Sushant University

Key Indicator – 1.3 Curriculum Enrichment (50)

1.3.2 Number of certificate / value-added courses / Diploma Programme/ online courses of MOOCS / SWAYAM / e-Pathshala / NPTEL etc. where the students of the institution have enrolled and successfully completed **(30)**

Criterion 1 – Curricular Aspects (150)

Sushant University

Criteria 1.3.2

Notices, Brochure and Course content or syllabus along with course outcome of Value added/Add on /Certificate courses offered (Appendix-II)

Sushant University

DECLARATION FOR VALUE ADDED COURSES

This is to certify that the below mention value added courses offered during **the academic session 2019-20** are **Non-credit** and offered **outside the curriculum during the Academic Year.**

S.NO	School	Name of the add on/certificate/value added program/Diploma Programs/ onlinecourse of MOOCS/SWAYAM/e Patashala/ NPTEL etc	Program duration (No of contact Hours)
1	SSAA	Computational Design & Form Finding	32 Hours
2	SOD	Social media marketing	30 Hours
3	SOB	Personal Branding & Network	34 Hours
4	SHS	Stress management	36 Hours
5	SET	Professional Ethics & Technical Communication	32 Hours

Signature & Seal – Vice Chancellor
Sushant University

SUSHANT UNIVERSITY SECTOR-55, GURUGRAM

26/9/24

SUSHANT UNIVERSITY

2019-20

SUSHANT SCHOOL OF ART AND ARCHITECTURE
ANSAL UNIVERSITY
OFFICE ORDER

August 1, 2019
Ref: SSAA/00/AUG/01/012A

Sushant School of Art and Architecture, Ansal University, Gurgaon will offer the following **Value-Added course *(Non-credit course)*** during the odd semester of the Academic session 2019-20.

Course details

S.No.	Name of the Value-Added Course	Duration (Contact hours)	Faculty	Date of commencement
1	Computational Design and Form finding	32	Prof. Himanshu Sanghani, Prof.Arjun Kamal	19/08/2019

The assessment of the same will be as follows:

S.No	Name of the Value-Added Course	Assessment methodology
1	Computational Design and Form finding	Attendance, class discussion, and submission of assignments

The course will be offered at no extra fee. The above-mentioned course is optional for the students and is being offered outside the curriculum of the program. The course will be beneficial for the students and will contribute to their holistic learning. **Certificates will be issued to the students at the completion of the course.**

Copy sent to:

1. Dean Office
2. Program Heads (UG & PG)
3. Coordinator, Value Added Course
4. Notice Board

Prof Vibhuti Sachdeva
Dean
Sushant School of Art and Architecture

ansal University
Gurgaon

INTRODUCING
"VALUE ADDED COURSES"
Starting from 19th August 2019
ODD SEMESTER – 2019-2020

sushant school of art and architecture

Computational Design and Form Finding

NON-CREDIT COURSE (Duration: 32 hours)

Course Objective:

The subject deals with computational design and its relevance today in the field of architecture. Students will be introduced to the field of computational design, form finding and generative design using tools like Rhino, Grasshopper with allied plugins like Rhino VAULT, Pufferfish, Wasp and Lunchbox.

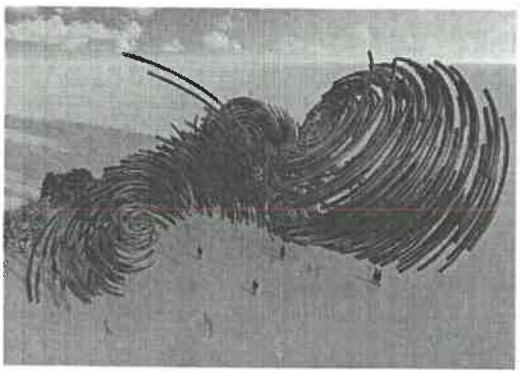
Form finding and design will be covered using various typologies and techniques like

--Shells - Traditional and polygonal panelization
--Spaceframes
--Tensile structure - Traditional and polygonal panelization
--Slicing and waffling
--Geometric tesselation
--Polyhedral forms and modules
--Rule based discrete clustering

School Of Art & Architecture Ansal University AU Gurugram

Ansal University, Sector 55, Golf Course Road, Gurugram, Haryana – 122003, +91124 4750400/ +9112 4750501/ 1800 200 5520

Value Added Course Outline



Course Name: Computational Design & Form Finding
Course Code: 19SAA-VA01
Year and Semester: B.Arch. V Year, 9th Semester
Names of Faculty: Asst. Prof. Arjun Kamal
Prof. Himanshu Sanghani
Assessment - 100 marks
Contact Days / Hours - Fridays, 3:00 p.m. to 5:00 p.m
32 hours In semester

AIM

The subject deals with computational design and its relevance today in the field of architecture. Students will be introduced to the field of computational design, form finding and generative design using tools like Rhino, Grasshopper with allied plugins like RhinoVAULT, Pufferfish, Wasp and Lunchbox

Form finding and design will be covered using various typologies and techniques like
--Shells - Traditional and polygonal panelization
--Spaceframes
--Tensile structure - Traditional and polygonal panelization
--Slicing and waffling
--Geometric tesselation
--Polyhedral forms and modules --Rule based discrete clustering

COURSE OUTCOMES

Students will learn relationship between various types of geometries that have been used through the course of architectural design during various years and how computational design and generative design is accelerating and simplifying the process of designing various types of geometries.
The methodology of teaching deployed will be a combination of intensive discussion, research and hands on projects that require teamwork, time-management skills and diligence.

a) **Knowledge** - Be able to understand the relevance of computational design on various types of geometries.
b) **Skills** - Be able to implement algorithmic thinking in spatial design
c) **Values, orientation and awareness** - Be able to select appropriate workflow of computational design for designing architectural elements and spaces
d) **Design** - Be able to develop various scripts and processes in complex geometrical design elements to design a pavilion.

APPROACH:

By using tutorial model, students will explore computational design and develop skills to design using algorithmic processes.

DETAILED ASSESSMENT RUBRIC APPLICABLE ON ALL ASSIGNMENTS

DIMENSION	Below Average (0 to 5)	Average (5 to 6)	Above Average (6 to 7)	Good (7 to 8)	Excellent (8 to 10)
Understanding of the Topic: Technical Knowledge	Lacked technical knowledge	Little knowledge not adequate to understand	Fair knowledge capable of understanding	Good Knowledge and inquisitive	Excellent Able to answer queries
Application of the Knowledge	Unaware of application of various software	Little awareness of software	Fair and capable of identifying software	Good understanding of application of various software	Very Good understanding of application of various software
Presentation: Quality of work	Poor quality/ incomplete work	Quality of work not up to standard of the class	Fair quality of completed work	Good quality of work includes lucid drawings and well organized set of drawings with graphics	Very good quality of work includes well drawn drawings, with graphics.
Finishing of presentation	Inactive and lack of participation	Active but less involved with group members	Active and involved	Active and involved with complete interest	Active and involved with leadership qualities
Compilation of data	Copied	Not adequate	Fair inputs visible	Good work relevant to the topic	Very good work with respect to the topic
Analysis of data	Inability	Unable to explain	Fair inputs visible	Good work relevant to the topic	Very good work with respect to the topic
Participation in class and projects	Poor	Moderate	Adequate	Full	Full

