Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav School of Management

Choice Based Credit System (CBCS) in Light of NEP-2020
BBA-Business Analytics (In Association with IBM)
I SEMESTER (2025-2029)

BBAIBM101 INFORMATIONAL TECHNOLOGY (IT) FUNDAMENTALS

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAIBM 101	MAJ	Informational Technology (IT) Fundamentals	60	20	20	-	-			-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC**- Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives

1. To make students understand the fundamental concepts and skills needed to navigate various aspects of IT and the digital world.
2. To make students understand hardware, operating systems technology, software, programming, databases, networking, storage, cybersecurity, cloud computing, support, and operations.
3. To summarizeabout the IT Fundamentals and Cloud specialization

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. The students will learn job-ready skills and practical experience employers look for on a resume and an industry-recognized credential
2. The students will learn concepts of operating systems, computer components, programming concepts, databases, and the difference between commercial and open software, the importance of computer networks, including wired and wireless connections; explore network resources and storage types in MS Windows
3. The students will learn how to protect against security threats, address public browsing security concerns, and list password management best practices, the benefits of cloud computing, describe the cloud infrastructure layer and virtual machines, and summarize features of ticketing systems

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I SEMESTER (2025-2029)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAIBM 101	MAJ	Informational Technology (IT) Fundamentals	60	20	20	-	-			-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC**- Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENT

Module 0 : Welcome

- Video: Course Introduction
- Reading: General Information
- Reading: Learning Objectives and Syllabus
- Reading: Grading Scheme
- Reading: How to Make the Most of this Course

Module 1: Introduction to Hardware and Operating Systems

- Reading: Module 1 Introduction and Learning Objectives
- Video: Introduction to Computing Fundamentals
- Video: Common Computing Devices and Platforms
- Video: Identifying Hardware Components and Peripherals
- Reading: Input, Output, and Display Devices
- Video: Internal computer component
- Reading: Additional Internal Computer Components
- Video: Identifying ports and connectors
- Activity: Identifying Devices and Connectors
- Video: An introduction to operating system
- Video: Getting started with Microsoft window
- Video: Features and Functions of an Operating System
- Video: Managing File and Folders
- Video: Using Your Windows Lab Workspace
- Lab: Using File Explorer to Manage Files and Folders
- Module Summary: Module 1: Introduction to Hardware and Operating Systems
- Practice Quiz: Module 1: Introduction to Hardware and Operating Systems
- Reading: Glossary 1: Introduction to Hardware and Operating Systems
- Graded Quiz 1: Introduction to Hardware and Operating Systems

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Shri Vaishnav School of Management

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			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAIBM 101	MAJ	Informational Technology (IT) Fundamentals	60	20	20	-	-			-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC**- Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Module 2: Introduction to Software, Programming, and Databases

- Reading: Module 2 Introduction and Learning Objectives
- Video: Commercial and Open Source Software
- Reading: Software Licenses
- Video: Software Versions`
- Reading: File Formats and Productivity and Collaboration Software
- Video: Software Installation Management
- Video: Common Web Browser
- Video: Browser Installs and Updates
- Hands-on Lab: Install, Update C Remove Applications
- Video: Interpreted and Compiled Programming Languages
- Reading: Scripting Languages
- Video: Introduction to Programming Concepts
- Video: Branching and Looping Programming Logic
- Activity: Working with Programming Logic and Organizational Methods
- Video: Types of Data, Sources, and Uses
- Video: Overview of Data Repositories
- Video: Introduction to SQL and Relational Databases
- Video: Database Management
- Reading: Database Roles and Permissions and Backing Up Databases
- Hands-on Lab: Basic Database Operations
- Module Summary: Module 2: Introduction to Software, Programming, and Databases
- Practice Quiz: Module 2: Introduction to Software, Programming, and Databases
- Reading: Glossary 2: Introduction to Software, Programming, and Databases
- Graded Quiz 2: Introduction to Software, Programming, and Databases

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAIBM 101	MAJ	Informational Technology (IT) Fundamentals	60	20	20	-	-			-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC**- Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Module 3: Introduction to Networking and Storage

