

**Dr Bhimrao Ambedkar University, Agra**  
**Seth Padam Chand Jain Institute of Management**

**Value Added Course on Interview Etiquettes**

Developed By: Dr Swati Mathur

**Duration 30 hours**

**Learning Outcome:**

1. The students will understand the various ways of gathering information.
2. They will understand different types of interview and develop the skills needed for approaching different types of interviews.

**Objectives of the course**

1. Know what the required skills are to carry out an effective interview.
2. Be able to plan and prepare for an interview.
3. Be able to give the right first impression to candidates.
4. Know what questions to ask and how to record the answers.

I.	Overview of Interview	10 Hrs
	a. Purpose	
	b. Interview Process	
	c. Types of Interviews	
	d. Preparation	
	• Typical interview questions	
	• Communication effectively	
	e. Related activities and assignments.	
II.	Interview Etiquettes	10 Hrs
	a. Arrival and Introductions	
	b. Being positive and Confident	
	c. Being enthusiastic and effective	
	d. Clarity of speech and active participation	
	e. Dressing and body language	
	f. Related activities and assignments.	
III.	Practical – MOCK INTERVIEW	10 Hrs
	a. Preparation	
	b. Practical	

**Note: The certificate for the course will be given on the basis of MOCK interview sessions/ attendance and active participation in the class**

**Dr Bhimrao Ambedkar University, Agra**  
**Seth Padam Chand Jain Institute of Management**  
**Value Added Course on Digital Marketing**

Developed By: Dr Ruchira Prasad

**Duration 30 hours**

**Learning Outcome:**

1. Identify the issues in drafting a digital marketing plan.
2. Apply your knowledge about metrics in digital marketing.
3. Measure the success of a digital marketing campaign.

**Objective of the course:**

1. Have an understanding of the role of both digital and traditional media in marketing, and the intersection of online and offline strategies and tactics.
2. Be able to guide the development of a digital presence from a marketing point of view.
3. Have working knowledge of website design and development

I.	Introduction	9 Hrs
	a. Types of Digital Marketing	
	b. Models of Digital Marketing	
	c. Advantages and Challenges of Digital Marketing	
II.	A. Search Engine Optimization(SEO)	9 Hrs
	B. Pay per click (PPC)	
III.	Website Design And Marketing	12 Hrs
	A. Process/ Steps in implementing Digital Marketing	
	B. Digital Marketing KPIs	

**Dr Bhimrao Ambedkar University, Agra**  
**Seth Padam Chand Jain Institute of Management**  
**Value Added Course on Stress Management**

Developed By: Dr Seema Singh

**Duration 30 hours**

**Learning Outcomes:**

1. The students will have clear conception of stress, tension and anger.
2. Understand harmful effects of chronic stress and poor coping skills.
3. They will learn certain techniques of handling stress and anger.
4. They will learn how important it is to take care of them and prevent burnout.
5. Develop better self-perception as effective leader and managerial skills.
6. Develop the ability to perform the various relaxation techniques.

**Objectives of the Course**

1. Understand the nature of stress.
2. Assess individual risk factors as related to stress (behavioural, emotional, physical, spiritual).
3. Understand and learn how to use various coping up strategies.
4. Determine the most appropriate method to aid in managing your reaction to stress.
5. Develop the ability to tap personal strength for preventing stress and achieving meaningful goals
6. Accept the responsibility of taking charge of your own level of stress

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| I. Understanding the nature of stress.                       | 10 Hrs |
| 1. Meaning of Stress   |        |
| 2. The body's reaction to stress.                            |        |
| 3. Sources of stress across the life span.                   |        |
| II. Strategies of stress management and prevention           | 10 Hrs |
| 1. Challenging stressful thinking                            |        |
| 2. Problem solving and time management                       |        |
| 3. Psychological and spiritual relaxation methods            |        |
| 4. Physical methods of stress reduction                      |        |
| 5. Preparing for the future: college and occupational stress |        |
| III. Strategies of synthesis and prevention.                 | 10 Hrs |
| 1. Resilience and stress                                     |        |
| 2. Optimal functioning                                       |        |
| 3. Making changes last.                                      |        |

**Dr Bhimrao Ambedkar University, Agra**  
**Seth Padam Chand Jain Institute of Management**  
**Value Added Course on Critical Thinking Skills**

Developed By: Dr Shweta Chaudhary

**Duration 30 hours**

**Learning Outcomes:**

1. The students will be able to identify thinking as a skill.
2. Students will be able to apply various thinking techniques in order to solve real life problems.
3. Students will be able to process and analyse the data in order to extract information.

**Objectives of the course:**

1. To give candidate a specific set of skills for critical thinking and reasoning.
2. To develop the facility of independent thinking.
3. To develop the ability to organize and evaluate various kind of information.
4. To encourage the students to apply these skills in realistic world

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| I.   | Thinking                                   | 6 HRS  |
|      | a) Thinking as a skill.                    |        |
|      | b) Introduction to critical thinking       |        |
|      | c) importance and process                  |        |
|      | d) Barriers to critical thinking           |        |
|      | e) Related activities and assignments.     |        |
| II.  | Techniques for enhancing thinking skills.  | 12 HRS |
|      | a. Brainstorming                           |        |
|      | b. Group discussions                       |        |
|      | c. observation                             |        |
|      | d. open-mindedness                         |        |
|      | e. logical reasoning                       |        |
|      | f. SCAMPER                                 |        |
|      | g. Related activities and assignments.     |        |
| III. | Problem solving                            | 12 HRS |
|      | a. Organize information                    |        |
|      | b. Process information                     |        |
|      | c. Analyse data                            |        |
|      | d. Interpretation and presentation of Data |        |
|      | e. Related activities and assignments.     |        |

**Dr Bhimrao Ambedkar University, Agra**  
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**Value Added Course on Financial Literacy**

Developed By: Ms Shweta Gupta

**Duration 30 hours**

**Learning Outcomes:**

1. Concept of mutual funds
2. Structure and constituents of mutual funds
3. Various types of mutual fund products
4. Evaluation of performance of mutual funds
5. Regulations of mutual fund Industry
6. Trends in mutual fund Industry

**Objectives of the course:**

1. The different types of mutual funds.
2. How mutual funds operate.
3. How to find information about how mutual.

I.	Introduction to mutual funds Types of mutual funds	10Hrs
II.	Risk, benefits and limitations associated with mutual fund. Methods to invest in mutual funds	12 hrs
III.	Practical operational aspect of mutual fund	8 hrs