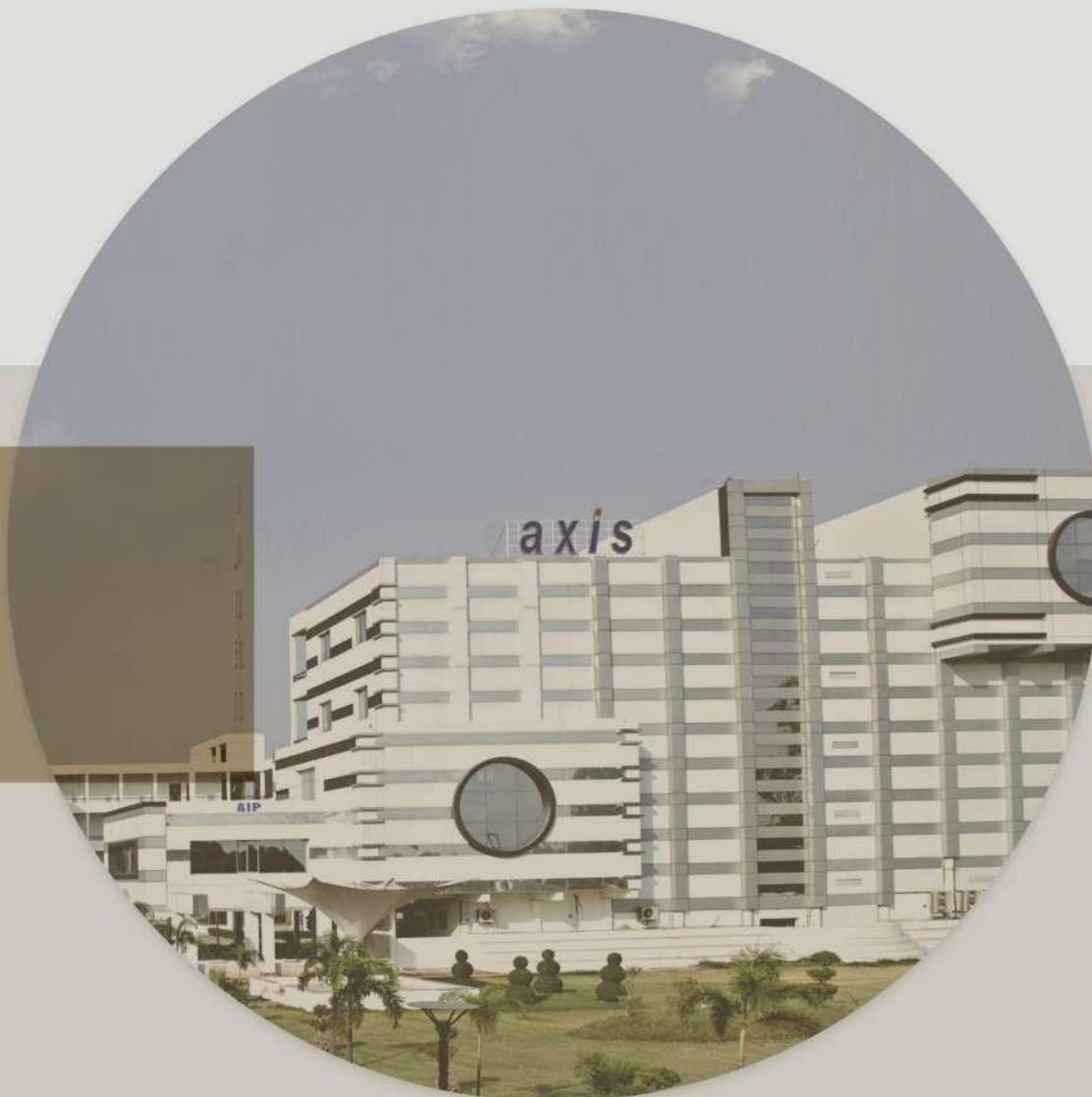# Axis Institute of Higher Education – KN115