- Reading: Module 3 Introduction and Learning Objectives
- Video: Computer Networks: Types and Topologies
- Reading: Computer Networks: Cables
- Video: Advantages and Disadvantages of Network Types
- Reading: Computer Networks: Models, Standards, Protocols and Ports
- Video: Networking Hardware Devices
- Video: Wired and Wireless Network Connections
- Video: (Optional) - Wired and Wireless SOHO Networks
- Video: Network Settings in Windows
- Hands-on Lab: Exploring Windows Network Settings
- Video: Types of Local Storage Devices
- Video: Types of Hosted Storage and Sharing
- Video: Network Storage Types
- Video: Troubleshooting Storage Issues
- Lab: Disk Status and Repair Tools - Rhyme
- Module Summary: Module 3: Introduction to Networking and Storage
- Practice Quiz: Module 3: Introduction to Networking and Storage
- Reading: Glossary 3: Introduction to Networking and Storage
- Graded Quiz 3: Introduction to Networking and Storage

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAIBM 101	MAJ	Informational Technology (IT) Fundamentals	60	20	20	-	-			-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC**- Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Module 4: Introduction to Cybersecurity Essentials

- Reading: Module 4 Introduction and Learning Objectives
- Video: Confidentiality, Integrity, and Availability
- Reading: Intellectual Property and Types of Confidential Information
- Video: Threats and Breaches
- Video: Phishing, Social Engineering, and Other Attacks
- Video: Password Management Techniques
- Video: Security Threats: Access Control, Authorization, and Authentication
- Video: Authentication and SSO
- Reading: Firewalls
- Activity: Identifying Phishing Attempts
- Video: Safe Browsing Practices: Application Ecosystem Security
- Video: Safe Browsing Practices: Public Browsing Risks
- Video: Safe Browsing Practices: Plug-ins, Extensions, and Toolbars
- Activity: Managing Browser Plug-ins and Extensions
- Video: Security Threats: Safe Browsing Techniques
- Hands-on Lab: Managing Browser Security and Privacy Settings
- Video: Virtual Private Networks
- Module Summary: Module 4: Introduction to Cybersecurity Essentials
- Practice Quiz: Module 4: Introduction to Cybersecurity Essentials
- Lab: Glossary 4: Introduction to Cybersecurity Essentials
- Graded Quiz 4: Introduction to Cybersecurity Essentials

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAIBM 101	MAJ	Informational Technology (IT) Fundamentals	60	20	20	-	-			-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC**- Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Module 5: Introduction to Cloud Computing

- Reading: Module 5 Introduction and Learning Objectives
- Video: What is Cloud Computing?
- Reading: Cloud Adoption - No Longer a Choice
- Video: Key Cloud Service Providers and Their Services
- Video: Overview of Cloud Service Models
- Video: Overview of Cloud Infrastructure
- Video: Virtualization and Virtual Machines Explained
- Reading: Types of Virtual Machines on Cloud
- Video: Basics of Storage on Cloud
- Hands-on Activity: Identifying Storage Types
- Video: Hybrid Multi-Cloud
- Video: Containers
- Video: Microservices
- Video: Serverless Computing
- Video: Cloud Native Applications
- Video: DevOps on the Cloud
- Reading: IoT, AI, Blockchain C Analytics in the Cloud
- Lab: Getting started with Serverless
- Module Summary: Module 5: Introduction to Cloud Computing
- Practice Quiz: Module 5: Introduction to Cloud Computing
- Lab: Glossary 5: Introduction to Cloud Computing
- Graded Quiz 5: Introduction to Cloud Computing

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAIBM 101	MAJ	Informational Technology (IT) Fundamentals	60	20	20	-	-			-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC**- Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Module 6: Final Assessment

- Reading: Module 6 Introduction and Learning Objectives
- Final Exam: IT Fundamentals for Everyone
- Retake exam

