



K.R. MANGALAM UNIVERSITY
EDUCATION FOR LIFE
(Recognized by UGC and a member of AIU)

VALUE ADDED COURSES

ACADEMIC SESSION 2021-22



K.R MANGALAM UNIVERSITY
GURUGRAM, HARYANA

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Sohna Road, Gurugram (Haryana)

INTRODUCTION

In a rapidly changing world, the importance of continuous learning and skill development cannot be overstated. The traditional education system often fails to provide individuals with the specific, practical skills they need to succeed in the job market and adapt to the ever-evolving professional landscape. This is where Value Added Courses (VAC) come into play. VACs have emerged as a transformative force in education, offering specialized, practical, and often short-term courses that cater to the specific needs and demands of the job market.

WHAT ARE VALUE ADDED COURSES (VAC)?

Value Added Courses, or VACs, are educational programs designed to enhance a student's knowledge and skills in a specific area, often in addition to their primary academic curriculum. These courses are typically short-term, focused on practical skills, and tailored to the demands of the job market.

THE SIGNIFICANCE OF VALUE ADDED COURSES

- ❖ **Meeting the Demands of the Job Market:** The job market today is highly competitive and dynamic. Employers are constantly seeking individuals with specialized skills who can immediately contribute to their organizations. Traditional academic programs, with their often broad and theoretical curriculum, may not always provide graduates with the necessary practical skills. VACs fill this gap by offering hands-on, industry-specific training that directly addresses the needs of the job market. This ensures that graduates are better prepared to meet the demands of their chosen professions.
- ❖ **Lifelong Learning and Adaptability:** In a world where technology and industries are rapidly evolving, the ability to adapt and learn new skills is paramount. VACs promote the concept of lifelong learning by providing opportunities for individuals to acquire new skills or update existing ones. These courses are particularly valuable for professionals looking to stay relevant in their fields, switch careers, or upskill to meet the latest industry requirements.
- ❖ **Career Advancement and Income Growth:** Value Added Courses can significantly enhance an individual's career prospects. The specialized skills acquired through these courses make individuals more attractive to employers, potentially leading to promotions, pay raises, and career advancement. Many individuals have reported an

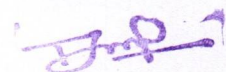


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increase in income after completing VACs, making them a valuable investment in one's professional development.

OBJECTIVES OF VALUE ADDED COURSES

- ❖ To provide students with practical skills that are relevant to their chosen field of study or profession, enabling them to perform tasks more effectively and efficiently.
- ❖ To broaden students' skill sets, making them more versatile and adaptable in the job market by exposing them to a range of complementary skills and knowledge.
- ❖ To increase students' chances of finding and retaining employment by equipping them with skills and competencies that are in high demand in the job market.
- ❖ To help students advance in their careers by acquiring specialized knowledge or certifications that can lead to promotions and increased earning potential.
- ❖ To foster personal growth and development, including improved communication, time management, problem-solving, and decision-making skills, enhancing students' overall effectiveness and self-confidence.
- ❖ To support aspiring entrepreneurs by providing them with the tools and knowledge necessary to start and run their businesses successfully.
- ❖ To encourage students to think creatively and innovatively, fostering an entrepreneurial mindset and the ability to generate new ideas and solutions.
- ❖ To ensure that students are well-versed in the latest technologies and tools relevant to their field, keeping them up-to-date with industry trends.
- ❖ To promote an understanding of environmental issues and sustainable practices, encouraging responsible and eco-friendly behaviour.
- ❖ To develop the ability to analyze complex situations, make informed decisions, and solve problems systematically.
- ❖ To promote cultural competence and a deeper understanding of societal issues, enabling individuals to work effectively in diverse environments and contribute positively to their communities.
- ❖ To enhance interpersonal skills, teamwork, leadership, and emotional intelligence, which are essential in professional and personal life.
- ❖ To instill a love of learning and a commitment to continuous self-improvement, encouraging participants to remain adaptable and open to acquiring new knowledge and skills throughout their lives.



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VALUE ADDED COURSE LIST

S.No	Course Code	Course Title	Contact Hours	Prerequisite	Page No.
1.	VAC068	Sustainability Finance	30	Nil	1-3
2.	VAC069	Innovation through Design Thinking	30	Nil	4-6
3.	VAC070	Effective Communication for Global Workplace	30	Nil	7-9
4.	VAC071	Linguistics for Language Learning and Mastery	30	Nil	10-12
5.	VAC072	Applied Cryptography	30	Nil	13-15
6.	VAC073	Data Analytics with R	30	Nil	16-18
7.	VAC074	Organic Farming	30	Nil	19-21
8.	VAC075	Rural Technology	30	Nil	22-24
9.	VAC076	Information Retrieval Techniques from Scholarly Databases	30	Nil	25-27
10.	VAC077	Theatre and Stagecraft	30	Nil	28-30
11.	VAC078	Women Entrepreneurship Development	30	Nil	31-34
12.	VAC079	CV Writing and Interview Preparation	30	Nil	35-38
13.	VAC080	Digital Literacy	30	Nil	39-42
14.	VAC081	Cyber and Security Law	30	Nil	43-45
15.	VAC082	ORACLE	30	Nil	46-48
16.	VAC083	Internet of Things (IoT)	30	Nil	49-51
17.	VAC084	Agricultural Sales and Marketing	30	Nil	52-54
18.	SLHA132A	French-II	40	Beginner's Level	55-56
19.	VAC113	Leadership Development	30	Nil	57-59
20.	VAC114	Enhance Speaking and Writing Skills	30	Nil	60-62



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21.	SEED544A	Gandhian Philosophy: Theory and Practice	30	Nil	63-66
22.	VAC118	Basic Software for Graduate Students	30	Nil	67-68
23.	VAC119	Reshaping Intelligent Business and Industry: Convergence of AI and ML	30	Nil	69-71
24.	VAC116	Understanding Research	30	Nil	72-74
25.	VAC108	Boutique Management	30	Nil	75-77
26.	VAC117	Sustainability through Organic Kitchen Gardening	30	Nil	78-79
27.	VAC104	Etiquettes for Professionals	30	Nil	80-81
28.	VAC111	Fashion Event Management	30	Nil	82-83
29.	VAC112	Successful Communication-Writing and Presentation	30	Nil	



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VAC068	SUSTAINABILITY FINANCE
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course on Sustainable Finance is designed to provide students with a comprehensive understanding of the principles and practices of sustainable finance. It explores the intersection of financial markets, environmental and social considerations, and ethical investing. Students will learn how to integrate sustainability into financial decision-making, investment strategies, and corporate finance, contributing to a more sustainable and responsible financial system.

Course Objectives

Students will be able to:

- Understand the fundamental concepts and principles of sustainable finance.
- Explore the impact of environmental, social, and governance (ESG) factors on financial decision-making.
- Examine various sustainable investment strategies and products.
- Analyse the role of financial institutions in promoting sustainability.
- Evaluate the ethical and regulatory frameworks of sustainable finance.
- Apply sustainable finance principles to real-world financial scenarios.

Course Outcomes

On completion of this course, students will be able to:

- CO 1: Demonstrate a deep understanding of sustainable finance concepts and principles.
- CO 2: Evaluate the impact of ESG factors on financial decision-making and investment.
- CO 3: Identify and assess various sustainable investment strategies and products.
- CO 4: Analyze the role of financial institutions in promoting sustainability.
- CO 5: Evaluate the ethical and regulatory frameworks of sustainable finance.

Course Content

Module 1: Introduction to Sustainable Finance

4 hours

- The Foundations of Sustainable Finance
- Ethical Considerations in Financial Decision-Making
- The Global Perspective on Sustainability

- Environmental, Social, and Governance (ESG) Frameworks

Module 2: ESG Factors in Financial Decision-Making

4 hours

- Understanding Environmental Factors
- Social and Human Capital Considerations
- Governance and Ethical Leadership
- ESG Integration and Risk Management

Module 3: Sustainable Investment Strategies

5 hours

- Impact Investing and Socially Responsible Investing (SRI)
- Environmental and Green Investing
- Ethical Investment Products: Bonds, Funds, and Equities
- Portfolio Diversification and Risk-Return Trade-offs

Module 4: Sustainable Finance in Corporate Settings

4 hours

- Sustainable Corporate Finance
- Corporate Social Responsibility (CSR)
- Stakeholder Engagement and Reporting
- Sustainability as a Competitive Advantage

Module 5: The Role of Financial Institutions

4 hours

- Sustainable Banking and Insurance
- Ethical Lending and Investment Policies
- Regulatory Compliance and Reporting
- Sustainable Finance and Emerging Markets

Module 6: Ethical and Regulatory Frameworks

4 hours

- Ethical Investment Guidelines and Principles
- Regulatory Standards and Reporting Requirements
- Codes of Conduct and Governance
- Ethical Challenges and Dilemmas in Sustainable Finance

Module 7: Case Studies and Real-World Applications

5 hours

- Analyzing Sustainable Finance Cases
- Developing Sustainable Investment Portfolios
- Measuring Impact and Reporting
- Sustainable Finance and Climate Change Mitigation

Practicum

The course includes a practicum where students will develop a sustainable finance proposal project, assess the sustainability of a financial institution, make a final presentation, and reflect on their learning experiences.

Textbooks

Bodie, Z., Kane, A., & Marcus, A. J. (2018). Investments. McGraw-Hill Education.

Scholtens, B. (2018). Sustainable Finance and Banking: The Financial Sector and the Future of the Planet. Routledge.

Reference Books

Hawley, J. P., Johnson, K., & Waitzer, E. J. (2015). The New Era of Sustainable Capitalism: A Business Case for the U.N. Sustainable Development Goals. Network for Business Sustainability.

Schaltegger, S., Lüdeke-Freund, F., & Hansen, E. G. (2016). Business Cases for Sustainability and the Role of Business Model Innovation: Developing a Conceptual Framework. In Business Models for Sustainability (pp. 195-215). Springer.

Zadek, S., Evans, R., & Pruzan, P. (2017). Building Corporate Accountability: Emerging Practice in Social and Ethical Accounting and Auditing. Earthscan.

	Evaluation Component	Weightage (%)
1	Activities	20
2	Project/Presentations	20
3	Attendance	10
4	End Term Examination	50

VAC069	INNOVATION THROUGH DESIGN THINKING
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course on Innovation through Design Thinking is designed to empower participants with the knowledge and skills to approach problem-solving and innovation through a human-centered and design-focused lens. Students will explore the principles of design thinking, practice creative problem-solving, and develop innovative solutions. The course aims to foster a culture of innovation and creativity in various professional and personal contexts.

Course Objectives

Students will be able to:

- Understand the principles and process of design thinking.
- Apply human-centered design methods to identify and address complex problems.
- Generate creative ideas and solutions through ideation techniques.
- Prototype and test innovative concepts to drive meaningful change.
- Develop a user-centric approach to innovation.

Course Outcomes

On completion of this course, students will be able to:

- CO 1: Explain the principles and process of design thinking.
- CO 2: Utilize human-centered design methods to define and solve complex problems.
- CO 3: Generate and evaluate creative ideas and solutions.
- CO 4: Implement a user-centric approach to innovation.

Course Outline

Module 1: Introduction to Design Thinking

5 hours

- What is Design Thinking?
- Historical Perspective of Design Thinking
- Ethical Considerations in Design Thinking
- The Human-Centered Approach



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Module 2: Empathize and Design**5 hours**

- Understanding User Needs
- Problem Framing and Definition
- User Research Methods
- Building Empathy for Users

Module 3: Ideate and Brainstorm**5 hours**

- Techniques for Generating Ideas
- Creative Problem-Solving Methods
- Brainstorming and Mind Mapping
- Ideation and Solution Development

Module 4: Implementation and Scaling**5 hours**

- Design Thinking in the Business World
- Change Management and Scaling Innovation
- Measuring the Impact of Innovative Solutions
- Case Studies of Successful Implementation

Module 5: Collaboration and Teamwork**5 hours**

- Multidisciplinary Teams in Design Thinking
- Effective Communication and Collaboration
- Leadership and Roles in Innovation
- Building a Design-Driven Culture

Module 6: Ethical Considerations and Inclusivity**5 hours**

- Ethical Challenges in Design and Innovation
- Inclusivity and Accessibility in Design Thinking
- Responsible Innovation and Sustainability
- Design Thinking for Social Impact

Practicum

The course includes a practicum where students will work on a real-world problem-solving project, engage in user research, ideate solutions, prototype and test concepts, and make a final presentation of innovative solutions.

Textbooks

Brown, T. (2009). Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation. HarperBusiness.

Liedtka, J., King, A., & Bennett, K. (2013). Solving Problems with Design Thinking: Ten Stories of What Works. Columbia Business School Publishing.

Reference Books

Curedale, R. (2013). Design Thinking: Process and Methods Manual. Design Community College Inc.