Value Added Courses

Session: 2019-20

AXIS INSTITUTE OF HIGHER EDUCATION – KN115

Rooma Kanpur

VALUE ADDED COURSE
2019-20

SR.	COURSE CODE	COURSE NAME	DURATION
1	VAC/BBA/19-20/01	Certificate Course in Financial Literacy	200 Hours
2	VAC/BBA/19-20/02	Professional Etiquette and Workplace Behavior	40 Hours
3	VAC/BBA/19-20/03	Time Management	35 Hours
4	VAC/BCA/19-20/01	Advanced Web Development and Web Technologies	40 Hours
5	VAC/BCA/19-20/02	Data Ethics and Privacy	40 Hours
6	VAC/BCA/19-20/03	Digital Marketing Essential	40 Hours

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 Program 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.

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 mold 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 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 program 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 on the regular class hours. The value-added courses may be also conducted during weekends / vacation period. Students will be encouraged to opt for the VAC offered by their Department. 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 duration of value added course is of minimum 30 hours.

DURATION AND VENUE

❖   The duration of value-added course should not be less than 30 hours.

- ❖ The HOD of the Department shall provide class room/s based on the number of students/batches.

- ❖ VAC shall be conducted in the respective School itself.

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.

- ❖ The value-added courses may be also conducted during weekends / vacation period if required.

- ❖ 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.

Certificate Course in Financial Literacy

(COURSE CODE : VAC/BBA/19-20/01)

Overview: This course aims to provide students with fundamental financial knowledge and skills. Topics covered include budgeting, saving, investing, credit management, and understanding financial products.

Duration: 200 hours

Module As provided by training partner

Professional Etiquette and Workplace Behavior

(COURSE CODE : VAC/BBA/19-20/02)

Course Objectives:

The course aims to equip students with the necessary skills and knowledge to excel in professional settings. It focuses on developing effective communication, professional demeanor, and ethical behavior, enabling students to navigate the workplace with confidence and competence.

Course Outcomes:

1. Demonstrate appropriate professional etiquette in various workplace scenarios.
2. Communicate effectively in professional settings, both verbally and non-verbally.
3. Exhibit ethical behavior and decision-making skills in the workplace.
4. Understand the importance of cultural sensitivity and adaptability in diverse work environments.
5. Apply time management and organizational skills to enhance productivity.

Module -1

Introduction to Professional Etiquette (8 Hours)
1. Lecture 1: Importance of Professional Etiquette
2. Lecture 2: Basic Etiquette: Greetings and Introductions
3. Lecture 3: Appearance and Dressing for Success
4. Lecture 4: Office Etiquette: Workspace Behavior and Digital Etiquette
5. Lecture 5: Meeting Etiquette: Preparation and Participation
6. Lecture 6: Networking Skills and Business Card Etiquette
7. Lecture 7: Dining Etiquette: Business Meals
8. Lecture 8: Case Studies

Module – 2

Communication Skills (10 Hours)
1. Lecture 1: Verbal Communication: Clarity and Conciseness
2. Lecture 2: Non-Verbal Communication: Body Language and Facial Expressions
3. Lecture 3: Listening Skills: Active Listening and Feedback
4. Lecture 4: Written Communication: Emails and Reports
5. Lecture 5: Presentation Skills: Structuring and Delivering Effective Presentations
6. Lecture 6: Public Speaking: Overcoming Nervousness
7. Lecture 7: Handling Difficult Conversations and Conflicts
8. Lecture 8: Communicating in Diverse Work Environments

