



Re-Accredited 'B++' 2 86 CGPA by NAAC

VEER NARMAD SOUTH GUJARAT UNIVERSITY
University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉદ્ધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

Tel : +91 - 261 - 2227141 to 2227146. Toll Free : 1800 2333 011. Digital Helpline No.- 0261 2388888
E-mail : info@vnsgu.ac.in, Website : www.vnsgu.ac.in

ક્રમાંક:ઓથો. /પરિપત્ર/૯૭૦૦/૨૦૨૬

તા. ૧૧/૦૫/૨૦૨૬

પ્રતિ,
વડાશ્રી,
ડિપાર્ટમેન્ટ ઓફ બિઝનેસ એન્ડ
ઈન્ડસ્ટ્રીયલ મેનેજમેન્ટ,
વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી,
સુરત.

વિષય:— Certificate courses ના અભ્યાસક્રમ બાબત.

સુઝાશ્રી,

સવિનય જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૬-૨૭ થી અમલમાં આવનાર યુનિવર્સિટી કેમ્પસના ડિપાર્ટમેન્ટ ઓફ બિઝનેસ ઈન્ડસ્ટ્રીયલ મેનેજમેન્ટ વિભાગ ખાતે વિદ્યાર્થીઓ અને ઉદ્યોગ અને કોર્પોરેટ જગતની માંગ મુજબના નીચે મુજબના Certificate courses ના અભ્યાસક્રમ અંગે બિઝનેસ એન્ડ ઈન્ડસ્ટ્રીયલ મેનેજમેન્ટ વિષયની અભ્યાસ સમિતિની તા. ૧૩/૦૪/૨૦૨૬ ની સભાનાં ઠરાવ ક્રમાંક: ૦૪ થી કરેલ ભલામણને મેનેજમેન્ટ વિદ્યાશાખાનાં અધ્યક્ષશ્રીએ મેનેજમેન્ટ વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વિદ્યાશાખા વતી મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણને એકેડેમિક કાઉન્સિલની તા. ૦૭/૦૫/૨૦૨૬ ની સભાનાં ઠરાવ ક્રમાંક: ૪૦ થી મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

Certificate courses

1. Storytelling for Branding and Communication
2. Data Visualization using Tableau and Power BI
3. Prompt Engineering for ChatGPT
4. Corporate Sustainability
5. Financial Literacy

W. J. K.
કુલસચિવ

બિડાણ: ઉપર મુજબ

પ્રતિ,

- ૧) અધ્યક્ષશ્રી, મેનેજમેન્ટ વિદ્યાશાખા
- ૨) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.
- ૩) અનુસ્નાતક વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.

...તરફ જાણ તેમજ અમલ સારૂ.

201-40
124-19

અકેડેમિક ક્રેડિટ્સ નં. 06-05 -2026
બાબત.....40.....વિસુદ્ધ/વિ/સર.....19.....

Department of Business and Industrial Management
G. H. Bhakta Management Academy
Veer Narmad South Gujarat University
Surat

Certificate Course
in
Storytelling for Branding and Communication

This is a *skill-based, practical and cross-disciplinary* certificate course.

Course Credits

This certificate course shall be of 2 credits.

Course Duration

This certificate course shall be of 30 hour duration.

Course Objectives

The objective of the course is to equip participants with the ability to **craft, structure, and deliver compelling stories** for diverse contexts such as business communication, branding, leadership, teaching, and personal influence. The course intends to develop several key skills such as communication & persuasion, creative thinking, leadership communication, presentation & public speaking and data interpretation through narrative

Course Outcome

After competing this course, the participants shall be able to:

- CO1: Understand *why storytelling is a powerful communication tool* and structure ideas into clear narratives (Module-1)
- CO2: Convert a real-life experience into a story and apply storytelling in workplace scenarios (Module-2)
- CO3: Bridge **data + narrative for decision-making** and create stories for digital platforms (Module-3)
- CO4: Deliver stories confidently and persuasively and build a strong personal narrative (Module-4)
- CO5: Apply the knowledge and skills in real-life situations (Module-5)

