GANPAT UNIVERSITY
FACULTY OF MANAGEMENT STUDIES

Programme	Bachelor of Business Administration		Branch/Spec.	Fintech, AI and Blockchain 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			
	L	TU	P	TW			CE	SEE	Total
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

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