

NSHM Knowledge Campus, Kolkata Group of Institutions

IQAC/NKCGOI/2022/01

To
The Director
NSHM Knowledge Campus, Kolkata
Date:15.04.2022

Subject: Requirement of Value added courses for ongoing batch Students.

Respected Sir,

While reviewing the syllabus, provided by our affiliating university, it has come to our notice, that some value-added courses may be added to make the students placement ready. After a thorough deliberation in the IQAC meeting held on 12.4.22, we have finalized the following courses for the academic session 2022-23.

S. No	Courses	Specialization	Couse Hours
1	Time series analytics and portfolio analytics	Business Management	30
2	Entrepreneurship: Reorienting Family business	Business Management	30
3	Role of culture in organization	Business Management	30
4	Social health and nutrition	Pharmacy	30
5	Basic Pharmacovigilance & Drug Safety Training Program	Pharmacy	30
6	Basic course in biomedical research	Pharmacy	30
7	Bioinorganic Chemistry	Pharmacy	30
8	Graphotherapy	Business Management & Pharmacy	30

We will be highly obliged if you look into the matter and ask our designated Board of studies(BOS) to formulate the courses above.

Thanking You
Yours faithfully



Coordinator, IQAC

(Established by Hari Charan Garg Charitable Trust)



Ref. No. NSHM/277/VAC/2022/015


To,
The Chairman
Board of Studies
NSHM Knowledge Campus, Kolkata
Date: 10-06-2022

**Subject: Requirement to develop the syllabus for the Value added Courses
for academic session 2022-23**

Dear Sir,

As per the recommendation of IQAC through letter bearing letter no: IQAC/22-23/05, dated 30-05-2022, I am requesting the BOS members to formulate the syllabus of value added courses and revert to me within the next 15 days.

Thanking You


10/06/22

Director,
NSHM Knowledge Campus
Kolkata

NSHM Knowledge Campus, Kolkata - Group of Institutions
A division of H C G Charitable Trust



REFERENCE NO: NKC-GOI/2022/01

To
The Director,
NSHM Knowledge Campus, Kolkata

Date: 28.06.2022

Subject: Syllabus of the Value Added Courses for the Academic Year 2022-23

Respected Sir,

As per the request to formulate the syllabus of value added courses for academic year 2022-23, we are pleased to inform you, that the syllabus has been compiled and vetted by the BOS members, please find attached the syllabus with duration and structure.

Thanking You

Yours faithfully

Chairman

Board of Studies,
NSHM Knowledge Campus, Kolkata

NSHM Knowledge Campus, Kolkata - Group of Institutions

A Division of HCG Charitable Trust

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Value-Added Course 1 – Finance

Course Name	:	Business Analysis and Valuation
Contact Hours	:	30
Pedagogy	:	1. Classroom Sessions 2. Hands-on Sessions (MS-Excel Platform)

Course Objectives

The aim of this course is to help students become sophisticated users of financial information from a fundamental analysis perspective. Students are expected to develop security analysis and valuation skills to support the interpretation, evaluation, and use of financial information from the viewpoint of major users of financial statements (i.e. equity investors, corporate lenders, etc.). Ultimately, students will be able to analyse a wide variety of financial reporting issues and discuss their valuation implications.

Course Contents

Contents		Hours
Business Environment Analysis	Company: SWOT Analysis, TOWS Matrix, Ansoff Matrix, GE 9-Cell Matrix, Porter's 5 Factor Model, BCG Matrix	2 Hrs
	Industry	1 Hr
	Domestic	1 Hr
	Global	1 Hr
Strategy Analysis	Profit Pool Analysis	1 Hr
Financial Analysis	Ratio Analysis	2 Hrs
	Cash Flow Analysis	2 Hrs
	Free Cash Flow Analysis	2 Hr
	EVA Analysis	1 Hr
	MVA Analysis	1 Hr
	EV Analysis	1 Hr
Business Valuation	Drivers of Value: Growth & ROIC	1 Hr
	Book Value Approach	1 Hr
	Stock & Debt Approach	1 Hr
	DCF Approach	3 Hrs
	Relative Valuation Approach	2 Hrs.
	Option Valuation Approach	1 Hr
	Multi-Business Companies	1 Hr
	Intangible Assets	1 Hr
Total		30 Hrs

Expected Course Outcomes:

1. Understand how business strategy and financial performance affect valuation of companies
2. Conduct fundamental analysis using real-world financial data
3. Use accounting information to assess past and current firm financial performance
4. Apply different approaches for valuation of companies
5. Understand the critical valuation challenges of IPOs and M&A deals

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VALUE ADDED PROGRAM(MBA)

PAPER NAME: Entrepreneurship: Reorienting the family business

MODULE	CONTENT	DETAILS	CLASSES
Module 1	Nature and Importance of Entrepreneurship	<ul style="list-style-type: none"> • Nature and Development of Entrepreneurship (Early period, Middle period, Industrial period) • Definition of Entrepreneur Today • Entrepreneurial Decision Process • Role of Entrepreneurship in Economic Development • Entrepreneurial Careers and Education • The Future of Entrepreneurship 	6
Module 2	The Entrepreneurial and Entrepreneurial Mind	<ul style="list-style-type: none"> • The Entrepreneurial Process • Identify and Evaluate the Opportunity • Develop a Business Plan • Determine the Resources Required • Manage the Enterprise, Managerial versus Entrepreneurial Decision Making • Causes for Interest in Intrapreneurship • Corporate versus entrepreneurial Culture • Climate for Intrapreneurship • Leadership Characteristics 	6
Module 3	Starting The Business - Business Idea & Innovation	<ul style="list-style-type: none"> • Business idea, • Product Planning and Development Process, • Establishing Evaluation Criteria, Idea Stage, Concept Stage Product Stage, Test Marketing Stage • Creativity, Innovation and entrepreneurship, • Barriers to creativity, techniques for improving the creative process • Intrapreneurial leadership characteristics, Establishing intrapreneurship in the organization 	6
Module 4	Legal Issues for The Entrepreneur	<ul style="list-style-type: none"> • Various forms of organization, • Legal Issues in Setting up the Organization, • The various statutory registrations and clearances required. 	6
Module 5	Project Preparation, Appraisal and Financing	<ul style="list-style-type: none"> • Various types of business plans: <ul style="list-style-type: none"> • Format of business plan, • Writing of business plan, Using and Implementing the Business Plan, • Measuring Plan Progress, Updating the Plan, • Why Some Business Plans Fail, • Different sections of the business plan - The marketing plan, The organization plan, 	6
Total			30

VALUE ADDED COURSE: HR

Course Name	:	Role of Culture in Organizations
Contact Hours	:	30
Pedagogy	:	Classroom sessions

Course Objectives:

The aim of this course is to make students understand how important cultural awareness is in an organization; the course also looks at how communication, negotiation training etc are affected by culture.

Sl. No.	Course Content	Hours	Date
1	Concept of organizational culture	6	
2	Role of culture in the global business scenario	6	
3	Process of Negotiation	6	
4	Staffing, training, expatriate handling in the global context	4	
5	Corporate Culture	4	
6	Case Study	4	
	Total	30	

Social health and nutrition

Course Objectives:

1. To appreciate the importance of balanced diet.
2. To understand the food and nutritional requirements of adults.
3. To understand the role of nutrition in weight management, diabetes and cardiovascular disease.
4. Knowledge about nutrients in food and their functions.
5. Understand the consequences of deficiency of taking nutrients.
6. Comprehensive knowledge on the role of nutrients in different stages of human life.
7. Knowledge about the different methods of nutritional assessment.

