

Skill Enhancement Courses	Title of the paper	Total Credit	Proposed by Department
			<b>2/3</b>
	Fundamentals of Computer Application in Business	3	Management
	Fundamentals of E-Commerce	3	Management
	Retail Management	3	Management
	Summer Internship	2	Management

### **BBA SEC1 – BBA SEC1 – Fundamentals of Computer Application in Business**

**Credit: 3**

**Max Marks: 50**

#### **Course Objective/Course Description:**

This course is designed to enable students develop IT skills that are a pre-requisite today's work environment. With greater human-computer interaction in each sphere of work, this course will equip them with basic computing skills that will enhance their employability in general.

#### **Course Outcome:**

CO1 - Make meaningful representations of data in the form of charts and pivot tables.

CO2 - Draw analysis on data using Spreadsheets and use interpretation to make decisions.

CO3 – Master essential MS office applications with proficiency in productivity and communication.

CO4 – Understanding the Communication protocols, network design, security and internet architecture for connectivity.

CO5 – Designed to equip students with essential knowledge and skills required to use social media platforms effectively and smoothly.

#### **Course Content:**

##### **Unit 1: Spreadsheets**

Concept of worksheets and workbooks, workbooks application, moving, copying, inserting, deleting and renaming worksheets, working with multiple worksheets and multiple workbooks, controlling worksheet views, naming cells using name box, name create and name define; Exchanging data using clipboard, Printing and Protecting worksheets: Adjusting margins, creating headers and footers, setting page breaks, changing orientation, creating portable documents and printing data and formulae.

##### **Unit 2: Data Analysis in Spreadsheets**

Consolidating worksheets and workbooks using formulae and data consolidate command; Performing what-if analysis: Types of what if analysis (manual, data tables, scenario manager), what-if analysis in reverse (goal-seek, solver), Choosing a chart type, understanding data points

and data series, editing and formatting chart elements, and creating sparkline graphics, Analysing data using pivot tables, producing a report with pivot.

### **Unit 3: MS Office Application**

Word Processing – Introduction, working with MS-Word; formatting text and documents; sorting and tables; working with graphics. Working with EXCEL - formatting, functions, chart features; working with graphics. Presentation with power-point: power-point basics, creating presentations; working with graphics; show time, sound and animation effects. Database Concepts Using MS Access: Introduction to Database, Database System Concepts, DBMS and RDBMS.

### **Unit 4: Computer Networking and Internet**

Basic concept of network, types of computer networking, Network topologies, Network Operating System, Internet terminologies, IP Addresses, Email and Web Sites, Search Engines; Concepts of intranets and extranets; Net etiquettes , technological foundation of Internet, , Application and drawback of Internet and E-Commerce.

### **Unit 5: Basics of Social Media**

Introduction to Social Media, Types of Social Media Platforms - Facebook, Twitter, Instagram, Snapchat, LinkedIn etc. Significance, Advantages and Disadvantages of Using Social Media, Cyber bullying and Online Harassment, Impact of Social Media on Society & Culture

### **Suggested Readings:**

1. Rajaraman V - *Fundamentals of Computers*, PHI
2. Ullman, J.O: *Principles of Database Systems*, Galgotia Publications, New Delhi.
3. Kapoor, V.K: *Computer & Information Technology*, Sultan Chand, New Delhi.
4. Mansfield, Ron: *The Compact Guide to Microsoft Office*; BPB publication, New Delhi.
5. K.Mohan Kumar & Dr.Raj Kumar: *Computer Applications in Business*, Tata McGraw Hill, New Delhi
6. Agarwala Kamlesh. N. and Agarwala Deeksha: *An Introduction to wireless application protocol*; Macmillan India, New Delhi.
7. Agarwala Kamlesh. N. and Agarwala Deeksha: *Business on the Net- Introduction to E-Commerce.*; Macmillan India, New Delhi.

### **BBA SEC3: Fundamentals of E-Commerce**

**Credit: 3**

**Max Marks: 50**

### **Course Objective/Course Description**

The objectives of the course are to introduce the concept of electronic commerce, and to understand how electronic commerce is affecting business enterprises, governments, consumers and people in general. In addition, this skill enhancement paper will provide elementary knowledge to students to acquaint with the art and skill of developing websites using relevant software tools.

