



K.R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

LIST OF VALUE-ADDED COURSES HAVING RELEVANCE TO LOCAL, REGIONAL, NATIONAL AND GLOBAL DEVELOPMENT NEEDS

ACADEMIC YEAR 2018-19 to 2022-23

Academic Year	Course Title	Course Code	School	Course Focus	Relevance to Development Needs
2018-19	Cross-Cultural Education	VAC002	School of Humanities	Explores cultural diversity, global competence, and cross-cultural communication	Local: Promoting intercultural understanding among diverse communities within cities and towns. Regional: Bridging cultural divides among communities in multilingual, multicultural states. National: Fostering national unity in a culturally pluralistic society like India. Global: Developing global citizens with intercultural competence and communication skills.
2018-19	Right to Information (RTI)	VAC004	School of Legal Studies	Covers RTI Act, transparency, public accountability and civic rights	Local: Empowering citizens to seek accountability in local governance. Regional: Addressing corruption and inefficiency in state-level governance National: Building an informed and empowered citizenry in line with constitutional values.
2018-19	Environment Ethics	VAC012	School of Basic and Applied Sciences	Focus on ethical responsibilities and sustainable practices in ecological contexts	Local: Promoting awareness of ecological issues within local communities. Regional: Addressing region-specific environmental challenges such as deforestation, industrial pollution, and water scarcity. National: Aligning with national priorities on climate resilience, clean energy, and sustainable development.

Tarini Gupta
IOAC
K.R. Mangalam University,
Sohna Road, Gurugram-122103

1307
Registrar
K.R. Mangalam University
Sohna Road Gurugram (Haryana)



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					Global: Promoting awareness of global environmental issues like climate change, loss of biodiversity, and ecological justice. Local: Reviving traditional knowledge of diet, seasonal foods, and home-based health remedies Regional: Integrating Ayurveda into region-specific public health and nutrition programs. National: Contributing to India's national agenda of promoting AYUSH systems and traditional health sciences.
2018-19	Ayurveda and Nutrition	VAC009	School of Medical and Allied Sciences	Traditional Indian systems of medicine and their relevance to health and diet	Global: Promoting Ayurveda as a globally recognized system of holistic health and nutrition, Local: Promoting awareness about eco-friendly products and sustainable choices. Regional: Addressing the need for sustainable business models and marketing practices within regional industries. National: Addressing the need for sustainable business models and marketing practices within regional industries. Global: Meeting global demand for ethical, transparent, and eco-friendly brands and marketing practices.
2019-20	Green Marketing	SMMC65 7A	School of Management and Commerce	Eco-conscious marketing strategies, CSR, green innovation, and sustainable branding.	Local: Reviving indigenous knowledge systems related to health, agriculture, water conservation, crafts, and community living. Regional: Integrating traditional ecological knowledge with contemporary regional development efforts. National: Fostering national pride and cultural literacy among youth through ancient texts, philosophies, and scientific traditions.
2019-20	Essence Of Indian Traditional Knowledge	VAC107	School of Education	Exploration of India's cultural, philosophical and scientific heritage	

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					Global: Encouraging international collaboration and research in IKS and sustainable practices
2020-21	Swachh Bharat	VAC041	School of Humanities	Community hygiene, cleanliness drives, civic sense and policy awareness.	Local: Encouraging youth participation in community clean-up drives and civic responsibility. Regional: Addressing urban sanitation issues in towns and cities through decentralized solutions. National: Contributing to improved public health, environmental sustainability, and dignified sanitation for all. Global: Demonstrating India's commitment to global sanitation goals and environmental protection
2020-21	Entrepreneurship and Business Development	VAC039	School of Management and Commerce	Entrepreneurial ecosystem, innovation, business planning, and start-up incubation	Local: Encouraging self-employment and small-scale enterprise creation to boost local economies Regional: Developing region-specific entrepreneurial ecosystems National: Aligning with national missions like <i>Start-up India, Make in India, Atmanirbhar Bharat</i> , and <i>Skill India</i> Global: Promoting sustainable and ethical business models aligned with global standards.
2021-22	Sustainability Finance	VAC068	School of Management and Commerce	Integration of ESG in investment and business decisions, sustainable capitalism.	Local: Promoting awareness of sustainable financial practices among local entrepreneurs and small businesses. Regional: Developing region-specific green entrepreneurship ecosystems. National: Aligning with national financial inclusion and sustainability goals,

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					Global: Preparing professionals to engage in global climate finance, carbon markets, and sustainability-linked investments. Local: Reviving traditional and sustainable farming practices suited to local soil, climate, and crops. Regional: Promoting region-specific organic crops and farming techniques based on agro-ecological zones. National: Ensuring food security and sustainable agriculture through low-input, high-efficiency farming methods Global: Facilitating India's participation in international organic markets through compliance with global standards.
2021-22	Organic Farming	VAC074	School of Agricultural Sciences	Natural farming practices, sustainability, and eco-friendly crop production.	Local: Addressing local barriers to women's economic participation Regional: Encouraging state-level schemes for women's skill development, financial access, and incubation. National: Strengthening women's leadership in MSMEs and digital entrepreneurship across sectors. Global: Contributing to the global agenda of women's economic empowerment and inclusive innovation.
2021-22	Women Entrepreneurship Development	VAC078	School of Management and Commerce	Empowerment of women through entrepreneurial skills and policy understanding.	Local: Promoting non-violence, truth, and ethical conduct in personal and community life. Regional: Addressing regional conflicts and social inequalities through Gandhian principles of peaceful resistance and constructive work.
2022-23	Gandhian Philosophy: Theory and Practices	SEED544 A	School of Education	Principles of non-violence, Swaraj, Satyagraha, Khadi and their relevance to modern life	

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					National: Reaffirming Gandhian values as foundational to Indian democracy, education, and socio-economic justice. Global: Promoting Gandhian ideas of non-violence and satyagraha as models for global peacebuilding and social movements.
2022-23	Digital Marketing Essentials	VAC128	School of Management and Commerce	Techniques and tools of digital marketing, SEO, social media engagement, analytics	Local: Supporting digital literacy and employability among youth in local communities. Regional: Strengthening the digital presence of regional industries such as tourism, handicrafts, education, and agriculture. National: Supporting national digital missions such as <i>Digital India</i> , <i>Startup India</i> , and <i>Skill India</i> . Global: Preparing students and professionals for global careers in digital marketing, e-commerce, and remote work.
2022-23	Role of Biofertilizers and Biopesticides in Organic Farming	VAC140	School of Agricultural Sciences	Use of biofertilizers and eco-friendly inputs to enhance sustainable agricultural practices	Local: Promoting eco-friendly alternatives to chemical fertilizers and pesticides for small and marginal farmers. Regional: Strengthening sustainable agriculture supply chains and local/regional markets. National: Contributing to safe food production, rural employment, and climate-resilient agriculture. Global: Addressing global challenges of soil degradation, biodiversity loss, and agrochemical pollution through education and practice.

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2022-23	Understanding The Union Budget	VAC120	School of Management and Commerce	Breakdown of India's union budget, fiscal policies, and national economic planning	Local: Enhancing citizen awareness of how budget allocations impact local infrastructure, health, education, and employment schemes Regional: Promoting analysis of state-wise allocations and regional development priorities in the Union Budget. National: Building economic literacy and fiscal awareness among students, professionals, and aspiring civil servants. Global: Enabling comparative understanding of fiscal policy, budgeting practices, and public finance management with global economies.
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K.R. Mangalam University,
Sohna Road, Gurugram-122103

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Registrar

K.R. Mangalam University
(Sohna Road, Gurugram (Haryana))