Weekly Schedule

WEEK		WORK DISTRIBUTION	TASK/PROJECT/ ASSIGNMENT	LEARNING OUTCOME
1	23/08/2019	Introduction of Elective Courses and Allotment Process		
2	30/08/2019	Introduction to architectural geometry – planar transformations, fractals, geodesics, polygons. Understanding of various types of architectural geometries both simple and complex. Deconstructing them into simple repetitive elements and steps to understand their genesis and formulation.	(a) Make 10 points using co-ordinate specification in Grasshopper and generate one single interpolated curve through it. (b) Find names and photographs of 20	a) Having a beginner level understanding of the user interface of Rhino and Grasshopper. Understanding co-ordinate system and generating a script for interpolation of curve. b) Understanding of different types of

3	6/09/2019	**Data structures and attractor points.** Introduction to data - What is data, its importance, how to manage data. What are data trees. Hands On - Hands on session - dividing shapes and geometries	Dividing double curved surface into orthogonal panel	Taking the first step towards generation of pattern using a visual script. Understanding the implication of data in generation of geometric pattern having only one shape repeated many times in the form of a grid.
4	13/09/2019	**Slicing and Waffling** Using the classic contour and waffle model techniques to develop and understand the fabrication of fluid forms.	Create 1 fluid form and developing its waffle based fabrication. Vary the thickness of slices and their gaps to understand its live scale fabrication.	Generating fluid forms using lofting. Performing slice and waffle operations to make the final generated form ready for fabrication.
5	20/09/2019	Geometry aggregation to create double curved surfaces - lecture + hands- on session -Geometry getting morphed along the surface. (Box Morphing)	Develop three double curved surfaces with different modules on each of them.	Understanding aggregation of geometry in designing double curved surfaces.
6	27/09/2019	**Pufferfish part 1** Introduction to Pufferfish. Using twisted boxes over a surface to create aggregated geometry consisting of smooth meshes.		Understanding of subds, functioning of pufferfish in tweened curves and surfaces.
7	04/10/2019	**Pufferfish part 2** Using twisted boxes with subd geometry over a surface to create aggregated geometry consisting of smooth meshes.	Develop three double curved surfaces with different modules combining through twisted boxes on each of them.	Understanding of subds, functioning of pufferfish in tweened curves and surfaces.
8	11/10/2019	**Introduction to discrete clusters - Part 1** Using discrete modules for growth and cluster based geometries. Introduction to Wasp plugin.		Learning to use discrete clusters as a module for spatial design.
9	18/10/2019	**Introduction to discrete clusters - Part 2** Using discrete modules for growth and cluster based geometries.	Develop 3 spaces based on discrete units forming clusters	Learning to use discrete clusters as a module for spatial design.
10	25/10/2019	Geometries based on 3D magnetic field lines.	Develop 3 surfaces and generate forms based on magnetic field lines	Using magnetic field lines and charges to generate fluid geometry.

11.	01/11/2019	**Shell Structures** Using RhinoVAULT to develop structural stable Shell forms.	Using form finding techniques to generate forms like funicular shells and catenary domes. Six shells having various profile curve and heights.	Using form finding techniques to generate forms like funicular shells and catenary domes.
12	08/11/2019	Using image mapping to generate patterns for jaalis and facades. The image used will affect the size of circles and polygons viz. hexagons and triangles.	Using image mapping and skills learnt previously to generate patterns for jaalis and facades. Develop 4 single surface facades.	Application of image mapping to generate patterns for design of wall installations, large scale sculptures and facades.
13	15/11/2019	Double layer Spaceframe design using Lunchbox plugin	Designing 4 different double layer spaceframe on double curved surfaces	Application of Lunchbox plugin for paneling and designing spaceframe structures
14	22/11/2019	Buffer for extra classes/cancelled classes		
15	29/11/2019	Final review of student work. Improvements. Queries.		
16	02/12/2019	Queries/ Doubts		

Assignment No.	Specifications	Weightage
Assignment 1 -	(a) Make 10 points using co-ordinate specification in Grasshopper and generate one single interpolated curve through it. (b) Find names and photographs of 20 different buildings and list two three words that describe their geometry.	5
Assignment 2	Create 1 fluid form and developing its waffle based fabrication.	10
Assignment 3	Develop three double curved surfaces with different modules combining through twisted boxes on each of them. (Pufferfish)	10
Assignment 4	Develop 3 spaces based on discrete units forming clusters	20
Assignment 5	Develop 3 surfaces and generate forms based on magnetic field lines	10
Assignment 6	Shell structures - Using form finding techniques to generate forms like funicular shells and catenary domes. Six shells having various profile curve and heights.	10
Assignment 7	Using image mapping and skills learnt previously to generate patterns for jaalis and facades. Develop 4 single surface facades.	10
Assignment 8	Designing 4 different double layer spaceframe on double curved surfaces	10

List of References

Books:

For Mathematics

1. Essential Mathematics for Computational Design (4th Edition) - Rajaa Issa
2. Mathematics of Space: Architectural Design 2nd Edition by George Legendre
3. Morphing - A Guide To Mathematical Transformations For Architects And Designers by Joseph Choma

For Geometry

1. Architectural Geometry by Helmut Pottmann, Andreas Asperl, Michael Hofer, Axel Kilian , Daril Bentley
2. Architecture Follows Nature-Biomimetic Principles for Innovative Design by Ilaria Mazzoleni
3. Folds, Bodies & Blobs: Collected Essays by Greg Lynn

For Grasshopper

1. Generative Algorithms using Grasshopper by Zubin Khabazi
2. Foundations - The Grasshopper Primer (Third Edition) By Mode Lab
3. Essential Algorithms And Data Structures For Grasshopper (By Rajaa Issa)

or Architecture projects and Underlying Concepts of Generative Design and Computational Design

1. Generative Design: Form-Finding Techniques In Architecture by Asterios Agkathidis
2. Fractal Architecture - Organic Design Philosophy in Theory and Practice by James Harris
3. Algorithmic Architecture by Kostas Terzidis
4. Emergence: Morphogenetic Design Strategies by Michael Ulrich Hensel
5. Performalism Form and Performance in Digital Architecture by Yasha J. Grobman, Eran Neuman
6. Techniques and Technologies in Morphogenetic Design - Architectural Design (March-April 2006, Vol-76 No. 2)
7. The New Structuralism- Design, Engineering and Architectural Technologies by Rivka Oxman
8. Digital Cities: Architectural Design: Vol 79, No 4
9. Computation Works: The Building of Algorithmic Thought by Brady Peters and Xavier De Kestelier 10. Codify: Parametric and Computational Design in Landscape Architecture

For Fabrication, model making and construction (Physical aspect)

1. Architectural Modelmaking by Nick Dunn
2. Digital Fabrication in Architecture Paperback by Nick Dunn
3. Material Strategies in Digital Fabrication by Christopher Beorkrem
4. Fabricate: Rethinking Design and Construction by Achim Menges and Bob Sheil
5. Post-parametric automation in design and construction by Thomas Spiegelhalter
6. Printing Architecture - Innovative Recipes for 3D Printing by Ronald Rael and Virginia San Fratello of Emerging Objects
7. Material Strategies in Digital Fabrication by Christopher Beorkrem
8. Digital Vernacular: Architectural Principles, Tools, and Processes by James Stevens and Ralph Nelson

Biomimetic Design

1. Form Follows Nature: Eine Geschichte der Natur als Modell für Formfindung in Ingenieurbau, Architektur und Kunst - A History of Nature as Model for Design in Engineering, Architecture and Art - Edited by - Rudolf Finsterwalder
2. AD - Techniques and Technologies in Morphogenetic Design by Michael Hensel, Achim Menges and Michael Weinstock

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Online Sources:

Computational Design and Form Finding_Arjun Kamal, Himanshu Sanghani

Sushant University
School of Design

Sushant University

07/2/2020

Office Order

School of Design, Sushant University will be Offering Value Added course in the Academic session 2019-20- Even Semester 2.

