



SGT UNIVERSITY

VALUE ADDED COURSES



**Faculty of Commerce &
Management 2024-25**



About the University

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

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

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

Our Vision

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

Our Mission

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

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INTRODUCTION

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

Objectives:

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

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

Course Design

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

Conduction of Value-Added Courses

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



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

Course Duration and Structure

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

REGISTRATION PROCEDURE

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

Certification

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

Course Code: VAC/FCAM/005

COURSE OBJECTIVES:

- The primary objective of this course is to impart comprehensive knowledge of securities markets, including their structure, operations, and regulatory framework. The course aims to equip students with practical insights into market instruments, trading mechanisms, and risk management practices, fostering their readiness for careers in the financial services industry.

COURSE OUTCOMES:

- Understand the fundamental concepts of securities markets and their role in the economy.
- Analyze the functioning of primary and secondary markets.
- Explain the role of regulatory bodies in securities markets.
- Apply knowledge of derivative instruments for risk management.
- Evaluate the investor grievance redressal mechanisms and their importance in market transparency.
- Demonstrate practical skills in trading mechanisms and market operations.

COURSE CONTENT:

Module I: Concept and Definition of Securities Markets

- Types of Securities Markets: Money Market vs Capital Market
- Market Participants
- Regulatory Framework
- Role of Securities Markets in Economic Development

Module II: Primary Markets

- Meaning and Importance of Primary Markets
- Types of Issues: IPO, FPO, Private Placement, Rights Issue
- Issue Process and Pricing Mechanisms
- Role Of Intermediaries
- Legal and Regulatory Framework

Module III: Secondary Markets

- Understand the structure and functioning of secondary markets.
- Learn the role Of stock exchanges,
- Study the process of buying and selling securities.
- Structure of Secondary Markets
- Stock Exchanges: NSE, BSE
- Trading Mechanisms
- Market Indices and their Importance



Module 4: Derivative Markets

- Introduction to Derivatives
- Types of Derivatives: Futures, Options, Forwards, and Swaps
- Pricing of Derivatives & Hedging, Speculation, and Arbitrage
- Regulatory Framework

Module 5: Investor Grievances Redressal Mechanism

- Investor Protection and its Importance
- SEBI's Role in Investor Grievance Redressal
- Grievance Redressal Mechanism: SCORES
- Arbitration and Conciliation Process
- Role of Depositories in Investor Protection

REFERENCES:

Suggested Books:

- Bhole, L. M., & Mahakud, J. (2017). Financial Institutions and Markets. McGraw Hill Education,
- Gurusamy, S. (2020). Financial Markets and Institutions. Tata McGraw Hill.
- Kothari, R. (2018). Financial Services and Markets. Sage Publications.

Regulatory Websites:

- Securities and Exchange Board of India (SEBI): www.sebi.aov.in
- National Stock Exchange of India (NSE): www.nseindia.com
- Bombay Stock Exchange (BSE): www.bseindia.com

Reports & Publications:

- SEBI Annual Reports
- NSE and BSE Market Reviews
- RBI Financial Stability Reports

Online Learning Platforms:

- National Institute of Securities Markets (NISM): www.nism.ac.in
- Investopedia for Definitions and Examples: www.investopedia.com

Course Code: VAC/FCAM/006

COURSE OBJECTIVES:

- To develop a strong understanding of Tally software for financial and business management.
- To equip learners with skills in accounting, voucher entry, ledger creation, and financial reporting.
- To enable efficient inventory management, taxation (GST, TDS), and compliance reporting.
- To provide knowledge of payroll processing, employee salary management, and statutory compliance.
- To familiarize learners with advanced Tally features, data security, and multi- department integration.