Module 7: (Bonus Lesson) Troubleshooting and Ticketing Systems

- Reading: Module Introduction and Learning Objectives
- Video: Introduction to Troubleshooting
- Video: Levels of Technical Support
- Video: Service-Level Agreements (SLAs)
- Video: What are Ticketing Systems?
- Video: Features and Benefits of Ticketing Systems
- Activity: Exploring the Lifecycle of a Ticket
- Reading: Module Summary: Troubleshooting and Ticketing Systems
- Reading: Glossary 6: IT Support and Operations
- Practice Quiz: Troubleshooting and Ticketing Systems

Module 8: Course Wrap-up

- Module: Course Wrap-up
- Reading: Congratulations and Next Steps
- Reading: Course Team and Acknowledgements
- Reading: Copyrights and Trademarks

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Shri Vaishnav School of Management

Choice Based Credit System (CBCS) in Light of NEP-2020
BBA-Business Analytics (In Association with IBM)
I SEMESTER (2025-2029)

BBAIBM102 PROGRAMMING USING PYTHON (THEORY AND LAB)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAIBM 102	MAJ	Programming Using Python (Theory and Lab)	60	20	20	-	-	2	-	2	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC**- Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives

1. To introduce students to the fundamentals of Python programming, including syntax, data types, and basic operations, to build a strong programming foundation.
2. To develop logical and analytical thinking through the use of control statements, loops, and data structures for problem-solving.
3. To familiarize students with Python's data handling capabilities, enabling them to organize, manipulate, and analyze business-related data efficiently.
4. To provide hands-on experience with Python applications relevant to business, management, and marketing domains.
5. To enhance employability by exposing students to real-world use cases and the growing career opportunities in data-driven management roles.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

After completing the course, the students should be able to:

1. Write and execute Python programs using basic syntax and logic
2. Understand the data types to solve business-related problems.
3. Analyze and manipulate datasets using Python's built-in data structures for decision-making
4. Write and execute Python programs using control structures, loops.
5. Demonstrate awareness of career opportunities and practical applications of Python in business analytics, marketing, and management decision-making.

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Shri Vaishnav School of Management

Choice Based Credit System (CBCS) in Light of NEP-2020
BBA-Business Analytics (In Association with IBM)
I SEMESTER (2025-2029)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAIBM102	MAJ	Programming Using Python (Theory and Lab)	60	20	20	-	-	2	-	2	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC**- Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit I: Introduction to Python:

1. Introduction to Programming Languages
2. Features and Advantages of Python
3. Installing Python and IDEs (IDLE / Jupyter / Google Colab)
4. Writing and Executing Python Programs
5. Basic Syntax, Keywords, and Identifiers
6. Input and Output Statements
7. Comments and Indentation.

Unit II: Python Basics – Variables, Data Types & Operators

1. Variables and Constants
2. Data Types: int, float, string, boolean
3. Type Conversion and Type Casting
4. Operators: Arithmetic, Relational, Logical, Assignment, and Membership Operators

Unit III Data Structures:

1. Lists, Tuples, Sets, and Dictionaries
2. Accessing, Updating, and Iterating over elements
3. Built-in Functions and operations of all.

Unit IV Control Statements and Loops

1. Decision Making: if, if-else, elif ladder
2. Looping: for loop, while loop
3. Nested Loops and Loop Control Statements (break, continue, pass)

Unit V: Use cases of Python:

1. Use Cases in Management
2. Use Cases in Marketing
3. Scope and Career Opportunities - Business Analyst, Marketing Data Analyst, Financial Data Consultant

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav School of Management

Choice Based Credit System (CBCS) in Light of NEP-2020
BBA-Business Analytics (In Association with IBM)
I SEMESTER (2025-2029)

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			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAIBM102	MAJ	Programming Using Python (Theory and Lab)	60	20	20	-	-	2	-	2	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC**- Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Suggested Readings

1. Bishop, C. M., & Nasrabadi, N. M. (2006). *Pattern recognition and machine learning* (Vol. 4, No. 4, p. 738). New York: springer.
2. B Downey, A. (2012). Think Python: How to Think Like a Computer Scientist-2e.
3. Kamthane, A. N., & Kamthane, A. A. (2018). *Programming and Problem Solving with Python*. McGraw-Hill Education.
4. Lambert, K. A. (2018). *Fundamentals of Python: first programs*. Course Technology Press.