9. Lecture 9: Review and Role-Playing Exercises
10. Lecture 10: Case Study

Module - 3

Workplace Ethics and Behavior (12 Hours)
1. Lecture 1: Introduction to Workplace Ethics
2. Lecture 2: Understanding Corporate Culture and Values
3. Lecture 3: Professional Behavior: Respect and Empathy
4. Lecture 4: Ethical Decision Making and Problem Solving
5. Lecture 5: Dealing with Workplace Harassment and Discrimination
6. Lecture 6: Confidentiality and Privacy at Work
7. Lecture 7: Conflict Resolution and Negotiation Skills
8. Lecture 8: Teamwork and Collaboration
9. Lecture 9: Accountability and Responsibility
10. Lecture 10: Building a Positive Workplace Environment
11. Lecture 11: Review of Ethical Case Studies
12. Lecture 12: Group Discussion and Reflection

Module -4

Professional Development and Personal Branding (10 Hours)
1. Lecture 1: Importance of Continuous Learning and Skill Development
2. Lecture 2: Setting Career Goals and Objectives
3. Lecture 3: Time Management and Prioritization
4. Lecture 4: Stress Management and Work-Life Balance
5. Lecture 5: Developing a Professional Online Presence
6. Lecture 6: Networking Strategies for Career Advancement
7. Lecture 7: Preparing for Job Interviews: Tips and Techniques
8. Lecture 8: Crafting a Professional Resume and Cover Letter
9. Lecture 9: Personal Branding: Building Your Professional Image
10. Lecture 10: Recap Key Concepts

Time Management

(COURSE CODE : VAC/BBA/19-20/03)

Course Objective:

This course aims to provide students with practical strategies and tools for effective time management. It focuses on enhancing productivity, reducing stress, and achieving a better work-life balance by teaching students how to prioritize tasks, set goals, and manage their time efficiently.

Course Outcomes:

1. Identify time management challenges and their impact on productivity.
2. Implement various time management techniques to prioritize tasks and set goals.
3. Utilize tools and technologies to organize and manage their time effectively.
4. Develop strategies to overcome procrastination and manage distractions.
5. Create a personal time management plan to improve productivity and achieve work-life balance.

Module 1:

Introduction to Time Management (7 Hours)
1. Lecture 1: Understanding Time Management: Importance and Benefits
2. Lecture 2: Identifying Time Wasters and Productivity Challenges
3. Lecture 3: Time Management Myths and Realities
4. Lecture 4: Assessing Personal Time Management Styles
5. Lecture 5: Setting SMART Goals for Effective Time Management
6. Lecture 6: The Role of Mindset and Attitude in Time Management
7. Lecture 7: Review and Reflection

Module 2:

Time Management Techniques and Strategies (10 Hours)
1. Lecture 1: Prioritization Techniques: The Eisenhower Matrix
2. Lecture 2: The Pomodoro Technique: Breaking Work into Intervals
3. Lecture 3: Task Batching and Time Blocking: Organizing Your Schedule
4. Lecture 4: The Two-Minute Rule: Handling Quick Tasks Efficiently
5. Lecture 5: The 80/20 Rule (Pareto Principle): Focusing on High-Impact Activities
6. Lecture 6: Delegation Skills: When and How to Delegate Tasks
7. Lecture 7: The Art of Saying No: Managing Overcommitment
8. Lecture 8: Dealing with Interruptions and Unexpected Events
9. Lecture 9: Overcoming Procrastination: Causes and Solutions
10. Lecture 10: Techniques for Maintaining Focus and Concentration

Module 3:

Tools and Technologies for Time Management (8 Hours)
1. Lecture 1: Introduction to Time Management Tools and Apps

2. Lecture 2: Calendar Management: Using Digital Calendars Effectively
3. Lecture 3: Task Management Tools: To-Do Lists and Task Trackers
4. Lecture 4: Project Management Software: Planning and Tracking Progress
5. Lecture 5: Note-Taking and Information Management Tools
6. Lecture 6: Automation Tools for Repetitive Tasks
7. Lecture 7: Time Tracking Tools: Monitoring and Analyzing Time Usage
8. Lecture 8: Integrating Technology with Traditional Time Management Methods

