

Value added courses for 2021-22

SEMESTER- I

Corporate Skills for Executives

Course Aim:

Aim is to provide insight into the key professional skills needed by managers at all levels of an organisation and to learn key skills such as how to make a positive first impression; how to become a role model at work; effective time and resource management; and networking.

Course Objectives:

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- To help the students gain understanding of the functions and responsibilities of managers.
 - To provide them tools and techniques to be used in the performance of the managerial job.
 - To enable them to analyze and understand the environment of the organization.
 - To help the students to develop cognizance of the importance of management principles.

Course Outcome:

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

- To help the students gain understanding of the functions and responsibilities of managers.
- To provide them tools and techniques to be used in the performance of the managerial job.
- To enable them to analyze and understand the environment of the organization.
- To help the students to develop cognizance of the importance of management principles.

Course Content:

1. The Mind - Positive thinking & Attitude, Motivation, Character Building, Self Esteem, Goal Setting

2. Effective Communication - English Conversation, Pronunciation, Voice Modulation, Stressing and stretching, Accent Improvisation, Facial Expressions, Body language, Writing skills.

3. Corporate Look - Office Wear, Meetings/Interviews, Business Presentations

4. Executive Skills - Writing a profile (Personal/ Company), Group Discussion, Facing an Interview, Business Presentation Skills

5. Corporate Skills - Interpersonal Relationship, Leadership Qualities, Time Management, Stress Management

Suggested Reading:

1. Enhancing Employability: Connecting Campus with Corporate: M.S. Rao
2. Corporate Softskills: Sarvesh Gulati

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

DEPARTMENT OF MBA

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Semester- III

Business Sustainability Management

Course Aim:

To expand the knowledge of sustainability across various organizations, industries and practices; including business, consulting, environmental, and social and governance (ESG), and energy sectors.

Course Objectives:

- To learn sustainability challenges and opportunities in the global economy
- To understand the design, technology and planning for sustainability
- To explain regulatory environment and international policies for sustainability

Course Outcome:

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

- To learn sustainability challenges and opportunities in the global economy
- To understand the design, technology and planning for sustainability
- To explain regulatory environment and international policies for sustainability.

Course Content:

- Identification of Sustainability challenges and opportunities.
- Analysis of the business case and leadership for action.
- Discussion of regulatory environment and international policy.
- Analysis of Production and consumption.
- The value chain: Implementing business models and processes for sourcing, producing, and consuming sustainably.
- Design, technology and planning for sustainability.
- Communication and marketing identification.
- Collaboration and partnerships.
- Rewiring the business approach.
- Learn to be an effective change agent.
- Overcome barriers to change, obtain networking support, and create a personalized sustainability action plan.

- Corporate, government, and non-profit actors to bring about large-scale change in the sustainability space.
- Policy instruments, international agreements, and the role of business and civil society in shaping a zero-carbon economy.
- Impart the importance of good leadership in achieving change.
- The role of innovative design, planning, and technology in facilitating sustainable business.