COMPUTER APPLICATIONS FOR BUSINESS
SCHOOL OF BUSINESS MANAGEMENT

Y.ARUN KUMAR, Assistant Professor,
M.MADHAVI, Assistant Professor
CH.SHIVA PRIYA, Assistant Professor
MBA
AGI, Hyderabad

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Anurag Group of Institutions

School of Business Management

Course Name   :   COMPUTER APPLICATIONS FOR BUSINESS

Course Number   :   A91101

Course Designation   :   Core

 Credits   :   3

I MBA – I Semester

(2019-20)

Y.ARUN KUMAR, Assistant Professor
M.MADHAVI, Assistant Professor
CH.SHIVA PRIYA, Assistant Professor

Course Coordinators

SYLLABUS

Unit – I	Concept of Computers – Brief History of Computers, Generation and its Evolution, Input Devices, Storage Devices, Processing Devices, Output Devices, Types of Computers – Micro Computers, Mini Computers, Main Frame Computer and Super Computers, Computer System and its Components– Hardware, Software, Firmware, Data / Information
Unit – II	**Microsoft Office Word:** Introduction and Basics, Editing Documents, Formatting Text, Formatting Pages, Working with Tables, Advanced Operations, Protecting word document **Microsoft Powerpoint:** Introduction and Basics, Editing Presentation, Formatting Presentation, Working with Multimedia, Sharing Presentation, Protecting Presentation.
Unit – III	**Microsoft Excel:** Introduction and Basics, Worksheet Create, Save, Copy, Hiding, Delete, Close, Open, Data Insert, Select, Delete, Copy and Paste, Find and Replace, Spell Check, Working with Data and Excel Tables, Performing Calculations on Data, Creating Dynamic Worksheets by Using Pivot tables and Charts, Automating repetitive Tasks by using Macros
Unit – IV	**Advance Microsoft Excel:** Using Styles, Themes, Templates, Adding Graphics, Cross Referencing, using Functions, Freeze Panes, Creating Formulas, Protecting Worksheets **Excel for Statistical Data Analysis:** Data Analysis using Descriptive Statistics tools: Mean, Standard Error, Median, Mode, Standard Deviation, Variance, Kurtosis, Skewness, Range, Minimum, Maximum, Sum, and Count, ANOVA: Analysis of Variances, Chi Square Test, Correlation and Regression Lines, Forecasting Method of Lease Squares, Moving Average Method and Trend Analysis
Unit – V	**Computer Networks:** Introduction to Computer Networks, Uses of Computer Networks, Network Hardware, Network Software, Reference Models, Example Networks, Network Standardization. **Network Security:** Computer Security Concepts, Security Attacks, Security Services, Security Mechanisms, Symmetric Encryption Principles, Secure Electronic Transaction (SET) Protocol.

Text Books	
1.	Ron Mansfield – Working in Microsoft Office, Tata-McGraw-Hill, 2008
2.	S.C.Gupta – Fundamentals of Statistics, HPH, 2009
3.	Andrew S. Tanenbaum – Computer Networks, Pearson, 5/e, 2011.
4.	William Stallings – Network Security Essentials: Applications and standards, Pearson, 5/e, 2011

Reference Books	
1.	S.C.Gupta & V.K.Kapoor – Fundamentals of Mathematical Statistics, Sultan Chand and Sons, 2014
2.	Gary B.Shelly, Thomas J.Cashman – MS-Office-2007 Essential Concepts and Techniques, Cengage Publication, 2009
3.	James F.Kurose-Computer Networking A Top-Down Approach Featuring the Internet-Pearson, 6/e, 2013
4.	Bruce Bowerman, Business Statistics in Practice, TMH, 5/e, 2012
5.	Peter Norton, Introduction to Computers, McGraw-Hill, 5th Edition, 2004
6.	David M Levine, David F.Stephan & Kathryn A.Szabat, - Statistics for Managers- using MS Excel, PHI, 2013
7.	David Whigham – Business Data Analysis Using Excel, Oxford University Press, 2012
8.	D P Apte, Statistical Tools for Managers Using MS Excel, Excel, 2012

Program Learning Outcomes

The learning outcomes specify the knowledge, skills, values and attitudes students are expected to attain in courses or in a program.

