

**Maulana Abul Kalam Azad University of Technology, WB**  
(Formerly known as West Bengal University of Technology)

<b>Course: IT Skills</b>		
<b>Course Code: SEC281</b>		<b>Semester: II</b>
<b>Maximum Marks: 100</b>		
<b>Teaching Scheme</b>		<b>Examination Scheme</b>
Lecture: 2		End semester Exam:
Tutorial: 0		Attendance:
Practical: 0		Continuous Assessment:
Credit: 2		Practical/Seasonal internal continuous evaluation: 0
		Practical/Seasonal external examination: 100
<b>Sl. No.</b>	<b>Course Objective</b>	
<b>1</b>	To understand the usage of various IT tools and software applications commonly used in business environments.	
<b>2</b>	Understand the role and importance of IT tools in enhancing productivity, efficiency, and communication in business operations.	
<b>3</b>	To understand the utilization of IT tools for data management, analysis, and reporting to support decision-making processes.	
<b>4</b>	To understand CRM and technologies such as SEO and use it for business advancement.	
<b>5</b>	To understand the importance of cyber security and IT governance.	
	<b>Course Outcomes</b>	<b>Mapped module/Unit</b>
<b>CO 1</b>	Students should have a good knowledge on range of IT tools and software applications to support and enhance business operations.	U1
<b>CO 2</b>	Students should have a good knowledge to streamline processes, improve productivity, and optimize resource utilization in business settings.	U1, U2
<b>CO 3</b>	Students should have a good knowledge to utilize data management and analysis skills acquired through IT tools to make informed decisions and drive business performance.	U1, U2, U3
<b>CO 4</b>	Students should have a good knowledge of CRM and technologies such as SEO.	U1, U3, U4
<b>CO 5</b>	Students should have a good knowledge of basic of cyber security and IT governance in India.	U5

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**Learning Outcome/Skills:**

The candidate will be able to have an overview of the use of various IT tools and their corresponding business important apart from gaining knowledge on the other relevant areas of marketing, HR, cyber security and IT governance. This put further prepare the candidate for a more rational and practical approach.

Unit	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
<b>THEORY</b>				
<b>U1</b>	<b>7</b>	<b>20</b>	<b>1</b>	<b>NA</b>
<b>U2</b>	<b>5</b>	<b>15</b>	<b>1, 2</b>	<b>NA</b>
<b>U3</b>	<b>6</b>	<b>15</b>	<b>1, 2, 3</b>	<b>NA</b>
<b>U4</b>	<b>6</b>	<b>20</b>	<b>1, 2, 3</b>	<b>NA</b>
<b>U5</b>	<b>6</b>	<b>20</b>	<b>1, 2</b>	
	<b>30</b>	<b>100%</b>		

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<b>Course Code:</b>	<b>SEC281</b>	
<b>Course:</b>	<b>IT Skills</b>	<b>Credits:2.0</b>
<b>Contents</b>		
<b>Chapter</b>	<b>Name of the topic</b>	<b>Hours</b>
<b>Unit-I</b>	<p>Introduction to IT Tools in Business:</p> <p>Overview of IT tools and their importance in business, Role of IT tools in enhancing productivity and efficiency, Operating systems and software applications used in business, Introduction to internet and its impact on business, Overview of business information systems and databases, Introduction to ERP and its usages, ERP systems (e.g., SAP, Oracle, Microsoft Dynamics).</p>	<b>7</b>
<b>Unit-II</b>	<p>Communication and Collaboration Tools:</p> <p>Email communication and management, Instant messaging and online chat tools, Video conferencing and web conferencing tools, Document sharing and version control tools, Virtual team communication and coordination.</p>	<b>5</b>
<b>Unit-III</b>	<p>Data Management and Analysis Tools:</p> <p>Introduction to spreadsheets and data analysis, Advanced features of spreadsheet software (e.g., formulas, functions, pivot tables), Database management systems and their role in business, Business intelligence and data analytics tools.</p>	<b>6</b>
<b>Unit-IV</b>	<p>Marketing, HR Tools:</p> <p>Customer relationship management (CRM) systems, Marketing automation tools, Email marketing tools, HRIS (Human Resource Information System) concept and tools, Web analytics and search engine optimization (SEO) tools.</p>	<b>6</b>
<b>Unit-V</b>	<p>Cybersecurity and IT Governance:</p> <p>Importance of cybersecurity in business, Types of cyber threats and attack vectors, Network security and firewalls, Data encryption and secure communication, Risk assessment and management, IT governance frameworks and compliance standards.</p>	<b>6</b>
	<b>Total</b>	<b>30</b>

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**List of Books**

<b>Name of Author</b>	<b>Title of the Book</b>	<b>Name of the Publisher</b>
Mayank Bhusan Rajkumar Singh Rathore Aatif Jamshed	Fundamentals of Cyber Security (Principle, Theory and Practices)	BPB Publications
Nippani K.S	Digital India Governance Transformation	Nippani K.S
Nigam Manisha	Data Analysis with Excel	BPB
Jagdish N Sheth , Parvatiyar Atul , G Shainesh	Customer Relationship Management: Emerging Concepts, Tools and Applications	McGraw Hill Education
Upendra Rana	Step By Step Guide to SEO	Prabhat Prakashan
Taprial Varinder	Search Engine Optimisation	Pustak Mahal