Course Details

S.No	Name of the Value-Added course	Duration (Contact Hours)	Courses offered for	Resource Person	Date of Commencement
1	Social Media Marketing	30	SOD 2019-22 (I Year)	Dr. Sachin Datt	17/01/2020

The Syllabus of the courses offered is attached for your reference as annexures.
The assessment of the same will be as under:

Assessment Procedure

S.No	Name of the Value-Added course	Assessment methodology/Components
1	Social Media Marketing	Demonstrating an ability in social media marketing tools like twitter, Facebook, YouTube, snapchat, LinkedIn, etc. and using these to create brand awareness and reach maximum audience and communicate with the audience in an effective way to generate business for the organization

It is **mandatory for the students of the respective batches** (as mentioned in the course detail sheet) to attend the Value-added courses specially curated for them based on the gaps and need analysis. The same will be beneficial for the students and will contribute to lifelong learning.

The courses are offered **free of cost and certificates will be presented to students post completion of the course.**

For any queries related to the Value-added course kindly contact the undersigned

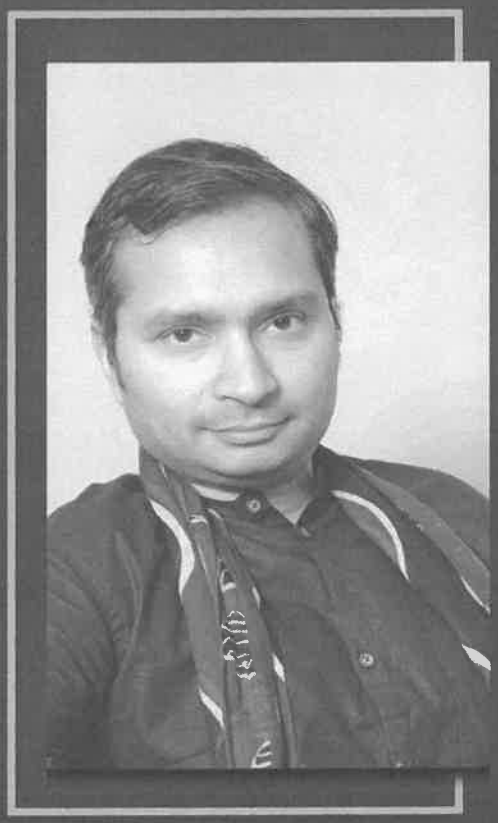
Sachin Datt
Program Coordinator – Fashion & Textile
Coordinator in Charge – Value added Course

Program Coordinator

Dean


Bhavya Arora
and 39 more
3:05 PM
Meeting details
Raise hand
Turn on captions
Present now

ansal University
Gurgaon



Social Media Marketing

This Course gives knowledge of different social media platforms and different ways of promoting or expressing views as designers. Students will learn the basic tools of making interactive posts videos professionally and editing them in such a manner that expresses your views and depicting there purpose according to the requirements. Students will also learn about the marketing strategies and algorithms through intensive research.

Its a non-credited course*

Dr. Sachin Datt
(Assistant Professor)
February 2020 - April 2020

Dr.Sachin Datt
(Assistant Professor)
School of Design

Sushant School of Design
Ansal University

Prof.Jeyanthi Nadesalingam
Dean School of Design

Sushant School of Design
Ansal University

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Social Media Marketing

This Course gives knowledge of different social media platforms and different ways of promoting or expressing views as designers. Students will learn the basic tools of making interactive posts videos professionally and editing them in such a manner that expresses your views and depicting there purpose according to the requirements. Students will also learn about the marketing strategies and algorithms through intensive research.

Its a non-credited course*

Dr. Sachin Datt
(Assistant Professor)
February 2020 - April 2020

ansal University Gurgaon	**SCHOOL OF Design** **Syllabus**
	Value Added Course Version: 2019
	School of Design
Course Title: Social Media Marketing: 19SOD-VA01	
Term: III	Academic Year: 2018-22
Course Designed by: Sachin Datt **E-mail: sachindatt@ansaluniversity.edu.in**	**Course Designed by: Sachin Datt** **E-mail:** **sachindatt@ansaluniversity.edu.in**
Pre-requisites: English language	

Objective:

This unit is about getting the knowledge of different social media platforms and different ways of promoting or expressing views as designers. Students will learn the basic tools of making interactive posts videos professionally and editing them in such a manner that expresses your views and depicting there purpose according to the requirements. Students will also learn about the marketing strategies and algorithms through intensive research.

Course Outcomes:

	Course Outcomes (COs)	Mapped Programme Outcomes (POs)

CO1	Develop Social Media Marketing Strategies and Campaigns.	PO1, PO2, PO3,PO10
CO2	Understanding proper typography and elementation for developing effective social media content.	PO1, PO2, PO3, PO5, PO10,PO8
CO3	Understanding how to Apply social media advertising techniques.	PO1, PO2, PO3, PO5, PO10,PO12

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

PO KEY WORDS	Knowledge & Expertise of Design Field	Research	Information & Digital Literacy	Prob lem solving	Communication & presentation skills	Behavioral Skills, Teamwork and Leadership	Globalization	Ethical, Social and professional understanding	Employability, Entrepreneurship	Lifelong Learning	Organizational Behavior	Finance & Marketing
COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO11	PO 12
CO1	L	L	M		H					H		
CO2	L	L	M		H					H		
CO3	L	L	M		H					H		
CO4	L	L	M		H					H		

L = Weekly mapped
M = Moderately mapped
H = Strongly mapped

Scheme:

This course is comprised of practical demonstrations and tutorials along with lecture components.

Course Contents:

Students will learn how to develop and record ideas for a range of applications. These may include individual pages, book design, poster design, promotional material, informational material or packs, exhibition and display panels, website information pages, film titles, audio-visual information and multimedia material. This will involve the following modules:

Unit 1:

Using different examples of templates, books, research papers and video references for research.

Unit 2:

Organizing a diverse amount of information (eg typographic, illustrative and photographic images, aesthetic values, and use of basic software). Production methods offer different opportunities and constraints for design. Students will need

to be able to go through all the trends and latest marketing strategies
These include: Paper-based media, Electronic or digital media

Pedagogy:

Lectures, practical demonstration, tutorials, personal study, day visits. Each student is required to work in studio and to follow up the sessions with further research in given assignments.