Course Modules

Module	Contents and Course Outcome
1	<p>Foundation of Storytelling</p> <ul style="list-style-type: none"> • Evolution of storytelling (from oral traditions to digital age) • Psychology of storytelling (emotion, memory, persuasion) • Elements of a powerful story (character, conflict, resolution) • Story vs data: Why stories win attention <p>Story Structure and Frameworks</p> <ul style="list-style-type: none"> • Classic story arc (Beginning–Middle–End) • Hero’s Journey framework • Pixar storytelling formula • Business storytelling structures (Problem–Solution–Impact)
2	<p>Crafting Engaging Stories</p> <ul style="list-style-type: none"> • Building relatable characters • Creating conflict and tension • Using emotions, visuals, and sensory details • Writing compelling openings and endings <p>Storytelling for Professional Contexts</p> <ul style="list-style-type: none"> • Storytelling in business presentations • Storytelling for marketing and branding • Storytelling in leadership and team management • Storytelling for teaching and training
3	<p>Data Storytelling and Analytics</p> <ul style="list-style-type: none"> • Turning data into stories • Simplifying complex information • Using narratives in reports and dashboards • Case studies from business and media <p>Digital and Visual Storytelling</p> <ul style="list-style-type: none"> • Storytelling through social media • Use of visuals, videos, and reels • Storyboarding techniques • Tools for digital storytelling
4	<p>Storytelling Delivery Skills</p> <ul style="list-style-type: none"> • Voice modulation and body language • Public speaking techniques • Storytelling for pitches and interviews • Handling audience engagement <p>Personal Branding through Storytelling</p>

	<ul style="list-style-type: none"> • Crafting your personal story • LinkedIn storytelling and professional identity • Elevator pitch using storytelling • Storytelling for career growth
5	<p>Ethics and Authenticity in Storytelling</p> <ul style="list-style-type: none"> • Truth vs manipulation • Cultural sensitivity in storytelling • Responsible storytelling in business and media <p>Capstone Project</p> <ul style="list-style-type: none"> • Create and present a story in one domain: <ul style="list-style-type: none"> ▪ Business pitch ▪ Marketing campaign ▪ Personal brand story ▪ Educational storytelling module

Teaching Methods

Following teaching methods shall be used during the course:

- Case studies (brands, leaders, campaigns)
- Story labs and workshops
- Role play and storytelling circles
- Real-world assignments

Evaluation Components

There shall not be any traditional examination such as reading, memorising and writing as an answer to a question. Rather, there will be a practical approach to evaluate the performance of the participants. The participants shall be evaluated based on the following assessment components:

- Story writing assignments
- Live storytelling presentation
- Group storytelling project
- Final capstone project evaluation

References

- Chanakya, C. N. (2024). Data-driven storytelling: The rise of analytics and visualization in modern newsrooms. *Journal of e-Science Letters*.
- Denning, S. (2011). *The Leader's Guide to Storytelling: Mastering the art and discipline of business narrative*. Jossey-Bass.
- Denning, S. (2022). *The Age of Agile*. AMACOM.

Dougherty, J., & Ilyankou, I. (2021). *Hands-On Data Visualization: Interactive storytelling from spreadsheets to code*. O'Reilly Media

Duarte, N. (2010). *Resonate: Present visual stories that transform audiences*. Wiley.

Dykes, B. (2022). *Effective Data Storytelling: How to drive change with data, narrative and visuals*. Wiley.

Knafllic, C. N. (2015). *Storytelling with Data: A data visualization guide for business professionals*. Wiley.

Knafllic, C. N. (2021). *Storytelling with Data: Let's Practice!*. Wiley.

McKee, R. (1997). *Story: Substance, Structure, Style, and the Principles of Screenwriting*. Regan Books.

Simmons, A. (2007). *Whoever Tells the Best Story Wins: How to use your own stories to communicate with power and impact?* AMACOM.



