Faculty of Science

BA/B.Sc/B.Com/BBA
Semester I
Multidisciplinary Elective
Artificial Intelligence (AI) for Everyone

Content of the Course

Total No. of Lectures: 30 Hrs.(theory) + 15 hrs(Practical)

Maximum Marks: 100

Minimum Marks: 35

Module	Topics Covered	No. of Lectures
I	Introduction to Computers, block diagram of computer system, component of computers, input output devices, hardware and software, types of data in computer system, **Introduction to Artificial Intelligence:** What is AI? History and Evolution, Overview of Generative AI, Traditional AI vs. Generative AI Artificial Intelligence vs. Augmented Intelligence, IKS: Intelligence in Indian philosophy - Nyaya Darshan	06
II	Everyday application of AI: AI chat-bots and AI assistants, AI in education, healthcare, agriculture. AI tools, Generative AI tools, using copilot, Gemini, bard, chat-gpt. Creating prompts in AI models, Meaning of prompt: instruction and response.	06
III	AI in Spread-sheet and its functions, Text-editor and Presentation applications, AI in image generation, Canva AI: Creating a Canva account, Navigating the dashboard and Understanding templates and design types, Text tools: fonts, effects, spacing, Elements: shapes, lines, icons, stickers, Uploads and Working: adding your own images and files.	06
IV	Content generation tools: Text generation tools, AI writing tools: Chat-GPT, DALL-E, code generation Open-source tools: Numpy, Pandas (basics), Ethical Use of AI: Privacy, bias, misinformation, and plagiarism risks Overview of Plagiarism checking tools (e.g., Grammarly, Turnitin) Guidelines for ethical use in academics and research.	06
V	Futuristic AI trends: Emerging AI trends (LLMs, robotics, NLP), Human-AI collaboration and skill requirements, Careers in AI and digital economy, IKS: Long-term thinking from Indian philosophy in AI ethics	06

References

Suggested Readings:

- "AI for Everyone: A Common Man's Guide to Artificial Intelligence" by Shridhar Shastri, Kindle Edition.
- "Generative AI for Everyone: Deep learning, NLP, and LLMs for creative and practical applications ", by Kartekiyae Sabesan, Kindle Edition.

Web Resources

https://pdfcentro.com/library/artificial-intelligence-a-guide-for-thinking-humansutm-sourcechatgpt-com-4971452

Faculty of Science
BA/B.Sc/B.Com/BBA
Semester I
Multidisciplinary Elective
Cyber Security and Digital Hygiene
Content of the Course

Total No. of Lectures: 30 Hrs.(theory) + 15 hrs(Practical)

Maximum Marks: 100

Minimum Marks: 35

Module	Topics Covered	No. of Lectures
I	Introduction to Cybersecurity: Definition, Scope and Importance of Cyber-Security, History and evolution of cyber threats, Common cyber threats: phishing, malware, Ransomware, Social Engineering Cybersecurity in daily life (online shopping, banking, social media) Experiential Learning Activity: Group Discussion: 'Have you ever encountered a cyber-threat?'; Identify phishing emails from a set of examples	06
II	Digital Hygiene Practices: Good Practices for device and data protection, strong password management and multifactor authentication, safe browsing habits and software updates, avoiding harmful downloads and unauthorized links. Experiential Learning Activity: Hands on activity: create a digital hygiene checklist: Use of password managers (demo).	06
III	Legal and ethical aspects of cybersecurity: overview of indian IT act and relevant laws, cybercrime reporting in India, Digital rights and responsibilities, Ethical use of digital content and resources. Experiential Learning Activity: Case study analysis: Indian cyber law cases; Role play: cyber complain reporting	06
IV	Cybersecurity Tools and Software Awareness: Introduction to antivirus, firewalls, anti-malware tools, Browser extensions for safety (ad blockers, HTTPS everywhere), safe use of public Wi-Fi and VPNs. Simple threat detection mechanism. Experiential Learning Activity: Demo: Use of basic antivirus software; Simulated Lab: identifying malicious sites	06
V	Indian Knowledge System (IKS) and Digital ethics: Ethical responsibility in digital behavior based on Indian philosophical traditions, Niti and dharma in online conduct, Ancient Indian Communication ethics and their relevance today, data integrity and responsibility from Indian knowledge lens. Experiential Learning Activity: Discussion: Digital ethics in Indian tradition vs modern security: Student Poster presentation on "Dharma of a digital	06

Suggested Readings:

1. V.K. Jain - 'Cyber Security', BPB Publications
2. Saurabh Sharma - 'Cyber Security & Ethics', Khanna Publishing
3. B.R. Sharma - 'Information Security and Cyber Laws', PHI Learning

