# AXIS INSTITUTE OF HIGHER EDUCATION – KN115

VALUE ADDED COURSE Session: 2023-24

www.aihe.ac.in

# **AXIS INSTITUTE OF HIGHER EDUCATION – KN115**

Rooma Kanpur

# VALUE ADDED COURSE 2023-24

SR.	COURSE CODE	COURSE NAME	DURATION
1	VACIPR	Intellectual Property Rights	45 Hours
2	VACRM	Research Methodology	45 Hours
3	VACFC	Fundamental Of Computer	40 Hours
4	VAC/BBA/23-24/01	Digital Marketing	60 Hours
5	VAC/BBA/23-24/02	Ms. Excel Beginner to Advanced	30 Hours
6	VAC/BBA/23-24/03	Certificate Program in Banking, Finance and Insurance	100 Hours
7	VAC/BCA/23-24/01	Introduction to Cybersecurity	100 Hours
8	VAC/BCA/23-24/02	Generative AI ChatGPT	30 Hours
9	VAC/BCA/23-24/03	Introduction to Innovation and Creativity	36 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.

## INTELLECTUAL PROPERTY RIGHTS (COURSE CODE : VACAIHE001)

The aim is to encourage innovation and commercial development so that new and useful products are available to society at large.

#### **Course Objective:**

To encourage the creativity of the human mind for the benefit of all and to ensure that the benefits arising from exploiting a creation benefit the creator.

#### **Courses contents:**

1. Intellectual property rights (IPR): genesis and scope, Why IPR is necessary, Types of Intellectual property rights: patent, trademarks, copyright, design registration, trade secret, geographical indicators, plant variety protection.

- 2. National & international scenario
- 3. IPR in Biological Sciences, IPR protection of life forms.
- 4. How can you protect their intellectual property? What are the benefits of IPR in Biological science?
- 5. Intellectual property rights (IPR) connect to Geographical Indication (GI).

#### List of reference books:

- 1. Law Relating to Intellectual Property Rights (Third Edition) by VK Ahuja
- 2. Intellectual Property Rights by Jyoti Rattan

# RESEARCH METHODOLOGY (COURSE CODE : VACRM)

To bring out in students the latent art of being inquisitive towards the world around and within them. Guide students on some techniques to sharpen analytical skills, a necessity to become a successful researcher

#### **Course Objective:**

- Formulation of research problem
- Understand literature review
- Understand various tools useful for research work.
- Understand research ethics while doing research work.
- Understand indexing and referencing style

#### **Courses contents:**

- 1. Introduction to Research Methodology
- 2. Steps in the research process, choosing a research project and supervisor, research methods and pitfalls.
- 3. Qualities of a researcher, techniques for good writing and reasoning in research
- 4. Case studies in research, data collection, hypothesis and sampling methods.
- 5. Types of research papers, format, research journals, research publication process, essentials for a good publication.
- 6. National library and information services, bibliography, citation, research ethics, submission of a research manuscript. An open feedback session was also conducted during the class

#### List of reference books:

- 1. Research Methodology: Tools and Techniques by Dr. Prabhat Pandey Dr. Meenu Mishra Pandey
- 2. Fundamental of Research Methodology and statistics by Yogesh Kumar Singh

# FUNDAMENTAL OF COMPUTER (COURSE CODE : VACFC)

The areas that are covered in the fundamental Computer Course syllabus include computer fundamentals, office productivity tools, internet and web technologies, programming, database management systems, networking.

#### **Objectives:**

- To train the participants on basic usage of computers, preparing personal and official letters, viewing information on internet, writing and sending Emails, internet banking services etc.
- To impart knowledge on file and folder making and saving of the documents.

#### **Courses contents:**

- 1. Computer Applications & Basics
- 2. Computer Operating System
- 3. Word Processing
- 4. Introduction to Internet, WWW & Web Browsers
- 5. Communications & Collaboration

#### List of reference books:

- 1. Computer Fundamentals by Priti Sinha, Pradeep K., Sinha.
- 2. Fundamentals of Computer by Raja Raman

### **DIGITAL MARKETING** (COURSE CODE : VAC/BBA/23-24/01)

#### **Course Objective:**

To equip students with practical digital marketing skills to enhance online presence and business growth.