Reference Books:

- The End of Marketing: Humanizing Your Brand in the Age of Social Media and AI.: The End of Marketing by Carlos Gil.
- Digital Trust: Social Media Strategies to Increase Trust and Engage Customers : Digital Trust by Barry Connelly

Sachin Datt, PhD

Head of Visual Communication, Ansal School of Design,
Ansal University, Gurgaon.
sachindatt@ansaluniversity.edu
9711910597

EXPERIENCE

Ansal School of Design, Ansal University/Head of Visual Communication

August 2018 -Present, Gurgaon

Design of Visual Communication course structure for Bachelor of Design. Structuring of visual communication time table for all semesters. Design of Courses like Visual Storytelling, Animation, Information Graphics, Computer Aided Design, Branding and Identity design, Color Theory, Design and Society. Guiding doctoral students.

NMIMS School of Design / Assistant Professor

October 2017 - August 2018, Mumbai

Primary role include teaching visual communication courses including Visual storytelling, drawing, animation and 3D modelling. Research and design of innovative pedagogy for collaborative project based learning. Designing assessment exercises for evaluating and grading skill level.

Homi Bhabha Centre for Science Education, TIFR / Visiting fellow

February 2016 -October 2017, Mumbai

Research on issues of creativity in Design and Technology education. Integrating storytelling in design and technology education.

Pratham Education / Science communication designer April 2012 - February 2016,

Mumbai, Delhi

Developing course content for teaching "History of science and technology" for school teachers. Designing educational comics and games on: History of Electricity, Airplanes, Astronomy, Microscope etc.

Idesignskills / freelance Infographics designer

2009 - 2010, Mumbai

Designing information graphics for Instructional design firm

Permanent Address
230 DDA sfs
sector 22, Dwarka
Delhi 110077

sachindatt9@gmail.com

SKILLS/Teaching Interest Curriculum Design for Design and Technology education using bloom's taxonomy.

Character Design

Information Graphics

Animation

Drawing and sketching

Storyboarding

Building DIY models for tinkering labs

Research Interests

Research in learning and creativity

Research in Infotainment

Research in Audio visual-spatial learning experience design

Narratives for learning

IDC, IIT Bombay / Design Research Associate

2005 - 2006, Mumbai

Designed comic books for teaching science

Mindspring Digital Pvt. Ltd. / Animator

August 2002 - June 2003, Delhi

Creating digital animations for corporate e-learning modules

EDUCATION

Doctor of Philosophy / IDC, IIT Bombay

2006 - 2012

Developed a narrative based approach for designing secondary school science content

Master of Design / IDC, IIT Bombay

2003 - 2005

Project 1: Short Animation film

Project 2: Comic book for teaching chemistry

Bachelor of Fine Arts / College of art Delhi

1998-2002

Major Project: Advertising campaign for Norton antivirus

PUBLICATIONS

Book

History of Electricity book series in 3 volumes. Translated in Hindi, Marathi and Kannada. Published by Pratham Education Foundation with funding from CA Technologies, USA. 2017.

Book chapter

Datt, S (2019): Using narratives for teaching nature of technology. Explorations in Technology Education Research. Edited by John Williams and David Barlax. Springer publication.

Journals — *Published*

Datt, S. & Sugra, C. (2018): A Comparison of Innovations by Adults and Children at the Grassroots Level in India. Design and Technology Education An International Journal. PKP public knowledge project. Vol 23

No. 1. Pp. 10-25

Datt, S. (2015): Case for Building Informal Ontology of a Subject Matter at School level Science Education with Community Collaboration. Journal of School Education Technology, I manager Publication. Vol. 11. No.1, p. 34.

Datt S & Poovaiah R. (2012): Designing Epistemologically Correct Science Narratives. journal of School Education Technology, I manager Publication, 2013. Vol. 7, No. 4, p.16.

Conference Proceedings

Datt, S., & Chunawala, S. (2018). Children as Filmmakers. Episteme 7:International Conference to review Research on Science Technology and Mathematics Education. (pp. 17)

Datt, S., Shah, M., & Chunawala, S. (2017). Upper primary and secondary school science teacher's perception of creativity in science education. In A. Sharma and J. Rajeswaran (Eds.), Creativity and cognition in art and design: Proceedings of the 1st International Conference on Creativity and Cognition in Art and Design. ICCCAD 2017.(pp. 278-286). New Delhi: Bloomsbury.

Datt, S. (2017). Paradox of novelty and usefulness. In A. Sharma and J.Rajeswaran (Eds.), Creativity and cognition in art and design: Proceedings of the 1st International Conference on Creativity and Cognition in Art and Design. ICCCAD 2017. (pp. 188-198). New Delhi: Bloomsbury.

Datt, S & Poovaiah, R. (2013). Effect of Historical Narrative Based Approach in Designing Secondary School Science Content on Students' Memory Recall Performance. ICORD 2013, Chennai. Springer Publication, 2013.

Published Articles

Datt, S. (2015), Suggestions for Improvement of Activity Based Science Learning Approach in Upper Primary Science Textbooks and its Application in Himachal Pradesh DIET training. Design for all: Design and Children. IIT Bombay, 2015

Datt. S & Poovaiah R. (2009), Story Based Schema Building Approach in Science Learning. Designing for children conference proceedings. Industrial Design Centre, IIT Bombay 2009.

Datt. S & Poovaiah R. (2009): Fractal like model for designing educational stories. Design Thoughts. Industrial Design Centre, IIT Bombay.

Conference presentations

Datt, S & Rao. A.G. (2008). Story of bamboo crafts guru Medar Ketya,

paper presented at Indian Folklore Congress, Shantiniketan, West Bengal, 2008.

Datt, S. & Poovaiah, R. (2011). Framework for organizing knowledge as a narrative: A case for secondary school science learning, paper presented at Teaching Narrative and Teaching through Narrative International conference, Tampere, Finland.

DIY workshops

Stop Motion animation film Making workshop. HBCSE, Mumbai, May 2017.

Training for DIET upper Primary science teachers in scientific Method.

Himachal Pradesh. 2014.

Glider Making workshop with Sri Lankan school teachers at HBCSE. Mumbai, July 26, 2016.

Glider Making Workshop with Kendriya Vidyalaya teachers. 24 Nov. 2016.

School Science Research and Development (SSRD) summer camp with school children. Storytelling and Flipbook making.

Science Fairs conducted at various schools in Delhi, 2015.

Glider making, LEGO construction and microscope making workshops with class 7 to 9 students. HBCSE, 2016.

ansal University
Gurgaon

20/07/2019

Office Order

Sushant School of Business, Ansal University will be offering the following Value-Added Course in the Odd Semester, 2019-2020 academic year (July to Dec).

A value-added course is a specialized program designed to enhance specific skills or knowledge areas beyond the core curriculum. It offers practical and industry-relevant training, equipping individuals with valuable expertise and increasing their employability.

Course Details

S. No	Course Title	Course Code	Course Offered for	Course Instructor	Date of Commencement	Duration (Contact Hours)
1	Personal Branding & Network	19SSB-VA01	All active SOB students	Dr. Gunjan A. Rana	5/08/2019	34 Hours

The Syllabus of the courses offered is attached for your reference as annexures.