Kolko, J. (2015). Well-Designed: How to Use Empathy to Create Products People Love. Harvard Business Review Press.

Martin, R. L., & Hanington, B. M. (2012). Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions. Rockport Publishers.

Plattner, H., Meinel, C., & Leifer, L. (Eds.). (2019). Design Thinking Research: Taking Breakthrough Innovation Home (Understanding Innovation). Springer.

	Evaluation Component	Weightage (%)
1	Activities and Assignments	20
2	Project/Presentation	20
3	Attendance	10
4	End Term Examination	50

VAC070	EFFECTIVE COMMUNICATION FOR GLOBAL WORKSPACE
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course on Effective Communication for Global Workspace is designed to equip students with the essential skills and strategies needed to communicate effectively in diverse and international work environments. Students will explore cross-cultural communication, intercultural competence, and communication tools that promote successful collaboration in global settings. The course aims to prepare individuals to thrive in the modern global workplace by enhancing their communication capabilities.

Course Objectives

Students will be able to:

- Understand the significance of effective communication in the global workspace.
- Develop intercultural competence and cross-cultural communication skills.
- Adapt communication styles to diverse audiences and contexts.
- Enhance listening, verbal, and nonverbal communication skills.
- Utilize technology and tools for remote and virtual collaboration.
- Manage communication challenges and conflicts in international teams.

Course Outline

Module 1: Introduction to Global Workspace Communication **3 hours**

- The Role of Communication in Global Work Environments
- Ethical Considerations in Cross-Cultural Communication
- Understanding Cultural Dimensions
- The Impact of Technology on Global Communication

Module 2: Inter-Cultural Competence **3 hours**

- Defining Intercultural Competence
- Cultural Self-Awareness and Self-Reflection
- Stereotypes and Bias in Communication
- Cultural Intelligence (CQ) and Adaptability

Module 3: Adapting Communication Style **4 hours**

- Verbal and Nonverbal Communication
- High- and Low-Context Cultures
- Direct and Indirect Communication Styles
- Overcoming Language Barriers

Module 4: Effective Listening and Feedback

4 hours

- Active Listening Techniques
- Empathy and Cultural Sensitivity
- Providing Constructive Feedback
- Cross-Cultural Communication in Remote Teams

Module 5: Technology and Virtual Collaboration

4 hours

- Virtual Communication Tools and Platforms
- Remote Team Dynamics and Productivity
- Video Conferencing and Online Meetings
- Managing Time Zones and Work-Life Balance

Module 6: Conflict Resolution in Global Teams

4 hours

- Conflict Styles and Resolution Approaches
- Cultural Differences in Conflict Management
- Mediation and Conflict Prevention
- Building Trust and Mutual Understanding

Module 7: Leadership and Effective Communication

4 hours

- Leading Diverse Teams
- Cross-Cultural Leadership Styles
- Empowering and Motivating International Teams
- Communication for Global Leadership

Module 8: Cultivating a Culture of Effective Communication

4 hours

- Fostering Inclusivity and Diversity
- Promoting a Global Communication Culture
- Evaluation and Continuous Improvement
- Final Reflection on Course and Future Global Communication Initiatives



Practicum

The course includes a practicum where students will engage in intercultural communication exercises, collaborate in global virtual teams, resolve conflicts, and develop a plan to promote effective communication in a global workspace.

Textbooks

Chen, G. M. (2015). Communication and Global Society. Routledge.

Reference Books

Deardorff, D. K. (Ed.). (2019). The SAGE Handbook of Intercultural Competence. SAGE Publications.

Deresky, H. (2016). International Management: Managing Across Borders and Cultures. Pearson.

Lustig, M. W., Koester, J., & Domenico, L. D. (2017). Intercultural Competence: Interpersonal Communication across Cultures. Routledge.

	Evaluation Component	Weightage (%)
1	Activities and Assignments	20
2	Project/Presentations	20
3	Attendance	10
4	End Term Examination	50


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VAC071	LINGUISTICS FOR LANGUAGE LEARNING AND MASTERY
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course on Linguistics for Language Learning and Mastery is designed to provide language learners with a comprehensive understanding of linguistic principles to enhance their language acquisition and proficiency. Students will explore key concepts in linguistics, including phonetics, syntax, semantics, and sociolinguistics, to improve their language skills. The course aims to empower individuals with the knowledge and tools needed to become effective and confident language users.

Course Objectives

Students will be able to:

- Understand fundamental linguistic concepts and terminology.
- Analyze the sound structure of language (phonetics and phonology).
- Explore the structure of sentences (syntax) and meaning (semantics).
- Gain insights into language variation and sociolinguistic factors.
- Apply linguistic knowledge to enhance language learning and communication skills.
- Develop a deeper appreciation for languages and cultures.
- Foster lifelong language learning and mastery.

Course Outcomes

On completion of the course, students will be able to:

CO 1: Explain fundamental linguistic concepts and terminology.

CO 2: Analyze the sound structure of language (phonetics and phonology).

CO 3: Examine the structure of sentences (syntax) and meaning (semantics).

CO 4: Apply linguistic knowledge to improve language learning and communication skills.

Course Outline

Module 1: Introduction to Linguistics

4 hours

- The Role of Linguistics in Language Learning
- Ethical Considerations in Language Study

- Key Concepts in Linguistics
- Language Families and Classification

Module 2: Phonetics and Phonology

5 hours

- The Sound Structure of Language
- Articulation and Speech Sounds
- Phonological Rules and Patterns
- Pronunciation Improvement Techniques

Module 3: Syntax and Sentence Structure

5 hours

- Sentence Formation and Structure
- Parts of Speech and Grammatical Relations
- Sentence Analysis and Parsing
- Syntax in Language Learning

Module 4: Semantics and Meaning

4 hours

- Word Meaning and Semantics
- Ambiguity and Polysemy
- Pragmatics and Language Use
- Enhancing Vocabulary and Language Proficiency

Module 5: Socio-Linguistics and Language Variation

4 hours

- Language Variation and Dialects
- Multilingualism and Bilingualism
- Language Change and Evolution
- Communication Across Cultures

Module 6: Language Learning and Linguistic Knowledge

4 hours

- Applying Linguistics in Language Learning
- The Role of Grammar and Syntax in Language Mastery
- Improving Listening and Speaking Skills
- Language Learning Strategies

Module 7: Appreciating Languages and Culture

4 hours

- Language and Culture Connection
- Exploring Language Diversity
- Language Preservation and Revitalization
- Cultural Competence in Language Use



Practicum

The course includes a practicum where students will engage in phonetics and pronunciation practice, syntax analysis, semantics exercises, sociolinguistic exploration, and develop a final language learning plan.

Textbooks

Fromkin, V., Rodman, R., & Hyams, N. (2017). An Introduction to Language. Cengage Learning.

Yule, G. (2016). The Study of Language. Cambridge University Press.

Reference Books

Crystal, D. (2019). English as a Global Language. Cambridge University Press.

Lightbown, P. M., & Spada, N. (2018). How Languages Are Learned. Oxford University Press.

Pinker, S. (2015). The Stuff of Thought: Language as a Window into Human Nature. Penguin Books.

Wardhaugh, R. (2019). An Introduction to Sociolinguistics. Wiley.

	Evaluation Component	Weightage (%)
1	Activities and Assignments	20
2	Presentations/Project	20
3	Attendance	10
4	End Term Examination	50

VAC072	APPLIED CRYPTOGRAPHY
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course on Applied Cryptography is designed to provide students with a comprehensive understanding of cryptographic principles and their practical applications. Students will learn about encryption, digital signatures, cryptographic protocols, and the secure design of cryptographic systems. The course aims to equip individuals with the knowledge and skills to protect sensitive data and information in various applications, from cybersecurity to secure communication.

Course Objectives

Students will be able to:

- Understand the fundamental principles of cryptography and its importance in secure communication.
- Explore encryption and decryption techniques, including symmetric and asymmetric encryption.
- Learn about cryptographic protocols for secure communication over networks.
- Analyze digital signatures and their role in data integrity and authentication.
- Apply cryptographic techniques to real-world scenarios and challenges.

Course Outcomes

On completion of the course, students will be able to:

CO 1: Explain the fundamental principles of cryptography and its importance in security.

CO 2: Utilize encryption and decryption techniques, including symmetric and asymmetric encryption.

CO 3: Implement cryptographic protocols for secure communication over networks.

CO 4: Promote a culture of data security and privacy.

Course Outline

Module 1: Introduction to Cryptography

3 hours

- The Role of Cryptography in Data Security
- Ethical Considerations in Cryptography
- Historical Overview of Cryptography
- Modern Applications of Cryptography



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Module 2: Encryption and Decryption**3 hours**

- Principles of Encryption and Decryption
- Symmetric Key Encryption
- Asymmetric Key Encryption
- Encryption Algorithms and Ciphers

Module 3: Cryptographic Protocols**3 hours**

- Secure Communication over Networks
- Secure Socket Layer (SSL) and Transport Layer Security (TLS)
- Public Key Infrastructure (PKI)
- Secure Email and Messaging Protocols

Module 4: Digital Signatures**3 hours**

- Data Integrity and Authentication
- Public Key Cryptography for Digital Signatures
- Certificate Authorities and Trust Models
- Digital Signature Algorithms

Module 5: Cryptographic Applications**3 hours**

- Data Encryption and Decryption in Practice
- Secure File Storage and Cloud Security
- Cryptographic Tools for Privacy and Anonymity
- Cryptography in Secure Communication

Module 6: Secure System Design**3 hours**

- Cryptographic System Architecture
- Key Management and Security Policies
- Common Cryptographic Vulnerabilities
- Secure Development and Best Practices

Module 7: Ethical and Legal Considerations**3 hours**

- Ethical Challenges in Cryptography
- Cryptography Regulations and Compliance
- Data Privacy and Protection Laws
- Security Breach Response and Disclosure

Practicum

The course includes a practicum where students will engage in encryption and decryption exercises, implement secure communication protocols, verify and generate digital signatures, design secure cryptographic systems, and complete a final cryptographic project.

Textbooks

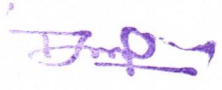
Schneier, B. (2015). Applied Cryptography: Protocols, Algorithms, and Source Code in C. Wiley.

Reference Books

Stallings, W. (2016). Cryptography and Network Security: Principles and Practice. Pearson.

Ferguson, N., Schneier, B., & Kohno, T. (2019). Cryptography Engineering: Design Principles and Practical Applications. Wiley.

	Evaluation Component	Weightage (%)
1	Activities and Assignments	20
2	Project	20
3	Attendance	10
4	End Term Examination	50


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VAC073	DATA ANALYTICS WITH R
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course on Data Analytics with R is designed to provide students with the knowledge and practical skills needed to perform data analysis and visualization using the R programming language. Students will learn to manipulate data, conduct statistical analysis, create data visualizations, and make data-driven decisions. The course aims to empower individuals with the ability to leverage data for informed decision-making.

Course Objectives

Students will be able to:

- Understand the fundamentals of data analytics and its significance in various domains.
- Acquire proficiency in data manipulation, cleaning, and transformation using R.
- Perform statistical analysis and hypothesis testing on data.
- Create informative data visualizations for effective communication.
- Apply predictive modeling techniques to solve real-world problems.

Course Outcomes

On completion of the course, students will be able to:

CO 1: Explain the fundamentals of data analytics and its applications.

CO 2: Manipulate and transform data using R for analysis.

CO 3: Perform statistical analysis and hypothesis testing.

CO 4: Generate data visualizations for effective communication.

Course Outline

Module 1: Introduction to Data Analytics

4 hours

- The Role of Data Analytics in Decision-Making
- Ethical Considerations in Data Analysis
- Data Analytics Workflow
- Real-world Applications of Data Analytics

Module 2: Data Manipulation with R

5 hours

- Introduction to R and RStudio
- Data Import and Export

- Data Cleaning and Preprocessing
- Data Transformation and Reshaping

Module 3: Statistical Analysis with R

5 hours

- Descriptive Statistics
- Inferential Statistics
- Hypothesis Testing
- Regression Analysis

Module 4: Data Visualization with R

5 hours

- Introduction to Data Visualization
- Data Visualization Packages in R
- Creating Static and Interactive Visualizations
- Effective Data Communication

Module 5: Predictive Modeling

5 hours

- Introduction to Predictive Modeling
- Supervised and Unsupervised Learning
- Model Building and Evaluation
- Feature Engineering and Model Deployment

Module 6: Data Interpretation and Communication

3 hours

- Interpreting Analysis Results
- Communicating Data Insights
- Data Storytelling
- Data-Driven Decision-Making

Module 7: Ethical and Legal Aspects

3 hours

- Ethical Challenges in Data Analytics
- Data Privacy and Compliance
- Data Governance and Security
- Responsible Data Analytics Practices

Practicum

The course includes a practicum where students will engage in data cleaning and transformation, conduct statistical analysis and hypothesis testing, create data visualizations, work on predictive modeling exercises, and complete a final data analytics project.