Module 4:

Personal Productivity and Work-Life Balance (10 Hours)

1. Lecture 1: Building Healthy Habits for Productivity
2. Lecture 2: Stress Management Techniques: Staying Calm Under Pressure
3. Lecture 3: Creating a Balanced Daily Routine: Work, Rest, and Recreation
4. Lecture 4: Time Management for Remote Work and Online Learning
5. Lecture 5: Developing a Personal Time Management Plan
6. Lecture 6: Effective Communication and Time Management in Teams
7. Lecture 7: Reflecting on Personal Progress and Adjusting Strategies
8. Lecture 8: Case Studies and Real-Life Examples of Effective Time Management
9. Lecture 9: Group Discussions and Peer Learning
10. Lecture 10: Recap Key Concepts

Advanced Web Development and Web Technologies

(COURSE CODE : VAC/BCA/19-20/01)

Course Objective:

This course aims to provide students with advanced knowledge and skills in web development. It covers cutting-edge web technologies, frameworks, and best practices, enabling students to design, develop, and maintain complex web applications

Course Outcomes:

1. Understand and implement advanced web development concepts and technologies.
2. Develop responsive and interactive web applications using modern frameworks and libraries.
3. Utilize server-side technologies and APIs for dynamic content generation.
4. Optimize web applications for performance, security, and scalability.
5. Apply best practices in web design, accessibility, and user experience (UX).

Module 1: Advanced Front-End Development (10 Hours)

Module 2: Server-Side Technologies and Backend Development (10 Hours)

Module 3: Advanced Web Design and User Experience (UX) (10 Hours)

Module 4: Emerging Trends and Future of Web Development (10 Hours)

Data Ethics and Privacy

(COURSE CODE : VAC/BCA/19-20/02)

Course Objectives:

The course aims to provide students with a comprehensive understanding of the ethical and legal considerations surrounding data collection, usage, and sharing. It focuses on the principles of data ethics, privacy laws, and the impact of data practices on individuals and society.

Course Outcomes:

1. Understand the fundamental concepts of data ethics and privacy.
2. Identify ethical issues related to data collection, processing, and sharing.
3. Analyze the implications of data practices on privacy, security, and human rights.
4. Apply ethical principles and legal frameworks in data-driven decision-making.
5. Develop strategies for ensuring ethical data practices and compliance with privacy regulations.

Module 1: Introduction to Data Ethics (10 Hours)

Module 2: Privacy and Data Protection Laws (10 Hours)

Module 3: Ethical Data Practices in Organizations (10 Hours)

Module 4: Emerging Issues and Future Trends in Data Ethics and Privacy (10 Hours)

Digital Marketing Essentials

(COURSE CODE : VAC/BCA/19-20/03)

Course Objectives

This course aims to provide students with a foundational understanding of digital marketing concepts, strategies, and tools. It covers various aspects of digital marketing, including SEO, social media, content marketing, email marketing, and data analytics, preparing students to effectively promote products and services online.

Course Outcomes

1. Understand the key concepts and components of digital marketing.
2. Develop and implement digital marketing strategies and campaigns.
3. Utilize SEO and SEM techniques to enhance online visibility.
4. Create and manage content for various digital platforms.
5. Analyze digital marketing data to measure performance and optimize strategies.

Module 1: Introduction to Digital Marketing (10 Hours)

Module 2: Search Engine Optimization (SEO) and Search Engine Marketing (SEM) (10 Hours)

Module 3: Social Media Marketing (10 Hours)

Module 4: Content Marketing and Email Marketing (10 Hours)
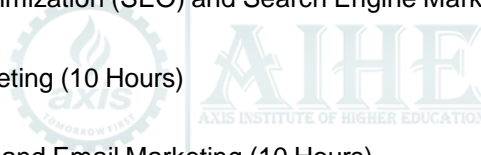
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