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Faculty of Science

BA/B.Sc/B.Com/BBA
Semester I
Multidisciplinary Elective
E-Commerce and Digital Marketing
Content of the Course

Total No. of Lectures: 30 Hrs.(theory) + 15 hrs(Practical)

Maximum Marks: 100   **Minimum Marks:** 35

Module	Topics Covered	No. of Lectures
I	**Fundamentals of Computers:** Computer- Block diagram, Input Devices and Output Devices, Primary Memory: RAM and ROM, Secondary Memory. **Introduction to E-Commerce:** Definition, Scope, and History of E-Commerce, Benefits and Limitations of E-Commerce, Traditional Commerce vs E Commerce, E-Commerce Trends and Opportunities.	06
II	**E-Commerce Business Models and Applications:** Business-to-Consumer (B2C), Business-to-Business (B2B). Consumer-to-Consumer (C2C), Consumer-to-Business (C2B), E-Government and Mobile Commerce. **Basics of Networks:** Networks and Types, Protocols, WWW, URL's, Domain Names.	06
III	**Technological Infrastructure of E-Commerce:** Internet, Intranet, and Extranet, Web Servers, Browsers, and Hosting, E-Commerce Software Platforms, Security Protocols and Encryption. **Commerce Security and Payment Systems E-Payment Systems:** Credit Cards, Digital Wallets, UPI, Online Banking and Payment Gateways, E-Commerce Security Threats, Legal, Ethical, and Taxation Issues in E-Commerce.	06
IV	**Introduction to Digital Marketing:** Definition and Scope of Digital Marketing, Traditional vs Digital Marketing, Digital Marketing Mix and Buyer Journey, Inbound vs Outbound Marketing. Introduction to Canva, WordPress, Basics of Word Processor.	06
V	**Digital Marketing Channels and Tools** Search Engine Optimization (SEO) and Search Engine Marketing (SEM), Social Media Marketing (Facebook, Instagram, LinkedIn, YouTube), Email Marketing and Content Marketing, Affiliate Marketing and Influencer Strategies. **Digital Strategy, Analytics, and Trends** Creating Digital Marketing Plans and Campaigns.	06

Suggested Readings:

- Ahuja Vandana Digital Marketing. Oxford University Press (2016) ISBN: 9780199455447
- Sainy Romi, Nargundkar Rajendra Digital Marketing: Cases From India, Nationmaz Press (2018) ISBN 9781644291931, 1644291932

Web Resources :

- https://www.targetinternet.com/the-top-32-most-useful-digital-marketing-toan12
- https://www.theweb-guys.com/digital-marketing/

Faculty of Science

BA/B.Sc/B.Com/BBA
Semester I
Multidisciplinary Elective
Information Technology
Content of the Course

Total No. of Lectures: 30 Hrs.(theory) + 15 hrs(Practical)

Maximum Marks: 100

Minimum Marks: 35

Module	Topics Covered	No. of Lectures
I	**Fundamentals of Computer:** Definition of a computer and its characteristics, Evolution and generations of computers, Types of computers (e.g., desktops, laptops, servers), Basic computer organization (hardware and software), Input devices (keyboard, mouse, scanner). Output devices (monitor, printer), CPU (Arithmetic Logic Unit, Control Unit, Memory Unit). Memory (RAM, ROM, cache), Storage devices (hard drive, SSD, USB drive).	06
II	**Introduction to MS Word:** Create a new document, Open, save and print a document, Edit and format text, Change the page layout, background and borders, Insert headers and footers, Insert and edit tables, Insert clip art and pictures to documents, Perform a mail merge.	06
III	**Introduction to MS Excel: Spreadsheet Basics:** Creating, editing, saving and printing spreadsheet, Working with functions & formulas, Formatting, sheet management Graphically representing data: Charts & Graphs, Filtering Data (auto and advance filter, Protecting Spreadsheets, Data Validation.	06
IV	**Introduction to Power Point:** Creating a presentation, Formatting a presentation, Adding effects to the presentation, Reusability and Templates of the presentation, Different views of Slides, Files in power point presentation , Printing Handouts , Tables – Columns and Lists, Adding Graphics – Sounds and Movies of a Slide , Effects , Animation , Slide show – Transition and Timings.	06
V	Introduction of Artificial Intelligence: History & Evolution, Types of AI, AI in education, healthcare and agriculture. Introduction of Cyber Security: Applications, Security Attacks [active and passive], Cyber Security vs Information Security.	06

References

Suggested Readings:

- "Office Automation" by Girija D. K., Rashami M. and Shilpa H.K. Himalaya Publication House.

- "Computer Fundamentals and Office Automation ", by Dr. R. Deepalakshmi.

Web Resources :
https://www.tutorialspoint.com/word/index.htm
https://edu.gcfglobal.org/en/subjects/office/