Textbook

Grolemund, H., & Wickham, H. (2016). R for Data Science. O'Reilly Media.

Reference Books

Baumer, B., Kaplan, D. T., & Horton, N. J. (2017). Modern Data Science with R. CRC Press.

	Evaluation Component	Weightage (%)
1	Activities and Assignments	20
2	Project	20
3	Attendance	10
4	End Term Examination	50



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VAC074	ORGANIC FARMING
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course on Organic Farming is designed to provide participants with the knowledge and skills to engage in sustainable and environmentally friendly farming practices. Students will explore the principles and techniques of organic farming, soil health, crop cultivation, pest and disease management, and sustainable agriculture. The course aims to empower individuals with the ability to create and manage organic farms that promote ecological balance and healthy produce.

Course Objectives

By the end of the course, students will be able to:

- Understand the principles and significance of organic farming.
- Implement sustainable soil management practices.
- Apply organic cultivation methods for various crops.
- Employ natural pest and disease management techniques.
- Develop a comprehensive understanding of sustainable agriculture.

Course Outcomes

On completion of the course, students will be able to:

CO 1: Explain the principles and significance of organic farming.

CO 2: Implement sustainable soil management practices.

CO 3: Apply organic cultivation methods for various crops.

CO 4: Employ natural pest and disease management techniques.

Course Outline

Module 1: Introduction to Organic Farming

4 hours

- The Principles of Organic Farming
- Ethical Considerations in Organic Agriculture
- Organic Farming Certification
- Real-world Applications of Organic Farming

Module 2: Soil Health and Management**4 hours**

- Soil Health and Fertility
- Organic Soil Amendments
- Composting and Vermicomposting
- Sustainable Soil Conservation

Module 3: Organic Crop Cultivation**4 hours**

- Organic Seed Selection and Propagation
- Crop Rotation and Companion Planting
- Organic Fertilization Methods
- Organic Pest and Disease Resistance

Module 4: Sustainable Pest and Disease Management**4 hours**

- Biological Pest Control
- Natural Predators and Beneficial Insects
- Disease Prevention and Management
- Integrated Pest Management (IPM)

Module 5: Sustainable Agriculture**5 hours**

- Agroforestry and Permaculture
- Water Management and Conservation
- Sustainable Farm Design and Layout
- Agribusiness and Market Access

Module 6: Farm Planning and Management**5 hours**

- Organic Farm Planning and Design
- Farming Tools and Equipment
- Sustainable Farming Economics
- Organic Certification and Compliance

Module 7: Ethical and Legal Aspects**4 hours**

- Ethical Challenges in Organic Farming
- Organic Farming Regulations and Certification
- Food Safety and Quality Assurance
- Sustainable Agriculture Practices

Practicum

The course includes a practicum where students will engage in soil testing and improvement, crop cultivation techniques, pest and disease management, organic farm design, and complete a final organic farming project.

Textbooks

Gliessman, S. R. (2014). Agroecology: The Ecology of Sustainable Food Systems (3rd ed.). CRC Press.

Reference Books

Altieri, M. A., & Nicholls, C. I. (2019). Agroecology and the Search for a Truly Sustainable Agriculture. CRC Press.

Paull, J. (2011). The Dictionary of Organic Farming and Food Production. CABI.

Weil, R. R., & Brady, N. C. (2016). The Nature and Properties of Soils (15th ed.). Pearson.

	Evaluation Component	Weightage (%)
1	Activities and Assignments	20
2	Project	20
3	Attendance	10
4	End Term Examination	50


Registrar
K.R. Mangalam University
Sohna Road. Gurugram (Haryana)

VAC075	RURAL TECHNOLOGY
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course on Rural Technology is designed to equip participants with the knowledge and practical skills to address the unique challenges and opportunities in rural areas. Students will explore various technologies and innovations that can enhance the quality of life and economic prospects in rural communities. The course aims to empower individuals with the ability to develop and implement technology-based solutions for rural development.

Course Objectives

Students will be able to:

- Understand the significance of rural technology in addressing rural challenges.
- Explore technology solutions for agriculture and agribusiness in rural areas.
- Identify renewable energy and infrastructure technologies suitable for rural communities.
- Promote digital literacy and e-governance in rural regions.
- Develop and implement technology-driven projects for rural development.

Course Outcomes

On completion of the course, students will be able to:

CO 1: Explain the significance of rural technology in addressing rural challenges.

CO 2: Analyze job descriptions to align responses with employers' expectations.

CO 3: Identify renewable energy and infrastructure technologies suitable for rural communities.

CO 4: Promote digital literacy and e-governance in rural regions.

Course Outline

Module 1: Introduction to Rural Technology

4 hours

- The Role of Technology in Rural Development
- Ethical Considerations in Rural Technology
- Challenges and Opportunities in Rural Areas

Module 2: Agricultural Technology**5 hours**

- Technological Innovations in Agriculture
- Precision Farming and Smart Agriculture
- Farm Mechanization and Equipment
- Digital Tools for Farm Management

Module 3: Agribusiness and Value Addition**5 hours**

- Rural Agribusiness Opportunities
- Agro-processing and Value Addition
- Market Access and E-commerce
- Financing Rural Agribusiness Ventures

Module 4: Renewable Energy Solutions**4 hours**

- Sustainable Energy Sources in Rural Areas
- Solar Power and Wind Energy
- Biomass and Biogas Technologies
- Rural Electrification and Energy Efficiency

Module 5: Rural Infrastructure Development**4 hours**

- Road and Transportation Infrastructure
- Water Supply and Sanitation
- Telecommunication and Connectivity
- Sustainable Rural Housing Solutions

Module 6: Digital Literacy and E-governance**4 hours**

- Promoting Digital Literacy in Rural Communities
- E-governance Initiatives
- Digital Access and Inclusion
- Rural Technology for Education and Health

Module 7: Sustainable and Eco-friendly Technologies**4 hours**

- Sustainable Rural Technologies
- Eco-friendly Practices and Innovations
- Circular Economy in Rural Areas
- Waste Management and Recycling

Practicum

Registrar
K.R. Mangalam University
Sohna Road, Gurugram (Haryana)

The course includes a practicum where students will engage in rural technology assessment and planning, develop technology-driven rural projects, promote community engagement and participation, and complete a final rural technology project.

Textbooks

Reddy, V. R. (2017). Renewable Energy Technologies: A Practical Guide for Beginners. Springer.

Reference Books

FAO. (2019). Agro-Industry Investment for Inclusive Rural Transformation: Sustainable Investment Promotion in Agro-Industry (SIPIA) (No. 24). Food and Agriculture Organization of the United Nations.

Iyer, R., & D'Cruz, R. (2020). Digital Empowerment: Unlocking Rural India. SAGE Publications.

Mehta, M. P., & Mehta, M. D. (2017). Rural Development: Principles, Policies, and Management (3rd ed.). SAGE Publications.

Shibu, K. M. (2018). Introduction to Embedded Systems (2nd ed.). McGraw-Hill Education.

	Evaluation Component	Weightage (%)
1	Activities and Assignments	20
2	Project	20
3	Attendance	10
4	End Term Examination	50



Registrar
K.R. Mangalam University
Sohna Road, Gurugram (Haryana)

VAC076	INFORMATION RETRIEVAL TECHNIQUES FROM SCHOLARLY DATABASES
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course on Information Retrieval Techniques from Scholarly Databases is designed to provide students with the knowledge and skills to effectively access and utilize information from academic and scholarly sources. Students will explore various techniques and tools for efficient searching, filtering, and organizing scholarly data. The course aims to empower individuals with the ability to access, evaluate, and apply scholarly information in their research and professional endeavors.

Course Objectives

Students will be able to:

- Understand the significance of scholarly databases in research and academia.
- Develop advanced search strategies for information retrieval from scholarly sources.
- Evaluate and select appropriate scholarly databases and search engines.
- Apply filtering and organizing techniques to manage research results effectively.
- Navigate intellectual property and copyright issues related to scholarly information.

Course Outcomes

On completion of the course students will be able to:

CO 1: Explain the significance of scholarly databases in research and academia.

CO 2: Develop advanced search strategies for information retrieval from scholarly sources.

CO 3: Evaluate and select appropriate scholarly databases and search engines.

CO 4: Apply filtering and organizing techniques to manage research results effectively.

Course Outline

Module 1: Introduction to Scholarly Databases

4 hours

- The Role of Scholarly Databases in Research
- Ethical Considerations in Information Retrieval
- Types of Scholarly Databases and Search Engines



- Real-world Applications of Scholarly Research

Module 2: Advanced Search Strategies

4 hours

- Boolean Operators and Truncation
- Advanced Search Techniques and Syntax
- Using Subject Headings and Controlled Vocabulary
- Citation Searching and Citation Analysis

Module 3: Scholarly Database Evaluation

4 hours

- Criteria for Evaluating Scholarly Databases
- Database Selection and Access Options
- Database Subscription Models and Open Access
- Interdisciplinary Databases and Specialized Collections

Module 4: Effective Filtering and Organizing

5 hours

- Refining Search Results
- Citation Management Tools
- Creating Alerts and RSS Feeds
- Organizing and Annotating Research Results

Module 5: Intellectual Property and Copyright

5 hours

- Copyright and Fair Use in Scholarly Research
- Creative Commons and Open Access Licensing
- Plagiarism and Academic Integrity
- Citing Scholarly Sources and Avoiding Infringement

Module 6: Critical Thinking and Information Literacy

4 hours

- Evaluating Scholarly Sources
- Assessing Information Credibility
- Peer Review and Scholarly Publishing Process
- Scholarly Communication and Collaboration

Module 7: Scholarly Research Excellence

4 hours

- Research Ethics and Integrity
- Scholarly Impact Metrics
- Scholarly Networking and Collaboration
- Promoting Open Science and Research Reproducibility



Practicum

The course includes a practicum where students will engage in advanced search strategies and techniques, evaluate scholarly databases, use citation management tools, assess intellectual property and copyright issues, and complete a final scholarly information retrieval project.

Textbook

Dhillon, G. (2017). Scholarly Information Discovery in the Networked Academic Learning Environment. Chandos Publishing.

Reference Books

Cronin, B. (2018). The Hand of Science: Academic Writing and Its Rewards. Scarecrow Press.

Nitecki, D. A., & Covi, L. M. (2017). Scholarly Journals in the New Digital World. University of Illinois Press.

Willinsky, J. (2015). The Access Principle: The Case for Open Access to Research and Scholarship. MIT Press.

	Evaluation Component	Weightage (%)
1	Activities and Assignments	20
2	Project	20
3	Attendance	10
4	End Term Examination	50

VAC077	THEATRE AND STAGECRAFT
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course on Theatre and Stagecraft is designed to provide participants with a comprehensive understanding of the world of theater, covering both the art of performance and the technical aspects of stagecraft. Students will explore the rich history of theater, learn the principles of acting and directing, and gain hands-on experience in stage design and production. The course aims to foster a deep appreciation for the art of theater and equip individuals with the knowledge and skills to contribute to the world of performing arts.

Course Objectives

Students will be able to:

- Understand the history and significance of theatre as an art form.
- Develop fundamental acting and performance skills.
- Learn the principles of directing and stage management.
- Gain practical knowledge of stagecraft, including set design and lighting.
- Explore the various genres and styles of theatre.
- Foster creativity and artistic expression in the performing arts.

Course Outcomes

On completion of the course students will be able to:

CO 1: Explain the history and significance of theater as an art form.

CO 2: Demonstrate fundamental acting and performance skills.

CO 3: Apply principles of directing and stage management.

CO 4: Utilize practical knowledge of stagecraft, including set design and lighting.

Course Outline

Module 1: Introduction to Theatre

4 hours

- The History and Evolution of Theatre

- Ethical Considerations in Theatre
- The Role of Theatre in Society
- Types of Theatre Productions

Module 2: Acting Fundamentals

5 hours

- The Actor's Craft and Techniques
- Character Development and Analysis
- Voice and Speech Training
- Movement and Body Language

Module 3: Principles of Directing and Stage Management

4 hours

- The Director's Role in Theatre
- Script Analysis and Interpretation
- Rehearsal Techniques and Process
- Stage Management and Production Coordination

Module 4: Stagecraft and Technical Theatre

4 hours

- Classical and Modern Theatre
- Experimental and Avant-Garde Theatre
- Musical Theatre and Opera
- Regional and Cultural Theatrical Styles

Module 5: Theatre Genres and Styles

4 hours

- Classical and Modern Theatre
- Experimental and Avant-Garde Theatre
- Musical Theatre and Opera
- Regional and Cultural Theatrical Styles

Module 6: Creativity and Artistic Expression

5 hours

- Playwriting and Scriptwriting
- Directing and Conceptualization
- Stage Choreography and Movement
- Visual and Graphic Elements in Theatre

Module 7: Collaboration and Teamwork

4 hours

- Ensemble Acting and Group Dynamics
- Building Effective Theater Teams
- Interdisciplinary Collaboration



- Audience Engagement and Interaction

Practicum

The course includes a practicum where students will engage in auditions and scene studies, contribute to production design and execution, participate in rehearsals and performances, and complete a final theatrical project.