Department of Business and Industrial Management
G. H. Bhakta Management Academy
Veer Narmad South Gujarat University
Surat

Certificate Course
in

Data Visualization using Tableau and Power BI

This is a *skill-based, practical and cross-disciplinary* certificate course.

Course Credits

This certificate course shall be of 2 credits.

Course Duration

This certificate course shall be of 30 hour duration.

Course Objectives

- To develop strong data visualization skills using modern analytical tools
- To enable learners to design interactive dashboards and reports
- To introduce fundamental concepts of business analytics
- To prepare students for entry-level roles in data analytics and related fields

Course Outcome

After competing this course, the participants shall be able to:

- **CO1:** Create interactive dashboards using Tableau and Power BI
- **CO2:** Analyze and interpret business data effectively
- **CO3:** Work with real-world datasets and generate insights
- **CO4:** Apply data analytics in domains like finance, marketing, and HR

Course Modules

Module	Contents and Course Outcome
1	Fundamentals of Data Analytics <ul style="list-style-type: none">• Introduction to data analytics• Types of data: structured and unstructured• Data cleaning and preparation techniques

	<ul style="list-style-type: none"> • Basics of Excel for data analysis
2	Tableau <ul style="list-style-type: none"> • Introduction to Tableau interface • Data connection and data types • Creating charts (bar, line, pie, maps) • Use of filters and parameters • Dashboard creation and storytelling • Case study: Sales dashboard
3	Power BI <ul style="list-style-type: none"> • Introduction to Power BI • Data import and transformation • Data modeling concepts • Basics of DAX (Data Analysis Expressions) • Creating visualizations and reports • Publishing dashboards
4	Projects and Applications <ul style="list-style-type: none"> • Finance dashboard development • Marketing analytics dashboard • ESG (Environmental, Social, Governance) visualization • Mini project submission

Teaching Methods

Following teaching methods shall be used during the course:

- Classroom lectures with live demonstrations
- Practical lab sessions
- Case study discussions
- Project-based learning approach

Evaluation Components

Internal Assessment (40 Marks):

- Assignment: 10 Marks
- Practical Work: 15 Marks
- Project: 15 Marks

External Assessment (60 Marks):

- Practical Examination / Viva

Reference Books

- Rajput, N. S., & Bhatt, S. (n.d.). *Visual analytics using Tableau*.
- Machiraju, S., & Gaurav, S. (n.d.). *Power BI data analysis and visualization*.
- Loth, A. (n.d.). *Teach yourself VISUALLY Power BI*.
- Carter, T. (n.d.). *Data visualization with Tableau and Power BI*.

Department of Business and Industrial Management
G. H. Bhakta Management Academy
Veer Narmad South Gujarat University
Surat

Certificate Course
in
Prompt Engineering for ChatGPT

This is a *skill-based, practical and cross-disciplinary* certificate course.

Course Credits

This certificate course shall be of 2 credits.

Course Duration

This certificate course shall be of 30 hour duration.

Course Objectives

The primary objective of this course is to equip participants with the knowledge and practical skills required to effectively utilize Generative AI and prompt engineering techniques for enhancing decision-making, communication, and problem-solving in management and professional contexts.

Course Outcome

After competing this course, the participants shall be able to:

- CO1: Understand fundamentals of Generative AI and ChatGPT (Module 1)
- CO2: Design effective prompts (Module 2)
- CO3: Apply prompt engineering in business contexts (Module 3)
- CO4: Generate reports and insights using AI (Module 4)
- CO5: Evaluate ethical implications of AI (Module 5)

Course Modules

Module	Contents and Course Outcome
1	Introduction to Generative AI & ChatGPT (6 Hours) <ul style="list-style-type: none">• Introduction to Artificial Intelligence and Machine Learning• Evolution of AI → Generative AI• What is Generative AI (text, image, code generation)