This course is optional for all the students of School of Business to attend the Value-added courses specially curated for them based on the gaps and need analysis. However, it advisable for all the students to register for the course. The same will be advantageous for the students and support lifelong learning.

This course is offered **free of cost and** certificates will be presented to students post successful completion of the course**, to those who have maintained a minimum attendance of 75%.**

For any queries related to the Value-added course kindly contact the undersigned

Dr. Gunjan A Rana

Course Instructor – Value-added Course

Dean
School of Business

Dean-Sushant School of Business
Ansal University
Sector-55, Gurgaon
Haryana

ansal University
Gurgaon

Value Added Course (Non-Credit) by Sushant School of Business

Personal Branding and Network

Program Highlights:

- Benefits of building a strong personal brand
- Leveraging social media platforms for personal branding
- Managing online and offline interactions with professionalism
- Leveraging Networking Opportunities for Career Advancement

Start Date: 5th August 2019
End Date: 22nd Nov. 2019

Contact Hours - 34

Course Coordinator :

Dr. Gunjan A Rana

Certificates will be awarded at the completion of the value added course

ANSAL UNIVERSITY SECTOR-55 GURGAON

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al University
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VALUE ADDED COURSE SYLLABUS

Course Title: Personal Branding and Network **Course Code: 19SSB-VA01**

Contact Hours: 34 **Credits: Non-Credit**

Course Objectives:

This value-added course focuses on developing personal branding strategies and building effective professional networks. It explores the importance of personal branding in career advancement and provides practical techniques for building and managing a professional network.

Course Outcomes:

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

CO1: Understand the concept and significance of personal branding in professional settings and develop a personal brand identity and effectively communicate it to target audiences.

CO2: Utilize various online platforms and social media for personal branding and networking purposes and identify and engage with relevant professional networks to expand career opportunities.

CO3: Apply networking strategies to build and nurture professional relationships and evaluate and refine personal branding strategies based on feedback and self-assessment.

CO4: Demonstrate effective communication and interpersonal skills in professional networking scenarios and create a comprehensive personal branding plan to enhance career prospects.

Course Contents:

Module 1: Introduction to Personal Branding and Networking and Assessing and Defining Your Personal Brand

Understanding personal branding and its relevance in professional settings, Exploring the benefits of building a strong personal brand, Introduction to networking and its significance in career development, Self-assessment techniques to identify strengths, skills, and values, Defining your unique value proposition and personal brand identity, Crafting an authentic and compelling personal brand statement.

Module 2: Developing an Online Presence for Personal Branding and Communicating Your Personal Brand

Leveraging social media platforms for personal branding, Creating and optimizing professional profiles on LinkedIn, Twitter, and other relevant platforms, Strategies for managing and curating online content to align with personal brand, Effective storytelling techniques to convey your

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personal brand message, Crafting an elevator pitch and engaging introductions, developing consistent messaging across various communication channels

Module 3 : Building and Expanding Your Professional Network and Networking Etiquette and Relationship Building

Identifying relevant professional networks and communities, Approaches for networking at conferences, events, and online platforms, Building rapport and nurturing relationships with industry professionals, Networking Etiquette and Relationship Building, Developing effective networking skills, including active listening and conversation techniques, Managing online and offline interactions with professionalism, Strategies for maintaining and expanding your network over time.

Module 4: Leveraging Networking Opportunities for Career Advancement and Personal Brand Evaluation and Adaptation

Tapping into your network for job search and career development, seeking mentors and building meaningful professional relationships, Exploring collaborative opportunities and partnerships through networking, Techniques for evaluating the effectiveness of your personal branding efforts, Gathering and utilizing feedback to refine your personal brand, Adapting personal branding strategies based on changing career goals and industry trends.

Textbooks:

1. Personal Branding for Dummies" by Susan Chritton
2. Me 2.0: 4 Steps to Building Your Future" by Dan Schawbel
3. Branding Yourself: How to Use Social Media to Invent or Reinvent Yourself" by Erik Deckers and Kyle Lacy
4. The Power Formula for LinkedIn Success: Kick-start Your Business, Brand, and Job Search" by Wayne Breitbarth

Reference Books:

1. Crush It: Why NOW Is the Time to Cash In on Your Passion" by Gary Vaynerchuk
2. The Brand Called You: Make Your Business Stand Out in a Crowded Marketplace" by Peter Montoya and Tim Vandehey
3. The Networking Survival Guide: Get the Success You Want by Tapping into the People You Know" by Diane Darling
4. Never Eat Alone: And Other Secrets to Success, One Relationship at a Time" by Keith Ferrazzi and Tahl Raz

Samiksha Ojha

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ansal University Gurgaon	School of Business Course Outline		
Course Title: Personal Branding & Network			
Semester: Odd	**Academic Year: 2019 - 20**	**Core/Elective: Elective**	**Credits: Non-Credit**
Course Designed by: Dr. Gunjan A Rana **e-mail:** gunjanrana@ansaluniversity.edu.in		**Course Instructor**: Dr. Gunjan A rana **e-mail:** gunjanrana@ansaluniversity.edu.in	
Pre-requisites: N/A			

1. Course Objectives:

This value-added course focuses on developing personal branding strategies and building effective professional networks. It explores the importance of personal branding in career advancement and provides practical techniques for building and managing a professional network.

2. Course Outcomes:

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

1: Understand the concept and significance of personal branding in professional settings and develop a personal brand identity and effectively communicate it to target audiences.

2: Utilize various online platforms and social media for personal branding and networking purposes and identify and engage with relevant professional networks to expand career opportunities.

3: Apply networking strategies to build and nurture professional relationships and evaluate and refine personal branding strategies based on feedback and self-assessment.

4: Demonstrate effective communication and interpersonal skills in professional networking scenarios and create a comprehensive personal branding plan to enhance career prospects.

3. Course Content and Schedule

Session No.	Session Topic / Sub-topic Description	Week No.	Date Planned On	Date Taken On	Pedagogy
1 - 4	Understanding personal branding and its relevance in professional settings, Exploring the benefits of building a strong personal brand	1 & 2	9th August 2019 16th August 2019	9th August 2019 16th August 2019	PPT

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5-6	Introduction to networking and its significance in career development	3	23rd August 2019	23rd August 2019	PPT
7-10	Self-assessment techniques to identify strengths, skills, and values, Defining your unique value proposition and personal brand identity, Crafting an authentic and compelling personal brand statement.	4 & 5	30th August 2019 6th September 2019	30th August 2019 6th September 2019	PPT & Class Quiz
11-12	Leveraging social media platforms for personal branding, Creating and optimizing professional profiles on LinkedIn, Twitter, and other relevant platforms	6	13th September 2019	13th September 2019	PPT
13-16	Strategies for managing and curating online content to align with personal brand, Effective storytelling techniques to convey your personal brand message, Crafting an elevator pitch and engaging introductions, developing consistent messaging across various communication channels	7 & 8	20th September 2019 27th September 2019	20th September 2019 27th September 2019	PPT
20-22	Identifying relevant professional networks and communities, Approaches for networking at conferences, events, and online platforms	9	4th October 2019	4th October 2019	PPT
23-30	Building rapport and nurturing relationships with industry professionals, Networking Etiquette and Relationship Building, Developing effective networking skills, including active listening and conversation techniques, Managing online and offline interactions with professionalism, Strategies for maintaining and expanding your network over time.	10, 11 & 12	11th October 2019 18th October 2019 25th October 2019	11th October 2019 18th October 2019 25th October 2019	PPT

