activities.
- To create competitive and coordinated environment wherein the individual develops skills and a lifelong learning attitude to excel in their endeavours.

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INTRODUCTION

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In the dynamic and ever-changing global landscape, the need for lateral thinking, innovation, and entrepreneurial spirit has never been greater. Traditional educational approaches that focus solely on specific skill sets often become outdated due to the rapid pace of technological advancements. As such, no university curriculum can comprehensively address all areas of importance or relevance. To ensure that students are better equipped to meet industry demands, it is crucial for higher education institutions to supplement the core curriculum, helping students develop both their aptitudes and interests.

Objectives:

The primary objectives of the Value-Added Course (VAC) are:

1. To enhance industry understanding: Equip students with knowledge of industry expectations and requirements.
2. To improve employability: Enhance students' employability skills, making them more competitive in the job market.
3. To bridge skill gaps: Address existing gaps in skills and ensure students are industry ready.
4. To foster inter-disciplinary skills: Provide students with opportunities to develop diverse skills across various disciplines.
5. To encourage entrepreneurship: Inspire students to become job creators rather than just job seekers.

Course Design

Departments designing Value-Added Courses should begin by conducting a **Training Need Analysis** and engaging with industry experts, alumni, and employers to identify skill gaps and emerging trends. This will guide the creation of a syllabus tailored to current demands.

Conduction of Value-Added Courses

- Voluntary Participation: VAC is not a mandatory requirement for completing any academic program, and the credits earned through these courses are additional to the degree's total credit requirement.
- Learning Format: VAC is an instructor-supported learning course, available to all students without any additional fee. Classes are typically scheduled during reserved time slots, beyond regular class hours, and may also be conducted on weekends or during vacations.
- Course Registration: Students may register for only one Value-Added Course per semester, preferably offered by their own department. However, with prior permission from the Dean, they can take courses from other departments.

- Minimum Participants: A minimum of 5 students must opt for a course for it to be offered.
- Industry and Expert Involvement: Eminent industry professionals or academicians may conduct VACs. This broadens students' exposure and enhances the learning experience.

Course Duration and Structure

- Duration: Each Value-Added Course should last at least 30 hours, with a balanced structure of 18 hours (60%) theory and 12 hours (40%) practical. The exact division of theory and practical hours will be determined by the course instructor with the approval of the Dean.
- Location: The courses will be conducted within the respective schools, with classrooms assigned by the Dean based on student numbers.

REGISTRATION PROCEDURE

1. Course Listings: A list of available Value-Added Courses, along with syllabi, will be posted on the university website.
2. Registration Process: Students must complete and submit a registration form to enroll in a course. The Department Head will group students based on their choices and send them to the Dean for final approval.
3. Attendance and Assessment Records: The course instructor is responsible for maintaining attendance and assessment records, including details on assignments, seminars, and other activities. These records must be signed by both the course instructor and the Department Head and kept for future reference.
4. Attendance Requirements: Students must maintain at least 75% attendance in the Value-Added Course to be eligible for a certificate. Up to a 10% relaxation in attendance may be granted for valid reasons, such as illness or extracurricular participation.

Certification

Upon successfully completing a Value-Added Course, students will be awarded a **certificate** signed by the authorized university signatories, recognizing their accomplishment in the course.

Culture Building in a Hybrid Workforce

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Course Code: VAC/FCAM/001

COURSE OBJECTIVES:

- Understand the fundamentals of workplace culture in hybrid models.
- Explore communication tools and strategies for hybrid teams.
- Develop leadership skills to build trust and engagement in hybrid workplaces.

COURSE OUTCOMES:

- Create strategies to improve collaboration in hybrid teams.
- Develop activities for employee engagement and trust-building.
- Use digital tools effectively for hybrid workforce management.

COURSE CONTENT:

Module I: Understanding Workplace Culture in Hybrid Models

- Definition of workplace culture and its importance.
- Key challenges in hybrid workforce models.
- Case studies of successful hybrid work cultures.

Module II: Communication and Collaboration Tools

- Selecting and using digital tools for collaboration (e.g., Slack, Teams, Zoom).
- Best practices for virtual communication.
- Techniques for encouraging inclusive team participation.

Module III: Building Trust and Psychological Safety

- Strategies to build trust across remote and in-office teams.
- Encouraging psychological safety and employee autonomy.
- Conflict resolution in virtual environments.

Module IV: Driving Employee Engagement

- Virtual team-building activities.
- Rewards and recognition programs for hybrid teams.
- Measuring employee engagement with digital tools.

Module V: Managing Change and Continuous Improvement

- Change management in hybrid workplaces.
- Role of leadership in culture building.
- Continuous improvement practices for hybrid team dynamics.

