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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)
II SEMESTER (2025-2028)

BBAIBM202 DESCRIPTIVE ANALYTICS

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BBAIBM202	MAJ	Descriptive Analytics	60	20	20	30	20	2	0	2	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; MAJ – Major
*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
First module introduces IBM Cognos Analytics, a powerful business intelligence tool for authoring reports. Second module focuses on building reports using IBM Cognos Analytics. Third module focuses on creating interactive dashboards and visualizations in IBM Cognos Analytics. Fourth module focuses on creating interactive dashboards and visualizations in IBM Cognos Analytics.Fifth module focuses on advanced reporting and administration capabilities in IBM Cognos Analytics.

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. 50 marks comprises of practical examination.

COURSE OUTCOMES
- Students will know how to access and navigate the various components of the Cognos Analytics platform, including the home screen, menus, and toolbars.
- Students will understand how to filter report data based on specific criteria and perform calculations to derive additional insights.
- Also, Students gain proficiency in customizing report formatting options, including fonts, colors, and styles. Understand how to apply conditional styles based on specific data conditions. communication.

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)
II SEMESTER (2025-2028)

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*				
BBAIBM202	MAJ	Descriptive Analytics	60	20	20	30	20	2	0	2	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; MAJ – Major
*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 to IBM Cognos Analytics:
1. Overview of Descriptive Analytics and Business Intelligence
2. Introduction to IBM Cognos Analytics
3. Cognos Analytics architecture and components
4. Navigating the Cognos Analytics interface
5. Home screen, menus, toolbars, and navigation panels
6. Data modules and data sources
7. Basics of report authoring
8. Creating simple reports
9. Selecting and organizing data items

UNIT II: Building Reports in Cognos Analytics:
1. Types of reports in Cognos Analytics
2. Creating queries and query items
3. Applying filters to reports
4. Types of filters and their usage
5. Creating calculations and expressions
6. Aggregated and conditional calculations
7. Using prompts for dynamic user input
8. Drill-down and drill-through functionality
9. Enhancing report interactivity

UNIT III: Advanced Report Formatting in Cognos Analytics:
1. Report layout and structure
2. Formatting tables, lists, and charts
3. Customizing fonts, colors, and styles
4. Applying conditional formatting
5. Highlighting key values and exceptions
6. Adding images, logos, and visual objects
7. Alignment, spacing, and layout control

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2

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)
II SEMESTER (2025-2028)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
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BBAIBM202	MAJ	Descriptive Analytics	60	20	20	30	20	2	0	2	3

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*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: Creating Dashboards and Visualizations in Cognos Analytics:
1. Introduction to dashboards and KPIs
2. Dashboard design principles
3. Creating dashboards in Cognos Analytics
4. Adding multiple visualizations
5. Filters and interactive controls
6. Charts, graphs, and maps
7. Selecting appropriate visualizations
8. Customizing visualization properties
9. Data storytelling through dashboards

UNIT V: Advanced Reporting and Administration in Cognos Analytics:
1. Advanced calculations and expressions
2. Master–detail relationships
3. Creating multi-page and complex reports
4. Report scheduling and distribution
5. Exporting and sharing reports
6. User roles and security management
7. Access control and permissions
8. Basic Cognos Analytics administration

SUGGESTED READINGS:

Text Books:
1. IBM Cognos Business Intelligence 10: The Official Guide
2. IBM Cognos 10 Report Studio Cookbook, Second Edition
3. IBM Cognos 10 Report Studio: Practical Examples

References:
1. IBM Material for Business intelligence

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Vishwavidyalaya, Indore	Vishwavidyalaya, Indore		

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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)
II SEMESTER (2025-2028)

ML307 ENVIRONMENTAL MANAGEMENT AND SUSTAINABILITY

COURSE CODE	CATEGORY	COURSE NAME	THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
ML307	AECC	Environmental Management and Sustainability	60	20	20	0	0	4	0	0	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **AECC-** Ability Enhancement Compulsory 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 create awareness towards various environmental problems.
2. To create awareness among students towards issues of sustainable development.
3. To expose students towards environment friendly practices of organizations.
4. To sensitize students to act responsibly towards environment.

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 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 course will give students an overview of various environmental concerns and practical challenges in environmental management and sustainability.
2. Emphasis is given to make students practice environment friendly behavior in day-to-day activities.