Course Outcomes:

1. Utilize knowledge from the physical and biological sciences to understand food and nutrients' role in health.
2. Students will be able to understand the information to food science and nutrition.
3. Apply food science knowledge to describe functions of ingredients in food.
4. Gain knowledge about food pyramid, vegetarian diet, menu planning and nutritional needs during infancy to adolescents.

Module I: Introduction to food, health and nutrition:

8 hrs

Explanation of terms- Definition, concept and meaning of health and factors affecting health. Nutrient requirement, Dietary standards, Balanced diet, Food Groups, Functions of food, Food Guides-Food pyramid and Myplate, Food in relation to health. Food a prerequisite to health,

Module II: Nutritional Needs:

7 hrs

Nutrition during infancy, childhood, adolescence and adult, Nutrition during pregnancy & lactation, Nutrition in later maturity period, Nutritional requirements and RDA, Nutrition and infection, Nutrition and immunity, nutrition & stress.

Module III: Food Composition and its Classification

Food as a source of nutrients: classification of nutrients; functions, recommended dietary allowances, BMR, SDA. Vitamins: (A, B complex, C, D, E & K) & all major and minor mineral elements with their role in body, importance of Roughages in the diet, Water & electrolytes balance. Food composition and nutritive values of different foods, Functions of foods, Balanced Diet. Social health and nutrition

Module IV: Community Nutrition Macronutrients and micronutrients

8 hrs

Carbohydrates, protein, fats, vitamins (A, D, E, K, C and B complex) and minerals (Calcium, phosphorous, sodium, Iron, zinc, Iodine and fluorine) Methods of Assessment: Direct and Indirect methods of Nutritional assessment of human groups, Techniques for assessment of age and use of reference standards for the assessment of nutritional status. Government Nutrition Programmes- ICDS and Mid-Day Meal Programme (MDMP).

REFERENCE BOOKS:

- Swaminathan M (2007): Essentials of Food and Nutrition (Vol. I & II), 2nd Ed. Bappco.
- Meyer LH (2004): Food Chemistry, CBS Publishers & Distributors.
- Mann J and Truswell S (2017): Essentials of Human Nutrition, 5th Ed. Oxford University Press.
- Pandya R (2010): Community Health Education, Rawat Publications.
- Bamji, M.S., Rao, N.P & Reddy, V. (1996). Textbook of Human Nutrition. Oxford & IBH Publishing

Co. (P). Ltd. Delhi.

- Gopalan, G. RamaShastri B.V & Balasuvramnian, S.C. (2000). Nutritive Value of Indian Foods. National Institute of Nutrition, Indian Council of Medical Research, Hyderabad 500-007, India.
- Sri Lakshmi, B. (2000). Nutrition Science. New Age International (P) Ltd. Pub. New Delhi
- Swaminathan, M. (2009). Textbook of Food and Nutrition. Bappco Publishers, Bangalore.

Basic Pharmacovigilance & drug safety training program

Objectives of the course:

After completion of this course, participants will be able to:

1. Discuss regarding different types of ADR's & the need for Pharmacovigilance system.
2. Detect, assess & describe the measures to prevent or treatment of ADR.
3. Discuss regarding communication under PvPI & describe about extended scope of Pharmacovigilance.

Course content or syllabus:

1. History of Pharmacovigilance & introduction of key terminologies. **4 hrs**
2. Adverse drug reactions, types & methods used for diagnosis of an ADR. **4hrs**
3. Suspected ADR reporting form- How to fill. **4hrs**
4. Causality & severity assessment. **3hrs**
5. Med DRA & ATC classification-overview. **4hrs**
6. Vigiflow-Demonstration & hands on activity in a group. **3hrs**
7. Medication errors & its hazards, their prevention. **4hrs**
8. Safety issues of drugs used in the traditional system of medicine & materiovigilance program of India. **4hrs**
 - a. Quality control & good pharmacovigilance practices.
 - b. Pharmacovigilance systems in other countries

BASIC COURSE IN BIOMEDICAL RESEARCH

Course content

- 1. Conceptualizing a research study** **4 hours**
Introduction to health research, Formulating research question, hypothesis and objectives, Literature review
- 2. Epidemiological considerations in designing a research study** **6 hours**
Measures of disease frequency, Descriptive study designs, Analytical study designs, Experimental study designs, Validity of epidemiological studies, Qualitative research methods: An overview
- 3. Bio-statistical considerations in designing a research study** **4 hours**
Measurement of study variables, Sampling methods, Calculating sample size and power
- 4. Planning a research study** **6 hours**
Selection of study population, Study plan and project management, Designing data collection tools, Principles of data collection, Data management, Overview of data analysis
- 5. Ethical issues in conducting a research study** **4 hours**
Ethical framework for health research, Conducting clinical trials
- 6. Writing a research protocol** **6 hours**
Preparing a concept paper for research projects, Elements of a protocol for research studies, Publication ethics, Manuscript Writing (non-graded), Grant Proposal Writing (non-graded)

Books and references

- World Health Organization. Health research methodology: a guide for training in research methods. Manila: WHO Regional Office for the Western Pacific; 2001: p. 1-10. <https://apps.who.int/iris/handle/10665/206929>
- Bonita R, Beaglehole R, Kjellstrom T. Basic epidemiology. 2nd ed. Geneva: World Health Organization; 2006: p. 15-23. http://apps.who.int/iris/bitstream/10665/43541/1/9241547073_eng.pdf
- Coggon D, Rose G, Barker DJP. Epidemiology for the uninitiated. 4th ed. London: BMJ publishing Group; 1997. <https://www.bmj.com/about-bmj/resources-readers/publications/epidemiology-uninitiated>
- Campbell MJ, Swinscow TDV. Statistics at square one. 9th ed. BMJ Publishing Group; 1997. <https://www.bmj.com/about-bmj/resources-readers/publications/statistics-square-one>
- Hudelson PM. Qualitative research for health programmes. Geneva: World Health Organisation; 2004. https://apps.who.int/iris/bitstream/handle/10665/62315/WHO_MNH_PSF_94.3.pdf?sequence=1

BIOINORGANIC CHEMISTRY

Course content

Unit-I	8 hours
Bioinorganic chemistry: general introduction and prospects, Metals in biology: Nature's selection	
Unit-II	8 hours
Design principles used in chemical biology: some noteworthy examples	
Unit-III	7 hours
Life with oxygen	
Unit-IV	7 hours
Metals in medicine	

Books and references

1. Bioinorganic Chemistry by Bertini, Gray, Lippard and Valentine •
2. Principles of Bioinorganic Chemistry by Lippard and Berg •
3. Bioinorganic Chemistry: Inorganic Elements in the Chemistry of Life by Kaim and Schwederski •
4. Biological Inorganic Chemistry by R. R. Crichton

Course: Grapho Therapy

Course Code: CLC-E-05

Duration: 30 hrs.

Faculty: Prof. Naveen Toshniwal

Objectives: The prime objectives of this course are:

- To help students develop complete knowledge of graphology & handwriting analysis for Roman script
- To help students recognise a number of traits in people like, creativity, attention span, tendency to cheat, forgiveness level, sympathy, self-esteem, goals and many more.
- To help learners understand people - family, friends, spouse, partner, employee, boss and others by analysing their handwriting.
- To impart the learners with the therapeutic measures that can be adopted to treat various personality disorders like clinical depression and improve on their various personality traits and skills

Learning Outcomes: At the end of the course, learners will be able to:

After the completion of the course learners will have a complete knowledge of graphology & handwriting analysis along with the knowledge of therapeutic measures that can be adopted to improve on certain personality disorders like clinical depression and alongside tap the hidden potentials and skills & abilities in various fields.

Unit I: Introduction to Graphology & Graphoanalysis: (02 hrs)

History and evolution of the discipline, application fields, psychology and writing, etc.

