



SWAMI VIVEKANAND
SUBHARTI
UNIVERSITY
UGC Approved Meerut



Where Education is a Passion...

Information Brochure



01 **ADMISSION OPEN**
"VALUE ADDED COURSE"
(Session: 2018-19)

02 "KNOWLEDGE OF VALUE ADDED COURSE WILL IMPROVE EMPLOYABILITY OF THE STUDENTS"

03 Organised by
Department of Management Studies
Swami Vivekanand Subharti University, Meerut (U.P.)

Department of Management Studies

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Contact Us: Subhartipuram, NH-58, Delhi-Haridwar Bypass Road, Meerut, Delhi NCR, Uttar Pradesh, INDIA.

About Swami Vivekanand Subharti University

Swami Vivekanand Subharti University is a University under the section 2(f) of the University Grants Commission Act, 1956, set up under the Swami Vivekanand Subharti Vishwavidyalay Uttar Pradesh Adhiniyam, 2008 (U.P. Act No. 29 of 2008) as passed by the Uttar Pradesh Legislature and assented to by the Honorable Governor of Uttar Pradesh in September 2008.

The University has been established under the aegis of Mahayana Theravada Vajrayana Buddhist Religious and Charitable trust (formerly known as Subharti K.K.B. Charitable Trust) Meerut, which has acquired a commendable record of service in the field of Education, Religion, Health care and Social Welfare.

The main campus of the University is in the National Capital Region, strategically situated on National Highway 58, Delhi-Haridwar bypass road, Meerut, The campus aptly called 'Subhartipuram', is spread over a sprawling area of about 250 acres of land comprising of magnificent buildings, lush green lawns and vibrant surroundings with over 5000 people, determined to make this a 'Jewel in the Crown' of the nation.

The University boasts of highly qualified, dedicated and competent faculty from all walks of life, world class infrastructure, fully equipped laboratories with latest state-of-the-art equipments and a huge library with recent knowledge resources including e-resources.

The Uniqueness of Subharti University lies in providing an environment fully conducive to the overall development of students, thus maintaining a balance between academic excellence and moral perfection.

- The University has been awarded the membership of Association of Indian Universities in 2013.
- The University has more than 32 MOUS and has won numerous national and International awards.
- The University has also started a number of courses through Distance Education, approved by Distance Education Bureau of UGC (Formerly by Joint committee of UGC-AICTE-DEC).
- The University has been accorded grade 'A' by NAAC in 2016.

About DOMS

The unique privilege to be a constituent college of the prestigious Swami Vivekanand Subharti University, DOMS focuses on Management & Commerce Education; with the commitment of transforming leadership skill with a sound understanding of domestic and global business complexity, the approach to pedagogy combines role playing, case studies, fieldwork, live business projects and instrumented feedback with a strong emphasis on theoretical concepts. The intent is to encourage rational inquisitiveness and open minds to the explorations of ideas, research and innovation in global prospectives.

Our collaborative approach involves inputs from various departments which gives the benefit of a much wider view and deeper understanding. This is indicated by the success of our alumni who are in positions of leadership in industries & governments across the world. The strong alumni network, gives students' unmatched access to information, mentors and careers. Our industry integrated management & commerce program are the most sought after programs.

DOMS rewards initiative, innovation and thinking outside the box. Our students are individualists of enormous intellectual energy with a talent for collaboration and teamwork. We are a diverse lot, possessing flair and dynamism that develops in NCR, and thrives on challenges both inside and outside the classroom.

Corporate recruiters value our graduates for their intellectual abilities, their collaborative mind-set, their individuality and their ability to hit the ground running.



What is a Value Added Course?

Employment scene today requires that a student wanting a job be an all-rounder, with several skills. Pursuing multiple long-winding degree programs is no answer to this. Rather than spending a lifetime seeking higher cations, Value Added Courses give you the chance to update your skill set in only a fraction of the time and money. But, the value they create is very high.

Why should I do a Value Added Course?

Value added courses are the fine way to fill the gaps in your knowledge and add competitive edge to your job prospects. As systems, programs and practices change, making it critical for job-seekers to have a range of competencies, Value Added Courses can help you to be a winner. Starting off with a Value Added Course helps you to have a foundation on which to build your career. Many these courses may lead you on to your own enterprise or to further qualification, if needed.

Who can take admission to a Value Added Course?

There are two types of courses being offered – General Interest Courses that are open to all and Subject specific Courses. You can pursue these courses as per your requirement. Apart from the Subharti University students, even others – students from anywhere, working men and women, or the self-employed – can register for these courses.

How many courses can I do?

As the basic idea is to make ample opportunities available to students, there are no restrictions on how many courses a student can offer. Many of these courses are offered more than once a year and thus one can acquire several certifications during the period of a degree program.

Will I get a Job because of Value Added Courses?

The purpose of the Value Added Courses is to make you industry-ready. Providing the finishing touches to the knowledge you gain in your degree program, Value Added Courses will polish your skills and enhance your employability. What is more, you may even acquire enough tricks to start your own business! The College has a Placement Cell to assist you with your placement. You can register with this Cell and receive further guidance and some assistance in seeking jobs. The Cell also facilitates On or Off campus interviews.

