



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-3 (BBA)

Subject: Ethical and Legal Aspects of Data Analytics–BBABA13310

Type of course: Major (Core)

Prerequisite:

Students should have basic knowledge of business ethics and data management.

Rationale:

This course introduces ethical and legal considerations in data analytics and also focuses on privacy, security, and compliance for responsible decision making.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P	C	SEE	CCE		
					MSE	ALA	
4	0	0	4	100	30	70	200

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Course Content:

Sr.No	Course content	Hrs.	% Weightage
1	Introduction to Ethics in Data Analytics <ul style="list-style-type: none"> Understanding Ethics in Data Analytics Privacy and Data Protection Ethical implications of biased algorithms Strategies to ensure fairness in data-driven decision-making 	15	25
2	Legal Framework for Data Analytics <ul style="list-style-type: none"> Overview of major data protection laws (GDPR, CCPA, Indian IT Act) Copyrights, trademarks, and patents in data analytics Legal aspects of data ownership and sharing Responsibilities of data analysts and organizations Ethical considerations in automated decision-making 	15	25
3	Data Governance and Compliance <ul style="list-style-type: none"> Principles of Data Governance Role of Organizations in Ensuring Data Integrity Risk Management in Data Handling Importance of Transparency and Accountability Case Studies on Data Governance Failures 	15	25
4	Ethical AI and Emerging Trends <ul style="list-style-type: none"> Ethical concerns in AI-driven analytics Ethical considerations in cybersecurity Ethical considerations in surveillance and social profiling Ethical dilemmas in big data, blockchain, and IoT analytics Legal implications of data breaches and hacking Sustainability and ethical AI applications 	15	25



Continuous Assessment:

Sr.No	Active Learning Activities	Marks
1	Guarding Data: Students will select a hypothetical company of their choice and craft Privacy Policy for security of data for that company and upload the PDF report on GMIU Web Portal.	10
2	Global Data Laws Unlocked: Students will create a summary report on any of the 2 global data laws (for example; GDPR, CCPA & India's Data Protection Bill etc.) and upload the PDF report on GMIU Web Portal.	10
3	Know Your Data Rights: Students will create an Infographic or Poster on Consumer Rights in Data Protection and upload it on GMIU Web Portal.	10
4	Cybersecurity Awareness: Students will create a video showing common cyber threats and information regarding their prevention and upload that video on GMIU Web Portal.	10
5	Create a Data Protection Plans: Students will select a hypothetical startup and design a strategy for that startup to secure customer data. Upload the PDF report on GMIU Web Portal.	10
6	Case Study Analysis: Students will be provided a case study of Ethical Concerns in Social Media Data Use. Students have to analyze the case and upload the solution in PDF format on GMIU Web Portal.	10
7	Attendance	10
Total		70

Suggested Specification table with Marks (Theory): 100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	40%	25%	20%	15%	0%	0%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand the fundamental ethical principles in data analytics, including privacy, fairness, and bias.
CO2	Analyze the legal frameworks governing data protection, ownership, and accountability in data analytics.
CO3	Learn about data governance principles and their role in maintaining compliance.
CO4	Evaluate ethical concerns in AI, cybersecurity, and the social impact of data analytics.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

- [1] "The Oxford Handbook of Fintech" – Arner, Barberis, and Buckley
- [2] "Data and Goliath: The Hidden Battles to Collect Your Data and Control Your World" – Bruce Schneier
- [3] "The Ethics of AI and Big Data" – Brent Daniel Mittelstadt & Luciano Floridi
- [4] "Privacy and Data Protection Law" – Lee A. Bygrave
- [5] "Ethical Data and Information Management: Concepts, Tools and Methods" – Katherine O'Keefe & Daragh O'Brien