Unit II: Understanding Strokes & Patterns of letters: (06 hrs)

Unit III: Analysis of Sample Writing Patterns: (08 hrs)

Unit IV: Introduction to Grapho Therapy (04 hrs)

What is grapho therapy? Case studies

Unit V: Grapho analysis and therapy practice (10 hrs)

Intensive practice in grapho therapy through analysis of model write ups.



Date: July 3, 2022

CIRCULAR

It is hereby informed to all the students of MBA in the current academic session 2022-23 that the following value added courses (each of 30 hrs. duration) have been planned to be delivered by experienced faculty members. Any student can opt for one or all of the courses during upcoming and subsequent semesters of academic year 2022-23. Each student will be awarded a certificate on successful completion of the course.

Value added courses for 2022-23:

1. Time Series Analysis & Portfolio Analytics
2. Entrepreneurship: Reorienting Family Business
3. Role of Culture in Organization

Thanking you.

Regards

Director
NSHM Business School
NSHM Knowledge Campus, Kolkata

NSHM Knowledge Campus, Kolkata - Group of Institutions

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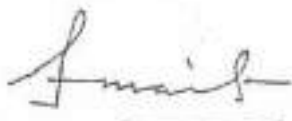
Date: July 3, 2022

CIRCULAR

It is hereby informed to all the students of B. Pharm in the current academic session 2022-23 that the following value-added courses (each of 30 hrs duration) have been planned to be delivered by experienced faculty members. Any student can opt for one or all of the courses during upcoming and subsequent semesters of academic year 2022-23. Each student will be awarded a certificate on successful completion of the course.

Value-added courses for 2022-23

1. Social health and nutrition
2. Basic Pharmacovigilance & Drug Safety Training Program
3. Basic course in biomedical research
4. Bioinorganic Chemistry
5. Graphotherapy



Dr. S. Maity

Director
Department of Pharmacy,
NSHM Knowledge campus – Gr. of Institutions

NSHM Knowledge Campus, Kolkata Group of Institutions

IQAC/NKCGOI/2021/01

To
The Director
NSHM Knowledge Campus, Kolkata

Date: 12.05.2021

Subject: Requirement of Value added courses for ongoing batch Students.

Respected Sir,

While reviewing the syllabus, provided by our affiliating university, it has come to our notice, that some value-added courses may be added to make the students, placement ready.

After a thorough deliberation in the IQAC meeting held on 3.5.2021, we have finalized the following courses for the academic session 2021-22.

S. No	Courses	Specialization	Couse hours
1	Public Speaking	Business Management & Pharmacy	30
2	Impact communication	Business Management & Pharmacy	30

We will be highly obliged if you look into the matter and ask our designated Board of Studies (BOS) to formulate the above-said courses.

Thanking You
Yours faithfully



Coordinator, IQAC

(Established by Hari Charan Garg Charitable Trust)



Ref. No. NSHM/277/VAC/2021/010

To,
The Chairman
Board of Studies
NSHM Knowledge Campus, Kolkata
Date: 07-06-2021

**Subject: Requirement to develop the syllabus for the Value added Courses
for academic session 2021-22**

Dear Sir,

As per the recommendation of IQAC through letter bearing letter no: IQAC/21-22/04, dated 25-05-2021, I am requesting the BOS members to formulate the syllabus of value added courses and revert to me within the next 15 days.

Thanking You


07/06/21

Director,
NSHM Knowledge Campus
Kolkata

NSHM Knowledge Campus, Kolkata - Group of Institutions
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REFERENCE NO: NKC-GOI/2021/01

To
The Director,
NSHM Knowledge Campus
Kolkata

Date: 30.6.21


Subject: Syllabus of the Value added courses for the academic year 2021-22

Respected Sir,

As per the request to formulate the syllabus of value added courses for academic year 2021-22, we are pleased to inform you, that the syllabus has been compiled and vetted by the BOS members, please find attached the syllabus with duration and structure.

Thanking You

Yours faithfully


Chairman
Board of Studies,
NSHM Knowledge Campus
Kolkata

Enclosed a/a

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Course: Public Speaking

Code: CLC-E-06

Hours: 30

Faculty: Dr. Soujanya Pudi

Serial no	Topic	Topic description	Hours
1	Ice- Breaker	Getting to know the students (Name, background, their school life, likes and dislikes, life during pandemic)	2
2	Gush about something you don't love	Choose something you're indifferent about, say, a kitchen utensil, and practice speaking about it enthusiastically. Use your voice, emphasis, and body language to make it seem like the most exciting thing in the universe.	2
3	30 seconds filler free	Filler words like "uh" "um" and "y'know" not only make your talk more difficult to listen to, but they also make you seem less prepared and authoritative. For this exercise, record yourself giving a talk on any topic for 30 seconds, taking care to omit all filler words. Whenever you use a filler word, start over and try again. Do this exercise ten times, filler-free.	2
4	Pictionary (Tell a photo story)	Storytelling is critical to engaging your audience and helping them retain the information you're sharing. To practice developing narratives, find an interesting photo online and record yourself presenting a story about it. Discuss what you think the backstory is, who the people are, their dreams, their motivations, and anything else that'll tell a compelling story about them.	2
5	Dragon' Den	Explain to your class that they are trying to set up a new business. They need money for this so they will be approaching a group of venture capitalists or "Dragons" and pitching their idea to them. Hopefully the Dragons will like the idea enough to invest in the business. If you can, the activity should be run with one or more small groups of two or three students each. Tell the class that the Dragons will only invest in one business so they are competing against each other for the money!	2
6	Communication Boot Camp	Intensive one-to-one practice in interpersonal and groupcommunication	2
7	Effective Business Writing	Different types of business letters: enquiry letters, complaint letters, etc. memo, emails, CV and job applications	2

8	Persuasive and Credible Communication	Assertive communication, negotiation, persuasive communication patterns	2
9	Non-Verbal Communication	Different types of non-verbal communication with special focus on kinesics	2
10	Communication & Interpersonal Communication at work	Inter-personal personal communication; professional communication; effective professional communication	2
11	Grammar & Style	Basic syntax, common grammatical errors, improving communication style with focus on grammar	2
12	Oral Communication	Practising effective inter-personal communication	2
13	Importance of sentences, paragraphs, essay structure	Different types of sentences, different types of paragraphs an essays	2
14	Build a growth set	Career and professional skills; setting and growth track in career; domain specific skill set	2
15	Aspiration Management – Goal Setting	SMART goals; SWOT analysis;	2

COURSE NAME: IMPACT COMMUNICATION

COURSE CODE: SE02

DURATION: 30 Hrs.

Faculty: Dr. Soujanya Pudi & Prof. Anasuya Guha

Course Objective: To train and groom the students to face the upcoming challenges and impediments in their professional lives through IMPACT COMMUNICATION. In these 40 hours our main objective is to inculcate the confidence and the willpower within our students that "Yes even I can do it!"

Learning Outcome: At the end of the course the learners will be able to –

- introduce themselves in the professional and social front with confidence and will be able to continue and carry forward a discussion in English with ease and make their presence felt!
- will be able to accomplish the task of impactful business writing.
- will learn how to dress and groom themselves for formal occasions to make a lasting Impact among their peers and seniors likewise.

Unit	Content / Topic	Hours
1	Introduction Unit 1: Ice Breaker, getting to know the students well, explaining the overview of the course structure.	2
2	Unit 2: Power Dressing and Video Resumés: Discussing the importance of power dressing, tips and tricks to make a strong impact through power dressing.	4
3	Unit 3 IMPACT Communication I: Introduction to IMPACT Speaking.	2



Date: July 10, 2021

CIRCULAR

It is hereby informed to all the students of MBA in the current academic session 2021-22 that the following value added courses (each of 30 hrs. duration) have been planned to be delivered by experienced faculty members. Any student can opt for one or all of the courses during upcoming and subsequent semesters of academic year 2021-22. Each student will be awarded a certificate on successful completion of the course.