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31-32	Tapping into your network for job search and career development, seeking mentors and building meaningful professional relationships	13	1st November 2019	1st November 2019	PPT
33-34	Exploring collaborative opportunities and partnerships through networking,	14	8th November 2019	8th November 2019	PPT
35-36	Techniques for evaluating the effectiveness of your personal branding efforts, Gathering and utilizing feedback to refine your personal brand, Adapting personal branding strategies based on changing career goals and industry trends.	15	15th November 2019	15th November 2019	PPT
37-40	Group Presentation	16 & 17	22nd November 2019 29th November 2019	22nd November 2019 29th November 2019	PPT

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Dr. Gunjan A Rana

(BA (Advertising and Sales Promotion Management), M.Com, PGDBM(Marketing), PhD)

Affiliation: Associate Professor, Ansal University, Gurugram – 122003, Haryana

Area of Expertise: Marketing, Consumer Behaviour, Services Marketing, Entrepreneurship, Digital Marketing, Branding

Phn. No.: 9818449447

Email Id: gunjanrana@ansal university.edu.in

Dr. Gunjan has her Career spanning for more than 20 years of experience, which includes both corporate and academic experience. Her teaching interests range from Marketing, Advertising, Consumer Behavior, Services Marketing, Entrepreneurship, Management and CSR. She Has taught graduate and postgraduate programmes at B Schools in Delhi and NCR region. Have been part of Discover India Program run by Rai foundation, delivered lectures to students from International Universities like Harvard. Besides this she has been invited by Pittsburg State University, USA for Faculty Exchange Program.

Her research interest and contribution include topics covering Marketing, Advertising and General Management. She have presented my research work at internationally acclaimed institutions. She is passionately involved in training programs; conducted Training & Development programmes in General Management and Marketing for managers of Private and Public sector enterprises in India.

She has PhD in CSR and Cause Related Marketing, besides being Masters in Marketing Management (MMM), PGDM, and BA (Advertising and Sales Promotion) from Delhi University. She headed Sambhav Foundation as President. It is a Society that works for under Privilege children. Since last 2 years providing Professional Ethics Training to students of NIFT-Hauz Khas as a trainer.

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She has PhD in CSR and Cause Related Marketing, besides being Masters in Marketing Management (MMM), PGDM, and BA (Advertising and Sales Promotion) from Delhi University. She headed Sambhav Foundation as President. It is a Society that works for under Privilege children. Since last 2 years providing Professional Ethics Training to students of NIFT-Hauz Khas as a trainer.

She is working at Sushant University (SU) School of Business (SoB), Gurugram as Associate Professor Marketing, handling the position of Area Head Marketing, currently programme coordinator of BBA and teaching Post Graduate and Undergraduate students. The role and responsibility other than teaching are branding and social media reach.

Samiksha Ojha

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Ref.No.: AU/SHS/Order/2019/10

10/01/2019

Office Order

Sushant School of Health Sciences, Ansal University will be Offering Value Added courses in the Academic session 2019-20 - Even Semester.

Course Details

S.No	Name of the Value-Added course	Duration (Contact Hours)	Courses offered for	Resource Person	Date of Commencement
1	Stress Management	36	All SHS Students	Dr. Elina and Ms.Shweta Thusoo	15/01/2019

The Syllabus of the courses offered is attached for your reference as annexures.
The assessment of the same will be as under:

Assessment Procedure

S.No	Name of the Value-Added course	Assessment methodology/Components
1	Stress Management	Group Discussions, Attendance & Engagement

Students from all departments of SHS are encouraged to participate in specially designed value-added courses that cater to their specific needs and address any knowledge gaps. These courses aim to enhance their learning experience and promote lifelong learning.

The courses are offered **free of cost and certificates will be awarded to students only with minimum 75% attendance and minimum 40% marks post completion of the course.**

For any queries related to the Value-added course kindly contact the undersigned.

Dr. Elina
Assistant Professor- Department of psychology, SHS
Coordinator in charge – Value added Courses

Ms. Shweta Thusoo
Assistant Professor- Department of MLT, SHS
Coordinator in charge – Value added Courses

Program Coordinator

Director
Sushant S
Ansal Univ

Dean

Sciences

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Gurgaon

Sushant school of health sciences

Value Added Course

"Stress Management"

(Non-Credited Course)

15th January to 26th April, 2019

Course Coordinator

Dr. Elina

Ms. Shweta

OPEN TO ALL SHS STUDENTS

Duration: 36hrs.

SYLLABUS- Value added course

ansal University Gurgaon	Sushant School of Health Sciences **Detailed Teaching Plan**		
Value added Course Code: 19SSHS- VA01	**value added Course Title : Stress Management**		
Academic Year: 2019-20	Term :	**Core/Elective:** Elective	**Credits: NIL**
Course Designed by: Ms. Elina		**Course Instructor: Dr.Elina , Ms. Shweta**	
Course Pre-requisites: None		**No. of sessions: 36 hrs.**	

1. Course Description

Stress Management:

Stress management starts with identifying the sources of stress in our life. This is not as easy as it sounds. Our true sources of stress aren't always obvious, and it's all too easy to overlook Our own stress-inducing thoughts, feelings, and behaviours. Sure, we may know that we're constantly worried about work deadlines. But maybe it's our procrastination, rather than the actual job demands, that leads to deadline stress. Stress is necessary for life. We need stress for creativity, learning, and your very survival. Stress is only harmful when it becomes overwhelming and interrupts the healthy state of equilibrium that your nervous system needs to remain in balance. In fact, the simple realization that we're in control of your life is the foundation of stress management. Managing stress is all about taking charge: of our thoughts, emotions, schedule, and the way you deal with problems.

Employability-level: Foundation Skill

1. Foundation Core	2. Foundation Skill	3. Professional Core	4. Professional Skill	5. Premier Skill
		✓	✓	

2. Course Objectives

Effective stress management helps you break the hold stress has on your life, so you can be happier, healthier, and more productive. The ultimate goal is a balanced life, with time for work, relationships, relaxation, and fun—and the resilience to hold up under pressure and meet challenges head on

3. Course Learning Outcomes

Upon successful completion of the course, the students should be able to:

CO1: Recognize your stress triggers and how to manage them.
CO2: Develop proactive responses to stressful situations.
CO3: Use coping tips for managing stress both on and off the job.
CO4: Learn to manage stress through diet, sleep and other lifestyle factors.

Course Content:

Module 1. (i) Introduction to Stress: Meaning, Definition, Eustress, Distress,

(ii) Types of stress: Acute stress, Episodic Acute stress and chronic stress, signs and Symptoms.

Module 2. Sources of stress: (i) Psychological, Social, Environmental (ii) Academic, Family and Work stress.

