Gyanmanjari
Innovative University

Subject: Digital Tools for Business – BBA1XX12205

Type of course: Skill Enhancement Courses (SEC)

Prerequisite: Students must have basic computer literacy and a foundational understanding of digital tools.

Rationale: This course equips students with advanced digital competencies required in modern business environments, enabling them to apply technology-driven tools for analytics, communication, automation, and collaboration to enhance overall workplace productivity.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks		Total Marks
CI	T	P	C	SEE	CCE	
0	0	4	2	50	50	100

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; LWA - Lab Work Assessment; V – Viva voce; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

Course Content:

Sr. No	Course Content	Hrs.	% Weightage
1	**Advanced Excel Analytics & Data Management Tools** **Theory Topics** • Introduction to excel • Data cleaning & formatting • Advanced formulas: HLOOKUP, VLOOKUP, XLOOKUP, INDEX–MATCH, COUNTIFS, SUMIFS • Pivot tables, slicers, dashboards • Combo charts, analytics visuals • Real-time collaboration & version history	12	20

Practical 1: Data Cleaning & Formula Optimization
Students clean raw data, fix inconsistencies, and apply advanced formulas (VLOOKUP/XLOOKUP, INDEX–MATCH, COUNTIFS, SUMIFS) to generate a structured, analysis-ready dataset.

Practical 2: Data Validation & Error Handling
Students apply data validation rules, remove duplicates, standardize formatting, and resolve errors (#N/A, #VALUE!, #REF!) to build a high-integrity dataset.

Practical 3: Lookup Operations Master Lab
Students perform multi-sheet lookup operations using VLOOKUP, HLOOKUP, and XLOOKUP, comparing outputs and resolving mismatches for accurate cross-table referencing.

Practical 4: INDEX–MATCH Dynamic Search Engine
Students build dynamic search workflows using INDEX–MATCH, enabling scalable and flexible data retrieval across complex tables.

Practical 5: Criteria-Based Analytics (COUNTIFS & SUMIFS)
Students generate region-wise, category-wise, and multi-criteria performance reports using COUNTIFS and SUMIFS for real business scenarios.

Practical 6: Pivot Table Insights Generation
Students create pivot tables, apply grouping, insert slicers, summarize large datasets, and convert raw data into actionable business intelligence.

Practical 7: Interactive Dashboard Development
Students design KPI dashboards using pivot charts, slicers, and linked visuals to create an interactive, executive-ready decision-support system.

Examination Style:

Sr. No	Evaluation Methods	SEE	CCE
1	**ALA 1: Micro-Dashboard Challenge** Students will independently convert a small business dataset (provided) into a one-page interactive dashboard using: ● At least one pivot table ● Two slicers ● One combo chart Upload the PDF on the GMIU Web Portal.		10

	2	**Business Workspace Evaluation** Students will develop an interactive analytical workspace using a fresh dataset provided during the exam. They must execute data cleaning, apply relevant advanced formulas, build pivot-driven summaries, and create visuals that support decision insights. Submit the dashboard and summary as a PDF.	10			
		Total	10	10		
2		**Advanced Visual Communication & Corporate Design Strategies** **Theory Topics** • Introduction to Canva features • Designing Tools advanced features: Brand Kit, AI tools, Magic Resize • Corporate brochures, proposals, catalogues • Professional presentation structures • Video-based presentations using Designing tools • Visual hierarchy, branding consistency **Practical 1 – AI-Enhanced Corporate Catalogue Development** Students will create a 6–8 product corporate catalogue using Canva's frames, grids, and AI content tools. They must maintain premium brand consistency through typography, color palettes, and structured visual hierarchy. **Practical 2 – Multi-Format Asset Conversion Using Magic Resize** Students will design a corporate promotional poster and convert it to three formats—LinkedIn, Instagram, and Website Banner—using Magic Resize. They must ensure layout optimization and corporate-level alignment for each platform. **Practical 3 – Video-Based Corporate Pitch** Students will build a 40–60 second business pitch using Canva's video editor, transitions, brand kit, and voice-over features. They must demonstrate clean structure and clarity in visual messaging. **Practical 4 – Corporate Proposal Design & Layout Logic** Students will create a 5–6 section corporate proposal (Executive Summary, Problem Statement, Solution, Deliverables, Timeline) using Canva's advanced layout tools, applying structured spacing, alignment, and visual hierarchy rules. **Practical 5 – Branding Consistency Dashboard**	12	20		

Students must prepare a one-page branding dashboard demonstrating brand colors, typography, grid spacing, logo usage rules, and sample components. Canva brand kit tools must be used to develop a corporate-ready compliance sheet.