	<ul style="list-style-type: none"> • Overview of Large Language Models (LLMs) • Introduction to ChatGPT: features, capabilities, limitations • Real-world applications of Generative AI • Basic interaction with ChatGPT (hands-on prompts) <p>After completing this unit, students will be able to:</p> <ul style="list-style-type: none"> • Understand the concept of Generative AI and its evolution • Explain how ChatGPT and LLMs work at a basic level • Identify real-world use cases of AI tools • Use ChatGPT for simple tasks like content generation and Q&A
2	<p>Fundamentals of Prompt Engineering (8 Hours)</p> <ul style="list-style-type: none"> • What is Prompt Engineering • Types of prompts (open-ended, closed-ended, role-based) • Prompt structure and components • Writing effective prompts • Zero-shot and few-shot prompting • Controlling tone, style, and format • Common mistakes in prompting • Iterative prompting and refinement <p>Prompt Design Assignments:</p> <ul style="list-style-type: none"> • Design clear and effective prompts • Apply different prompting techniques (zero-shot, few-shot) • Control AI output format and tone • Improve responses through prompt refinement
3	<p>Advanced Prompt Engineering (6 Hours)</p> <ul style="list-style-type: none"> • Role-based prompting and persona design • Chain-of-thought prompting • Multi-step reasoning prompts • Prompt templates and reusable frameworks • Context management • Prompt optimization techniques • Introduction to API-based prompting (basic idea) • Debugging poor responses <p>Hands on practical tasks and demonstrations:</p> <ul style="list-style-type: none"> • Create advanced prompts for complex tasks • Apply reasoning-based prompting techniques • Design reusable prompt templates • Optimize prompts for better accuracy and relevance
4	<p>Applications in Management (8 Hours)</p> <ul style="list-style-type: none"> • Use of Generative AI in: <ol style="list-style-type: none"> 1. Marketing (content creation, campaigns) 2. HR (resume screening, interview questions) 3. Finance (report summaries, forecasting basics)



	<p>4. Operations (automation, documentation)</p> <ul style="list-style-type: none"> • AI tools for productivity • Decision-making with AI assistance • Case studies in business applications • Limitations of AI in management <p>Group based AI Application project:</p> <ul style="list-style-type: none"> • Apply AI tools in different management domains • Use ChatGPT for business communication and analysis • Evaluate AI-driven decision-making support • Identify limitations and risks in business contexts
5	<p>Ethics & Future Scope (2 Hours)</p> <ul style="list-style-type: none"> • Ethical issues in AI (bias, misinformation, plagiarism) • Data privacy and security • Responsible AI usage • AI regulations and governance • Future trends in Generative AI • Impact on jobs and industries <p>Final Capstone Project Evaluation:</p> <ul style="list-style-type: none"> • Understand ethical concerns in AI usage • Apply responsible AI practices • Analyze future opportunities and challenges • Evaluate societal impact of Generative AI

Teaching Methods

Following teaching methods shall be used during the course:

- Blended Learning (Theory + Practical)
- Experiential Learning through projects
- Continuous assessment via assignments
- Industry-oriented skill development

Evaluation Components

There shall not be any traditional examination such as reading, memorising and writing as an answer to a question. Rather, there will be a practical and application-oriented approach to evaluate the performance of the participants. The participants shall be evaluated based on the following assessment components:

- Prompt Design Assignments
- Hands-on Practical Tasks & Demonstrations
- Group-Based AI Application Project
- Final Capstone Project Evaluation

References

- Russell, S., & Norvig, P. (2021). *Artificial Intelligence: A Modern Approach* (4th ed.). Pearson.
- Goodfellow, I., Bengio, Y., & Courville, A. (2016). *Deep Learning*. MIT Press.
- Mollick, E. (2024). *Co-Intelligence: Living and Working with AI*. Portfolio.
- Shane, J. (2019). *You Look Like a Thing and I Love You: How Artificial Intelligence Works and Why It's Making the World a Weirder Place*. Little, Brown and Company.
- Agrawal, A., Gans, J., & Goldfarb, A. (2018). *Prediction Machines: The Simple Economics of Artificial Intelligence*. Harvard Business Review Press.
- Liu, V., & Chilton, L. (2022). Design guidelines for prompt engineering. *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI)*.
- OpenAI. (2024). *GPT-4 Technical Report*. OpenAI
- Brown, T. B., et al. (2020). *Language Models are Few-Shot Learners*. *Advances in Neural Information Processing Systems (NeurIPS)*.
- Bommasani, R., et al. (2021). *On the Opportunities and Risks of Foundation Models*. Stanford Institute for Human-Centered AI.
- DeepLearning.AI. (2023). *ChatGPT Prompt Engineering for Developers* (Course).
- Coursera. (2023–2025). *Generative AI and Prompt Engineering Specializations*.
- Google. (2024). *Prompt Engineering Guide and Generative AI Documentation*.
- Microsoft. (2024). *AI and Copilot Learning Resources*.