Textbooks

Cohen, R. (2018). Theatre (11th ed.). McGraw-Hill Education.

Reference Books

Benedetti, R. L. (2019). The Actor at Work (11th ed.). Routledge.

Gillette, J. M. (2016). Theatrical Design and Production: An Introduction to Scene Design and Construction, Lighting, Sound, Costume, and Makeup (7th ed.). McGraw-Hill Education.

Goff, P. (2018). The Making of Theatre History. Routledge.

McCloud, S. (2019). Making Comics: Storytelling Secrets of Comics, Manga and Graphic Novels. William Morrow Paperbacks.

Stern, A. (2017). Directing and Producing for Television: A Format Approach (2nd ed.). CRC Press.

	Evaluation Component	Weightage (%)
1	Activities and Assignments	20
2	Project	20
3	Attendance	10
4	End Term Examination	50



Registrar
K.R. Mangalam University
Sohna Road, Gurugram (Haryana)

VAC078	WOMEN ENTREPRENEURSHIP DEVELOPMENT
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course on Women Entrepreneurship Development is designed to empower aspiring and existing women entrepreneurs with the knowledge, skills, and resources needed to launch, manage, and grow successful businesses. Students will explore the unique challenges and opportunities in entrepreneurship and learn how to overcome barriers, access funding, and build sustainable enterprises. The course aims to foster a culture of women's economic empowerment and entrepreneurship.

Course Objectives

The course will enable the students to:

- Understand the significance of women entrepreneurship in economic development.
- Develop entrepreneurial skills and mindset for business success.
- Identify and evaluate business opportunities and create viable business plans.
- Access funding and financial resources for entrepreneurial ventures.
- Navigate legal and regulatory aspects of entrepreneurship.

Course Outcomes

On the completion of the course students will be able to:

CO1: Explain the significance of women entrepreneurship in economic development.

CO2: Demonstrate entrepreneurial skills and mindset for business success.

CO3: Develop and evaluate business opportunities and create viable business plans.

CO4: Access funding and financial resources for entrepreneurial ventures.



Course Content

Module 1: Introduction to Women Entrepreneurship

4 hours

- The Role of Women Entrepreneurs in Economic Growth
- Ethical Considerations in Entrepreneurship
- Challenges and Opportunities for Women Entrepreneurs
- Real-life Success Stories

Module 2: Entrepreneurial Mindset and Skills

5 hours

- Developing an Entrepreneurial Mindset
- Creativity, Innovation, and Risk-Taking
- Problem-Solving and Decision-Making
- Networking and Relationship Building

Module 3: Identifying and Evaluating Business Opportunities

4 hours

- Market Research and Analysis
- Identifying Niche Markets and Customer Segmentation
- Business Model Canvas and Feasibility Analysis
- Design Thinking for Innovation

Module 4: Accessing Funding and Financial Resources

4 hours

- Types of Financing for Entrepreneurs
- Building a Financial Plan and Projections
- Pitching to Investors and Lenders
- Crowdfunding and Alternative Funding Sources

Module 5: Legal and Regulatory Aspects

4 hours

- Legal Structures for Businesses
- Intellectual Property and Trademarks
- Taxation and Regulatory Compliance
- Contracts and Agreements

Module 6: Sustainable and Socially Responsible Entrepreneurship**4 hours**

- Sustainability and Green Entrepreneurship
- Corporate Social Responsibility (CSR)
- Ethical Leadership and Impact Measurement
- Scaling Social Ventures

Module 7: Marketing and Sales Strategies**5 hours**

- Branding and Positioning
- Digital Marketing and Social Media Strategies
- Sales Techniques and Customer Relationship Management
- Marketing Analytics and Metrics

Practicum

The course includes a practicum where students will engage in business plan development and presentation, pitching to investors and mentors, ensuring legal compliance, and managing financial aspects of entrepreneurship, culminating in a final business development project.

Textbooks

Brush, C. G. (2019). Women Entrepreneurs and the Global Environment for Growth: A Research Perspective. Edward Elgar Publishing.

Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2016). Entrepreneurship (10th ed.). McGraw-Hill Education.

Reference Books

Dyer, W. G., & Hisrich, R. D. (2019). Entrepreneurship: An Integrated Approach (3rd ed.). Routledge.

Mazzarol, T. (2020). Women Entrepreneurship: Theory and Practice. Routledge.

Morrison, A., & Blackburn, R. A. (2020). Women's Entrepreneurship and the Economy. Routledge.

Solomon, G. T., Duffy, S., & Tarabishy, A. (2002). The State of Women-Owned Businesses. SBA

Office of Advocacy.

	Evaluation Component	Weightage (%)
1	Activities	20
2	Project/Presentation	20
3	Attendance	10
4	End Term Examination	50



Registrar
K.R. Mangalam University
Sohna Road, Gurugram (Haryana)

VAC079	CV WRITING AND INTERVIEW PREPARATION
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course on CV Writing and Interview Preparation is designed to equip students with the essential skills and knowledge needed to create effective resumes (CVs) and perform well in job interviews. Students will learn the art of crafting compelling resumes and cover letters, honing their interview techniques, and building a strong personal brand to increase their chances of success in the competitive job market. The course aims to empower individuals with the tools and confidence to secure their desired job opportunities.

Course Objectives

The course will enable the students to:

- Understand the importance of a well-crafted CV and cover letter in the job application process.
- Develop the skills to create an impactful and tailored CV for different job positions.
- Enhance interview preparation techniques, including common interview questions and answers.
- Improve non-verbal communication and interview etiquette.

Course Outcomes

On the completion of the course students will be able to:

CO1: Recognize the importance of a well-crafted CV and cover letter in the job application process.

CO2: Create impactful, tailored, and professional CVs for different job positions.

CO3: Employ effective interview preparation techniques, including confidently answering common interview questions.

CO4: Demonstrate improved non-verbal communication and interview etiquette.

Course Content

Module 1: The Importance of an Effective CV **3 hours**

- The Role of CVs in the Job Application Process
- Ethical Considerations in CV Writing
- The Power of a Well-Crafted Cover Letter
- Real-world CV Success Stories

Module 2: Crafting a Tailored CV **5 hours**

- CV Structure and Format
- Keywords and Tailoring for Specific Jobs
- Accomplishment-Based CV Writing
- Showcasing Skills and Achievements

Module 3: Interview Preparation **5 hours**

- Preparing for Different Interview Formats
- Answering Common Interview Questions
- Behavioural Interview Questions and STAR Technique
- Dealing with Challenging Interview Questions

Module 4: Non-verbal Communication and Interview Etiquette **4 hours**

- Body Language and Confidence Building
- Dressing for Success
- Interview Etiquette and Follow-up
- Virtual Interview Tips and Etiquette

Module 5: Personal Branding for Career Advancement **4 hours**

- Building an Online Presence and LinkedIn Profile
- Networking and Personal Branding Strategies
- Elevator Pitch and Value Proposition

- Leveraging Social Media for Professional Growth

Module 6: Self-confidence and Professionalism

4 hours

- Confidence Building and Stress Management
- Professionalism in the Workplace
- Handling Job Offers and Negotiations
- Post-Interview Reflection and Continuous Learning

Module 7: Practicum and Mock Interviews

5 hours

- CV Writing Workshops and Feedback
- Mock Interviews and Peer Feedback
- Personal Branding and Online Presence Enhancement
- Final Mock Interview and Reflection

Practicum

The course includes a practicum where students will engage in CV writing workshops, mock interviews with peer feedback, personal branding and online presence enhancement, and a final mock interview to put their skills into practice.

Textbooks

Reeves, R., & Read, D. (2019). The Ultimate Job Interview and Resume Preparation Guide. Skyhorse.

Reference Books

Aujla, D. (2020). Career Hacking: How to Retire at Any Age. Crown Business.

Bradberry, T., & Greaves, J. (2009). Emotional Intelligence 2.0. TalentSmart. Solomon, G. T., Duffy, S., & Tarabishy, A. (2002). The State of Women-Owned Businesses. SBA Office of Advocacy.

Schawbel, D. (2018). Promote Yourself: The New Rules for Career Success. St. Martin's Press.

	Evaluation Component	Weightage (%)
1	Activities	20
2	Project/Presentation	20
3	Attendance	10
4	End Term Examination	50


 Registrar
 K.R. Mangalam University
 Sohna Road, Gurugram (Haryana)

VAC080	DIGITAL LITERACY
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course on Digital Literacy is designed to provide students with the foundational knowledge and skills necessary to navigate the digital world effectively and responsibly. Students will explore various aspects of digital literacy, including internet safety, information evaluation, digital communication, and online tools. The course aims to empower individuals to become confident and responsible digital citizens in the modern age.

Course Objectives

The course will enable the students to:

- Understand the importance of digital literacy in the digital age.
- Develop the essential skills for using digital devices and software.
- Learn to critically evaluate online information and sources.
- Enhance digital communication skills for personal and professional use.
- Promote internet safety and responsible online behaviour.

Course Outcomes

On the completion of the course students will be able to:

CO1: Recognize the importance of digital literacy in the digital age.

CO2: Demonstrate proficiency in using digital devices and software.

CO3: Critically evaluate online information and sources.

CO4: Utilize effective digital communication skills for personal and professional use.

Course Content

Module 1: Introduction to Digital Literacy

3 hours

- The Significance of Digital Literacy in Modern Society
- Ethical Considerations in the Digital Age
- Challenges and Opportunities in the Digital World
- Real-world Digital Literacy Success Stories

Module 2: Digital Devices and Software

4 hours

- Basic Computer and Mobile Device Operation
- Operating Systems and Software Applications
- File Management and Data Backup
- Troubleshooting Common Digital Issues

Module 3: Information Evaluation

4 hours

- The Importance of Information Literacy
- Identifying Reliable Online Sources
- Fact-checking and Verifying Information
- Recognizing and Avoiding Fake News

Module 4: Digital Communication Skills

5 hours

- Effective Email Communication
- Online Collaboration and Productivity Tools
- Social Media and Online Networking
- Online Etiquette and Netiquette

Module 5: Internet Safety and Responsible Behaviour

5 hours

- Protecting Personal Information Online
- Recognizing and Avoiding Online Scams
- Cybersecurity Best Practices
- Digital Ethics and Responsible Online Behaviour

Module 6: Exploring Digital Tools and Platforms**4 hours**

- Cloud Computing and Data Storage
- Online Learning and E-Learning Platforms
- Digital Marketing and Online Advertising
- Multimedia Creation and Content Sharing

Module 7: Lifelong Learning and Digital Citizenship**4 hours**

- Lifelong Learning Strategies in the Digital Age
- Online Resources for Continuous Learning
- Promoting Responsible Digital Citizenship
- Digital Literacy and Future Trends

Practicum

The course includes a practicum where students will set up and customize digital devices, practice information evaluation and source credibility assessments, engage in digital communication and social media interactions, and complete a final digital literacy project.

Textbooks

Mossberger, K., & Tolbert, C. J. (2021). Digital Cities: The Internet and the Geography of Opportunity. Oxford University Press.

Reference Books

Bailey, N., & Burch, S. (2018). The Internet and Rural Development in India: Social, Technical, and Policy Issues. Routledge.

Head, A. J., & Eisenberg, M. B. (2018). How College Students Seek Information in the Digital Age. Project Information Literacy.

Mihailidis, P., & Cohen, J. N. (2013). Participatory Journalism: Guarding Open Gates at Online Newspapers. Wiley-Blackwell.

Rheingold, H. (2012). Net Smart: How to Thrive Online. MIT Press.

Solomon, G., & Schrum, L. (2017). Web 2.0: How-To for Educators. International Society for

Technology in Education.

	Evaluation Component	Weightage (%)
1	Activities	20
2	Project/Presentation	20
3	Attendance	10
4	End Term Examination	50



Registrar
K.R. Mangalam University
Sector Road, Gurugram (Haryana)

VAC081	CYBER AND SECURITY LAW
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course on Cyber and Security Law is designed to provide students with a comprehensive understanding of the legal and regulatory aspects of cybersecurity and data protection. Students will explore the legal framework governing cyber activities, privacy rights, incident response, and compliance requirements. The course aims to equip individuals with the knowledge and skills needed to address the legal challenges and ethical considerations in the digital age.

Course Objectives

The course will enable the students to:

- Understand the legal framework governing cyber activities and data protection.
- Analyze privacy rights, data breaches, and incident response.
- Learn about international cybersecurity laws and regulations.
- Explore ethical considerations and professional responsibilities.
- Develop skills for compliance and risk management in the digital domain.