How to register for a Course?

The Courses are run by many departments, including some private Educational Service Providers. Each course has a Coordinator whose names are prominently displayed in the Brochure. You may contact these coordinators in person.

What about the Certification?

Each course has its own assessment pattern, both practical and theoretical. Successful completion of the course earns you Certification issued by the College.

Eligibility: Courses are open for all M.B.A. /B.B.A. Students.

Schedule of Value Added Courses offered by DOMS (Session: 2018-19)

S. No.	Name of the value-added courses	Course Code	Program	Course	Year	Total No. of Hours	Course Coordinator
1	Simulation of Business Systems	ET-VA-01	PG	MBA	2018-19	30	Dr. Padma Misra
2	E-Commerce	ET-VA-02	PG/UG	MBA/BBA	2018-19	30	Dr. Gaurab Sharma
3	Advanced Operation Research Procedures	ET-VA-03	PG/UG	MBA/BBA	2018-19	30	Mr. Kavish Sharma
4	Business Letters & Report Writing	ET-VA-04	UG	BBA	2018-19	30	Ms. Rakhi Jha
5	Digital Marketing	ET-VA-05	UG	BBA	2018-19	30	Dr. Princi Gupta
6	Planning and Managing Small Businesses	ET-VA-06	UG	BBA	2018-19	30	Dr. Avnish Kr. Tyagi



Acharya Vishnu Gupta

Subharti Institute of Management & Commerce

Website: management.subharti.org, e-mail: management@subharti.org, Ph: 0121-3058039, Extn-2841, Telefax: 0121-3058030, 243

A constituent college of

SWAMI VIVEKANAND SUBHARTI UNIVERSITY

(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)



COURSE CONTENTS

E-commerce

Course Code: MC-VA-01

Session: 2018-19

Time duration: 30 Hr.

E-commerce and its Technological Aspects

Overview of developments in Information Technology and Defining E-Commerce: The scope of E commerce, Electronic Market, Electronic Data Interchange, Internet Commerce, Benefits and limitations of E-Commerce, Produce a generic framework for E-Commerce, Architectural framework of Electronic Commerce, Web based E Commerce Architecture.

Consumer Oriented E Commerce

E-Retailing: Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of e retailing, Features of e retailing. E services: Categories of e-services, Web-enabled services, matchmaking services, Information-selling on the web, e entertainment, Auctions and other specialized services. Business to Business

Electronic Commerce

Electronic Data Interchange: Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System: Study and examine the use of Electronic Payment system and the protocols used, Study Electronic Fund Transfer and secure electronic transaction protocol for credit card payment. Digital economy: Identify the methods of payments on the net – Electronic Cash, cheques and credit cards on the Internet.

Security in E Commerce

Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server. Issues in E Commerce Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information Rights: Information collected at E-Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance.

PRINCIPAL

Acharya Vishnu Gupta

Subharti Institute of Management & Commerce
S.V.S.U., MEERUT

Registrar
Swami Vivekanand
Subharti University
MEERUT



Acharya Vishnu Gupt

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Website: management.subharti.org, e-mail: management@subharti.org, Ph: 0121-3058039, Extn-2641, Telefax: 0121-3058030, 24x7

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20 May, 2019

Report on Value Added Course

Session: 2018-19
Program: M. Com
Date: 13-17 May, 2019
Course Name: E Commerce
Course Code: MC- VA- 01
No. of Students Enrolled in the Course in the year: 1

Resource Person: Dr. Gaurab Kumar Sharma

Objective of Value Added Course:

The objective of conducting the VAC was to enhance the knowledge of the students and make them aware about competitive edge to their job prospects.

Outcome of Value Added Course:

Value added courses are the fine way to fill the gaps in the knowledge of students and add competitive edge to their job prospects. As systems, programs and practices change, making it critical for job-seekers to have a range of competencies, Value Added Courses helped the students to be a winner. The purpose of the Value Added Courses is to make you industry-ready and that was fulfilled very effectively. Starting off with a Value Added Course helped the students to have a foundation on which to build their career.



Faculty Signature

PRINCIPAL
Subharti Institute of Management & Commerce
S.V.S.U. MEERUT

Registrar
Swami Vivekanand
Subharti University
MEERUT

Dr. Gaurab



Swami Vivekanand Subharti University



Certificate

Session 2018-19

Ms./Mr. Swati Malik has Successfully Completed
the 30 hour Value Added Course

on

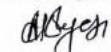
E- Commerce

Organized by

Faculty of Management and Commerce

This certificate is hence awarded on successful completion of the Value Added Course.


Course Coordinator
Dr. Gaurab Sharma


Head of Institution
Prof. (Dr.) A. K. Tripathi



Swami Vivekanand Subharti University



Certificate

Session 2018-19

Ms./Mr. Manisha Parmar has Successfully Completed
the 30 hour Value Added Course

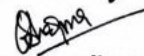
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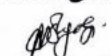
E- Commerce

Organized by

Faculty of Management and Commerce

This certificate is hence awarded on successful completion of the Value Added Course.


Course Coordinator
Dr. Gaurab Sharma


Head of Institution
Prof. (Dr.) A. K. Tripathi

Registrar
Swami Vivekanand
Subharti University
MEERUT