Value added courses for 2021-22:

1. Public Speaking
2. Impact Communication

Thanking you.

Regards

Director
NSHM Business School
NSHM Knowledge Campus, Kolkata

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Date: July 10, 2021

CIRCULAR

It is hereby informed to all the students of B. Pharm in the current academic session 2021-22 that the following value added courses (each of 30 hrs duration) have been planned to be delivered by experienced faculty members. Any student can opt for one or all of the courses during upcoming and subsequent semesters of academic year 2021-22. Each student will be awarded a certificate on successful completion of the course.

Value-added courses for 2021-22

1. Public Speaking
2. Impact communication



Dr. S. Maity

Director
Department of Pharmacy,
NSHM Knowledge campus – Gr. of Institutions

IQAC/NKCGOI/2020/01

To
The Director
NSHM Knowledge Campus, Kolkata
Date: 17.09.2020

Subject: Requirement of Value added courses for ongoing batch Students.

Respected Sir,

While reviewing the syllabus, provided by our affiliating university, it has come to our notice, that some value-added courses may be added to make the students placement ready. After a thorough deliberation in IQAC meeting held on 14.9.20, we have finalized the following courses for the academic session 2020-21.

S. No	Courses	Specialization	Couse hours
1	English language proficiency	Business Management & Pharmacy	30
2	Spanish language	Business Management & Pharmacy	30
3	Communication through theatre	Business Management & Pharmacy	30

We will be highly obliged if you look into the matter and ask our designated Board of Studies (BOS) to formulate the above-said courses.

Thanking You
Yours faithfully



Coordinator, IQAC



Ref. No. NSHM/277/VAC/2020/012

To,
The Chairman
Board of Studies
NSHM Knowledge Campus, Kolkata
Date: 20-05-2020

**Subject: Requirement to develop the syllabus for the Value added Courses
for academic session 2020-21**

Dear Sir,

As per the recommendation of IQAC through letter bearing letter no: IQAC/20-21/03, dated 04-05-2020, I am requesting the BOS members to formulate the syllabus of value added courses and revert to me within the next 15 days.

Thanking You

Armita
20/05/20

Director,
NSHM Knowledge Campus
Kolkata

NSHM Knowledge Campus, Kolkata - Group of Institutions
A division of H C G Charitable Trust



REFERENCE NO: NKC-GOI/2020/01

To
The Director,
NSHM Knowledge Campus
Kolkata

Date: 17.6.20

Subject: Syllabus of the Value added courses for the academic year 2020-21

Respected Sir,

As per the request to formulate the syllabus of value added courses for academic year 2020-21, we are pleased to inform you, that the syllabus has been compiled and vetted by the BOS members, please find attached the syllabus with duration and structure.

Thanking You

Yours faithfully

Chairman

Board of Studies,
NSHM Knowledge Campus
Kolkata

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Course: English Language Proficiency

Code: ELP 101

Hours: 30

Faculty: Prof. Anasuya Guha

Classes	Topic	Topic Description	Learning outcome	Hours
1	Ice Breaker	Brief introduction (Name, background, their school life, likes and dislikes, life during pandemic)	Getting to know the students	2
2	Touched my heart	Students can talk about their favorite movies, songs, web series, books	Enhancing their speaking skills	4
3	Translate a song	i) In the first round the students listen to two vernacular songs and translate them into English ii) In the second round, the students are encouraged to listen to English songs and translate them into their chosen vernaculars.	Enhancing their listening, writing and comprehension skills	4
4	Functional grammar and vocabulary	i) Brush up your grammar through sentence constructions (Prepositions, articles, voices, gerunds, tenses) ii) Crossword puzzles	Strengthening the basic grammar and vocabulary of the students	10
5	What's on the News?	i) The students can read from the current newspapers online. ii) They can take up any topic from the article and put forth their opinion on the chosen topic.	i) Strengthening the reading, pronunciation and learning about intonation and voice modulation. ii) Strengthening the speaking skills of the	4

			students.	
6	Guess the word	The students will be asked to describe a word of their choice without once uttering the actual word. The rest of the class will try to guess the word.	Enhancing the speaking, vocabulary and comprehension skills.	2
7	Back from the dead	The students can write 20 questions they would have liked to ask any historical figure from their school history books.	Enhancing the writing skills and their power of imagination.	2
8	My Fictional friend	The students can invent an imaginary friend of their choice and can attribute various personalities to them.	Enhancing the writing/speaking skills	2

Course: SPANISH**Course Code:** CLC-E-02**Duration:** 30 Hrs.**Faculty:** Prof. Subhendu Sarkar**Course Objective:** The course objectives include the following:

- To develop basic communication skills in Spanish
- To enable the learners to follow and get the meaning of conversations in Spanish
- To develop the basic competency wherein the learners can speak about general everyday topics/issues vi. greetings, shopping, family, introducing self, occupation, etc.
- To enable the learners express basic feelings in Spanish e.g. example, offering help, agreeing and disagreeing, asking questions, congratulating, expressing gratitude, etc.

Learning Outcome: At the end of the course the learners will be able to –

- Define, identify & describe the basic grammatical notions in Spanish
- Memorise and recall basic vocabulary items in Spanish
- Demonstrate basic proficiency in reading Spanish
- Demonstrate basic proficiency in spoken Spanish
- Integrate & apply the various acquired notions in French grammar & vocabulary while communicating in Spanish
- Comprehend & interpret the meaning and message conveyed listening to basic Spanish communication

Module	Content / Topic description	Hours
1	Introduction Alphabet, Articles, Singular-Plural, Personal pronouns, Gender norms, Common Objects	2
2	Days & Months, Time	2
3	Nouns (commonly required), Verbs & Tense, Conjugation norms	3
4	Adjectives, Colours, Possessive Adjectives, Demonstrative adjectives	3
5	Prepositions, Relations, Nationality, Interrogative forms, Negative forms, Numbers	3
6	Self-introduction & Common expressions in French	5
7	Reading exercise	4
8	Conversation Practice & Listening Comprehension	8

Course: Effective Communication Through Theatre

Course Code: SE-03

Duration: 30 Hrs.

Faculty: Prof. Saibal Chatterjee



Course Objective: To develop effective oral communication skills & own confidence through learning and intensive practice in various aspects of theatre movements and actions, handling monologues, synchronising speech and action, voice projection, exploring paralinguistic variations like pitch, tone, intonation, etc.

learners and instil
creativity, use of body

Learning Outcome: At the end of the course the learners will be able to –

- Define, identify & describe the basic concepts related to theatre
- Recognise and state the impact of the various aspects of theatre on communication & personality
- Demonstrate the learnt concepts in groups as a minor project on live theatre
- Integrate & apply the various acquired notions on theatre in everyday communication thereby reflecting improved communication skills

Module	Content / Topic description	Hours
1	Introduction Basic Aspects of Theatre: Theatre & Communication	4
2	Basic Aspects of Theatre & Theatre & Communication	2
3	Body Language & Action: Stylised acting with reference to various types of characters, Situations, mood & emotions; solo-acting; gesture, posture, Movement of limbs; pretensions, eye contact and actor, reaction & co-ordination with co-artists (co-communicators)	10
4	Speech Work: Diction, Intonation, Emphasis, Pauses, Pitch and Volume, Tempo, Dialogue delivery, Rhythm, Voice projection, Voice modulation, Reading in different types, Narrations, News reading, Story telling, Anchoring & Announcements	8
5	Theatre & Communication Workshop Summary Voice & Acting exercises, Speech drills, Role-plays in real life communicative situations (formal & informal)	6



Date: June 30, 2020

CIRCULAR

It is hereby informed to all the students of MBA in the current academic session 2020-21 that the following value added courses (each of 30 hrs. duration) have been planned to be delivered by experienced faculty members. Any student can opt for one or all of the courses during upcoming and subsequent semesters of academic year 2020-21. Each student will be awarded a certificate on successful completion of the course.

