

GANPAT UNIVERSITY													
FACULTY OF MANAGEMENT STUDIES													
Programme		Bachelor of Business Administration				Branch/Spec.		Maritime Management					
Semester		I				Version		1.0.0.0					
Effective from Academic Year			2026-27			Effective for the Batch admitted in			July 2026				
Course Code		BAEC101		Course Name			Digital Literacy & Productivity Tools						
Teaching Scheme						Examination Scheme (Marks)							
(Per week)	Lecture (DT)		Practical (Lab.)		Total			CE	SEE		Total		
	L	TU	P	TW									
Credit	2	0	0	0	2	Theory		25	25		50		
Hours	2	0	0	0	30	Practical		00	00		00		
Pre-requisites													
Course Outcomes													
On successful completion of the course, the students will be able to:													
CO1	To understand about Digital Fluency, Computer Software and Emerging technologies.												
CO2	Get Knowledge about MS office Tools and Google Apps												
CO3	Conceptual Clarity for E-Commerce, E-payment and Cyber Security. Understand concept of cyber security.												
Theory Syllabus													
Unit	Content											Hrs.	
1	Introduction to Digital Fluency and Emerging Technology Digital Fluency: Introduction; Meaning of digital fluency; Why we all need to be digitally fluent? Difference between digital fluency and digital literacy; Benefits of digital fluency Computer and Emerging Technology: Computer software and its types; Operating systems and its types; Emerging technologies – Artificial Intelligence (AI), Internet of things (IoT), Cloud Computing, Machine Learning.											10	
2	Office Automation Tools and Google Apps Office Automation Tools: Microsoft word; Microsoft Excel; Microsoft PowerPoint; Creating an email id, working with email, addressing with cc and bcc. Google Apps: Google Forms: Creating and analysis of response; Google Docs: Creating Google Docs and posting; Google Sheets: Creating and editing; Google Drive: Uploading and sharing of files and folders, Working with Google Meet.											10	
3	E-Commerce and Cyber Security E-Commerce: Meaning of e-commerce; Various android base applications for e-commerce platform; Different methods of e-payment; Do's and don'ts while using e-payment. Cyber Security: Concept of cyber security; Types of cyber-attacks and preventions.											10	
Practical Content													
Practical, assignments and tutorials are based on above syllabus.													
Text Books													
1	Ravi Kalakot, Andrew B. Whinston; Electronic Commerce Pearson Education, Inc.												
Reference Books													
1	E-Commerce; C.V.S. Murthy, Himalaya Publication, New Delhi Digital Fluency; S P Sajjan, S.B. Ramoshi												
Mapping of COs with POs and PSOs:													
Course Outcomes (COs)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1 To understand about Digital	-	1	2	3	-	-	1	2	-	1	3	-	2

Fluency, Computer Software and Emerging technologies.													
CO2 Get Knowledge about MS office Tools and Google Apps	-	1	2	3	-	-	-	2	-	2	3	-	2
CO3 Conceptual Clarity for E-Commerce, E-payment and Cyber Security. Understand concept of cyber security.	-	1	3	3	3	-	1	1	1	2	3	2	2

Subject code consists of: B = BBA, AEC = Ability Enhancement Skills, code: 101