Practical 6 – Visual Hierarchy Reinforcement Task

Students will take a poorly designed slide provided by faculty and restructure it using spacing principles, contrast elements, alignment grids, and typography hierarchy. Output must reflect elevated design maturity and professional clarity.

Practical 7 – Corporate Presentation Animation Logic

Students will create a 6-slide presentation and apply professional animation logic—delay sequencing, layered transitions, and controlled movement—to ensure corporate storytelling without over-designing.

Examination Style:

Sr. No	Evaluation Methods	SEE	CCE
1	**ALA 2: Branding Consistency Audit** Students will conduct a branding consistency audit of any chosen brand by reviewing its website, social media pages, and digital marketing materials, focusing on: • Visual hierarchy • Branding consistency (colors, fonts, tone) • Strengths and gaps in design • Recommendations for improvement Students will prepare a 5-slide analysis on Canva and upload the final file (PDF) on the GMIU Web Portal.		10
2	**Visual Communication & Pitch Examination:** Students will create a video-based presentation in designing tool on a business topic assigned during the exam.	10	
	Total	10	10

3	**Digital Workflow Systems & CRM Integration**
	Theory Topics
	    • Creating digital workspaces in Notion/Trello/ClickUp
	    • Workflows, boards, calendars, databases
	    • SOP and documentation creation
	    • CRM basics using HubSpot (Contacts, Deals, Pipelines)
	    • Integrating Forms → Sheets → CRM
		12	20	

Practical 1: Notion Personal Dashboard

Students create a personal workspace in Notion, adding task lists, calendar, and resource links for daily academic or project management.

Practical 2: Trello Board for Event Planning

Students set up a Trello board with lists such as To-Do, In Progress, and Completed, and assign mock tasks with due dates and priority labels.

Practical 3: Click Up Multi-View Setup

Students configure a workspace in Click Up using List, Board, and Calendar views for a small project scenario, demonstrating task visualization and tracking.

Practical 4: SOP Creation in Notion

Students draft a Standard Operating Procedure for a recurring task (e.g., submitting reports), using clear steps, checklists, and version control.

Practical 5: HubSpot CRM – Contact Database Setup

Students create a CRM database with mock contacts, categorize them into segments, add custom properties, and tag them for follow-up.

Practical 6: HubSpot Deal Pipeline Design

Students set up a simple sales pipeline with stages such as Lead, Opportunity, Negotiation, Closed, and assign sample deals to each stage.

Practical 7: Google Forms → Sheets Automation

Students build a Google Form for data collection and link responses to a Google Sheet. They apply basic formulas to filter, sort, and summarize incoming data.

Practical 8: Sheets → CRM Data Mapping

Students perform a structured import from Google Sheets to HubSpot CRM, mapping fields accurately and demonstrating clean data entry practices.

Practical 9: Task & Calendar Integration

Students integrate task deadlines, reminders, and recurring activities into Click Up or Notion calendar for project tracking.