COURSE OUTCOMES:

- Identify the working of Tally modules to have a hassle-free automated accounting operation, recording and reporting.
- To effectively maintain inventory in the Tally
- To generate GST billing in an automated way
- To efficiently use the MIS reports to forecast business growth

COURSE CONTENT:

Module I: Fundamentals of Accounting & Introduction to Tally Prime

- Meaning and concepts of accounting
- Golden Rules Of Accounting
- Introduction to Tally Prime
- Company creation and setting up of company features
- Getting started with Tally

Module II: Chart of Accounts & Accounting Transactions

- Creation of Accounting Masters and Inventory Masters
- Alteration and deletion of masters
- Recording accounting transactions
- Types Of vouchers: Receipt, Contra, Payment, Purchase, Sales, and Journal

Module III: Banking & Financial Reports

- Introduction to banking and banking payments
- Cheque printing, deposit slips, and payment advice
- Bank reconciliation statement (BRS)
- Generating financial statements and MIS reports



Module IV: Data Security & Company Data Management

- Security control, user creation, and password setup
- Auto-login and access control
- Backup and restoration Of company data
- Company data repair and recovery

Module V: Goods and Services Tax (GST) in Tally

- Introduction to GST and its implementation in Tally Prime
- Recording GST-compliant transactions
- GST tax payments and returns filing

REFERENCES:

“Mastering Tally ERP 9” – By Asok K. Nadhani

- A comprehensive guide covering basic to advanced features of Tally ERP 9, including accounting, inventory, GST, and payroll.

“Tally Prime: A Complete Reference” – By Soumya Ranjan Behera

- Focuses on Tally Prime, covering accounting, taxation, and financial management with step by-step instructions.

“Tally ERP 9 with GST” – By Shraddha Singh & Navneet Mehra

- Covers the integration of GST with Tally ERP 9, including practical case studies and business applications

Entrepreneurship and Start-Up



SGT UNIVERSITY

Course Code: VAC/FCAM/07

COURSE OBJECTIVES:

- This program aims to equip aspiring entrepreneurs with the essential knowledge, skills, and mindset required to start, manage, and scale a successful business in today's dynamic environment. The course covers key areas such as business modelling, finance, marketing, leadership, and legal frameworks.

COURSE OUTCOMES:

- Identify business opportunities, create innovative solutions, and develop a structured business model.
- Design a comprehensive business plan, assess market and formulate strategic growth plans.
- Understand funding options, financial planning, budgeting, and investment strategies for sustainable growth.
- Utilize branding, digital marketing, and sales strategies to attract customers and establish market presence.
- Develop leadership skills, build and manage teams, and optimize business operations efficiently.
- Navigate start-up regulations, taxation, intellectual rights, and ethical business practices.

COURSE CONTENT:

Module I: Introduction to Entrepreneurship & Start-up Ecosystem

- Definition and Importance of Entrepreneurship
- Characteristics of Successful Entrepreneurs
- The Role of Entrepreneurship in Economic Development
- Overview of the Start-up Ecosystem in India and Globally
- Government Policies & Support for Start-ups (e.g., Start-up India, Stand-up India)

Module II: Business Modeling & Business Planning

- Business Model Canvas: Components & Applications
- Steps to Develop a Business Plan
- Market Research & Competitive Analysis
- Revenue Models & Monetization Strategies
- Legal & Regulatory Aspects of Business Formation

Module III: Financial Management & Venture Financing

- Basics of Business Finance & Accounting for Start-ups
- Budgeting & Financial Forecasting
- Funding Sources: Bootstrapping, Angel Investors, Venture Capital, Crowdfunding
- Risk Management & Financial Decision Making



Module IV: Product Development, Marketing & Sales Strategy

- Product Ideation to Development: Stages & Best Practices
- Digital Marketing & Growth Hacking Strategies
- Brand Positioning & Customer Acquisition
- Sales Funnel & Lead Generation
- Pricing Strategies & Market Entry

Module V: Leadership, Operations & Business Sustainability

- Leadership Styles & Entrepreneurial Mindset
- Building & Managing Effective Teams
- Business Operations & Supply Chain Management
- Scaling & Sustainability of Start-ups
- Future Trends in Entrepreneurship & Innovation

REFERENCES:

Books:

- The Lean Startup – Eric Ries
- Zero to One: Notes on Startups, or How to Build the Future – Peter Thiel
- Innovation and Entrepreneurship – Peter F. Drucker

Online Resources:

- Government of India's Start-up India Initiative (www.startupindia.gov.in)
- Harvard Business Review Articles on Entrepreneurship (hbr.org)