Module 3. Impact of stress: (i) Physiological Impact of stress -Autonomic Nervous System Changes, Changes in Brain, General adaptive syndrome (GAD), Quality of sleep, Diet and Health effects.

(ii) Psychological Impact of stress - Impaired Mental functions, Poor memory (iii) Social Impact of stress - Stressful Life Events, Social support and health.

Module 4. Stress Response: 'Fight or Flight' Response, Stress warning signals BLOCK – II: Stress and Coping.

Module 5. Coping Mechanisms: Appraisal focused, Emotional focused and Problem focused.

Reference Books:

1. Cooper C.L. (1995) Handbook of Stress Medicine and Health, CRC Press.
2. Cooper C., Palmer S. (2000) Conquer Your Stress, Chartered Institute of Personnel and Development.
3. Davis M. (2000) The Relaxation and Stress Reduction Work Book, New Harbinger inc.
4. Everly G.S. (1989) A Clinical Guide to the Treatment of the Human Stress Response, Plenum Press.
5. Fried R. (1990) The Breath Connection, Plenum Press.

Curriculum Vitae- VALUE ADDED FACULTY
Value added Course- Stress Management
Faculty – Dr. Elina Dewanji Sen
Value added course Code- 19SSHS-VA01
Total hours- 36 hours

Dr. Elina Dewanji Sen
MBBS, MS(GYNAECOLOGY & OBSTETRICS)
C1276,SUSHANT LOK 1, GURGAON, HARYANA
Mobile No. 9811641781
Email ID : elinadewanji1@gmail.com
Registration No. HMC3134

PERSONALATTRIBUTES

Team player
Time management skills
Ability to perform surgeries and treatments efficiently
Strong concentration
Eye for detail
Excellent communication skills in written and verbal both, with superiors,colleagues. and patients.
Able to lead and motivate staff.
Ability to prioritize work loads during busy periods.
Controlling multiple projects at the same time.
Disciplined
Self starter
Goal oriented
Confident
Ready for new challenges

EDUCATION

MS(Gynae. & Obst.) SMS Medical College Jaipur 1997
MBBS RNT Medical College Udaipur 1992
Schooling from Sophia School &College with distinction.

CAREER SUMMARY

Experience over 24 years
Trained in laparoscopic and hysteroscopic surgeries and infertility.
Registrar in Lady Hardinge Medical College and Sir Gangaram Hospital, Delhi
Private practitioner in Gurgaon for the last 20 years with attachments in all leading hospitals like Artemis Health Institute, The Cradle, Apollo Clinic etc.
Special interest in infertility, endoscopy and management of high risk cases.
Gynaecologist at ECHS Polyclinic
Proficient in all Gynecology & Obstetrics Surgeries.
Expert in conducting all high risk labor.

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Proficient in performing all minor surgeries.
Excellent clinical knowledge of general practice.

TEACHING EXPERIENCE

- Associate Professor teaching medical subjects in Ansal University
- Teaching faculty in a Dental College and Hospital
- Associate Professor and head of the department- CVT, SOMAS, GD Goenka University.
- Guide for 6 PHD scholars.
- Co-Author in scopus index journal.

THESIS

Management of breech presentation under guidance of Professor Dr. Anju Taly

AFFILIATION

Member of AOGD, GOGS, IMS
Registration No. 015459 Rajasthan Medical Council
Registration No. 3134 Haryana Medical Council

INTEREST

Prizes and certificate of merit for debate, music, dance, reading and writing poems.

Dr. Elina Dewanji Sen

Curriculum Vitae- VALUE ADDED FACULTY
Value added Course- Stress Management
Faculty – Ms. Shweta Thusoo
Value added course Code- 19SSHS-VA01
Total hours- 36 hours

Shweta Thusoo
Program coordinator, MLT
Assistant Professor,
School of Health sciences,
Sushant University
erstwhile
Ansal University, Gurugram
Phone: 9990780480(M)
E-mail: shweta.thusoo@gmail.com

Current Position:

Program Coordinator, MLT Department, School of Health Sciences, Sushant University.

Positions:
2014-2015: Lecturer (DPMI,New Ashok Nagar)
2015- 2018: Assistant professor (IIT,Dwarka)
2018- till date: Assistant Professor, Ansal University, Gurugram.

Educational qualifications:

Masters of Science (2011-2013): (Medical laboratory Technology), Baba Saheb Ambedkar Institute of Technology and Management.
Bachelors in Science (2008-2011): (Zoology Honours) University of Delhi.
Six Months internship at Ram Manohar lohia hospital, New Delhi

Achievements/awards/Accolades

- Received reward and recognition for contributing in content development of Hematology textbook for DPMI.
- Paper published in conference proceedings of national seminar on "Recent advances in Life sciences(RALS-2020)
- Published a research paper on "Prevalence of blood donor rejection criteria in a particular area and its relation to gender distribution" in Indian Journal of Pathology and Oncology's December edition
- Appreciation certificate from E- learning Australia for successfully completing the online certificate course on "**Clinical transfusion Practices**"

DPMI(Lecturer)	Immunohematology, Clinical Pathology	
DMLT	Hematology, histopathology, Clinical pathology, Immunohematology	2014-2015

Administrative Assignments:

Current:

Program In charge, B.Sc.MLT, School of Health Sciences, Ansal University

In charge, Library Committee, School of Health sciences, Ansal University.
Member, Student Welfare Committee, School of Heath sciences, Ansal University.
Member, Student Grievances Committee, School of Health Sciences, Ansal University.
Member, Course and Curriculum Committee, School of Health Sciences, Ansal University.
Member, Event Calendar Committee, School of Health Sciences, Ansal University.

Sushant School Of Health Sciences
Ansal University

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ANSAL UNIVERSITY
SCHOOL OF ENGINEERING & TECHNOLOGY
OFFICE ORDER

January 10, 2020
REF: SET/OO/January/10/2020/21

Value added course (VAC) will be offered by School of Engineering & Technology, Ansal University in the Academic Session 2019-20 (Even Semester).

Value Added Course Details:

S. No	VAC Code	VAC - Title	Duration (Hours)	Date of Commencement	Faculty Name	Batch	Evaluation Criteria
1	19SET -VA01	Professional Ethics & Technical Communication	32	03/February/ 2020	Mr. Rajan Bansal	B.Tech (8th Sem) (2016-20) and B.Tech 4th sem (2017-21) (CSE)	75% Attendance & successful completion of assignment/presentation

Course Objectives:

1. To recognize and analyze ethical dilemmas and issues that commonly arise in professional settings, demonstrating an increased awareness of the importance of ethical behavior in their chosen field.

2. To create effective technical documents, reports, and presentations, fostering clarity and precision in their communication.

3. To apply ethical principles and decision-making frameworks to real-world scenarios, demonstrating the ability to make informed, ethical choices in their professional lives.

4. To equip with the knowledge and skills to advocate for ethical practices within the professional communities.

It is mandatory for the students to attend the value added courses during the academic year 2019-20 (Even Semester). This is a noncredit course and certificates will be issued to students on completion of the program. For any queries regarding these courses, kindly contact the undersigned.