Value added courses for 2020-21:

1. English Language Proficiency
2. Spanish Language
3. Communication through theatre

Thanking you.

Regards

Director
NSHM Business School
NSHM Knowledge Campus, Kolkata

NSHM Knowledge Campus, Kolkata - Group of Institutions

A Division of HCG Charitable Trust

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contactus@nshmc.com | www.nshmc.com

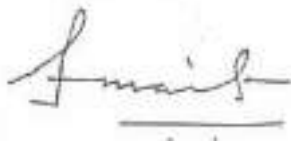
Date: June 30, 2020

CIRCULAR

It is hereby informed to all the students of B. Pharm in the current academic session 2020-21 that the following value added courses (each of 30 hrs duration) have been planned to be delivered by experienced faculty members. Any student can opt for one or all of the courses during upcoming and subsequent semesters of academic year 2020-21. Each student will be awarded a certificate on successful completion of the course.

Value added courses for 2020-21

1. English language proficiency
2. Spanish language
3. Communication through theatre



Dr. S. Maity

Director
Department of Pharmacy,
NSHM Knowledge campus – Gr. of Institutions



IQAC/NKCGOI/2019/01

To
The Director
NSHM Knowledge Campus, Kolkata

Date: 19.06.2019

Subject: Requirement of Value added courses for ongoing batch Students.

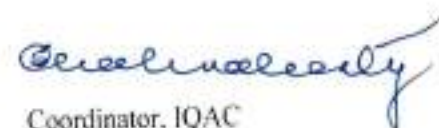
Respected Sir,

While reviewing the syllabus, provided by our affiliating university, it has come to our notice, that some value-added courses may be added to make the students placement ready. After a thorough deliberation in IQAC meeting held on 22.05.2019, we have finalized the following courses for the academic session 2019-20.

S. No	Courses	Specialization	Couse hours
1	Bioinformatics: algorithms and applications	Pharmacy	30
2	Animal Biotechnology	Pharmacy	30
3	Business analysis & valuation	Business Management	30
4	Business model innovation	Business Management	30
5	Personality development & soft skills	Pharmacy & management	30

We will be highly obliged if you look into the matter and ask our designated Board of Studies (BOS) to formulate the courses above.

Thanking You
Yours faithfully


Coordinator, IQAC

NSHM Knowledge Campus, Kolkata - Group of Institutions

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Ref. No. NSHM/277/VAC/2019/008

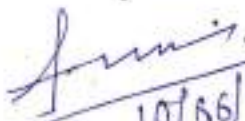
To,
The Chairman
Board of Studies
NSHM Knowledge Campus, Kolkata
Date: 10-06-2019

**Subject: Requirement to develop the syllabus for the Value added Courses
for academic session 2019-20**

Dear Sir,

As per the recommendation of IQAC through letter bearing letter no: IQAC/19-20/02, dated 10-05-2019, I am requesting the BOS members to formulate the syllabus of value added courses and revert to me within the next 15 days.

Thanking You


10/06/19

Director

NSHM Knowledge Campus

Kolkata

NSHM Knowledge Campus, Kolkata - Group of Institutions
A division of H C G Charitable Trust

REFERENCE NO: NKC-GOI/2019/01

To
The Director,
NSHM Knowledge Campus
Kolkata
Date: 27.06.2019


Subject: Syllabus of the Value added courses for the academic year 2019-20

Respected Sir,

As per the request to formulate the syllabus of value added courses for academic year 2019-20, we are pleased to inform you, that the syllabus has been compiled and vetted by the BOS members, please find attached the syllabus with duration and structure.

Thanking You

Yours faithfully



Chairman
Board of Studies,
NSHM Knowledge Campus
Kolkata

Enclosed a/a

NSHM Knowledge Campus, Kolkata - Group of Institutions

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I. BIOINFORMATICS: ALGORITHMS AND APPLICATIONS

Course content

Unit-I	2 hours
Introduction, DNA sequence analysis, DNA Databases	
Unit-II	3 hours
Protein structure and function, protein sequence databases, sequence alignment	
Unit-III	2 hours
PAM matrix, Global and local alignment, BLAST: features and scores	
Unit-IV	2 hours
Multiple sequence alignment, Conservation score, phylogenetic trees	
Unit-V	2 hours
Protein sequence analysis, hydrophobicity profiles, non-redundant datasets	
Unit-VI	3 hours
Protein secondary structures, Ramachandran plot, propensity, secondary structure prediction	
Unit-VII	4 hours
Protein tertiary structure, Protein Data Bank, visualization tools, structural classification, contact maps	
Unit-VIII	2 hours
Protein structural analysis, protein structure prediction	
Unit-IX	4 hours
Protein stability, energetic contributions, database, stabilizing residues, stability upon mutations	
Unit-X	2 hours
Protein folding rates, proteins interactions, binding site residues	
Unit-XI	2 hours
Computer aided drug design, docking, screening, QSAR	
Unit-XII	3 hours
Development of algorithms, awk programming, machine learning techniques, applications using WEKA	

Books and references

- M. Michael Gromiha, Protein Bioinformatics: From Sequence to Function, Academic Press, 2010
- D.E. Krane and M.L. Raymer, Fundamental concepts of bioinformatics, Pearson Education Inc. 2006

II. ANIMAL BIOTECHNOLOGY

Course content

- Unit-I** **4 hours**
Introduction to Animal Biotechnology- Concept and Scope of Biotechnology, Cloning vectors-I - Cosmids, Phagemids, Lambda Bacteriophage, M13, BAC, YAC, MAC, Cloning vectors-II- Expression vectors
- Unit-II** **2 hours**
Restriction enzymes I, Restriction enzymes types and detailed study of Type II, Gene cloning
- Unit-III** **2 hours**
Gene transfer techniques, Construction of genomic and cDNA libraries, Screening of DNA Libraries
- Unit-IV** **3 hours**
Blotting techniques I (Southern and Northern), Blotting techniques II- Western blotting, DNA sequencing
- Unit-V** **2 hours**
Polymerase Chain Reaction, DNA Finger Printing, DNA Micro array principle and technique.
- Unit-VI** **3 hours**
Genetically modified organisms-I (Nuclear Transplantation), Genetically modified organisms-II (Retroviral Method), Genetically modified organisms-III (DNA microinjection)
- Unit-VII** **2 hours**
Transgenic Animals, Applications of transgenic animals I- Production of Pharmaceuticals, Applications of transgenic animals: production of donor organs
- Unit-VIII** **3 hours**
Applications of transgenic animals: knock out mice, Production of transgenic plants- Agrobacterium mediated transformation, Applications of transgenic plants: Insect and herbicide resistant plants
- Unit-IX** **2 hours**
Animal cell culture, Expressing cloned genes in mammalian cells, Diagnosis of genetic diseases (Cystic fibrosis, Sickle cell anemia)
- Unit-X** **2 hours**
Recombinant DNA in medicine I- Recombinant insulin & Human growth hormone, Gene Therapy, Animal propagation-- Artificial insemination

Unit-XI

3 hours

Conservation Biology I- In vitro fertilization and embryo transfer in humans, Conservation Biology II- In vitro fertilization and embryo transfer in farm animals, Animal diseases need help of Biotechnology- Foot-and-mouth disease

Unit-XII

2 hours

Genomic DNA isolation from E. Coli-Practical, Plasmid DNA isolation- Practical, Restriction digestion- Practical

