



Gyanmanjari
Innovative University

Syllabus
Gyanmanjari Institute of Management Studies
Semester-I(BBA)

Subject: Computer Applications for Business – BBA2XX11202

Type of course: Skill Enhancement Course (SEC)

Prerequisite: Students must possess basic computer handling skills, familiarity with internet usage, and fundamental knowledge of digital devices, typing, and file management operations.

Rationale: This course equips students with practical digital and workplace technology skills essential for modern business environments. It covers productivity tools, software applications, and digital communication while building collaboration and cybersecurity awareness. The goal is to enhance employability and workplace readiness.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks		Total Marks
CI	T	P	C	SEE	CCE	
-	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	Introduction to Digital Workplace and Word Processing Theory Topics - Understanding workplace productivity and digital tools - Cloud Storage and Digital Collaboration - Cyber Security and Safe Computing Practices - Business Communication through Digital Tools Practical 1: Cloud Storage and Team Collaboration Activity Students upload documents to Google Drive or OneDrive, create shared folders, assign access permissions, and collaboratively edit a shared business document in real time.	05 T 07 P	20



Practical 2: Cyber Security Risk Identification and Protection Activity Students identify unsafe digital practices, detect phishing emails and suspicious links, create strong passwords, enable security settings, and demonstrate safe browsing techniques for business environments. Practical 3: Productivity Tools and Task Management Exercise Students use workplace productivity tools such as calendars, task planners, reminders, and note-management applications to organize business meetings, schedules, and daily office tasks. Practical 4: Virtual Office Collaboration Simulation Students perform a simulated office teamwork activity where they share files, communicate digitally, update collaborative documents, and manage workflow using cloud-based collaboration tools. Practical 5: Smart Digital Office Challenge Students create a complete digital office setup by organizing folders, creating desktop shortcuts, customizing workspace settings, and managing multiple business files within a time-bound activity. Practical 6: Digital Workplace Problem-Solving Activity Students are given workplace scenarios such as lost files, slow systems, duplicate documents, or sharing errors and must troubleshoot and resolve the issues using digital tools and system settings. Examination Style:															
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	enhance workplace organization, productivity, communication, and security.				
	Total	10	10		
2	Professional Business Documentation using MS Word Theory Topics ● Introduction to Microsoft Word / Google Doc ● Formatting tools, templates, table creation, and document sharing ● Business Communication Documents ● Advanced Business Document Tools ● Automated Document Creation using Mail Merge Practical 1 Create a Professional Resume Students create a professional resume using Microsoft Word or Google Docs by selecting suitable templates, organizing personal and academic information, applying proper formatting techniques, and designing an industry-ready resume document. Practical 2 Business Letter Drafting and Professional Formatting Students draft a formal business letter to a company requesting a product catalogue, company profile, or business information by applying professional business letter formatting standards including margins, spacing, alignment, subject line, salutation, and signature formatting. Practical 3 Appointment Letter Generation using Mail Merge Students create and automate multiple appointment letters using Mail Merge by integrating employee data from spreadsheets and inserting dynamic fields for names, designations, salaries, and joining dates into professionally formatted documents. Practical 4 Business Brochure and Promotional Flyer Design Students design professional business brochures and promotional flyers using images, WordArt, columns, shapes, color themes, and advanced page formatting tools to create visually appealing marketing materials. Practical 5 SmartArt and Business Process Visualization Students use SmartArt, shapes, icons, and text boxes to design visual representations of organizational hierarchies, workflow systems, business processes, and departmental structures in a professional document format.			05 T 07 P	20