Course Outcomes

On the completion of the course students will be able to:

- CO1: Explain the legal framework governing cyber activities and data protection.
- CO2: Analyze privacy rights, data breaches, and incident response.
- CO3: Identify key international cybersecurity laws and regulations.
- CO4: Evaluate ethical considerations and professional responsibilities.

Course Content

Module 1: Introduction to Cyber and Security Law

3 hours

- The Significance of Cyber and Security Law
- Ethical Considerations in Cyber Activities
- Legal Challenges and Opportunities in the Digital Age
- Real-world Cyber and Security Law Case Studies

Module 2: Legal Framework for Cyber Activities

4 hours

- Cybercrime Laws and Regulations
- Data Protection and Privacy Laws
- Intellectual Property and Copyright
- Liability and Jurisdiction in Cyber Offenses

Module 3: Privacy Rights and Data Breaches

4 hours

- Privacy Rights and Data Protection Principles
- Consent, Data Collection, and Use
- Data Breaches and Incident Response
- GDPR and Other Privacy Regulations

Module 4: International Cybersecurity Laws

5 hours

- International Cybersecurity Agreements and Treaties
- Cross-border Data Transfers and Jurisdiction
- International Standards and Cybersecurity Governance
- Export Control Regulations and Cybersecurity

Module 5: Ethical Considerations and Professional Responsibilities

4 hours

- Cybersecurity Ethics and Professional Codes of Conduct
- Ethical Hacking and Vulnerability Disclosure
- Whistleblowing and Reporting Cybersecurity Incidents
- Ethical Decision-Making in Cybersecurity

Module 6: Compliance and Risk Management

4 hours

- Regulatory Compliance and Cybersecurity Policies
- Risk Assessment and Management
- Cybersecurity Auditing and Testing
- Incident Handling and Response Plans

Practicum

The course includes a practicum where students will analyze cybersecurity case studies, draft privacy policies and data protection plans, participate in an incident response simulation, and complete a final cyber and security law project.

Textbooks

Clarke, R. (2021). Cyber War: Law and Ethics for Virtual Conflicts. Oxford University Press.

Koops, B. J., & Newell, B. C. (2017). Global Data Privacy Law in Practice: Understanding and Using Privacy Rules and Regulations. Wolters Kluwer.

Reference Books

Clarke, R., & Knake, R. K. (2021). The Fifth Domain: Defending Our Country, Our Companies, and Ourselves in the Age of Cyber Threats. Penguin.

Kuner, C., & Svantesson, D. J. B. (2019). Transborder Data Flows and Data Privacy Law. Oxford University Press.

Schneier, B. (2015). Data and Goliath: The Hidden Battles to Collect Your Data and Control Your World. W. W. Norton & Company.

	Evaluation Component	Weightage (%)
1	Activities	20
2	Project/Presentation	20
3	Attendance	10
4	End Term Examination	50

VAC082	ORACLE
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course on Oracle is designed to provide students with a comprehensive understanding of Oracle databases, their administration, and management. Students will explore the fundamental principles of Oracle database systems, including installation, configuration, security, and maintenance. The course aims to equip individuals with the knowledge and skills needed to become proficient Oracle database administrators.

Course Objectives

The course will enable the students to:

- Understand the core principles of Oracle database administration.
- Learn to install, configure, and manage Oracle databases.
- Explore database security and user management.
- Develop skills for backup and recovery of Oracle databases.

Course Outcomes

On the completion of the course students will be able to:

CO1: Explain the core principles of Oracle database administration.

CO2: Install, configure, and manage Oracle databases.

CO3: Implement database security and user management.

CO4: Perform backup and recovery of Oracle databases.

Course Content

Module 1: Introduction to Oracle Database Administration **5 hours**

- The Significance of Oracle Databases
- Ethical Considerations in Database Management
- Challenges and Opportunities in Database Administration
- Real-world Oracle Database Success Stories

Module 2: Oracle Database Architecture **5 hours**

- Oracle Database Architecture Overview
- Installation and Configuration of Oracle Database
- Database Instance and Memory Structures
- Managing Initialization Parameters

Module 3: Database Security and User Management **5 hours**

- Database Authentication and Authorization
- User Roles and Privileges
- Auditing and Monitoring Database Activity
- Data Encryption and Security Best Practices

Module 4: Backup and Recovery **5 hours**

- Understanding Backup and Recovery Concepts
- Performing Logical and Physical Backups
- Database Recovery Methods
- Using RMAN for Backup and Recovery

Module 5: Performance Tuning and Monitoring **5 hours**

- Performance Tuning Fundamentals
- SQL Tuning and Optimization
- Database Monitoring and Diagnostic Tools
- Real-time Application Testing



Module 6: Data Migration and High Availability

5 hours

- Data Migration Techniques
- Data Pump and Transportable Tablespaces
- High Availability Solutions with Oracle
- Disaster Recovery Planning

Practicum

The course includes a practicum where students will install and configure Oracle databases, implement user management and security measures, conduct backup and recovery simulations, and perform performance tuning and monitoring of real databases.

Textbooks

Loney, K., & Ingle, B. (2016). Oracle Database 12c: The Complete Reference. McGraw-Hill Education.

Alapati, S., Kuhn, D. C., & Nanda, A. (2018). Expert Oracle Database Architecture: Oracle Database 9i, 10g, and 11g Programming Techniques and Solutions. Apress.

Reference Books

Arup Nanda, K. G., & Leung, M. (2019). Oracle Data Guard 11g Handbook. McGraw-Hill Education.

Kyte, T., & Kuhn, D. C. (2018). Expert Oracle Database Architecture: Oracle Database 9i, 10g, and 11g Programming Techniques and Solutions (2nd ed.). Apress.

Malcher, T., & Burleson, D. (2020). Oracle Database 19c New Features. Rampant TechPress.

Ruhl, M. (2017). Pro Oracle Database 12c Administration. Apress.

	Evaluation Component	Weightage (%)
1	Activities	20
2	Project/Presentation	20
3	Attendance	10
4	End Term Examination	50

VAC083	INTERNET OF THINGS (IoT)
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course on Internet of Things (IoT) is designed to provide students with a comprehensive understanding of IoT technologies, applications, and best practices. Students will explore the fundamentals of IoT architecture, data collection and analysis, security, and real-world IoT implementations. The course aims to equip individuals with the knowledge and skills needed to design, implement, and manage IoT solutions in various domains.

Course Objectives

The course will enable the students to:

- Understand the core principles and components of IoT.
- Explore IoT communication protocols and data collection techniques.
- Learn about IoT security, privacy, and ethical considerations.
- Develop skills for designing and implementing IoT applications.
- Gain proficiency in data analysis and visualization for IoT.

Course Outcomes

On the completion of the course students will be able to:

CO1: Explain the core principles and components of IoT.

CO2: Address IoT security, privacy, and ethical concerns.

CO3: Address IoT security, privacy, and ethical concerns.

CO4: Design and implement IoT applications in various domains.

Course Content

Module 1: Introduction to Internet of Things

5 hours

- The Significance of IoT in Modern Society
- Ethical Considerations in IoT
- Challenges and Opportunities in IoT
- Real-world IoT Success Stories

Module 2: IoT Architecture and Components

5 hours

- IoT Architecture Overview
- Sensors and Actuators
- Communication Protocols in IoT
- IoT Edge and Cloud Computing

Module 3: Data Collection and Analysis

5 hours

- Data Collection Methods and Devices
- Data Transmission and Storage
- Data Analysis Techniques for IoT
- Real-time Data Visualization

Module 4: IoT Security, Privacy, and Ethics

5 hours

- IoT Security Challenges and Best Practices
- Privacy Concerns and Data Protection
- Ethical Considerations in IoT Design
- Legal and Regulatory Frameworks for IoT

Module 5: Designing and Implementing IoT Applications

5 hours

- IoT Application Development Platforms
- Prototyping and Rapid Development
- Case Studies and Best Practices
- Hands-on IoT Application Design

Module 6: IoT in Action

5 hours

- IoT in Healthcare and Wearables
- Smart Cities and Urban IoT
- Industrial IoT and Industry 4.0
- IoT in Agriculture and Environmental Monitoring

Practicum

The course includes a practicum where students will design and prototype IoT projects, collect and analyze IoT data, implement security and privacy measures, and present their final IoT projects.

Textbooks

Sheth, A. P., & Cabezas, A. L. (2019). Internet of Things: Architectures, Protocols, and Standards. CRC Press.

Reference Books

Gubbi, J., Buyya, R., Marusic, S., & Palaniswami, M. (2013). Internet of Things (IoT): A Vision, Architectural Elements, and Future Directions. Future Generation Computer Systems, 29(7), 1645-1660.

Hall, R. L. (2018). Internet of Things in Business: Programming and Practices. Wiley.

Lin, J., Yu, W., Zhang, N., Yang, X., Zhang, H., & Zhao, W. (2017). A Comprehensive Introduction to Different Categories of IoT. In Internet of Things (pp. 3-25). Springer.

Ray, P. P. (2016). Internet of Things: A Hands-On Approach. Springer.

Vermesan, O., & Friess, P. (Eds.). (2016). Internet of Things: From Research and Innovation to Market Deployment. River Publishers.

	Evaluation Component	Weightage (%)
1	Activities	20
2	Project/Presentation	20
3	Attendance	10
4	End Term Examination	50

VAC084	AGRICULTURAL SALES AND MARKETING
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course on Agricultural Sales and Marketing is designed to provide students with a comprehensive understanding of sales and marketing strategies specific to the agriculture industry. Students will explore the unique challenges and opportunities in agricultural sales and marketing, including market research, product promotion, distribution, and customer relationship management. The course aims to equip individuals with the knowledge and skills needed to succeed in the competitive world of agricultural sales and marketing.

Course Objectives

The course will enable the students to:

- Understand the fundamental principles of agricultural sales and marketing.
- Explore market research and analysis in the agriculture sector.
- Learn effective product promotion and branding techniques.
- Develop skills for agricultural distribution and supply chain management.
- Gain proficiency in customer relationship management in agriculture.

Course Outcomes

On the completion of the course students will be able to:

CO1: Explain the core principles of agricultural sales and marketing.

CO2: Conduct market research and analysis in the agriculture sector.

CO3: Implement effective product promotion and branding strategies.

CO4: Manage agricultural distribution and supply chain operations.

Course Content



Module 1: Introduction to Agricultural Sales and Marketing

3 hours

- The Significance of Agricultural Sales and Marketing
- Ethical Considerations in Agriculture
- Challenges and Opportunities in Agricultural Marketing
- Real-world Success Stories in Agricultural Sales and Marketing

Module 2: Market Research and Analysis

4 hours

- Market Research Methodologies in Agriculture
- Data Collection and Analysis
- Identifying Market Trends and Opportunities
- Competitive Analysis and SWOT Assessment

Module 3: Product Promotion and Branding

5 hours

- Developing an Agricultural Brand
- Promotional Strategies in Agriculture
- Digital Marketing and Online Presence
- Content Creation and Storytelling

Module 4: Distribution and Supply Chain Management

5 hours

- Agricultural Supply Chain Overview
- Distribution Models in Agriculture
- Logistics and Inventory Management
- Quality Assurance and Traceability

Module 5: Customer Relationship Management (CRM) in Agriculture

5 hours

- CRM in the Agriculture Industry
- Building and Managing Customer Relationships
- Customer Engagement and Satisfaction
- Handling Customer Feedback and Complaints

Module 6: Responsible and Ethical Agricultural Marketing

5 hours

- Ethical Considerations in Agricultural Marketing
- Sustainability and Environmental Responsibility
- Fair Trade and Ethical Sourcing
- Compliance with Agricultural Regulations

Practicum

The course includes a practicum where students will conduct market research and analysis, develop and implement a marketing campaign, engage in distribution and supply chain simulations, and practice customer relationship management in an agricultural context.

Textbooks

Gough, R. (2019). Agricultural Marketing and Consumer Behavior in a Changing World. Springer.

Reference Books

Hersey, P., Blanchard, K. H., & Johnson, D. E. (2019). Management of Organizational Behavior: Leading Human Resources. Pearson.

Kotler, P., & Armstrong, G. (2016). Principles of Marketing. Pearson.

Kotler, P., Roberto, N., & Lee, N. (2020). Social Marketing: Influencing Behaviors for Good. Sage Publications.

Mitchell, A., Darnhofer, I., & Wilson, G. A. (Eds.). (2017). Agri-Food and Rural Development: Sustainable Place-Making. Routledge.