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
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Choice Based Credit System (CBCS) in Light of NEP-2020
BBA-Business Analytics (In Association with IBM)
I SEMESTER (2025-2029)

BBA101 FUNDAMENTALS OF MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA101	CC	Fundamentals of Management	60	20	20	-	-	3		-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC**- Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENT

UNIT I: Nature and Evolution of Management

1. Meaning, Nature and Concept of Management
2. Functions and Responsibilities of Managers
3. Evolution of Management Thoughts
4. Hawthorne study, Principles of Fayol

UNIT II: Planning

1. Planning: Nature and Purpose of Planning
2. Planning Process, Types of Planning
3. Advantages and limitations of Planning
4. MBO

UNIT III: Organizing

1. Nature and Purpose of Organizing
2. Departmentation
3. Span of control
4. Line and Staff Relationship
5. Delegation and Decentralization

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
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BBA101	CC	Fundamentals of Management	60	20	20	-	-	3		-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC**- Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT IV: Directing

1. Meaning and Characteristics of Direction
2. Elements of Direction
3. Principles of effective Direction
4. Direction Process

UNIT V: Controlling

1. Concepts and Process of Controlling
2. Controlling Techniques
3. Feedback and Feed Forward Controls
4. Profit and Loss Control
5. Budgetary Control
6. Return on Investment Control

Suggested Readings

1. Koontz, H. and Weihrich, H. (2008). ***Essentials of Management.*** Tata McGraw-Hill Education, India, Latest Edition.
2. Robbins and Coulter (2007). ***Management.*** Prentice Hall of India, Latest Edition.
3. Frederick S. and Hillier, M. (2008). Introduction ***to Management Science: A Modeling and Case Studies Approach with Spreadsheets.*** McGraw Hill, India.
4. Weihrich, H. and Koontz, H. (2011). ***Management: A Global and Entrepreneurial Perspective.*** McGraw-Hill Education, New Delhi, India.
5. Tripathi, P.C. and Reddy,P.N.(2012). ***Principles of Management.*** Tata McGraw Hill Education, *New Delhi, India, Latest Edition.*

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
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BBA-Business Analytics (In Association with IBM)
I SEMESTER (2025-2029)

BBA102 FUNDAMENTALS OF COMMUNICATION

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA102	AECC	Fundamentals of Communication	60	20	20	-	-	4		-	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit;,**AECC** – Ability Enhancement Compulsory Courses

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objective of this course is to develop communication skills, discover what business communication is all about and to learn how to adapt communication experiences in life and college to the business world.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. To have proficiency in written and verbal communication.
2. To understand the dynamics of communication and correspondence.
3. To have the ability to recognize and appreciate quality written pieces.

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav School of Management

Choice Based Credit System (CBCS) in Light of NEP-2020
BBA-Business Analytics (In Association with IBM)
I SEMESTER (2025-2029)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA102	AECC	Fundamentals of Communication	60	20	20	-	-	4		-	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **AECC** – Ability Enhancement Compulsory Courses

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENT

UNIT I: Introduction

1. Defining Communication
2. Process of communication
3. Principles of effective communication
4. Importance of business communication and Importance of feedback
5. Barriers to communication

UNIT II: Communication Networks

1. Formal : Upward, Downward, Lateral
2. Informal : Grapevine; Advantages and Disadvantages of the grapevine
3. Verbal Communication
4. Non-Verbal Communication

UNIT III: Business Letters and Reports Writing:

1. Introduction to business letter, Types of Business Letters , Writing routine and persuasive letters
2. Writing Reports: Purpose, Kinds and Objectives of reports,
3. Preparing reports, Short and Long reports

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA102	AECC	Fundamentals of Communication	60	20	20	-	-	4		-	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **AECC** – Ability Enhancement Compulsory Courses

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT IV: Writing Proposals, Memos, Resumes and Applications