Practical 6 Collaborative Business Document Editing using Google Docs Students collaboratively create and edit a shared business document using Google Docs by assigning roles to team members, editing content in real time, inserting comments and suggestions, tracking modifications through version history, and managing document sharing permissions to simulate a professional workplace collaboration environment. Practical 7 Business Newsletter Design Students create a multi-page business newsletter using MS Word or Google Docs by applying column layouts, headers, images, page formatting, styled text, and graphical elements to design a professional corporate communication document. Practical 8 Meeting Agenda and Minutes Preparation Students prepare professional meeting agenda and minutes documents for a business meeting using structured formatting techniques such as headings, bulleting, numbering, tables, attendance records, discussion points, and action items for effective official office communication and documentation. Examination Style: <table><tr><th>Sr. No</th><th>Evaluation Methods</th><th>SEE</th><th>CCE</th></tr><tr><td>1</td><td> ALA 2: Company Profile and Corporate Letterhead Design Students create a professional one-page company profile and corporate letterhead for a fictional business using MS Word or Google Docs by applying logos, headers, footers, branding elements, and proper document formatting. The final document must be converted into PDF format and uploaded on the GMIU Web Portal. </td><td></td><td>10</td></tr><tr><td>2</td><td> Document Design Challenge: Students will create a professional mini document portfolio including a formatted resume, formal cover letter, and structured meeting agenda. All documents must follow professional formatting standards with proper headings, alignment, and spacing. Evaluation will focus on clarity, organization, formatting quality, and overall professionalism. </td><td>10</td><td></td></tr></table>	Sr. No	Evaluation Methods	SEE	CCE	1	ALA 2: Company Profile and Corporate Letterhead Design Students create a professional one-page company profile and corporate letterhead for a fictional business using MS Word or Google Docs by applying logos, headers, footers, branding elements, and proper document formatting. The final document must be converted into PDF format and uploaded on the GMIU Web Portal.		10	2	Document Design Challenge: Students will create a professional mini document portfolio including a formatted resume, formal cover letter, and structured meeting agenda. All documents must follow professional formatting standards with proper headings, alignment, and spacing. Evaluation will focus on clarity, organization, formatting quality, and overall professionalism.	10		
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		Total	10	10		
3	Spreadsheet Applications and Business Data Analysis using MS Excel Theory Topics • Basics of Microsoft Excel / Google Sheet • Business Calculations and Formula Applications • Data Analysis and Data Management Tools • Business Reporting using Charts and Dashboards • Excel Applications in Business Functions Practical 1: Monthly Expense Tracker and Financial Analysis Students prepare a monthly personal expense sheet using Microsoft Excel or Google Sheets by entering weekly expense data under different categories such as food, travel, entertainment, and utilities. Students apply formulas like SUM and AVERAGE to calculate total expenditure, average spending, and category-wise expenses with proper spreadsheet formatting. Practical 2: Sales Report Visualization using Charts Students create a business sales report using given sales data and generate visual reports through bar charts and pie charts in Microsoft Excel or Google Sheets to analyze product-wise or monthly sales performance effectively. Practical 3: Conditional Formatting for Data Analysis Students enter numerical data into a spreadsheet and apply conditional formatting rules to automatically highlight values below or above a specified limit using color scales, data bars, and highlighting tools for better data interpretation. Practical 4: Real-Time Collaboration using Google Sheets Students work in pairs to create and manage a shared Google Sheet where both participants simultaneously enter, edit, update, and format business data in real time while using collaborative features such as comments, sharing permissions, and version history tracking. Practical 5: Employee Payroll Management System Students create a comprehensive employee payroll sheet using Microsoft Excel or Google Sheets by entering employee details and calculating Basic Salary, HRA, DA, allowances, deductions, Gross Salary, and Net Salary using business calculation formulas and spreadsheet functions with proper formatting and tabular presentation.	05 T 07 P	20			



Practical 6: Student Marksheet Preparation using Spreadsheet Formulas Students prepare a detailed student marksheet by entering subject-wise marks and applying formulas to calculate total marks, percentages, grades, rank, and pass/fail status using mathematical and logical functions such as SUM, AVERAGE, IF, MAX, and MIN.			
Practical 7: Sales Performance Analysis and Chart-Based Reporting Students analyze monthly or product-wise sales data and create visual business reports using bar charts, pie charts, line charts, and column charts in Microsoft Excel or Google Sheets to identify sales trends, performance comparisons, and business insights.			
Examination Style:			
Sr. No	Evaluation Methods	SEE	CCE
1	ALA 3: Survey Data Collection and Analysis Activity Students will conduct a survey on topics like customer satisfaction, student feedback, or digital tool usage using Google Forms. They will then organize and analyze the collected data in Excel or Google Sheets using formulas, sorting, filtering, and formatting. Finally, students will create visual charts and graphs and prepare a summary report highlighting key trends, patterns, and conclusions from the data.		10
2	Plan a Small Event Budget Sheet: Students will create a detailed budget plan for an imaginary event (seminar, workshop, or program) to understand financial planning and resource allocation. Students must estimate costs, calculate totals, and present the information in a professionally formatted table using Excel or Google Sheets.	10	
	Total	10	10
4	Business Presentation and Visual Communication Theory Topics • Microsoft PowerPoint / Google Slides – structure, transitions, animations • Canva – Introduction to visual design • Creating posters, business templates, and visual aids • Visual Communication and Multimedia Integration		05 T 07 P
			20