Books and references

1. Primrose S.B. and R.M. Twyman. Principles of Gene manipulation and Genomics. 7th Ed.2006 Blackwell Publishing 667p
2. Sandy B. Primrose, Richard Twyman, Bob Old. Principles of Gene Manipulation: An Introduction to Genetic Engineering. 6th Ed.2001 Wiley Blackwell Publishing 667p
3. T. A. Brown: Gene Cloning and DNA Analysis: An Introduction. 8th Ed.2020.Wiley-Blackwellpubling 395p.
4. Monika Jain. Recombinant DNA Techniques: A Textbook.2012. Alpha Science International Ltd; 1st edition,288pp.
5. James D Watson, Michael Gilman, Jan Witkowski and Mark Zoller. Recombinant DNA .2nded. Scientific American Books, New York. 1992. 626pp.
6. Julia Lodge, Peter Lund, Steve Minchin. Gene Cloning
7. 1st Edition. Taylor & Francis 474pp.
8. Richard J. Reece. Analysis of Genes and Genomes, 2004. John Wiley & Sons Inc, 490pp.
9. M.M. Ranga Animal Biotechnology 3rd Ed.2007. Agrobios India, 210pp.
10. A.K. Srivastava. Animal Biotechnology.2018. Oxford & IBH Publishing Co Pvt.Ltd,458pp.
11. B. Singh , S.K. Gautam .Textbook of Animal Biotechnology.2013.Oxford & IBH Publishing Co Pvt.Ltd,620pp.
12. John Masters. Animal Cell Culture:2000. A Practical Approach. OUP Oxford,334pp.
13. T. Satyanarayana, Bhavdish Narain Johri, Anil Prakash. 2012.Microorganisms in Sustainable Agriculture and Biotechnology. Springer publishing, 850 pp.
14. Jogdand, S.N. Gene Biotechnology,2019. Himalaya Publishing House.4thEd.447pp.
15. Joshi, P. Genetic Engineering and Its Applications. 2006.Agrobios India.328pp.

Value-Added Course 1 – Finance

Course Name	:	Business Analysis and Valuation
Contact Hours	:	30
Pedagogy	:	1. Classroom Sessions 2. Hands-on Sessions (MS-Excel Platform)

Course Objectives

The aim of this course is to help students become sophisticated users of financial information from a fundamental analysis perspective. Students are expected to develop security analysis and valuation skills to support the interpretation, evaluation, and use of financial information from the viewpoint of major users of financial statements (i.e. equity investors, corporate lenders, etc.). Ultimately, students will be able to analyse a wide variety of financial reporting issues and discuss their valuation implications.

Course Contents

Contents		Hours
Business Environment Analysis	Company: SWOT Analysis, TOWS Matrix, Ansoff Matrix, GE 9-Cell Matrix, Porter's 5 Factor Model, BCG Matrix	2 Hrs
	Industry	1 Hr
	Domestic	1 Hr
	Global	1 Hr
Strategy Analysis	Profit Pool Analysis	1 Hr
Financial Analysis	Ratio Analysis	2 Hrs
	Cash Flow Analysis	2 Hrs
	Free Cash Flow Analysis	2 Hr
	EVA Analysis	1 Hr
	MVA Analysis	1 Hr
	EV Analysis	1 Hr
Business Valuation	Drivers of Value: Growth & ROIC	1 Hr
	Book Value Approach	1 Hr
	Stock & Debt Approach	1 Hr
	DCF Approach	3 Hrs
	Relative Valuation Approach	2 Hrs.
	Option Valuation Approach	1 Hr
	Multi-Business Companies	1 Hr
	Intangible Assets	1 Hr
Total		30 Hrs

Expected Course Outcomes:

- Understand how business strategy and financial performance affect valuation of companies
- Conduct fundamental analysis using real-world financial data
- Use accounting information to assess past and current firm financial performance
- Apply different approaches for valuation of companies
- Understand the critical valuation challenges of IPOs and M&A deals

Short Course on Business Models Innovation (Proposed: 1 Credit)

Number of Hours: 30 contact hours

Contents

- 1. Introduction to Business Models: The concept of Value Proposition; Case Studies (Duration: 2 hours, including quiz of 15 minutes)**
- 2. Concepts: Customers, Revenue Channels, Key Resources, Key Activities, Cost Structure; Case Studies (Duration: 2 hours, including quiz of 15 minutes)**
- 3. Focus - I: How do Start Up's disrupt markets and take out big players (Duration: 2 hours, including quiz of 15 minutes)**
- 4. Focus - II: Design innovation; Improve the Customer Experience for "offline" businesses; Improve the User and Customer Experience for websites; Improve the User Experience design for Mobile Apps (Duration: 8 hours, including 4 quizzes of 15 minutes each)**
- 5. Niche Marketing: Disrupting Customer Relationships; New ways to acquire your first-time customers; Customer Loyalty in a VUCA world; Focussing on an undeserved marketing niche (Duration: 8 hours, including 4 quizzes of 15 minutes each)**
- 6. New Product Development: Lean Six Sigma (Concept only); Creating awareness of a new product (Duration: 2 hours, including quiz of 15 minutes)**
- 7. Revenue Models: Disrupting Revenue Models; Subscription Models; Freemium and Micro Payments; Affiliates and Franchising (Duration: 2 hours, including quiz of 15 minutes)**
- 8. Usage of AI to your benefit: Use Chat GPT to innovate business models, create business channels, improve customer journey, create product design by using image generation (Duration: 4 hours, including 2 quizzes of 15 minutes each)**

Course: Personality Development & Soft Skills
 Code: CLC 902
 Duration: 30 hours
 Faculty: Prof. Sayantani Sengupta

Course Objective:

A course that will ensure the much-needed makeover of the present students into the future professionals who are going to make a difference.

- Having a good personality is the key to not just getting a good but also to be able to sustain in it.
- A course that will train the students, aspiring professionals, executives, homemakers and even young teens to develop a robust personality.
- Training shall be conducted by experts in their fields.

Module	Topics	Topic / Content description	Hours
1	Soft Skills	Syllabus overview	1
		Hard skills Vs Soft Skills; Components of soft skills;	2
		Self-confidence; Self-esteem; Positive Attitude	2
		Stress management; time management, conflict management;	2
		Negotiation, Leadership	2
		SWOT analysis;	1
		Personality definition; personality traits	1
2	Interview	Interview skills; interview questions; dress code;	2
		Planning and preparation for an interview	2
3	Interview Current affairs	Interview etiquette;	
		Discussion on current affairs;	2
4	Group discussion Group discussion	Features; role of participants Dos and donts	1
5	Short talk	Extempore talk	2
6	Presentation	Features; use of audio aids Step by Step planning and preparation	5
7	Group discussion	GD practice	1
8	Groups and teams	Difference; group objective Team building	1
9	Grooming & Etiquette	Professional dress code; manners & etiquette	2



Date: July 8, 2019

CIRCULAR

It is hereby informed to all the students of MBA in the current academic session 2019-20 that the following value added courses (each of 30 hrs. duration) have been planned to be delivered by experienced faculty members. Any student can opt for one or all of the courses during upcoming and subsequent semesters of academic year 2019-20. Each student will be awarded a certificate on successful completion of the course.

Value added courses for 2019-20:

1. Business Analysis & Valuation
2. Business Model Innovation

Thanking you.

Regards

Director
NSHM Business School
NSHM Knowledge Campus, Kolkata

NSHM Knowledge Campus, Kolkata - Group of Institutions

A Division of HCG Charitable Trust

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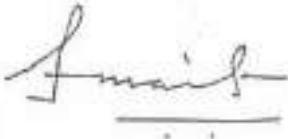
Date: July 8, 2019

CIRCULAR

It is hereby informed to all the students of B. Pharm in the current academic session 2019-20 that the following value added courses (each of 30 hrs duration) have been planned to be delivered by experienced faculty members. Any student can opt for one or all of the courses during upcoming and subsequent semesters of academic year 2019-20. Each student will be awarded a certificate on successful completion of the course.