COURSE CONTENT

UNIT I: Introduction to Environment Pollution and Control
1. Pollution and its types (Air, Water, and Soil): Causes, Effects and Control measures
2. Municipal Solid Waste: Definition, Composition, Effects
3. Electronic Waste: Definition, Composition, Effects
4. Plastic Pollution: Causes, Effects and Control Measures

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4

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)
II SEMESTER (2025-2028)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
ML307	AECC	Environmental Management and Sustainability	60	20	20	0	0	4	0	0	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **AECC-** Ability Enhancement Compulsory 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: Climate Change and Environmental Challenges
1. Global Warming and Green House Effect
2. Depletion of the Ozone Layer
3. Acid Rain
4. Nuclear Hazards

UNIT III: Environmental Management and Sustainable Development
1. Environmental Management and Sustainable Development: An overview
2. Sustainable Development Goals (17 SDGs)
3. Significance of Sustainable Development
4. Environment Friendly Practices At Workplace and Home (Three Rs' of Waste Management, Water Conservation, Energy Conservation)

UNIT IV: Environmental Acts
1. The Water (Prevention and Control of Pollution) Act, 1974: Objectives, Definition of Pollution under this act, Powers and Functions of Boards
2. The Air (Prevention and Control of Pollution) Act, 1981: Objectives, Definition of Pollution under this act, Powers and Functions of Boards
3. The Environment (Protection) Act, 1986: Objectives, Definition of important terms used in this Act, Details about the act.
4. Environmental Impact Assessment: Concept and Benefits

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Board of Studies	Faculty of Studies	Shri Vaishnav Vidyapeeth	Shri Vaishnav Vidyapeeth
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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)
II SEMESTER (2025-2028)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
ML307	AECC	Environmental Management and Sustainability	60	20	20	0	0	4	0	0	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **AECC-** Ability Enhancement Compulsory 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 V: Role of Individuals, Corporate and Society
1. Environmental Values
2. Positive and Adverse Impact of Technological Developments on Society and Environment
3. Role of an individual/ Corporate/ Society in environmental conservation
4. Case Studies**:** The Bhopal Gas Tragedy, New Delhi's Air Pollution, Arsenic Pollution in Ground Water (West Bengal), Narmada Valley Project, Cauvery Water Dispute, Fukushima Daiichi Disaster (Japan), Ozone Hole over Antarctica, Ganga Pollution, Deterioration of Taj Mahal, Uttarakhand flash floods

SUGGESTED READINGS
1. Rogers, P.P., Jalal, K.F. , Boyd, J.A.(Latest Edition) . **An Introduction to Sustainable Development.** Earthscan
2. Kalam, A.P.J. (Latest Edition) . *Target 3 Billon: Innovative Solutions Towards Sustainable Development.* Penguin Books
3. Kaushik , A. and Kaushik (Latest Edition). *Perspectives in Environmental Studies*. New Delhi:
   New Age International Publishers.
4. Dhameja, S.K. (Latest Edition). *Environmental Studies*. S.K. Kataria and Sons.New Delhi
5. Bharucha, E. (Latest Edition). *Environmental Studies for Undergraduate Courses.* New Delhi: University Grants Commission.
6. Wright, R. T. (Latest Edition). *Environmental Science: towards a sustainable future* New Delhi: PHL Learning Private Ltd.
7. Rajagopalan, R. (Latest Edition). *Environmental Studies*. New York: Oxford University Press.

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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)
II SEMESTER (2025-2028)

BBA201 FUNDAMENTALS OF ORGANIZATION BEHAVIOR

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*				
BBA201	MIN	Fundamentals of Organization Behavior	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **MIN –** Minor
*__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 the course is to familiarize the students with Organizational, Group and Individual Behavior. The course educates the concept and theories of Motivation, Leadership and Teamwork. Importance of Learning Concepts and Process are shared to students.

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 explain human behavior and contribution in an organizational structure.
2. To understand importance of group/team processes and its management.
3. To develop ability to lead and work by examples with people in the organization.

COURSE CONTENT

UNIT I: Introduction to Organizational Behavior (OB)
1. Definition and contributing disciplines to the OB field
2. Need, Importance and significance ofOB
3. Framework of Organizational Behavior
4. Challenges and Opportunities for OB

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7

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)
II SEMESTER (2025-2028)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA201	MIN	Fundamentals of Organization Behavior	60	20	20	-	-	3	-	-	3

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

*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: Personality, Perception and Learning
1. Personality - Concept, Determinants, Personality Traits (MBTI & Big Five); Major Personality Attributes Influencing OB.
2. Personality – Types, Factors Affecting Personality
3. Perception – Definition, Factors Affecting Perception, Errors in Perception
4. Learning – Conceptand Process