Practical 1: Professional Business Presentation Design Students create a professional business presentation using Microsoft PowerPoint or Google Slides by applying appropriate slide layouts, themes, titles, visual formatting, and structured content organization to ensure clear and effective presentation flow. Practical 2: Event Invitation and Banner Design Students create digital event invitations and professional business banners using Canva by applying creative layouts, typography, color combinations, visual balance, images, and branding elements for effective promotional communication. Practical 3: Multimedia Integration in Presentations Students insert and format images, audio clips, videos, icons, and hyperlinks in Microsoft PowerPoint or Google Slides presentations to enhance audience engagement, improve visual communication, and create interactive business presentations. Practical 4: Social Media Advertisement Design using Canva Students create professional social media promotional posts and digital advertisements for a business product, service, or event using Canva by applying visual templates, branding elements, typography, images, and creative design techniques. Practical 5: Startup Pitch Deck Creation Students create a startup pitch presentation using Microsoft PowerPoint or Google Slides by presenting a business idea, target market, products or services, revenue model, marketing strategy, and future business goals through professional templates and visual communication techniques. Practical 6: Brand Identity and Logo Presentation Students create a brand presentation for a fictional business by designing a logo, selecting brand colors, developing slogans, identifying the target audience, and creating promotional visuals using presentation and visual design tools. Practical 7: Business Template Creation using Canva Students design reusable business templates such as certificates, invoices, social media posts, banners, and presentation themes using Canva by applying professional layouts, branding elements, typography, and visual design tools.	
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	Examination Style:				
	Sr. No	Evaluation Methods	SEE	CCE	
	1	Activity: 1 Workshop on Computer Applications for Business Students will participate in a hands-on skill enhancement workshop on computer applications for business, covering practical tools such as MS Excel, MS Word, and MS PowerPoint. The workshop is conducted by an internal faculty expert from another department to enhance students' digital and workplace productivity skills. Prepare a workshop report with geo-tagged photographs as proof of participation and upload it to the GMIU Web Portal.		10	
	2	Live Presentation Challenge: Students will be given a business topic during the examination and must create a professional presentation using Microsoft PowerPoint or Google Slides within the allotted time. The presentation must include structured slides, visual formatting, transitions, animations, and multimedia elements followed by a short classroom presentation.	10		
		Total	10	10	
5	Digital Communication and Collaboration Platforms Theory Topics - Professional Internet and Email Communication - Google Calendar – event scheduling, reminder - Microsoft Teams – group chats, file sharing - Google Meet / Zoom – basic functions and meeting etiquette - Social Media and Digital Business Promotion Practical 1: Professional Email Drafting and Communication Students compose and send professional business emails for inquiries, meeting requests, complaints, and follow-ups by applying proper email etiquette, subject lines, greetings, signatures, CC/BCC usage, hyperlinks, and attachment management for effective digital business communication.			05 T 07 P	25



Practical 2: Google Calendar Event Scheduling and Task Management Students create and manage business meetings and academic events using Google Calendar by adding event titles, setting date and time, inviting participants through email, scheduling recurring events, setting reminders, and organizing deadlines and task schedules efficiently. Practical 3: Microsoft Teams Group Collaboration Students create teams and channels in Microsoft Teams for a classroom project by adding members, sharing files, participating in group chats, assigning tasks, and sending professional welcome and update messages to simulate workplace collaboration. Practical 4: Host a Mock Video Meeting Students conduct a mock virtual meeting in groups using Google Meet or Zoom by scheduling meetings, joining sessions, managing participant communication, sharing screens, presenting content, and following professional online meeting etiquette. Practical 5: Social Media Business Profile Development Students create a professional social media business profile for a fictional company by adding branding elements, logos, company descriptions, contact information, promotional visuals, and business-related content for digital marketing and online business promotion. Practical 6: Business Announcement and Event Promotion Activity Students create and share digital announcements, event invitations, and promotional posts for business events using social media platforms and digital communication tools by applying professional layouts, captions, images, hashtags, and branding elements for effective business outreach. Practical 7: Social Media Content Calendar Planning Students prepare a weekly social media content calendar for a business brand by planning post ideas, promotional themes, campaign schedules, audience engagement strategies, and posting timelines using digital planning and collaboration tools. Practical 8: Social Media Promotional Campaign Design Students design and publish sample promotional content for products, services, or events using captions, hashtags, images, and branding strategies for digital business promotion.	
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Examination Style:			
Sr. No	Evaluation Methods	SEE	CCE
1	Activity: 2 Department Digital Event Coverage/Blog Creation Students create a digital blog or short reel covering a college event, showcasing its highlights and key activities. The content must be posted on their personal social media account, and screenshots of the published post must be uploaded to the GMIU Web Portal as proof of submission.		10
2	The Virtual Team Experience Students will conduct a mock virtual business meeting in groups using online meeting platforms such as Google Meet, Zoom or Microsoft Teams. Students will perform activities such as • Scheduling meetings • Generating and sharing meeting links • Inviting participants • Joining virtual sessions • Managing participant communication • Sharing screens, presenting content • Recording meeting notes The meeting will be observed by the examiner.	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 %	10%	15%	30%	20%	10%	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	Apply digital workplace tools and cyber security practices for professional productivity and collaboration.
CO2	Create and format professional business documents using word processing tools.
CO3	Analyze and manage business data using spreadsheet applications and reporting tools.
CO4	Design effective business presentations and visual communication materials using digital tools.
CO 5	Demonstrate professional digital communication and virtual collaboration skills using online platforms.

