SYLLABI

For

Value Added Course

Certificate Course in Digital Empowerment

Offered by

Department of Management Sciences

Bachelors of Business Administration
(Session: 2022-23)

Certificate Course in Digital Empowerment Module Examination

Course Code: BBA- 420   **L-2, T-0 Credits 2**

Objectives: The course seeks to understand the digital world and need for digital empowerment in the digital world.

Learning Outcomes:
- ➤ Understand the digital world and need for digital empowerment
- ➤ Develop skills to communicate and collaborate in cyberspace using social platforms
- ➤ Understand the significance of security and privacy in the digital world
- ➤ Evaluate ethical issues in the cyber world

Course Contents:

Unit I   **(7 Hours)**
Digital inclusion and digital empowerment, needs and challenges, vision of digital India, digilocker, e-hospitals, e-pathshala, bhim, e-kranti (electronic delivery of services), e-health campaigns, public utility portals of Govt. of India such as RTI, health, finance, income tax filing, education, data privacy and security, digital literacy, digital platforms, inclusive digital ecosystem.

Unit II   **(7 Hours)**
Communication and collaboration in the cyberspace, electronic communication: electronic mail, blogs, social media, types of digital communication channels, digital etiquette, collaborative digital platforms, slack, microsoft teams, google workspace (formerly g suite), trello, and asana, tools/platforms for online learning, learning management systems, video conferencing and webinar platforms, content creation and sharing collaboration using file sharing, messaging, video conferencing,

Unit III   **(7 Hours)**
Towards safe and secure cyberspace, online security and privacy, two-factor authentication, phishing attempts, types of antivirus and security software, data encryption, cyber security practices threats in the digital world: data breach and cyber-attacks, case studies, cause of data breaches, impacts of data breaches, types of cyber-attacks, block chain technology, security initiatives by the Govt of India, national cyber security policy, national critical information infrastructure protection centre, cyber swachhta kendra, national cyber coordination centre.

Unit IV   **(9 Hours)**
Ethical issues in digital world, netiquettes, internet etiquette, ethics in digital communication, principles and guidelines for communication, language and tone, privacy, grammar, punctuation, and spelling, debates or discussions, digital footprint, social media usage, cyber bullying, rules and guidelines for user behavior, copyright laws, spamming activities, online interactions, ethics in cyberspace, cyberspace, collaboration using file sharing, messaging, video conferencing, principles and guidelines for communication, ethical use of technology, professionalism in digital communication, digital footprint management, ethical advertising and marketing, digital identity and anonymity, digital literacy and education ,legal compliance, laws and regulations for cyberspace.

Note: Latest Provisions to be taught.

Suggested Readings (All latest editions to be referred):

- David Sutton. (2021). Cyber security: A practitioner's guide. BCS Learning.
- Routledge. (2021). Introduction to Digital Empowerment. Routledge Books, 2nd edition.
- Rodney Jones and Christoph Hafner. (2020). Understanding digital literacies: A practical.
- K. S. Vijaya Sekhar. (2020). Digital Empowerment: A Cornerstone for eGovernance.

Evaluation Pattern: On the basis of MCQ exam followed by Viva Voce