UNIT III: Motivation
1. Concept, Process and Importance
2. Theories: Process and Content Theories
3. Applications to Management
4. Conflict: Nature of Conflict & Conflict Resolution Techniques

UNIT IV: Leadership
1. Leadership – Meaning and Importance
2. Role and functions of a leader
3. Leadership Approaches and styles, Effective Leadership Traits
4. Leaders Vs Managers

UNIT V: Group Behavior
1. Definition and classification of Groups
2. Process of Group Formation
3. Teams Vs Groups
4. Group decision making

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)
II SEMESTER (2025-2028)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BBA201	MIN	Fundamentals of Organization Behavior	60	20	20	-	-	3	-	-	3

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

***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. Stephens, R.,Judge, T. and Sanghi, S. (2011).*Organizational Behavior*. Pearson Education India, Latest Edition.
2. Newstorm, J. (2007). *Positive Organizational Behavior.* Sage Publications, 12 Edition.
3. Hitt, Millar, Colella (2006). *Organizational Behavior: A Strategic Approach*. John Wiley and Sons, Latest Edition.
4. Dwivedi R. S. (2001). *Human Relations and Organizational Behavior: A Global Perspective.* Macmillan, Latest Edition.
5. Greenberg, J. and Baron, R. (2008). *Behavior in Organizations.* Pearson Prentice Hall,

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9

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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)
II SEMESTER (2025-2028)

BBA207 COMPUTER AND 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*				
BBA207	MIN	Computer and IT Fundamentals	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **MIN-** 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 and Information Technology
2. Comprehending the importance of computer security and ethics in decision-making for social responsibility
3. Developing skills to become effective business managers

COURSE CONTENT

UNIT I: Number System and Computer Arithmetic
1. Number System and its types (Non-positional and Positional)
2. Binary Number System, Octal Number System, Hexadecimal Number System)
3. Converting from another base to decimal
4. Converting from base to another decimal
5. Conversion from binary to octal, octal to binary, binary to hexadecimal and hexadecimal to binary

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10

Choice Based Credit System (CBCS) in Light of NEP-2020
BBA-Business Analytics (In Association with IBM)
II SEMESTER (2025-2028)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA207	MIN	Computer and IT Fundamentals	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: Computer Arithmetic and Gates
1. Binary
2. Binary Arithmetic (addition, subtraction, Multiplication, Division)
3. Logic Gates (AND, OR, NOT, NAND, NOR)
4. The Universal NAND Gate, The Universal NOR Gate

UNIT III: Data Communications
1. Basic Elements of Communication system
2. Data Transmission Modes (Simplex, Half-duplex, Full-duplex)
3. Data transmission speed (narrow band, Voice-band, Broad-band
4. Data transmission media (Twisted pair wire, Coaxial cable, microwave system, communication satellite, optical fibers)
5. Digital and Analog Data Transmission
6. Data transmission services (dial-up line, leased line, Integrated services digital network

UNIT IV: Computer Networks
1. Computer Network: Definition, Importance
2. Network Topologies (Star, Ring, Completely connected, Multi-access bus, Hybrid)
3. Advantages and Disadvantages of different network topologies
4. Network types (PAN, LAN, CAN, MAN, WAN
5. Internet Working Tools (Bridge, Router, Gateway)
6. Wireless Networks (Fixed wireless system, Mobile wireless system)
7. Issues in Wireless Computing System

UNIT V: Internet, Intranet and Security
1. Internet and Intranet: Introduction
2. Cryptography, Computer Ethics and its significance
3. Computer Security, Viruses, Bombs and Worms
4. Applications of Information Technology (Business and Industry, Home, Education and Training, Entertainment, Mobile Computing

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Vishwavidyalaya, Indore	Vishwavidyalaya, Indore		

Choice Based Credit System (CBCS) in Light of NEP-2020
BBA-Business Analytics (In Association with IBM)
II SEMESTER (2025-2028)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA207	MIN	Computer and IT Fundamentals	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.

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.
5. Senthil Kumar, D. and Senthil A.R. (2008). *Business Ethics and Values.* Himalaya Publishing House: Mumbai
6. Chakraborty, S. K. (1999). *Values and Ethics for Organizations*. Oxford university press

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Shri Vaishnav Vidyapeeth	Shri Vaishnav Vidyapeeth	Vishwavidyalaya, Indore	Vishwavidyalaya, Indore
Vishwavidyalaya, Indore	Vishwavidyalaya, Indore		