



PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

Name of the School: Engineering

Name of the Department: Civil Engineering

Area of Specialization: Civil Engineering /Building Planning

Name of the Faculty: Ms. Divya Nair

Title of the Value Added Course: Basic Principles of VASTU

Course Code: CIV V 004

Course Duration: [30 hours] [From Feb to April 2020]

Course Description: The main objective of this course is to provide students with the knowledge of basic principles of Vastu based planning with a scientific temperament. It deals with planning, executing, completing and rectifying Vastu compliments involved in a given project. The course deals with the basic principles of Vastu and presents an overall understanding on its application with an interdisciplinary approach in its application. A few case studies of historic structure built on the principles of Vastu will also be presented to students. The course stresses on the aspects of orientation and layout of buildings as per Vastu in addition to understanding the implications of these on the ventilation, lighting and thermal comfort of the building. A few case studies of historic structure built on the principles of Vastu will also be presented to students. This Course helps students to plan and design Vastu complaint structures residential and office spaces.

Course Outcomes: On successful completion of the course the students shall be able to:

1. Apply the principles of Vastu in planning of residential and commercial buildings.
2. Interpret the concepts of Vastu for orientation and layout of a building from a scientific perspective in terms of enhancing the inhabitant comfort.
3. Recognize the importance of sustainability and environment conscious approach in the ancient principles of Vastu

Name & Signature of the Faculty Member

Approval by the HOD.

Ms. Divya Nair



School	: School of Engineering
Department	: Department of Petroleum Engineering
Area of Specialization	: Petroleum Engineering
Course Type	: Value Added Course (VAC)
Course Title	: Hydrocarbon Assurance - A Research Implications
Course Code	: PET V006
Course Duration	: 30 Hours
Academic Year / Semester	: 2019-2020 / ODD
Course Instructor In-charge	: Mr. Deepjyoti Mech
Course Instructor(s)	: Mr. Deepjyoti Mech (Department of PET)

Course Description:

The main aim of this course is to learn the operational problems related to flow assurance and recovery of hydrocarbon processes. This course involves understanding the flow assurance and recovery of hydrocarbons in the oil and gas industry. The flow assurance process may require a method to ensure the flow of oil and gas through pipelines, oil, and gas production equipment's to combat many problems such as gas hydrate formation, wax deposition, etc. to obtain the desired product from the beginning of the production of hydrocarbons. Also, hydrocarbon recovery plays a major role in producing sufficient energy either from conventional or unconventional sources. At the end of this course, student will be able to learn about the usage, working process and purpose about the hydrocarbon assurance.

Course Outcomes (COs):

On successful completion of the course, the student shall be able to:

CO1: state the flow assurance and recovery of hydrocarbons from different sources,

CO2: identify the different types of problems and their solutions related to the flow assurance and recovery of hydrocarbons,

CO3: discuss different unconventional hydrocarbon sources,

CO4: explain new practices for hydrocarbon assurance through experimental approaches

Course Content:

Module 1: Introduction - Flow assurance: Introduction, Gas hydrates formation, Wax deposition, etc. and Recoveries: EOR.

Module 2: Common Practices for Hydrocarbon Assurance - Flow assurance: Drilling fluid inhibitors, Thermodynamic and kinetic inhibitors for prevention gas hydrates, other problems, Recovery: different thermodynamic and kinetic promoters for gas hydrate formation, inhibitors for recovery of gas from hydrate reservoir, different surfactants for enhanced oil recovery.

Module 3: Unconventional Hydrocarbon Sources - Gas Hydrates: As energy resource, for flow assurance, Shale reservoir: production technique, other techniques.

Module 4: New Practices for Hydrocarbon Assurance - Flow assurance: Non-damaging drilling fluids for gas hydrates and shale formations, Recovery: Green surfactants.

Signature of the Instructor In-charge:



Signature of the HOD:

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Name of the School: School of Management

Name of the Department: Management

Area of Specialization: Marketing Management

Name of the Faculty Member: Prof. Bharath S

Title of the Value Added Course: Positioning in Marketing

Course Duration: [30 hours] [From 20 January 2020 till 10 March 2020]

Course Code: SOMV029

Introduction to the Course: The course is the heart of any Marketing Strategy, the core that one must get right. It does not matter whether one starts with a clearly defined target group or with a differential value proposition: one needs to end up with a clear segment or segments upon which Marketing Plans are built. This course will guide through the essential stages of the key marketing process, starting with the basic elements that is required to decide on the market segmentation and marketing. The course progresses to examine the key market trends that one encounters and will provide with a handy practical toolbox of skills. The course features interviews with industry professionals as well as on location videos where we quiz members of the public on their attitude towards this key concept

This course would be facilitated with lectures, videos, podcasts, articles, cases studies and activities which would lead to an experiential learning for the students to face the challenges in the organization ahead.

Prerequisites of the course: Basic understanding of the concepts of marketing management

Course Outcomes: On successful completion of the course the students shall be able to:

1. Understand where to position the product and which segment to attempt to attract.
2. Acquire skills of market segmentation, positioning and value proposition

Course Content:

Module 1: The positioning concept is introduced and connected to the Marketing Process. The market environment analysis is done and the reasons for going ahead with the positioning are outlined.