Value added courses for 2019-20

1. Bioinformatics: algorithms and applications
2. Animal Biotechnology
3. Personality development & soft skills



Dr. S. Maity

Director
Department of Pharmacy,
NSHM Knowledge campus – Gr. of Institutions



IQAC/NKCGOI/2018/01

To
The Director
NSHM Knowledge Campus, Kolkata
Date: 21.02.2018

Subject: Requirement of value-added courses for ongoing batch Students.

Respected Sir,

While reviewing the syllabus, provided by our affiliating university, it has come to our notice, that some value-added courses may be added to make the students placement ready. After a thorough deliberation in the IQAC meeting held on 20.2.2018, we have finalized the following courses for the academic session 2018-19.

S. No	Courses	Specialization	Couse hours
1	Digital Strategy & marketing analytics	Business Management	30
2	Effective Teamwork	Business Management	30
3	Scientific writing in health research	Pharmacy	30
4	Creative writing	Pharmacy	30
5	Basic course in biomedical research	Pharmacy	30
6	German language Course	Pharmacy & management	30
7	French language course	Pharmacy & management	30

We will be highly obliged if you look into the matter and ask our designated Board of Studies (BOS) to formulate the courses above.

Thanking You
Yours faithfully


Coordinator, IQAC



Ref. No. NSHM/277/VAC/2018/005

To,
The Chairman
Board of Studies
NSHM Knowledge Campus, Kolkata
Date: 14-05-2018

**Subject: Requirement to develop the syllabus for the Value added Courses
for academic session 2018-19**

Dear Sir,

As per the recommendation of IQAC through letter bearing letter no: IQAC/18-19/01, dated 10-04-2018, I am requesting the BOS members to formulate the syllabus of value added courses and revert to me within the next 15 days.

Thanking You

Director

NSHM Knowledge Campus
Kolkata



REFERENCE NO: NKC-GOI/2018/01

To
The Director,
NSHM Knowledge Campus
Kolkata

Dt: 30.05.2018


Subject: Syllabus of the Value added courses for the academic year 2018-19

Respected Sir,

As per the request to formulate the syllabus of value added courses for academic year 2018-19, we are pleased to inform you, that the syllabus has been compiled and vetted by the BOS members, please find attached the syllabus with duration and structure.

Thanking You

Yours faithfully


Chairman
Board of Studies,
NSHM Knowledge Campus
Kolkata

Enclosed a/a

NSHM Knowledge Campus, Kolkata - Group of Institutions

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VALUE ADDED PROGRAM
PAPER NAME: DIGITAL STRATEGY AND MARKETING ANALYTICS

MODULE	CONTENT	DETAILS	CLASSES
Module 1	Evolution of Digital Technologies and New Business Models	<ul style="list-style-type: none"> • Product, Markets, Business Models • Platform Revolution and Platform Business • Models in a Digital Economy • Managing Social, Physical, and Business Environmental Externalities 	2
Module 2	Marketing in a Digital World	<ul style="list-style-type: none"> • Marketing in a Digitally Connected World • Competition: Differentiation and Positioning • Consumers: Segmentation and Targeting • Customer Behaviour and Social Networks • Reaching Customers in Digital Marketing 	3
Module 3	Introduction to Digital Marketing Tools	<ul style="list-style-type: none"> • Basics of Digital Marketing Tools • Search Engine Optimisation (SEO) Tools: Keyword Research and Keyword Planning Tools; • On-page SEO Techniques: Indexing, Keyword Placement, and Content Optimisation • Paid Search Marketing • Digital Marketing Tools: Google Adwords • Social Media Marketing Tools: Hootsuite; Facebook, Instagram, Twitter Ads • Web Analytics Tools (Google Analytics, Matomo) • Search Engine Marketing (SEM): • Pay-Per-Click Advertising Tools: Google AdWords, Bidding Strategies, Designing and Monitoring Search, Display and Video Campaigns, Email Marketing: Designing Email Marketing Campaigns Using Mail Chimp, Building Email List and Signup Forms, Email Marketing Strategy and Monitoring 	5
Module 4	Customer and Marketing in the Digital World	<ul style="list-style-type: none"> • Understanding the Customer Behaviour and Social Networks • Customer Expectation Mapping • Customer Lifetime Value (CLV) 	2
Module 5	Digital Marketing Analytics Techniques	<ul style="list-style-type: none"> • Why Business Analytics? • Business Analytics Life Cycle: CRISP-DM • Email Marketing • RFM Analysis and Optimising Direct Mail Campaigns • Descriptive and Inferential Analytics • Predictive and Prescriptive Analytics 	10
Module 6	Marketing Attribution and Testing	<ul style="list-style-type: none"> • Identifying Customer Touch Points to Understand What, Where, and Why They Purchase • Marketing Mix Modelling • Cross Channel Attribution • Multi-Touch Attribution • A/B Testing and Optimization 	7
Module 7	Future and Challenges of Digital Marketing	<ul style="list-style-type: none"> • Overall perspective 	1
Total			30

VALUE ADDED COURSE: HR

Course Name	:	Effective Teamwork
Contact Hours	:	30
Pedagogy	:	Classroom sessions

Course Objectives:

The aim of this course is to make students aware of the needs of a group; the course also helps students become effective team workers.

Sl. No.	Course Content	Hours	Date
1	Meaning of group, types of groups, Group properties,	4	
2	Group cohesiveness, deviant behavior In groups	4	
3	Group dynamics, formal And informal groups	4	
4	Role ambiguity, dysfunctional group Behavior, implications in organizations,	2	
5	Strengths and weaknesses of individuals in Groups, group think, group shift,	2	
6	Group decision making techniques	4	
7	Difference between groups and teams, Types of teams	2	
8	Team problems, resolution of problems Through sensitivity training, negotiation Skills,	4	
9	Cultural/global issues	2	
10	Case studies	2	
	Total	30	

III. SCIENTIFIC WRITING IN HEALTH RESEARCH

Course content

- | | |
|---|----------------|
| 1. Argument matrix & Background | 5 hours |
| Argument matrix, How to set the background of your article | |
| 2. Reference management & Methods | 6 hours |
| Referencing using Zotero, How to write methods section | |
| 3. Results & data sharing | 5 hours |
| Tables and figures, How to write results section, Data sharing policy | |
| 4. Discussion & Additional information | 6 hours |
| How to write a discussion, How to write a title, abstract & list keywords, Additional information | |
| 5. Publication ethics & Submission of manuscript | 8 hours |
| Publication ethics, How to choose a journal for submission, Responding to peer review, Scientific writing style | |

Books and references

1. Trisha Greenhalgh. How to read a paper. <https://www.bmj.com/about-bmj/resources-readers/publications/how-read-paper>
2. Guidance on Scientific Writing- Equator Network. <https://www.equator-network.org/library/guidance-on-scientific-writing/>
3. Kotz D, Cals J. Scientific writing and publishing in medicine and health sciences: A quick guide in English and German. Berlin, Boston: De Gruyter; 2021.