	Evaluation Component	Weightage (%)
1	Activities	20
2	Project/Presentation	20
3	Attendance	10
4	End Term Examination	50

SLHA132A	FRENCH II
Contact Hours	40 Hours
Prerequisite	Beginner Level French

Course Objectives

In continuation to the beginner's level, this course will impart advanced level in the French language. Students will be introduced to Grammar topics and respective exercises (articles contracts, articles partitifs, adjectifs possessifs, adjectifs demonstratifs), Translation exercises apart from other major subject-related information shall be done. Students will be able to demonstrate a knowledge of French and francophone literature and cultures. Students will be able to compare and contrast cultural practices as they relate to French and American culture and are able to generalize about the importance of understanding cultural differences. Students shall develop the skill to state their opinions and provide some support for their ideas.

Course Content

Module I

8 hours

1. Grammar topics and respective exercises (articles contracts, articles partitifs, adjectifs possessifs, adjectifs demonstratifs), Translation exercises

Module II

8 hours

Pronominal verbs(grammar rules and exercises), More verbs of all 3 groups, Time, Daily routine,

Module III

5 hours

Grammar exercises, Activities based on grammar and vocabulary

Module IV

9 hours

Passe compose (past tense), Creative writing exercises, Comprehension passages, Reading exercises

Practicum

10 hours

1. Language Games: Integrate language learning through games, memory matching, or vocabulary puzzles to make learning engaging and interactive.
2. Cultural Exploration: Introduce students to French culture through activities like tasting traditional foods, celebrating French holidays, or discussing famous landmarks.

3. Language Practice Circles: Organize conversation circles where students discuss specific topics in French, allowing them to express themselves and learn from peers.
4. Language Journals: Encourage students to maintain language journals where they write about their daily experiences in French, gradually improving their writing skills.


Textbooks

1. Text Book JUMELAGE 1
2. Work Book JUMELAGE 1

Reference Books

1. Grammaire Francais

	Evaluation Component	Weightage (%)
1	Assignments and Activities	20
2	Language Journal	20
3	Attendance	10
4	End Term Examination	50


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VAC113	LEADERSHIP DEVELOPMENT
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

The Leadership Development course is a comprehensively designed to empower individuals with the essential skills and knowledge needed to excel as effective leaders in today's dynamic and competitive business environment. Students will engage in interactive sessions, case studies, and practical exercises to develop a deep understanding of leadership theories, communication strategies, and practical leadership applications.

Course Objectives

Students will be able to:

- Cultivate a leadership mindset and understand the key attributes of successful leaders.
- Improve verbal and non-verbal communication to effectively convey vision, goals, and expectations.
- Learn strategies for building and leading high-performing teams, fostering collaboration, and managing conflicts.
- Acquire skills to adapt to change, navigate uncertainty, and lead organizations through transformation.
- Develop the ability to make informed and strategic decisions that align with organizational goals.
- Enhance emotional intelligence to better understand and manage oneself and others in a leadership role.

Course Outcomes

On completion of this course, students will be able to:

CO 1: Demonstrate an enhanced leadership mindset.

CO 2: Exhibit improved verbal and non-verbal communication skills, actively listening and providing constructive feedback.

CO 3: Demonstrate resilience in leadership.

CO 4: Exhibit enhanced emotional intelligence, understanding and managing emotions in themselves and others

Course Content

Module 1: Foundations of Leadership

5 hours

- Leadership theories and models
- Leadership vs. management
- Developing a leadership mindset

Module 2: Effective Communication

5 hours

- Verbal and non-verbal communication
- Active listening and feedback
- Communicating vision and goals

Module 3: Team Building and Collaboration

5 hours

- Building high-performing teams
- Conflict resolution and team dynamics
- Leadership styles and their impact on teams

Module 4: Adaptive Leadership

5 hours

- Leading through change
- Navigating uncertainty
- Building resilience in leadership

Module 5: Strategic Leadership

5 hours

- Strategic thinking and planning
- Decision-making processes
- Aligning decisions with organizational goals

Module 6: Emotional Intelligence in Leadership

5 hours

- Understanding emotional intelligence
- Managing emotions in leadership
- Developing emotional intelligence in teams

Practicum

Students will apply the concepts learned through a hands-on practicum. This may involve analyzing case studies, engaging in role-playing scenarios, and developing practical solutions to real-world leadership challenges.

Textbooks

Northouse, P. G. (2018). Leadership: Theory and Practice (8th ed.). Sage Publications.

Yukl, G. (2013). Leadership in Organizations (8th ed.). Pearson.

Reference Books

Goleman, D., Boyatzis, R., & McKee, A. (2002). Primal Leadership: Realizing the Power of Emotional Intelligence. Harvard Business Review Press.

Heifetz, R. A., & Linsky, M. (2002). Leadership on the Line: Staying Alive through the Dangers of Change. Harvard Business Review Press.

Kouzes, J. M., & Posner, B. Z. (2017). The Leadership Challenge: How to Make Extraordinary Things Happen in Organizations (6th ed.). Wiley.

Maxwell, J. C. (2007). The 21 Irrefutable Laws of Leadership: Follow Them and People Will Follow You (10th Anniversary ed.). HarperCollins Leadership.

McChrystal, S., Collins, T., Silverman, D., & Fussell, C. (2015). Team of Teams: New Rules of Engagement for a Complex World. Portfolio.

Pink, D. H. (2011). Drive: The Surprising Truth About What Motivates Us. Riverhead Books.

Sinek, S. (2009). Start with Why: How Great Leaders Inspire Everyone to Take Action. Portfolio.

Sinek, S. (2014). Leaders Eat Last: Why Some Teams Pull Together and Others Don't. Portfolio.

	Evaluation Component	Weightage (%)
1	Activities	20
2	Project/Presentation	20
3	Attendance	10
4	End Term Examination	50

VAC114	ENHANCE SPEAKING AND WRITING SKILLS
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course is designed to provide students with a comprehensive understanding of effective communication through the development of speaking and writing skills. Through a combination of theoretical insights, practical exercises, and interactive learning, students will gain the necessary tools to express themselves confidently and articulate ideas clearly in both spoken and written forms. The course focuses on fostering language proficiency, enhancing communication strategies, and refining language mechanics to empower participants in various personal and professional contexts.

Course Objectives

Students will be able to:

- Enhance oral communication skills to express thoughts and ideas clearly.
- Improve pronunciation, intonation, and fluency in spoken English.
- Boost confidence in public speaking through practice and constructive feedback.
- Develop a coherent writing style and adapt it to different genres and purposes.

Course Outcomes

On completion of this course, students will be able to:

- CO 1: Articulate ideas clearly and confidently in spoken English.
- CO 2: Demonstrate improved pronunciation, intonation, and fluency in verbal communication.
- CO 3: Apply effective proofreading and editing techniques to enhance written documents.
- CO 4: Overcome communication apprehension and speak confidently in public settings.
- CO 5: Gain increased overall proficiency in both speaking and writing skills.

Course Content

Module 1: Speaking Skills

7 hours

- Definition and Purpose of Speaking Skills

- Elements of Speaking
- Importance of Effective Speaking Skills
- Components of Spoken English

Module 2: Speaking Skills in Practice

8 hours

- Presentation Skills
- Public speech
- Telephone etiquettes-Dos and Don'ts

Module 3: Written Communication

7 hours

- Definition
- Importance and Features and Advantages of Written Communication
- Main Forms of Written Communication

Module 4: Adaptive Leadership

8 hours

- Composing simple paragraph
- Essay Writing- Argumentative, Narrative, Descriptive, Imaginative

Practicum

1. Students will engage in group discussions, debates, and presentations to practice and demonstrate improved speaking skills.
2. Students will work on writing assignments that simulate real-world scenarios, such as business emails, reports, and creative pieces.
3. Students will practice impromptu speaking to build confidence in addressing unexpected situations.
4. Students will deliver a presentation tailored to a specific audience, considering their needs and expectations.

Textbooks

Lucas, S. E. (2018). The Art of Public Speaking (13th ed.). McGraw-Hill Education.

Seely, J. (2013). The Oxford Guide to Effective Writing and Speaking. Oxford University Press.

Reference Books

Clark, R. P. (2008). Writing Tools: 55 Essential Strategies for Every Writer. Little, Brown and Company.


Gallo, C. (2014). Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds. St. Martin's Press.

Williams, J. M., & Bizup, J. (2017). *Style: Lessons in Clarity and Grace* (12th ed.). Pearson.

Xiao, K. (2015). *Talk English: The Secret to Speak English Like a Native in 6 Months for Busy People*. CreateSpace Independent Publishing Platform.

Zinsser, W. (2016). *On Writing Well: The Classic Guide to Writing Nonfiction* (30th Anniversary ed.). HarperCollins.

	Evaluation Component	Weightage (%)
1	Activities	20
2	Project/Presentation	20
3	Attendance	10
4	End Term Examination	50


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SEED544A	GANDHIAN PHILOSOPHY: THEORY AND PRACTICES
Contact Hours	40 Hours
Prerequisite	Nil

Course Description

This course will comprehensively cover the theoretical foundations of Mahatma Gandhi's principles, emphasizing non-violence, simplicity, and self-sufficiency. Through engaging discussions and practical applications, students gain valuable insights on how to integrate these ideals into contemporary life, fostering personal and societal betterment.

Course Objectives

The course will enable the students to:

- Develop an understanding of Gandhi's life and his philosophy.
- Acquaint the students with the concept of Swaraj as viewed by Mahatma Gandhi.
- Understand the role of Satyagraha in the independence movement of India.
- Familiarize the students with Political, Economical & Social philosophy of Gandhi.
- Emphasize the importance of Charkha and Khadi in the contemporary time.

Course Outcomes

On the completion of the course students will be able to:

CO1: Understand the concept of peace from the perspective of various religions.

CO2: Appreciate the contribution of the Gandhi's in society and its impact on peer group.

CO3: Provide the student a holistic idea about methods of conflict resolution and hence makes them learn the various means of handling conflict.

CO4: Critically examine the Gandhi's Philosophy in learning as divergent process.

CO5: Understand the contribution and importance of different movements initiated by M.K Gandhi.

Course Content

Unit I

15 Hours

Gandhi's Life and Central Philosophy (based on My Experiments with Truth)

- Life of Gandhi
- Childhood, Student life, Lawyer, Satyagrahi, Social reformer, Revolutionary leader
- What Gandhi absorbed from the Gita - Anasakti – Karmayoga - Idea of Yajna
- Central Philosophy
 - Ashrams
 - Truth as God
 - Truth and Love
 - Meaning and Power of Non-violence
 - Sarva dharma samabhava/ Equality of religions and equal respect for all religions
 - Satyagraha as a weapon of social change/revolution
 - Satyagraha and constructive work or service
- Major Satyagrahas led by Gandhi
 - Satyagraha in South Africa
 - Champaran Satyagrahi
 - Kheda Satyagraha
 - Ahmedabad Satyagraha
 - Salt Satyagraha
 - Individual Civil Disobedience
 - Quit India 1942

Unit II

15 Hours

Thoughts of Gandhi - Political, Economical & Social

- Gandhi's concept of politics - goals and methods of action
- Equality - Extent of equality - Rights and Duties
- Gandhi's Concept of Swaraj - Decentralized Administration
- Gram Swaraj - Ram Rajya - Panchayati Raj



- Village industries and crafts including small scale industries
- Gandhi's critique of Industrialism - Evils and consequences
- Distribution - Ownership - Trusteeship
- Swadeshi - Khadi & Charkha - Village industries
- Concept of Gramswaraj
- Varanshrm system and its distinction from caste system
- Untouchability and the method of struggle against it - Harijan welfare
- Place of hygiene, sanitation and safayi
- Work against leprosy
- Empowerment of Women
- Gandhian Perspectives on Education
- Communal harmony–National Unity, ideals of casteless and classless society
- Self-reliance

Readings

1. Acharya, R., & Tanna, G. C. (2). Mahatma Gandhi to Modi. Ahmedabad, India: Nanolan.
2. Baranavala, V. K. and Mahatma G. (2011). Hind svaraja: nava sabhyata-vimarsa (samskaraṇa.). New Delhi: Rajakamala Prakasana.
3. Chandra, S. (2011). Gandhi ek asambhav sambhavana. New Delhi: Rajkamal Prakashan.
4. Dutt, G. M., Patel, C. N., Roy, S., & Pai, A. (2009). Mahatma Gandhi: father of the nation. Mumbai: Amar Chitra Katha, ACK Media.
5. Gandhi, M. K. (2006). An Autobiography or The story of my experiments with truth. New Delhi: Penguin Books.
6. Gandhi, M.K. (1965). Trial of Gandhiji. Ahmedabad: Navjivan Press.
7. Gandhi, M.K. (1997). Hind Swaraj and other writings. New Delhi: Foundation Books
8. Gandhi, M.K. (2011). Together they fought: Gandhi-Nehru correspondence, 1921- 1948. New Delhi: Oxford University Press.