Department of Business and Industrial Management

G. H. Bhakta Management Academy

Veer Narmad South Gujarat University

Surat

Certificate Course

in

Corporate Sustainability

This is a concept-driven, interdisciplinary course focusing on sustainable business practices, environmental responsibility, and long-term value creation.

Course Credits

This certificate course shall be of 2 credits.

Course Duration

This certificate course shall be of 30 hour duration.

Course Objectives

The objective of this course is to develop an understanding of corporate sustainability concepts and practices, enabling participants to integrate environmental, social, and governance (ESG) principles into business decision-making, promote responsible resource management, and contribute to sustainable development and long-term organizational growth.

Course Outcome

After competing this course, the participants shall be able to:

CO1: Understand the fundamental concepts of sustainability, ESG, and global frameworks, and explain the role of businesses in sustainable development and climate responsibility

(Unit 1)

CO2: Analyze different types of industrial waste and water usage practices, and apply sustainable waste and water management techniques in organizational contexts *(Unit 2)*

CO3: Evaluate sustainable infrastructure practices, carbon footprint, and carbon management strategies, and assess the role of renewable energy in business operations *(Unit 3)*

CO4: Develop corporate sustainability strategies by integrating ESG principles and identifying responsible and unethical business practices (*Unit 4*)

CO5: Apply sustainability concepts and practices to real-life business scenarios for promoting environmental responsibility and long-term organizational value (*Overall Course*)

Course Modules

Module	Contents and Course Outcome
1	<p>Introduction to Corporate Sustainability</p> <ul style="list-style-type: none"> • Concept of Sustainability and Sustainable Development • Triple Bottom Line (People, Planet, Profit) • Role of business in environmental protection • ESG (Environmental, Social, Governance) overview • Global frameworks: SDGs and sustainability goals • Importance of corporate sustainability in modern organizations • Basic concept of Carbon Footprint • Introduction to Carbon Credits and Carbon Trading • Net Zero and climate responsibility • Role of businesses in climate change mitigation
2	<p>Waste Management & Water Management</p> <ul style="list-style-type: none"> • Types of industrial and corporate waste • Waste management practices (Reduce, Reuse, Recycle) • E-waste and plastic waste management • Water conservation techniques in organizations • Rainwater harvesting and water recycling • Industrial water usage and treatment
3	<p>Sustainable Infrastructure & Carbon Management</p> <ul style="list-style-type: none"> • Concept of sustainable/green buildings • Energy-efficient infrastructure • Green certifications • Carbon footprint and carbon emissions • Carbon management strategies in organizations • Renewable energy adoption in business

4	<p>Corporate Sustainability Practices & Guidelines</p> <ul style="list-style-type: none"> • What companies should do • What companies should avoid • ESG integration in business decisions • Corporate sustainability strategy framework • Role of employees and management in sustainability • Future trends in corporate sustainability
----------	--

Teaching Methods

Following teaching methods shall be used during the course:

- Case studies (sustainable companies, ESG practices, real-world examples)
- Field-based learning and practical assignments
- Group discussions and problem-solving activities
- Workshops on sustainability practices and carbon management

Evaluation Components

There shall not be any traditional examination such as reading, memorising, and writing answers. The evaluation will be based on practical understanding and application of concepts.