Mr. Anand Sharma
Assistant Professor-SET

Dean/Associate Dean - SET

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Ansal University
Gurgaon

School of Engineering & Technology

Introducing
Value Added Courses

B.Tech 8th sem and B.Tech 4 th sem (CSE) (2016-20) and (2017-21)

Classes to Commence from 03 February 2020

VAC Code: 19SET-VA01

VAC TITLE
Professional Ethics & Technical Communication

FACULTY
Mr. Rajan Bansal

Venue & Time Slot: D-305, Wed: 03:15 p.m. to 05:00 p.m.

Latika

ANSAL UNIVERSITY ★ SECTOR-55, GURGAON ★

VALUE ADDED COURSE SYLLABUS

Course Title: Professional Ethics & Technical Communication

Resource Person: Mr. Rajan Bansal

ansal University Gurgaon	School of Engineering & Technology Course Outline		
Course Title: Professional Ethics & Technical Communication Course Code- 19SET-VA01			
Semester: IV & VIII	Academic Year: 2019-20	Core/Elective: Value added course	Credits: 0
Course Designed by: Mr. Rajan Bansal E-mail: rajanbansal@ansaluniversity.edu.in		Course Instructor: Mr. Rajan Bansal Email:rajanbansal@ansaluniversity.edu.in	
Pre-requisites: None			

1. Upon successful completion of the course, the students should be able to

CO1: To recognize and analyze ethical dilemmas and issues that commonly arise in professional settings, demonstrating an increased awareness of the importance of ethical behavior in their chosen field.

CO2: To create effective technical documents, reports, and presentations, fostering clarity and precision in their communication.

CO3: To apply ethical principles and decision-making frameworks to real-world scenarios, demonstrating the ability to make informed, ethical choices in their professional lives.

CO4: To equip with the knowledge and skills to advocate for ethical practices within the professional communities.

2. CO and PO mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1						L	L	H	M	H	L	H			
CO2						L	L	H	H	H	M	H			
CO3						M	L	H	H	H	H	H			
CO4						H	M	H	H	H	H	H			
CO5						H	H	H	H	H	H	H			

3. Syllabus: Total Hrs.: 30

UNIT I- Introduction to Professional Ethics Total: 6 hours

Overview of Professional Ethics, Importance of Ethics in Professional Life, Ethical Dilemmas in the Workplace, The Role of Values in Decision-Making, Codes of Ethics and Professional Conduct, Ethical Decision-Making Frameworks

UNIT II – Communication Skills for Professionals Total: 6 hours

Effective Communication in the Workplace, Verbal and Non-Verbal Communication, Listening and Feedback, Business Writing and Technical Communication, Email Etiquette and Professional Correspondence, Presentations and Public Speaking

UNIT III - Ethical Considerations in Technology Total: 6 hours

Technology Ethics and Cyber security, Privacy and Data Protection, Intellectual Property and Copyright, Ethical Implications of Emerging Technologies, Ethical Hacking and Cyber security Practices, Case Studies in Technology Ethics

UNIT IV- Workplace Professionalism Total: 6 hours
Professional Attire and Conduct, Time Management and Productivity, Teamwork and Collaboration, Conflict Resolution and Problem Solving, Networking and Relationship Building, Career Development and Growth

UNIT V- Ethical Leadership and Corporate Responsibility Total: 6 hours
Ethical Leadership Principles, Corporate Social Responsibility, Whistleblowing and Reporting Unethical Behavior, Sustainability and Environmental Ethics, Ethics in Decision-Making and Strategy, Ethics in a Global Business Context, Socio Economic Infrastructure

4. Text Books(s):

T1. Michael S. Pritchard and Deborah Johnson, "Ethics in Engineering," Oxford University Press, 2020.
T2. Steven A. Beebe and Susan J. Beebe, "Business and Professional Communication: Principles and Skills for Leadership," Pearson, 2021.

5. Reference Book(s):

R1: Manuel Velasquez, "Business Ethics: Concepts and Cases," Pearson, 2019.
R2: Joseph A. DeVito, "The Interpersonal Communication Book," Pearson, 2020.

Latha

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LESSON PLAN

S.No.	Week	Date	Topic
1	1	03-Feb	Overview of Professional Ethics
2	1	04-Feb	Importance of Ethics in Professional Life
3	2	10-Feb	Ethical Dilemmas in the Workplace
4	2	11-Feb	The Role of Values in Decision-Making
5	3	17-Feb	Codes of Ethics and Professional Conduct
6	3	18-Feb	Ethical Decision-Making Frameworks
7	4	24-Feb	Effective Communication in the Workplace
8	4	25-Feb	Verbal and Non-Verbal Communication
9	5	02-Mar	Listening and Feedback
10	5	03-Mar	Business Writing and Technical Communication
11	6	09-Mar	Email Etiquette and Professional Correspondence
12	6	10-Mar	Presentations and Public Speaking
13	7	16-Mar	Technology Ethics and Cyber security
14	7	17-Mar	Privacy and Data Protection
15	8	23-Mar	Intellectual Property and Copyright
16	8	24-Mar	Ethical Implications of Emerging Technologies
17	9	30-Mar	Ethical Hacking and Cyber security Practices
18	9	31-Mar	Case Studies in Technology Ethics
19	10	06-Apr	Professional Attire and Conduct
20	10	07-Apr	Time Management and Productivity
21	11	13-Apr	Teamwork and Collaboration
22	11	14-Apr	Conflict Resolution and Problem Solving
23	12	20-Apr	Networking and Relationship Building
24	12	21-Apr	Career Development and Growth
25	13	27-Apr	Ethical Leadership Principles
26	13	28-Apr	Corporate Social Responsibility
27	14	04-May	Whistleblowing and Reporting Unethical Behavior
28	14	05-May	Sustainability and Environmental Ethics
29	15	11-May	Ethics in Decision-Making and Strategy
30	15	12-May	Ethics in a Global Business Context
31	16	18-May	Socio Economic Infrastructure
32	16	19-May	Certificate Distribution

Latika

SUSHANT UNIVERSITY

VALUE ADDED COURSE RESOURCE PERSON PROFILE

I am Rajan Bansal, assistant Professor, Mechanical engineering in School of Engineering and Technology Ansal University. I have joined this esteemed institute Five years back. Prior to that I have been benefitted by working at various academic institutes and amassed a working experience of more than 20 years now.

I obtained a Master's degree in Industrial Engineering from Guru Nanak Dev Engg. College Ludhiana in the year 2010 and Bachelors in Technology in Mechanical Engineering from Beant College of Engineering and Technology Gurdaspur, Punjab in 2000. I commenced following my passion with teaching in the year 2001 with many good institutes like Maharshi Markendeshwar Engineering College Ambala, Guru Jambheshwar University, Hissar and N. C. College of Engineering Panipat.

My research area is Industrial Engineering, with special interest in Supply Chain Management, operations research, logistics and statistical analytical techniques.

I have attended workshops on Micro Electromechanical Devices, Computational Fluid Dynamics, ProE design software, Autodest Inventor's AutoCAD and Solidworks.

I like being here at Ansal University. Meeting people who are happily motivated, inspiringly dressed and exchanging wisdom on a daily basis is something which keeps me kicking and ticking. Preparing your routine pedagogy becomes interesting and worthy when you know students are going to follow and give regard. I feel happy.