Course: Creative Writing
Course Code: CLC-E-04
Duration: 30 hrs.
Faculty: Prof. Megha Mehera

Objectives: The prime objectives of this course are:

- i. To acquaint the learners with ideas related to creative writing including the art, the craft and the basic skills required for a creative writer
- ii. To help learners to understand the principles of creative writing and the distinction between the literary genres
- iii. To explain the differences in writing for various literary and social media
- iv. To hone the creative and critical faculties of learners
- v. To enable learners to put into practice the various forms of creative writing that they have studied through the course

Learning Outcomes: At the end of the course, learners will be able to:

- i. Distinguish between the literary genres
- ii. Write for various literary and social media
- iii. Critically appreciate various forms of literature
- iv. Make innovative use of their creative and critical faculties
- v. Seek employment in various creative fields

Unit I: Fundamentals of Creative Writing: (06 hrs)

• Meaning and Significance of Creative Writing • Genres of Creative Writing: poetry, fiction, non-fiction, drama and other forms • Research for Creative Writing

Unit II: Elements of Creative Writing: (08 hrs)

• Plot, Setting, Character, Dialogue, Point of View • Literary Devices and Figurative Language • Elements of Style • Grammar and the Structure of Language • Proof Reading and Editing

Unit III: Traditional Forms of Creative Writing: (08 hrs)

• Fiction: short story, novella and novel • Poetry • Drama • Essay • Fable • Biography, Memoire and Autobiography • Travelogues, Diaries, Self-Narrative Writing

Unit IV: New Trends in Creative Writing (08 hrs)

• Web Content Writing and Blog Writing • Script Writing • Journalistic Writing • Copywriting • Graphic Novel • Flash Fiction

IV. BASIC COURSE IN BIOMEDICAL RESEARCH

Course content

7. **Conceptualizing a research study** 4 hours
Introduction to health research, Formulating research question, hypothesis and objectives, Literature review
8. **Epidemiological considerations in designing a research study** 6 hours
Measures of disease frequency, Descriptive study designs, Analytical study designs, Experimental study designs, Validity of epidemiological studies, Qualitative research methods: An overview
9. **Bio-statistical considerations in designing a research study** 4 hours
Measurement of study variables, Sampling methods, Calculating sample size and power
10. **Planning a research study** 6 hours
Selection of study population, Study plan and project management, Designing data collection tools, Principles of data collection, Data management, Overview of data analysis
11. **Ethical issues in conducting a research study** 4 hours
Ethical framework for health research, Conducting clinical trials
12. **Writing a research protocol** 6 hours
Preparing a concept paper for research projects, Elements of a protocol for research studies, Publication ethics, Manuscript Writing (non-graded), Grant Proposal Writing (non-graded)

Books and references

1. World Health Organization. Health research methodology: a guide for training in research methods. Manila: WHO Regional Office for the Western Pacific; 2001: p. 1-10. <https://apps.who.int/iris/handle/10665/206929>
2. Bonita R, Beaglehole R, Kjellstrom T. Basic epidemiology. 2nd ed. Geneva: World Health Organization; 2006: p. 15-23. http://apps.who.int/iris/bitstream/10665/43541/1/9241547073_eng.pdf
3. Coggon D, Rose G, Barker DJP. Epidemiology for the uninitiated. 4th ed. London: BMJ publishing Group; 1997. <https://www.bmj.com/about-bmj/resources-readers/publications/epidemiology-uninitiated>
4. Campbell MJ, Swinscow TDV. Statistics at square one. 9th ed. BMJ Publishing Group; 1997. <https://www.bmj.com/about-bmj/resources-readers/publications/statistics-square-one>
5. Hudelson PM. Qualitative research for health programmes. Geneva: World Health Organisation; 2004. https://apps.who.int/iris/bitstream/handle/10665/62315/WHO_MNH_PSF_94.3.pdf?sequence=1

Course: FRENCH

Course Code: CLC-E-01

Duration: 30 Hrs.

Faculty: Prof. Nitika Bihani

Course Objective: The course objectives include the following:

- To develop basic communication skills in French
- To enable the learners to follow and get the meaning of conversations in French
- To develop the basic competency wherein the learners can speak about general everyday topics/issues viz. greetings, shopping, family, introducing self, occupation, etc.
- To enable the learners express basic feelings in French e.g. example, offering help, agreeing and disagreeing, asking questions, congratulating, expressing gratitude, etc.

Learning Outcome: At the end of the course the learners will be able to –

- Define, identify & describe the basic grammatical notions in French
- Memorise and recall basic vocabulary items in French
- Demonstrate basic proficiency in reading French
- Demonstrate basic proficiency in spoken French
- Integrate & apply the various acquired notions in French grammar & vocabulary while communicating in French
- Comprehend & interpret the meaning and message conveyed listening to basic French communication

Module	Content / Topic description	Hours
1	Introduction Alphabet, Articles, Singular-Plural, Personal pronouns, Gender norms, Common Objects	6
2	Days & Months, Time	2
3	Nouns (commonly required), Verbs & Tense, Conjugation norms	3
4	Adjectives, Colours, Possessive Adjectives, Demonstrative adjectives	3
5	Prepositions, Relations, Nationality, Question forms, Negatives forms, Numbers	4
6	Self-introduction & Common expressions in French	4
7	Reading exercise	4
8	Conversation Practice & Listening Comprehension	4

Course: GERMAN**Course Code:** CLC-E-03**Duration:** 30 Hrs.**Faculty:** Prof. Subhendu Sarkar**Course Objective:** The course objectives include the following:

- To develop basic communication skills in German
- To enable the learners to follow and get the meaning of conversations in German
- To develop the basic competency wherein the learners can speak about general everyday topics/issues vi. greetings, shopping, family, introducing self, occupation, etc.
- To enable the learners express basic feelings in German e.g. example, offering help, agreeing and disagreeing, asking questions, congratulating, expressing gratitude, etc.

Learning Outcome: At the end of the course the learners will be able to –

- Define, identify & describe the basic grammatical notions in German
- Memorise and recall basic vocabulary items in German
- Demonstrate basic proficiency in reading German
- Demonstrate basic proficiency in spoken German
- Integrate & apply the various acquired notions in French grammar & vocabulary while communicating in German
- Comprehend & interpret the meaning and message conveyed listening to basic German communication

Module	Content / Topic description	Hours
1	Introduction Alphabet, Articles, Singular-Plural, Personal pronouns, Gender norms, Common Objects	6
2	Days & Months, Time	2
3	Nouns (commonly required), Verbs & Tense, Conjugation norms, Cases	2
4	Adjectives, Adjective endings, Colours, Possessive Adjectives, Demonstrative adjectives	2
5	Prepositions, Relations, Nationality, Interrogative forms, Negative forms, Numbers	4
6	Self-introduction & Common expressions in French	4
7	Reading exercise	4
8	Conversation Practice & Listening Comprehension	6



Date: June 20, 2018

CIRCULAR

It is hereby informed to all the students of MBA in the current academic session 2018-19 that the following value added courses (each of 30 hrs. duration) have been planned to be delivered by experienced faculty members. Any student can opt for one or all of the courses during upcoming and subsequent semesters of academic year 2018-19. Each student will be awarded a certificate on successful completion of the course.

Value added courses for 2018-19:

1. Digital Strategy & Marketing Analytics
2. Effective Teamwork

Thanking you.

Regards

Director
NSHM Business School
NSHM Knowledge Campus, Kolkata

NSHM Knowledge Campus, Kolkata - Group of Institutions

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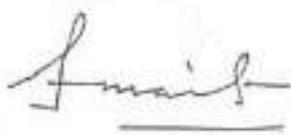
Date: June 20, 2018

CIRCULAR

It is hereby informed to all the students of B. Pharm in the current academic session 2018-19 that the following value added courses (each of 30 hrs duration) have been planned to be delivered by experienced faculty members. Any student can opt for one or all of the courses during upcoming and subsequent semesters of academic year 2018-19. Each student will be awarded a certificate on successful completion of the course.

Value added courses for 2018-19

1. Scientific writing in health research
2. Creative writing
3. Basic course in biomedical research
4. German language Course
5. French language course



Dr. S. Maity

Director
Department of Pharmacy,
NSHM Knowledge campus – Gr. of Institutions