1. Writing Proposals: Structure and preparation
2. Writing Memos
3. Writing Resumes
4. Application letters

UNIT V: Employment Communication

1. Interview skills: Interviewing and being interviewed
2. Group Discussions
3. Presentation Skills

Suggested Readings

1. Chaturvedi, P.D. (2004). ***Business Communication Concepts Cases and Applications***. Pearson Education, India, Latest Edition.
2. Penrose (2003). ***Business Communication for Managers.***Cengage Learning, India, Latest Edition.
3. Krizan (2008). ***Effective Business Communication.***Cengage Learning, India, Latest Edition.
4. Courtland, L. (1989). ***Techniques of Writing Business Letters, Memos and Reports.***Jaico Publishing House, Latest Edition.
5. Kaul, A. (2015). ***Business Communication.*** PHI Learning, Latest Edition.
6. Loudon, K.C. and Loudon, J. P. (2013). ***Management Information Systems.*** Pearson Education Limited, Latest Edition.
7. Jawadekar, W. S. (2009). ***Management Information Systems: Text and Cases.*** Tata McGraw Hill, Latest Edition.

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav School of Management

Choice Based Credit System (CBCS) in Light of NEP-2020
BBA-Business Analytics (In Association with IBM)
I SEMESTER (2025-2029)

BBA107 BASICS OF COMPUTER APPLICATION

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA107	MAJ/MIN	Basics of Computer Application	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **MAJ/MIN-** Major/Minor Course

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

1. To familiarize students with the basics of computers.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which students will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. Understand basic concepts of computer applications.
2. Develop awareness towards software and computer languages
3. Developing skills to become effective business managers

COURSE CONTENT

Unit I: Introduction

1. Evolution of Computers
2. Generations of Computer
3. Block Diagram of Computer
4. Functions of different units [Input unit, Output unit, Memory Unit, CPU]

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA107	MAJ/MIN	Basics of Computer Application	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **MAJ/MIN**- Major/Minor Course

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit II: Processor

1. Processor and memory architecture of computer system
2. Registers and its types (memory address register, memory buffer register, program control, accumulator register, instruction register, input/output register)
3. Types of Processors (CISC, RISC, EPIC, multicore, power-efficient)
4. Factors affecting speed of processor

Unit III: Memory and Secondary Storage Devices

1. Memory-RAM (DRAM, SRAM), ROM (PROM, EPROM, EEPROM, Flash memory)
2. Classification of Secondary storage devices
3. Sequential Access Devices – Magnetic Tape
4. Direct Access Devices -Magnetic disk, optical disk, memory storage devices

Unit IV: Input and Output Devices

1. Input Devices
   Keyboard, Mouse, Trackball, Game Controllers, Scanners, Barcode readers, Voice Recognition, Webcams, Digital cameras, Optical Character recognition, optical Mark Recognition, Intelligent Character Recognition, Magnetic Character Ink Recognition
2. Output Devices
   Monitor, Printers, Plotters, Multimedia Projector, Speech Synthesizers, Sound cards and speakers

Unit V: Software and Computer Languages

1. Software and its relationship with hardware
2. Types of Software (System, Application)
3. Logical System Architecture, Firmware, Middleware
4. Machine language, assembly language, high-level language, object-oriented languages
5. Compiler, linker, interpreter

Choice Based Credit System (CBCS) in Light of NEP-2020

BBA-Business Analytics (In Association with IBM)

I SEMESTER (2025-2029)

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Suggested Readings

1. Alexis Leon and Mathews Leon (1999). ***Fundamentals of Information Technology.*** Vikas Publishing House Pvt Ltd, New Delhi.
2. Pradeep K. Sinha and Priti Sinha (2021). ***Computer Fundamentals (Concepts, Systems & Applications).*** BPB Publications, New Delhi
3. Dinesh Maidasani. (2016). ***Learning Computer Fundamentals, MS Office and Internet & Web Technology.*** Firewall Media, New Delhi.
4. Sanjay Saxena (2013). ***A First Course in Computers (Based on Windows and Office).*** Vikas Publishing House Pvt Ltd, Noida.