Internet Resources

1. Gandhi Serve Foundation - Mahatma Gandhi Research and Media Service
2. Gandhi World Foundation
3. <http://gandhiworld.in/english/index.php>

- a. <http://www.gandhiashramsabarmati.org/en/>
- b. <http://www.gandhi-manibhavan.org/>
- c. <http://www.gandhiserve.org/e/>
4. <http://www.mkgandhi-sarvodaya.org/ind>
5. <http://www.mkgandhi-sarvodaya.org/index.html>
 - a. https://en.wikipedia.org/wiki/Mahatma_Gandhi
 - b. https://en.wikipedia.org/wiki/Mahatma_Gandhi
 - c. <https://www.britannica.com/biography/Mohandas-Karamchand-Gandhi>
6. Mahatma Gandhi - Wikipedia, the free encyclopedia.
7. Mahatma Gandhi Ashram at Sabarmati, Ahmedabad
8. Mahatma Gandhi Complete Information
9. Mahatma Gandhi Complete Information Website
10. Mahatma Gandhi Videos:
https://www.youtube.com/results?search_query=mahatma+gandhi
11. Mahatma Gandhi - Wikipedia, the free encyclopedia
12. Manibhavan Gandhi Sangrahalaya
13. Mohandas Karamchand Gandhi
14. Official Website of the Gandhi Research Foundation <http://www.gandhifoundation.net/>
15. The Gandhi Heritage Portal. It is developed by the Sabarmati Ashram Preservation and Memorial trust, Ahmedabad <https://www.gandhiheritageportal.org/>

	Evaluation Component	Weightage (%)
1	Activities	20
2	Project/Presentation	20
3	Attendance	10
4	End Term Examination	50

VAC118	BASIC SOFTWARE FOR GRADUATE STUDENTS
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course provides students with a comprehensive introduction to fundamental software tools essential for success in academic and professional settings. As technology continues to play a crucial role in research, collaboration, and communication, this course aims to equip students with the necessary skills to navigate and leverage basic software effectively.

Course Objectives

Students will be able to:

- Develop a foundational understanding of basic software tools commonly used in academic and professional settings.
- Acquire essential skills for organizing, managing, and analyzing data using spreadsheet software, fostering the ability to handle data effectively in research projects.
- Develop critical thinking skills through problem-solving exercises using software applications.
- Apply software tools to address real-world challenges.

Course Outcomes

On completion of this course, students will be able to:

CO 1: Effectively use software applications for academic and professional tasks.

CO 2: Apply basic programming concepts to solve simple problems.

CO 3: Organize, manage, and analyze data using softwares.

CO 4: Utilize critical thinking skills to address challenges using software applications.

Course Content

Module 1: Introduction to Origin and SigmaPlot

7 hours

Basic learning, Batch plotting, Data selection, Merge and arrange graphs, Publishing graph, Peak analysis, Curve fitting.

Module 2: Introduction to Web digitizer, Mathtype and Mendeley

8 hours

Data Extraction, Easier way for writing mathematical expression, Reference library, Bibliography, Easy referencing, and citation, Mendeley tools.

Module 3: Introduction of Drawing and Software

7 hours

Instruments required, Basic shapes, Dimensioning, Different projections, AUTOCAD, Basic draw commands, Modified draw commands.

Module 4: Introduction to MATLAB

8 hours

Overview, Environment setup, Syntax and variables, Commands, Loops, Operators, Vectors, Arrays and matrix, Algebra, polynomials, Plotting and graphics.

Introduction to MS office: All MS office packages

Introduction to EES and MINITAB Basic overview, Tutorials.

Practicum

- Apply data validation, sorting, and filtering techniques.
- Collaborate with peers on a group project using collaborative tools.
- Complete a simulated project with time constraints using software tools.

Textbooks

Smith, J. R., & Johnson, M. K. (2020). MATLAB for Engineers: A Comprehensive Guide. Academic Press.

Wright, L. C., & Patel, S. R. (2019). Data Visualization with SigmaPlot: A Comprehensive Guide. CRC Press.

Reference Books

Clark, P. Q., & Evans, R. S. (2018). Mastering Mendeley: A Comprehensive Guide to Reference Management. Springer.

Walker, H. L., & Turner, G. S. (2021). AutoCAD 2022: A Problem-Solving Approach. Goodheart-Willcox Publisher.

	Evaluation Component	Weightage (%)
1	Activities	20
2	Project/Presentation	20
3	Attendance	10
4	End Term Examination	50

VAC119	RESHAPING INTELLIGENT BUSINESS AND INDUSTRY: CONVERGENCE OF AI AND ML
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course introduces concepts, algorithms, and techniques of machine learning algorithm on different types of datasets, which covers data mining algorithms. The course focus on understanding the application domains of artificial intelligence that covers wide range of sectors such as banking, retail, airline, agriculture and many more. The importance of research writing is also analyzed that includes identifying the research gaps and making inferences from the literature.

Course Objectives

Students will be able to:

- have clear understanding of the problem-solving processes.
- gain idea of supervised, unsupervised and reinforcement learning.
- understand the real time applications of AI and Machine learning.
- understand the scope and significance of research.
- develop basic skills of generating research reports.

Course Outcomes

On completion of this course students will be able to:

CO 1: Analyze and design a real world problem for implementation and understanding the dynamic behavior of a system.

CO 2: Understanding the various domains of Artificial Intelligence techniques such as game playing techniques, Healthcare, Banking and Education System.

CO 3: Understanding different Machine learning Algorithms

CO 4: Understanding the importance of Research Writing

CO 5: Develop an understanding of the data cleaning and its related Issues.

Course Content

Module I: Artificial Intelligence and its Applications

8 hours

Introduction to Artificial Intelligence, Introduction to AI levels, Types of Artificial Intelligence, AI Use Cases and its applications: Health care, Human resource, Banking for Fraud detection, Supply chain, Game Playing, Military, Aviation and Education Sector, Reasons supporting the boom of AI.

Module II: Basics of Machine Learning

Introduction to Machine learning, Pattern interestingness, Machine learning process, Data Preprocessing, Data cleaning, Frequent Itemset Mining: Apriori Algorithm: Finding Frequent Itemsets by Confined Candidate Generation, Cluster Analysis, and Requirement for cluster analysis, Clustering techniques: K mean, hierarchical Methods, Outliers.

Module III: Techniques and Applications of Machine Learning

8 hours

Classification-decision trees, Attribute Selection Measures, Tree Pruning, Machine learning Use cases and its applications: Travel and Hospitality, Health care and Life sciences, Manufacturing, Travel Industry.

Module IV: Research and Technical Writing

8 hours

Introduction to Research, Research Objectives, Scope and Significance of research, Identifying research gaps, Literature Review, Comparative Analysis, basic principles in technical writing, Inferences.

Practicum

1. Students gather and preprocess data from a real business problem, such as customer behaviour data or financial data.
2. Students select appropriate machine learning algorithms and build predictive models using the pre-processed data.
3. Students work on projects where they design AI-driven solutions for specific business problems, like demand forecasting or fraud detection.
4. Students explore the challenges and considerations for deploying AI and ML models in a business or industry context.



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Textbooks

1. Data Mining Concepts and Techniques, Jiawei Han, Micheline Kamber, Jianpei, Morgan Kaufmann.
2. Data Mining Techniques – Arun K. Pujari, Universities Press

Reference Books

1. Introduction to Data Mining – Pang-Ning Tan, Vipinkumar, Michael Steinbach, Pearson.
2. Data Mining Principles & Applications – T. V. Suresh Kumar, B. Esware Reddy, Jagadish S. Kalimani, Elsevier.

	Evaluation Component	Weightage (%)
1	Activities	20
2	Project/Presentation	20
3	Attendance	10
4	End Term Examination	50


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VAC116	UNDERSTANDING RESEARCH
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

The course provides a comprehensive exploration of the fundamental principles, methodologies, and ethical considerations involved in the research process. It endeavours to equip students with the knowledge and skills essential for critically evaluating, designing, and conducting research across various disciplines.

Course Objectives

Students will be able to:

- Understand the key components and concepts in the research process, including hypothesis formulation, literature review, and research questions.
- Explore various research methodologies, both quantitative and qualitative, and gain the ability to choose appropriate methods for different research questions.
- Develop practical skills in using relevant software for data analysis.
- Gain real-world experience in designing and conducting research studies.

Course Outcomes

On completion of this course students will be able to:

CO 1: Demonstrate a comprehensive understanding of the foundational principles and key concepts of the research process.

CO 2: Exhibit competence in designing research studies, including the formulation of research questions, hypotheses, and the selection of appropriate research methodologies.

CO 3: Apply statistical and qualitative data analysis techniques, utilizing relevant software tools for accurate interpretation and presentation of research findings.

CO 4: Apply acquired research skills in practical settings, demonstrating the ability to design and conduct research studies independently or collaboratively.

Course Content

Module 1: Basics of Research

Scientific Methods and Research: Concept, Definitions of research; Purpose, importance, steps levels and rigor of research; different paradigms of research.

Basic Types of Researches: Fundamental/Applied research, Descriptive/Analytical research, Quantitative /Qualitative research, Conceptual/Empirical research, Diagnostic/Hypothesis testing research, Conclusion oriented/Decision oriented research, Theoretical / Action research, Longitudinal /Cross sectional research

Research Hypothesis: Meaning of research hypothesis, sources of hypothesis, qualities of workable hypothesis, utilities of hypothesis

Designing of Research work: Introduction, Purposes, Characteristics of a research design, Principles of designing a research, conceptual framework and its operationalization, Sectors of research design, Research methods as research designing, similarities and differences between Research design and research method.

Module 2: Analysis and Statement of the problem

Research Question: Introduction, types and identification; Research Problem: Definition, identification of problem, ways of understanding problem, criteria of a good problem, guidelines for selecting meaningful problem;

Literature Review: How to read and analyze the paper, identifying gap areas from literature and research database, development of working hypothesis.

Module 3: Search Engines and Research Ethics

Tools used to search the papers: Searching the literature through open access engines like google scholar, sci-hub, research-gate, science-direct, Mandley, Zotero

Plagiarism: introduction, tools used to detect plagiarism, plagiarism prevention.

References: how to write the references in different styles like MLA, APA.



Module 4: Research article/ report

Introduction, purpose and different forms of report; Qualities of research reports; Presentation of preliminary, general and technical reports; Format of research report, Necessary elements of research report, Precautions for report preparation.

Practicum

- Develop a research proposal on a selected topic, including the formulation of research questions, a comprehensive literature review, and a detailed research plan.
- Implement a selected data collection method (e.g., surveys, interviews, or experiments) for a specific research question.
- Analyze collected data using statistical or qualitative analysis methods and interpret the results.
- Prepare and deliver a presentation on a research topic, effectively communicating key findings and implications.

Textbooks

Abbott, M. L., & McKinney, J. (2013). Understanding and applying research design. John Wiley & Sons.

Siedlecki, S. L. (2020). Understanding descriptive research designs and methods. Clinical Nurse Specialist, 34(1), 8-12.

Reference Books

Brown, J. D. (1988). Understanding research in second language learning: A teacher's guide to statistics and research design. Cambridge University Press.

Cantrell, M. A. (2011). Demystifying the research process: Understanding a descriptive comparative research design. Pediatric Nursing, 37(4), 188.

	Evaluation Component	Weightage (%)
1	Activities	20
2	Project/Presentation	20
3	Attendance	10
4	End Term Examination	50

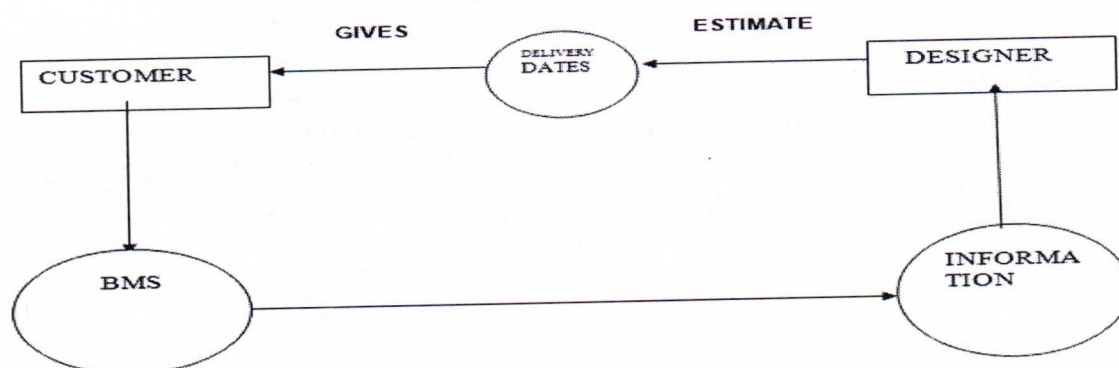
VAC108	BOUTIQUE MANAGEMENT
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

The course provides great exposure to variety of boutique management skills relevant to Indian fashion industry. It is exclusively designed to acquaint students with skills related to modern boutique, latest fashion practices and idealistic clothing articles. It is has been intended to provide entrepreneurial guidelines to enhance the basic skills for setting a modern boutique.