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, MOOC's 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] Microsoft Office Inside Out: Office 2021 and Microsoft 365 (2022) by Joe Habraken, Microsoft Press.
- [2] Office 365 All-in-One For Dummies (2022) by Peter Weverka, Wiley.
- [3] Shelly Cashman Series Microsoft Office 365 & Office 2016 (2017) by Steven M. Freund, Mary Z. Last, Philip J. Pratt, Susan L. Sebok, and Misty E. Vermaat, Cengage Learning.
- [4] Microsoft Office 365 Guide: Race Ahead in Your Career, Nail Deadlines, and Cultivate Unstoppable Teamwork (2024) by Kevin Pitch.
- [5] Microsoft Office 365 for Beginners (2024) by M.L. Humphrey.



Suggested Guidelines:

SEE	Topic	Criteria	Marks	Description
1	Digital Workplace Management Case Study	Problem Identification & Analysis	2	Identifies workplace productivity, collaboration, communication, and cyber security issues accurately.
		Digital Solution Implementation	3	Uses appropriate digital tools and applies effective solutions for workflow and task management.
		Cyber Security & Safe Computing Practices	2	Demonstrates secure digital practices and proper handling of workplace data and systems.
		Collaboration, Communication & Professional Execution	3	Effectively manages teamwork, communication, workflow coordination, and professional task completion.
2	Document Design Challenge	Resume Design	3	Professionally formatted resume with relevant content, appropriate font, alignment, and concise presentation.
		Cover Letter Clarity	3	Clearly structured cover letter tailored to a job profile; demonstrates tone, grammar, and professional layout.
		Meeting Agenda Format	2	Well-structured agenda with date, time, participants, and key items logically ordered.
		Overall Presentation	2	Complete bundle in a single PDF; uniform formatting, document naming, and submission adherence.
3	Plan a Small Event Budget Sheet	Budget Categorization	3	Appropriately identifies and classifies all key cost categories such as venue, catering, stationery, gifts, and contingencies.
		Cost Detailing & Logic	3	Provides realistic and well-researched cost estimates with brief justifications or calculations where needed.
		Presentation & Formatting	4	Neatly organized budget sheet with headings, subheadings, and consistent formatting; uses tables or Excel layout.



4	Live Presentation Challenge	Presentation Structure & Content Organization	3	Creates well-structured slides with clear flow, headings, and organized business content.
		Visual Design & Formatting	2	Applies appropriate themes, layouts, fonts, colors, transitions, and animations professionally.
		Multimedia Integration & Creativity	3	Effectively uses images, videos, icons, audio, or other multimedia elements to enhance presentation quality.
		Presentation Delivery & Professional Communication	2	Demonstrates confidence, clarity, audience engagement, and professional communication during the presentation.
5	The Virtual Team Experience	Role Execution & Collaboration	4	Each team member performs their assigned role effectively (host, presenter, participant); demonstrates coordination, active engagement, and group synergy.
		Content & Meeting Flow	3	Meeting has a clear objective, relevant agenda, structured discussion, and time-efficient flow. Presenter delivers with clarity.
		Virtual Etiquette & Professionalism	3	Proper use of Google Meet features (mute, screen share, chat), appropriate dress code, communication tone, punctuality, and minimal disruptions.