Examination Style:

Sr. No	Evaluation Methods	SEE	CCE
1	**ALA 3: Project Execution Plan:** Students will create a PDF Project Execution Plan for a chosen academic or		10

		club activity (e.g., industrial visit, orientation program), including: • Project workflow • Task allocation • Timeline board • CRM-style follow-up table Upload the PDF on the GMIU Web Portal.				
	2	**End-to-End Digital Process Ecosystem** Faculty set the scenario, give guidelines, and students will create the workflow board, build the CRM, write the SOP, and submit the complete digital process ecosystem.	10			
		Total	10	10		
4		**AI-Driven Workflow Automation & Smart Productivity Tools** **Theory Topics** • Automation using Zapier / Make • AI for content generation and analytics • Auto-email workflows: trigger → sheet → response • AI for spreadsheet formulas and insights • Basic Google Apps Script (beginner automation) **Practical 1: AI-Powered Email Template Automation** Students create automated email templates for recurring business tasks (e.g., HR notifications, client follow-ups) and link them to a trigger in Google Sheets or Forms. **Practical 2: AI-Generated Data Dashboard** Students use AI-assisted spreadsheet tools to generate a business dashboard from a provided dataset, showing KPIs, charts, and trend insights automatically. **Practical 3: Workflow Automation Case Study (PDF Submission)** Students prepare a mini-case study on an AI-based workflow they designed for a department (e.g., inventory updates, employee on-boarding), including screenshots, steps, and expected benefits. **Practical 4: AI-Assisted Marketing Campaign Generator** Students use AI tools to generate a 3-post social media campaign (text + suggested graphics) for a fictional company, integrating an automated posting schedule using Google Calendar or Sheets. **Practical 5: Spreadsheet Formula Optimization with AI**	12	20		

Students take a messy business data set and use AI suggestions to clean data, apply advanced formulas (COUNTIFS, SUMIFS, INDEX–MATCH), and produce ready-to-analyze sheets.

Practical 6: Auto-Email Workflow with AI Insights

Students create a workflow where a new entry in Google Sheets triggers an AI-generated summary email to a recipient list, showing processed insights from the data.

Practical 7: AI Content Generation for Reports

Students input scenario-based business data into an AI tool to generate a concise professional report summarizing trends, recommendations, and actionable insights.

Practical 8: AI-Powered Meeting Summary Automation

Students upload a meeting transcript or notes to an AI tool, which automatically generates a structured summary, key action points, and follow-up reminders.

Examination Style:

Sr. No	Evaluation Methods	SEE	CCE
1	**ALA 4:AI Adoption Proposal for Business Operations** Students will prepare a PDF Concept Note outlining how AI can optimize one business department (e.g., HR attendance tracking, customer service responses, marketing content calendar).The document must include: • Current challenges • Tools selected • AI workflows • Expected benefits Upload the PDF on the GMIU Web Portal.		10
2	**AI-Generated Business Summary Report:** During the exam, students will generate a live AI-driven summary report on a scenario given by the examiner. (e.g., annual sales review, competitor analysis, event performance).	10	
	Total	10	10

| 5 | **Website Development, Digital Forms & Data Integration Ecosystem**
Theory Topics
• Website building | | |

- Registration & feedback forms
- Integrating websites, forms & analytics
- QR-code business cards
- Data reporting from form responses

Practical 1: Feedback Form Design

Students design a feedback form with multiple-choice questions, rating scales, and open-ended responses. Focus on clarity, simplicity, and actionable data collection.

Practical 2: Form → Spreadsheet Integration

Students link their registration or feedback form to Google Sheets. Test the workflow to ensure responses are automatically captured without errors.

Practical 3: Basic Data Analysis from Form Responses

Students summarize collected form data using charts, pivot tables, or formulas in Google Sheets. Highlight key insights such as participant preferences or rating trends.

Practical 4: QR-Code Business Card Creation

Students generate a QR code linking to a portfolio, website, or social media profile. Embed it into a simple digital business card using Canva or other online tools.

Practical 5: Data Reporting Dashboard

Students create a mini dashboard in Google Sheets or Canva that visualizes form responses with charts, tables, and key metrics for decision-making.

Practical 6: Embedding Forms into Digital Documents or Emails

Students embed a registration or feedback form into an email, PDF, or Canva document for easy distribution. Test clickable links and submission flow.

Practical 7: Advanced Data Sorting & Filtering

Students organize the form responses using filters, sorting, and conditional formatting. Highlight patterns and outliers in the data.