Module 2: Segmentation- During the module the segmentation concept is covered, together with the reasons for segmenting, the criteria and models that could be used for running the segmentation.

Module 3: Differentiation & Value Proposition- The element of positioning is addressed: Value proposition and differentiation. Both the value proposition and differentiation concepts are presented, following up with how to come up with them effectively and potential strategies to be followed.

Module 4: Positioning - The positioning concept is analyzed and practical tools are shared to define it. Furthermore, key marketing strategies and market trends affecting positioning are

offered.




REGISTRAR 

Approval by the HOD.



PRESIDENCY UNIVERSITY

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Name of the School: School of Design

Area of Specialization: Visual Arts

Name of the Department: Foundation Studies

Name of the Faculty Member: Mr. Deepak

Title of the Value Added Course: Biomimicry in design

Course Duration: [30 hours]

Course Code: BDES0001

Introduction to the Course:

This Course aims to take inspiration from natural selection solutions adopted by nature and translate the principles to human engineering. The biomimicry approach aims to favor “choices” tested by nature which had millions of years to understand what works best and what doesn't. Designs following biometrics will ultimately allow human productions to be more efficient, resilient and sustainable.

Course Outcomes: On successful completion of the course the students shall be able to:

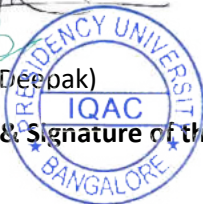
1. Identify Biomimicry
2. Define terms such as Biology, Mimicry and understand the possibilities
3. Understand the examples done by researchers

Course Content:

1. How to approach various situations through biomimicry.
2. The functions of biomimicry in modern life.
3. A comparison of urban and organic images and human interaction
4. Research on various forms of biomimicry for every day usability and for special needs

(Mr. Deepak)

Name & Signature of the Faculty Member



Approval by the HOD





PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013



VALUE ADDED COURSE

BY SCHOOL OF LAW PRESIDENCY UNIVERSITY

ACADEMIC YEAR- 2019-2020

Cyber Law

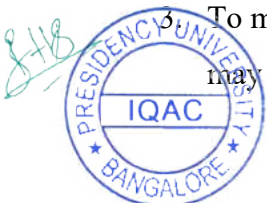
COURSE INSTRUCTOR:- Abhijit B

Cyber Law

Course Objectives:

1. To provide orientation to students for technical, legal, and social issues related to laws and Cyber Ethic
2. To identify the significance of cyber laws

To make the students to understand the statutory rules for offences where a computer may be the target or used for committing crimes.



4. To enable the students to have knowledge of business aspect of cyber law.

Course Outcomes:

On successful completion of this course the student should be able to:

- CO1. Develop understanding of cyber laws.
- CO2. Assess the current legal landscape relating to cyberspace.
- CO3. Appraise the interrelationship between law and electronic business.
- CO4. Understand basics of cyber crimes

Cyber Laws

UNIT-I Introduction to Cyber Law:

L- 5 Hours

Evolution of computer technology, emergence of cyber space

Cyber Jurisprudence, Jurisprudence and law, Doctrinal approach, Consensual approach, Real Approach

Cyber Ethics

UNIT- II Information Technology Act, 2000: Overview:

L-5Hours

Introduction to IT Act, 2000, Amendments and Limitations of IT Act

Digital Signatures

Cryptographic Algorithm, Public Cryptography, Private Cryptography,

Electronic Governance, Legal Recognition of Electronic Records,

Cyber Crime and Offences

UNIT- III Cyber Law and Related Legislations:

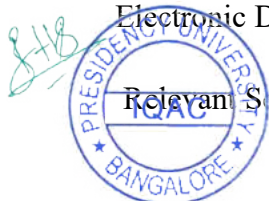
L - 10 Hours

Patent Law, Trademark Law, Copyright, Software – Copyright or Patented,

Domain Names and Copyright disputes,

Electronic Data Base and its Protection,

Relevant Sections of Indian Penal Code



UNIT- IV Electronic Business and Legal Issues:

L- 10 Hours

Evolution and development in E-commerce

Paper vs paper less contracts

E-Commerce models- B2B, B2C,

E security. Business, taxation, electronic payments

E-markets

Emerging Trends

Text Books:

- Cyber Laws: Intellectual property & E Commerce, Security- Kumar K, dominant Publisher
- Cyber Ethics 4.0, Christoph Stuckelberger, Pavan Duggal, by Globethic

References Books:

- Information Security policy & Implementation Issues, NIIT, PHI
- Computers, Internet and New Technology Laws, Karnika Seth, Lexis Nexis Butterworths Wadhwa Nagpur.
- Legal Dimensions of Cyber Space, Verma S, K, Mittal Raman, Indian Law Institute, New Delhi,
- Cyber Law, Jonthan Rosenoer, Springer, New York, (1997).
- The Information Technology Act, 2005: A Handbook, OUP Sudhir Naib,, New York, (2011)
- Information Technology Act, 2000, S. R. Bhansali,, University Book House Pvt. Ltd., Jaipur (2003).
- Cyber Crimes and Law Enforcement, Vasu Deva, Commonwealth Publishers, New Delhi, (2003).