**Course Outcome:**

CO1 - Fundamental principles of e-Business and e- Commerce and the role of Management,

CO2 – Understanding the different categories involved in Electronic Business.

CO3 - Application of tools and services to the development of small scale e-Commerce applications

CO4 – Understanding electronic payment systems in E-Commerce for successful online transaction and business,

CO5 – Understanding of different laws and regulations governing electronic commerce operations.

**Course Content:**

**Unit 1: Introduction to E-Commerce**

Meaning and concept of ecommerce, ecommerce vs. e-business, advantages and disadvantages of ecommerce, value chain in ecommerce, Porter's value chain model, competitive advantage and competitive strategy

**Unit 2: Categories of E-Commerce**

Different types of ecommerce like B2B, B2C, C2C, C2B,G2C, E commerce: Business Models and Concepts, Business to Business e-commerce: Meaning, benefits and opportunities in B2B, key B2B models and their main functions, EDI as a B2B tool. E-core values: ethical issues, legal issues, taxation issues and international issues.

**Unit 3: E- Commerce - A Consumer Oriented Approach**

Consumer oriented e-commerce: traditional retailing and e retailing, benefits and key success factors for e-retailing, models for e-retailing like specialized and generalized e-stores, e-mall, direct selling by manufacturer, e-broker and e-services like web-enabling services, information selling on the web, entertainment services and auction services.

**Unit 4: Electronic Payment Systems**

Types of E-payment systems; 4C payment methods, E-Cheques, ACID and ICES test Credit Cards, SET protocol for credit card payment, electronic payment media: e-cash and e-wallet, e-check, credit card, debit card, smart card, EFT and ACH; Components of an effective E-Payment system.

**Unit 5: Regulatory and Legal Framework of E-Commerce**

Cyber Law (I.T. Act, 2000) - Aims and Salient Provisions; Scheme of I.T.Act; Application of I.T.Act; Advantages of Cyber Laws; Cyber Laws in India and their limitations; IT (Amendment) Act, 2008; Taxation issues in E-Commerce.

**Suggested Readings:**

1. C.S.V. Murthy. (2010) E-Commerce: Concepts, Models, Strategies. Himalaya Publishing House Pvt. Ltd. India.
2. K.N. Agarwala & Ararwala Deeksha: Business on the Net: What's and How's of E-Commerce; Macmillan, New Delhi.
3. Dave Chaffey, "E-Business and E-Commerce Management- Strategy, Implementation and Practice (Fifth Edition)
4. Vakul Sharma: (2011) Information Technology-Law & Practice: Law & Emerging Technology, Cyber Law & E-Commerce; Universal Law Publishing House, New Delhi. V.Rajaraman: (2010) Essentials of e-Commerce Technology; PHI Pvt.Ltd. New Delhi.
5. Elias. M. Awad, "Electronic Commerce", Prentice-Hall of India Pvt Ltd. (Latest Edition)
6. Henry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang, "E-commerce Fundamentals and Applications, Wiley Publications (Student Edition)

**BBA SEC4: Internship****Credits: 2****Max Marks: 50****Course Objective/Description:**

Internship is for students to participate in a professional activity or work experience, or cooperative education activity with an entity external to the education institution. A key aspect of the internship is induction into actual work situations. Internships involve working with local industry, government or private organizations, business organizations, artists, crafts persons, and similar entities to provide opportunities for students to actively engage in on-site experiential learning.

The course encourages pursuing a summer internship and connects with potential employers. The project strengthens the student's career skill set through hands-on experience in the real world.

**Duration:** One Month**Course Outcome:**

CO1: Acquire on job the skills, knowledge, and attitude, which are requisite to constitute a professional identity.

CO2: Demonstrate professional values and ethical standards

CO3: Ability to handle real life challenges by making effective decisions at the organisations

CO4: Adapt effectively to changing conditions and environment.

**Course Content and Process:**

1. The internship is evaluated by an Industry Mentor at the organisation and a Faculty Mentor at the School.
2. The Faculty Mentor interacts with the Industry Mentor on a regular basis to track the progress of the student.
3. The internship is documented followed by a submission of a brief internship report with a photocopy of the internship certificate from the employer.

**Documentation of the Experience at the Organisation:** Each student is required to maintain a weekly log book with the following fields up (which can be added in the Internship Report):

- Tasks Assigned every day;
- Tasks Completed and Process Followed,
- Key Learning,
- Challenges encountered, if any.