REFERENCES:

- Davenport, T. H., Harris, J., & Shapiro, J. (2010). Competing on Talent Analytics.

Digital Branding and Marketing for Startups

SGT UNIVERSITY

Course Code: VAC/FCAM/002

COURSE OBJECTIVES:

- Learn the fundamentals of digital branding.
- Develop skills in SEO and paid digital advertising.
- Understand and apply analytics to refine marketing strategies.

COURSE OUTCOMES:

- Create and execute a digital marketing strategy.
- Use tools like Google Ads, Analytics, and SEO techniques effectively.
- Develop a sustainable digital brand identity.
- Course Outline and Readings

COURSE CONTENT:

Module I: Fundamentals of Digital Branding

- Understanding branding and its role for startups.
- Components of a strong digital brand identity.
- Brand storytelling and messaging.

Module II: Content Marketing and Social Media Strategy

- Content creation for blogs, videos, and social media.
- Social media platform selection and strategies.
- Building a content calendar.

Module III: Paid Advertising and Growth Tactics

- Introduction to Google Ads and Meta Ads.
- Setting up and optimizing ad campaigns.
- Performance measurement (CTR, conversions).

Module IV: Search Engine Optimization (SEO)

- Basics of on-page and off-page SEO.
- Keyword research and analysis tools.
- Using SEO to boost organic visibility.

Module V: Analytics and Refinement

- Google Analytics and other tracking tools.
- Monitoring key digital marketing metrics (ROI, CPC, etc.).
- Iterating and refining marketing strategies.

Supply Chain 4.0: Using Technology for Optimization

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Course Code: VAC/FCAM/03

COURSE OBJECTIVES:

- Understand the fundamentals of Supply Chain 4.0, emphasizing the integration of digital technologies to enhance efficiency and agility.
- Explore advanced technologies such as IoT, AI, Blockchain, and Big Data Analytics and their applications in modern supply chain management.
- Develop strategies to optimize supply chain operations using data-driven decision-making processes.

COURSE OUTCOMES:

- Gain comprehensive knowledge of Supply Chain 4.0 and its role in improving operational performance.
- Demonstrate the ability to leverage technology for supply chain optimization and enhanced customer satisfaction.
- Acquire skills to evaluate and select appropriate digital tools and technologies for supply chain improvements.
- Analyse real-world case studies to identify challenges and recommend innovative solutions for smart supply chains.
- Develop actionable plans for implementing technology-driven transformations in supply chain operations.

COURSE CONTENT:

Module I: Introduction to Supply Chain 4.0

- What is Supply Chain 4.0?
- The role of technology in modern supply chains.
- Trends in Supply Chain 4.0 (IoT, blockchain, AI).

Module II: Internet of Things (IoT) in Supply Chains

- IoT-enabled tracking and real-time visibility.
- Applications of smart sensors in warehouses and logistics.
- Case studies of IoT implementation.

Module III: AI and Predictive Analytics in Supply Chain

- AI-driven demand forecasting.
- Using machine learning to optimize inventory levels.
- Predictive maintenance in supply chains.

Module IV: Blockchain for Transparency and Security

- Basics of blockchain and its use in logistics.
- Improving supply chain transparency and reducing fraud.
- Case studies of blockchain adoption.

Module V: Implementation Challenges and Solutions

- Common barriers to adopting Supply Chain 4.0 technologies.
- Building a tech roadmap for supply chain transformation.
- Measuring ROI from technology implementation.

Lean Six Sigma for Process Improvement

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Course Code: VAC/FCAM/004

COURSE OBJECTIVES:

- Learn the core concepts of Lean and Six Sigma.
- Understand process improvement methodologies.
- Apply Lean Six Sigma tools for quality enhancement.

COURSE OUTCOMES:

- Implement Lean Six Sigma projects.
- Use DMAIC methodology for process improvement.
- Analyze and solve process inefficiencies.

COURSE CONTENT:

Module I: Fundamentals of Lean Six Sigma

- Introduction to Lean and Six Sigma principles.
- The DMAIC framework (Define, Measure, Analyze, Improve, Control).
- Identifying waste and inefficiencies.

Module II: Define and Measure Phases

- Problem definition and project scoping.
- Process mapping and flowcharting.
- Key metrics: CTQ, SIPOC.

Module III: Analyze Phase

- Root cause analysis tools (Fishbone, 5 Whys).
- Statistical analysis for identifying process inefficiencies.
- Hypothesis testing basics.

Module IV: Improve and Control Phases

- Implementing process improvements.
- Continuous improvement techniques.
- Control plans and sustainability of improvements.

Module V: Tools and Case Studies

- Lean Six Sigma tools: Pareto charts, control charts, value stream mapping.
- Real-life applications of Lean Six Sigma in operations.
- Capstone project: Analyze and improve a sample process.