The participants shall be evaluated based on the following components:

- Sustainability audit/report of an organization
- Waste or water management project
- Group project on ESG or sustainable practices
- Final project/presentation on corporate sustainability strategy

References

- Elkington, J. (1997). *Cannibals with Forks: The Triple Bottom Line of 21st Century Business*. Capstone Publishing.
- Epstein, M. J. (2008). *Making Sustainability Work: Best Practices in Managing and Measuring Corporate Social, Environmental, and Economic Impacts*. Berrett-Koehler.
- Savitz, A. W. (2013). *The Triple Bottom Line: How Today's Best-Run Companies Are Achieving Economic, Social and Environmental Success*. Jossey-Bass.
- Hawken, P. (1993). *The Ecology of Commerce: A Declaration of Sustainability*. HarperBusiness.

Schaltegger, S., Burritt, R., & Petersen, H. (2017). *An Introduction to Corporate Environmental Management*. Routledge.

United Nations (2015). *Transforming Our World: The 2030 Agenda for Sustainable Development (SDGs)*.



Department of Business and Industrial Management

G. H. Bhakta Management Academy

Veer Narmad South Gujarat University

Surat

Certificate Course

in

Financial Literacy

This is a concept-oriented, practical course focusing on financial literacy, investment awareness, and informed decision-making for achieving long-term financial stability and independence.

Course Credits

This certificate course shall be of 2 credits.

Course Duration

This certificate course shall be of 30 hour duration.

Course Objectives

Management of one's finances has become a pertinent part of the average man's life in the contemporary world. This course has been designed to educate the learner about the basic nuances of management of money and investments. At the end of the 30 hours of the course, the learner would have a fair idea about the different financial markets, instruments of investment, and the risk-return relationship. The learner would also understand the psychological build-up needed for success in the field of investments.

Course Outcome

After competing this course, the participants shall be able to:

CO1: Understand the importance of financial literacy, investment psychology, and the role of compounding in wealth creation (*Modules 1-3*)

CO2: Differentiate between savings and investment, and explain the basic process of investing in financial markets (*Modules 4-5*)



-CO3: Analyze various financial instruments including stock markets, mutual funds, insurance, and government securities (*Modules 6–8*)

CO4: Evaluate risk-return relationships, diversification strategies, and the use of credit and loans in personal finance (*Modules 9–11*)

CO5: Apply financial knowledge for tax planning, understanding global economic impacts, and achieving financial independence (*Modules 12–14*)

Course Modules

Module	Contents and Course Outcome
1	Introduction: 1. The need for financial literacy; 2. The meaning of financial literacy; 3. The consequences of not being financially literate
2	The psychology of investing
3	The Magic of Compound Interest
4	Difference between savings and investment
5	The process of investing
6	Fundamentals of financial markets: 1. Capital and money markets; 2. Instruments available for investors in these markets
7	Stock Markets: Basics
8	Mutual funds and insurance. Government Bonds and Securities: Important points that one should know
9	The risk - Return principle
10	Diversification
11	Credit cards and loans
12	Computation of income and tax returns
13	Global economy and its impact on individual investors
14	Financial Independence
	Total time (30 hours)

Teaching Methods

Following teaching methods shall be used during the course:

- Interactive classroom sessions
- Case studies
- Simulated investment games



Evaluation Components

There shall not be any traditional examination such as reading, memorising, and writing answers. The evaluation will be based on practical understanding and application of financial concepts. The participants shall be evaluated based on the following components:

- Personal financial planning assignment (budgeting, saving, and investment plan)
- Case study analysis on investment decisions or financial mistake
- Group project on financial markets, mutual funds, or risk management
- Practical exercises on tax calculation and financial decision-making
- Final project/presentation on achieving financial independence or investment strategy

References

Sr. No.	Author/s/Editors	Title of the Book	Publisher	Edition and Year of Publication
T1	Fischer Donald E. and Jordan Ronald J.,	Security Analysis and Portfolio Management	Prentice Hall	Latest Edition
T2	Sharpe William F., Alexander Gordon J., Bailey Jeffery V.	Investments	Prentice Hall	Latest Edition
T3	Kevin S.	Security Analysis and Portfolio Management	PHI India Ltd.	Latest Edition