#### **Course Outcomes:**

- Understand digital marketing fundamentals
- Develop and execute digital marketing strategies
- Analyze digital marketing metrics for continuous improvement
- Utilize SEO, social media, and content marketing effectively

#### **Detailed Module (as Provided by GRASTech)**



### Ms. Excel Beginner to Advanced (COURSE CODE : VAC/BBA/23-24/02)

#### **Course Objective:**

To provide students with in-depth knowledge and skills in using Microsoft Excel for data management and analysis.

#### **Course Outcomes:**

- Master basic to advanced Excel functions
- Create and manage complex spreadsheets
- Analyze data using pivot tables and advanced formulas
- Automate tasks with macros

Module 1: Excel Basics

Module 2: Formulas and Functions

Module 3: Data Management and Analysis

Module 4: Advanced Excel Techniques

Module 5: Automating Tasks with Macros



# Certificate Program in Banking, Finance, and Insurance

### (COURSE CODE : VAC/BBA/23-24/03)

#### **Course Objective:**

To prepare students for careers in banking, finance, and insurance with practical insights and industry knowledge.

#### **Course Outcomes:**

- Understand the fundamentals of banking, finance, and insurance
- Apply financial concepts in real-world scenarios
- Analyze financial products and services
- Develop strategies for risk management and investment

Detailed Module (as provided by Bajaj Finserv):

### Introduction to Cybersecurity (COURSE CODE : VAC/BCA/23-24/01)

#### **Course Objectives:**

- To introduce students to the fundamentals of cybersecurity.
- To understand the types of online threats and vulnerabilities.
- To learn about cryptographic principles and secure communication.
- To explore the tools and techniques used to protect networks and systems.
- To develop the skills required for detecting and responding to cybersecurity incidents.

#### Learning Outcomes:

- Students will be able to identify and analyze common cybersecurity threats.
- Students will understand the principles of cryptography and secure data transmission.
- Students will acquire the ability to implement basic security measures to protect networks and systems.
- Students will learn how to detect, prevent, and respond to cybersecurity incidents effectively.
- Students will gain knowledge of industry-standard cybersecurity tools and practices.

Course Modules: As provided by training partner

### Generative AI ChatGPT (COURSE CODE : VAC/BCA/23-24/02)

#### **Course Objectives:**

- To introduce students to Generative AI concepts and techniques.
- To provide an in-depth understanding of the architecture of GPT models.
- To develop skills in building and deploying generative AI models using ChatGPT.
- To explore practical applications of generative AI in various domains.
- To prepare students for advanced studies or careers in AI and machine learning.

#### Learning Outcomes:

- Students will gain a solid understanding of generative AI and GPT model architecture.
- Students will be able to build and fine-tune generative AI models using ChatGPT.
- Students will learn how to deploy AI models in real-world scenarios.
- Students will understand ethical considerations and challenges in generative AI.
- Students will be prepared for further study or employment in AI-related fields.

Course Modules: As provided by training partner

## Introduction to Innovation and Creativity (COURSE CODE : VAC/BCA/23-24/03)

#### **Course Objectives:**

- To foster creative thinking and innovative problem-solving skills.
- To explore the processes and techniques for generating new ideas.
- To understand the role of creativity in business and technology.
- To encourage students to apply innovation in real-world situations.
- To develop the ability to think critically and approach challenges creatively.

#### Learning Outcomes:

- Students will be able to generate and evaluate creative ideas.
- Students will understand the processes of innovation and how to implement them.
- Students will develop critical thinking and problem-solving skills.
- Students will learn to apply creativity in various contexts, including business and technology.
- Students will be equipped to lead and manage innovative projects.

#### •

#### **Course Modules:**

#### 1. Foundations of Creativity

- Definition and importance of creativity
- o Barriers to creativity and how to overcome them

#### 2. Techniques for Idea Generation

- o Brainstorming, mind mapping, and other creative techniques
- o Developing innovative solutions to problems

#### 3. Innovation Processes

- Understanding the innovation cycle
- o Techniques for managing innovation in organizations

#### 4. Creativity in Business and Technology

- o Case studies of innovation in various industries
- Applying creative thinking to business challenges

#### 5. Leading and Managing Innovation

- o Leadership skills for fostering creativity in teams
- o Strategies for managing innovative projects



website : www.aihe.ac.in Toll Free: 1800 313 2464