Begin by deciding on your boutique's theme. Every boutique must have a theme to differentiate it from the plethora of other shops customers could choose to visit. If you're selling swimwear, you'll probably have a beach theme, but the style can vary. For instance, use rich sunset colors to create a sensuous, sophisticated atmosphere, or light, bright yellows, greens and blues for a fun atmosphere.

Course Objectives and Course Outcomes: This course aims to prepare the student in setting up a boutique through the understanding of market, design & development and operational merchandising, start up financing and legal requirements.




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It will enable the students to do fashion forecasting for markets, design process like picking a theme, creating a boutique design for the storefront, setting the right atmosphere, the right spacing, consider the checkout & product development and retail management & visual management of the merchandise with this understanding, the business financing and the legal aspect pertaining to setting up a boutique to would be shared.

It will enable the students to demonstrate ability to research, analyze, appraise and synthesize appropriate contextual information related to one's design collection. Be able to identify and communicate clear aims and objectives related to the client and user requirements for the proposed design collection.

Course Content

Module I: Introduction to Boutique Management	5 hours
<ul style="list-style-type: none"> • Definition and scope of boutique businesses • Understanding boutique trends and market analysis • Identifying target customers and defining a niche 	
Module II: Business Planning and Conceptualization	5 hours
<ul style="list-style-type: none"> • Developing a boutique concept and brand identity • Crafting a business plan and financial projections • Location selection and store layout design 	
Module III: Merchandising and Inventory Management	5 hours
<ul style="list-style-type: none"> • Sourcing and selecting products for the boutique • Inventory management, pricing strategies, and stock rotation • Visual merchandising and store aesthetics 	
Module IV: Customer Service and Personalization	5 hours
<ul style="list-style-type: none"> • Building exceptional customer experiences • Clienteling and personalized services • Handling customer feedback and complaints 	
Module V: Marketing and Promotion Strategies	5 hours
<ul style="list-style-type: none"> • Creating a boutique marketing plan • Online and offline marketing channels • Social media, influencer collaborations, and promotions 	

Module VI: Entrepreneurship and Boutique Growth

5 hours

- Entrepreneurial mindset and innovation in boutique management
- Expansion strategies and diversification
- Financial management, budgeting, and scaling the business

Practicum

1. Case Study Analysis
2. Group Project on developing a boutique business plan.

Textbooks

Bell, J., & Ternus, K. (2018). *Fashion Marketing: Theory, Principles & Practice*. Fairchild Books.

Clow, K. E., & Baack, D. (2020). *Integrated Advertising, Promotion, and Marketing Communications*. Pearson.

Reference Books

Kaplan, R. S., & Norton, D. P. (2001). *The Strategy-Focused Organization: How Balanced Scorecard Companies Thrive in the New Business Environment*. Harvard Business School Press.

Ries, A., & Trout, J. (2001). *Positioning: The Battle for Your Mind*. McGraw-Hill Education.

Vanderbeck, E. J. (2019). *Small Business Management: Entrepreneurship and Beyond*. Cengage Learning.

	Evaluation Component	Weightage (%)
1	Assignments/Presentations	20
2	Activities	20
3	Attendance	10
4	End Term Examination	50


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VAC117	SUSTAINABILITY THROUGH ORGANIC KITCHEN GARDENING
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

In today's rapidly evolving world, the importance of sustainability cannot be overstated. The "Sustainability through Organic Kitchen Gardening" course is designed to empower participants with the knowledge and skills to cultivate a sustainable lifestyle through the practice of organic kitchen gardening. This course merges the principles of environmental stewardship, nutrition, and self-sufficiency, offering a holistic approach to sustainable living.

Course Objectives

Students will be able to:

- Gain a deep comprehension of sustainability principles and their relevance to modern living.
- Acquire essential knowledge of organic farming and gardening techniques.
- Develop the ability to plan and design an organic kitchen garden based on space, climate, and personal preferences.
- Learn and apply practical skills for preparing soil, planting seeds, and maintaining a healthy garden without the use of harmful chemicals.

Course Outcomes

On completion of this course students will be able to:

CO 1: Articulate the principles of sustainability and appreciate its significance in creating a balanced and resilient environment.

CO 2: Showcase proficiency in hands-on organic gardening techniques.

CO 3: Apply sustainable gardening practices to nurture and maintain a thriving garden ecosystem, minimizing environmental impact.

CO 4: Cultivate their own sustainable gardens.

Course Content

Module I: Introduction of Organic Kitchen Gardening

Organic Kitchen Gardening - Its definition, concept, importance and scope.

Module II: Classification

Types of gardens, Study of garden tools & equipment.

Module III: Seed & Nursery Management

Plant propagation-methods and propagating structures. Nursery preparation & nursery management

Module IV: Maintenance of Garden

Principles and methods of training and pruning. Cultural operations of relative to garden
Disease & pest management

Module V: Safety Measures

Safety measure to be adopted by gardener
Study of famous gardens of India& world.

Practicum

Identification of vegetables.
Identification of garden tools & equipments.
Nursery preparation.

Textbooks

Coleman, E. (2018). The New Organic Grower, 3rd Edition: A Master's Manual of Tools and Techniques for the Home and Market Gardener. Chelsea Green Publishing.

Raymond, D. (1993). The Joy of Gardening. Garden Way Publishing.

Reference Books

Bradley, F. M., Ellis, B. W., & Martin, D. L. (2012). The Organic Gardener's Handbook of Natural Pest and Disease Control. Rodale Books.

Marshall Bradley, F., & Martin, D. L. (2018). Rodale's Basic Organic Gardening: A Beginner's Guide to Starting a Healthy Garden. Rodale Books.

	Evaluation Component	Weightage (%)
1	Assignments/Presentations	20
2	Activities	20
3	Attendance	10
4	End Term Examination	50

VAC104	ETIQUETTE FOR PROFESSIONALS
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course shall prepare the students to face situations where they will be meeting people with various profiles & demographics. The student should be able to meet the cultural & professional requirements of the company they would be working for.

Course Objective and Course Outcomes

Etiquette is an integral part of the personality of an individual. This course will give the students, how the professionals behave at the work place/s. An employee is expected to behave in a certain manner when at work. There are lot of do's & don'ts to follow when any individual is at work.

Course Content

Module I

5 hours

Why Etiquette Matters

What is the importance of the etiquette at the work place? Why etiquette is important at the work place?

Module II

5 hours

The Common Courtesies of Life

People behave in a certain way when they are in a public place. We all need to understand which of the common courtesies the individuals should follow.

Module III

5 hours

Polite Conversation

Why it is important to be polite while speaking with colleagues or any other person? How does speaking politely help an individual?

Module IV

5 hours

Telephone Etiquette

Speaking to someone on telephone is an art. The way an individual speaks on phone tells about the behaviour of that person.

Module V**5 hours****Correspondence**

While at work, the employee corresponds with his/her colleagues, vendors, suppliers, clients etc. Hence, it is quite important for the employee to know how he/she should correspond with others.

Module VI**5 hours****Basic Table Manners**

It is quite important for the person to know how he/she should behave while dining with colleagues or clients. What do's & don'ts should an individual follow while dining out.

Practicum

1. Creation of Presentations and portfolios.
2. Roleplay and simulations

Textbook

Smith, J. R. (2019). *Professional Etiquette: Navigating Success in the Business World*. XYZ Publishing.

Reference Book

Johnson, L. M. (2019). *Business Etiquette: A Comprehensive Guide for Professionals*. ABC Press.

	Evaluation Component	Weightage (%)
1	Assignments/Presentations	20
2	Activities	20
3	Attendance	10
4	End Term Examination	50


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VAC111	FASHION EVENT MANAGEMENT
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

The course will give the learner an opportunity to conceptualize and create an understanding of the different types of fashion events and the planning required for their successful organization. Students will familiarize with the various practical steps involved in the organization of Fashion events and their proper coordination. They will develop practical knowledge of the administrative, designing, planning, marketing, operational and risk management aspects of fashion events through the project work.

Course Objectives

The course will enable the student to:

- Develop a conceptual understanding of various types of fashion events, including runway shows, exhibitions, and promotional events, gaining insight into their unique characteristics and purposes.
- Familiarize with the practical steps involved in organizing fashion events, including venue selection, budgeting, timeline creation, and coordination of logistics.
- Emphasize a holistic approach to fashion event organization, integrating various elements to create a cohesive and memorable experience for participants and attendees.

Course Outcomes

On completion of this course, the students will be able to:

CO1: Demonstrate a comprehensive understanding of various types and categories of events, as well as the fundamental principles that govern event management.

CO2: Create a detailed event plan, encompassing elements such as theme selection, target audience identification, and budgeting, showcasing proficiency in strategic event planning.

CO3: Demonstrate proficiency in marketing strategies specific to fashion events, with the ability to create effective promotional plans and engage target audiences.

CO4: Describe the step-by-step process required for successfully staging a fashion event, covering aspects such as venue selection, model coordination, and backstage management.

Course Content and Practicum

In the course student get acquire knowledge of fashion events and their planning. They will understand the principles of managing the event. They will design & execute Fashion Show, understand the requirements of venue, prepare of programme booklet, catering arrangements, etc.

Students will acquire knowledge of marketing & managing of fashion events. They will create a pre- and post-event promotion plan, understand the importance of media relations, press release and media kit, etc. They will know the evaluation of post-show, ensuring Legal compliance, safety & security, licenses, and permissions to be obtained. Student will also understand the risk management for prevention of hazards, security for people and merchandise. At the end of course, students will make a project work by presenting of a theme based mock fashion show project with location and other detail knowledge acquired throughout the course.

Textbooks

1. Bowdin, G., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2016). Event Management: Principles and Practices. Routledge.
2. Doeringer, D. R., & Creyts, T. L. (2016). The Business of Fashion: Designing, Manufacturing, and Marketing. Fairchild Books.
3. Allen, J. (2009). Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events. Wiley.

Reference Books

1. Rathbun, A., & Cadwgan, J. (2016). The Ultimate Guide to Sport Event Management and Marketing. Fitness Information Technology.
2. Goldblatt, J. (2014). Special Events: Twenty-First Century Global Event Management. John Wiley & Sons.

	Evaluation Component	Weightage (%)
1	Activities	30
2	Project	30
3	Attendance	10
4	End Term Examination	30


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VAC112	SUCCESSFUL COMMUNICATION - WRITING AND PRESENTATION
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course is designed to enhance communication skills in both written and oral forms. Effective communication is essential for personal and professional success. Whether the students are crafting a persuasive business report or delivering a compelling presentation, this course will equip them with the knowledge, tools, and techniques to excel in various communication scenarios.

Course Objectives

Students will be able to:

- Become proficient writing skills for various contexts, such as emails, reports, and proposals.
- Improve presentation skills, including organization, delivery, and visual aids.
- Apply effective communication principles and strategies.
- Develop confidence in expressing ideas and information to diverse audiences.
- Enhance critical thinking and problem-solving abilities.

Course Outcomes

On completion of this course, students will be able to:

CO 1: Produce well-structured and persuasive written documents.

CO 2: Deliver engaging presentations with confidence and clarity.

CO 3: Apply communication theories and strategies to real-world situations.

CO 4: Utilize visual aids effectively to support oral presentations.

CO 5: Analyze and adapt communication styles for different audiences and purposes.

Course Content

Module 1: Foundations of Successful Communication

6 hours

- Understanding the communication process
- Barriers to effective communication
- Communication styles and strategies

Module 2: Written Communication Skills

7 hours

- Writing fundamentals: grammar, punctuation, and style
- Email etiquette and professional correspondence
- Crafting effective business reports and proposals

Module 3: Presentation Skills**7 hours**

- Structuring and organizing presentations
- Non-verbal communication and body language
- Engaging the audience and handling questions

Module 4: Visual Aids and Technology**5 hours**

- Effective use of visual aids (e.g., slides, charts)
- Incorporating technology into presentations
- Avoiding common multimedia mistakes

Module 5: Adapting to Diverse Audiences**5 hours**

- Tailoring communication to different audiences
- Cultural sensitivity and global communication
- Persuasion and negotiation techniques

Practicum

Students will engage in multiple practical exercises and presentations throughout the course. They will receive constructive feedback from both instructors and peers to continuously refine their communication skills.

Textbooks

Guffey, M. E., & Loewy, D. (2020). Business Communication: Process and Product. Cengage Learning.

O'Hair, D., Wiemann, M., Mullin, D. I., & Wiemann, M. (2020). Real Communication: An Introduction. Bedford/St. Martin's.

Reference Books

Lannon, J. M., & Gurak, L. J. (2018). Technical Communication. Pearson.

Locker, K. O., & Kaczmarek, S. K. (2019). Business and Administrative Communication. McGraw-Hill Education.

	Evaluation Component	Weightage (%)
1	Activities	20
2	Project/Presentation	20
3	Attendance	10
4	End Term Examination	50