Examination Style:

Sr. No	Evaluation Methods	SEE	CCE
1	**ALA 5: Digital Campaign Planning Document:** Students will create a PDF Campaign Plan for a selected product/service such as a café, fitness center, college event, or boutique. The plan must include: • Target audience		10

(12 and 20 appear in the right-hand columns alongside this section)

		- Campaign objective - Three sample creatives (images/screenshots allowed) - Posting schedule - Expected outcomes Upload the PDF on the GMIU Web Portal.					
	3	**Website Catalogue Design:** Faculty will provide the website design on which the students need to prepare a Catalogue.	10				
		Total	10	10			

Suggested Specification table:

Distribution of Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage %	5%	10%	35%	20%	15%	15%

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 advanced spreadsheet tools to analyze data and create business dashboards.
CO2	Design professional digital content and marketing visuals using advanced design tools.
CO3	Build and manage digital work spaces and CRM pipelines for effective collaboration.
CO4	Apply AI tools and automation workflows to improve business productivity.
CO 5	Create digital systems such as websites, forms, and analytics reports for business use
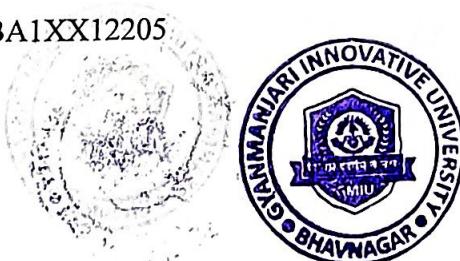
Instructional Method:

The course delivery method will depend upon the requirement of content and 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, Virtual Laboratory.

The internal evaluation will be done on the basis of the 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] Storytelling with Data: A Data Visualization Guide for Business Professionals (2019) by Cole Nussbaumer Knaflic, Wiley
[2] Microsoft Excel Data Analysis and Business Modeling (2022) by Wayne L. Winston, Microsoft Press
[3] Storytelling with Data: A Data Visualization Guide for Business Professionals (2019) by Cole Nussbaumer Knaflic, Wiley
[4] Behind Every Good Decision: How Anyone Can Use Business Analytics to Turn Data Into Profitable Insight (2014) by Piyanka Jain & Puneet Sharma, AMACOM
[5] Business Analysis Techniques: 123 Essential Tools for Success (2021) by James Cadle, Debra Paul & Paul Turner, BCS Learning and Development

Suggested Assessment Guidelines:

SEE	Topic	Criteria	Marks	Description
1	Business Workplace Evaluation	Analytical Workspace Construction & Data Accuracy	5	Quality of data preparation, logical formula application, pivot summaries, and clarity of visuals in the final analytical output.
		Insight Summary	5	A focused, 100-word executive-style analysis highlighting trends, variances, and actionable insights in a professionally formatted PDF.
2	Visual Communication and	Dashboard & Insights	5	Uses correct charts, clear data interpretation, and relevant insights based on the assigned topic.

	Pitch Examination	Presentation clarity	5	Canva video slides are structured, visually clean, and professionally presented. PPT is clear and well-organized.
3	End to end digital process Ecosystem	Digital Workflow & CRM Architecture	5	Evaluation of the student's ability to build a structured workflow board and a basic CRM setup—assessing clarity of stages, logical mapping of tasks/deals, and overall process coherence.
		SOP & Data-Flow Mapping	5	Assessment of the student's written SOP and explanation of how incoming data integrates into their workflow/CRM, focusing on documentation quality, operational logic, and professionalism
4	AI Generated Business Summary Report	AI Summary & Chart Quality	5	Summary is accurate, coherent, and aligned with the scenario; chart is relevant, readable, and logically represents the data provided.
		Presentation insights	5	Slides demonstrate clarity, professional formatting, and meaningful conclusions; student explains insights confidently.
5	Website Catalogue Design	Website Structure & Design Quality	5	Evaluates layout, clarity, branding consistency, color usage, navigation, and overall visual appeal across all four pages. The website must look professional, well-organized, and user-friendly.
		Functionality & Technical Execution	5	Assesses whether the website is fully functional, proper links/buttons, and complete page setup. Includes correctness of screenshots and completeness of uploaded PDF.