1. *Business Environment and Domain Knowledge*: Graduates are able to improve their awareness sand knowledge about functioning of local and global business environment and society.

2. *Critical thinking, Business Analysis, Problem Solving and Innovative Solutions:* Graduates are expected to develop skills on analyzing the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, business strategy and human resources.

3. *Global Exposure and Cross-Cultural Understanding*: Demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural Understanding.

4. *Social Responsiveness and Ethics:* Graduates are expected to identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making.

5. *Effective Communication*: Graduates are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology.

6. *Leadership and Teamwork*: Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context.

Course Objectives:

This course introduces computer terminology, hardware and software related to the business environment. The focus of this course is on improving business productivity using software applications like MS-Word, Statistical Tools in MS-Excel, MS-Power Point Presentations and business oriented utilization of the Internet and security aspects related to the internet.

Course Outcomes:

- Explain the concepts & Components of Computer
- Utilize MS Word & MS Power Point concepts for Business
- Apply basic and advanced formatting techniques skills to produce word processing documents, including Letters and Memos, Business Reports, Flyers, Newsletters.
- Demonstrate basic skills involving spreadsheet functions; create formulas, charts and graphs; manipulate data; and generate reports including AutoFill, Absolute Cell References, Grouping sheets and linking formulas
- Awareness about role of internet and security aspects in Business Development

Definitions	I. Remembering	II. Understanding	III. Applying	IV. Analyzing	V. Evaluating	VI. Creating
Bloom's Definition	Exhibit memory of previously learned material by recalling facts, terms, basic concepts, and answers.	Demonstrate understanding of facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating main ideas.	Solve problems to new situations by applying acquired knowledge, facts, techniques and rules in a different way.	Examine and break information into parts by identifying motives or causes. Make inferences and find evidence to support generalizations.	Present and defend opinions by making judgments about information, validity of ideas, or quality of work based on a set of criteria.	Compile information together in a different way by combining elements in a new pattern or proposing alternative solutions.

Verbs						
	• Choose • Define • Find • How • Label • List • Match • Name • Omit • Recall • Relate • Select • Show • Spell • Tell • What • When • Where • Which • Who • Why	• Classify • Compare • Contrast • Demonstrate • Explain • Extend • Illustrate • Infer • Interpret • Outline • Relate • Rephrase • Show • Summarize • Translate	• Apply • Build • Choose • Construct • Develop • Experiment with • Identify • Interview • Make use of • Model • Organize • Plan • Select • Solve • Utilize	• Analyze • Assume • Categorize • Classify • Compare • Conclusion • Contrast • Discover • Dissect • Distinguish • Divide • Examine • Function • Inference • Inspect • List • Motive • Relationships • Simplify • Survey • Take part in • Test for • Theme	• Agree • Appraise • Assess • Award • Choose • Compare • Conclude • Criteria • Criticize • Decide • Deduct • Defend • Determine • Disprove • Estimate • Evaluate • Explain • Importance • Influence • Interpret • Judge • Justify • Mark • Measure • Opinion • Perceive • Prioritize • Prove • Rate • Recommend • Rule on • Select • Support • Value	• Adapt • Build • Change • Choose • Combine • Compile • Compose • Construct • Create • Delete • Design • Develop • Discuss • Elaborate • Estimate • Formulate • Happen • Imagine • Improve • Invent • Make up • Maximize • Minimize • Modify • Original • Originate • Plan • Predict • Propose • Solution • Solve • Suppose • Test • Theory

Revised Bloom's Taxonomy:

MAPPING OF COURSE OUT COMES WITH PO's & PEO's

Course Outcomes	PO's	PEO's
CO1	1,2,3,5	1,2,3,5
CO2	1,2,3,5	1,2,3,5
CO3	1,2,3,5	1,2,3,5
CO4	1,2,3,5	1,2,3,5
CO5	1,2,3,5	1,2,3,5

Articulation matrix of Course outcomes with PO's

	Program Outcomes						Program Educational objectives					
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PEO 1	PEO 2	PEO 3	PEO 4	PEO 5	PEO 6
CO1	3	2	1	-	1	1	2	3	1	-	2	-
CO2	3	3	2	-	1	1	2	3	1	-	2	-
CO3	3	2	2	-	1	1	3	2	2	-	1	-
CO4	2	2	2	-	1	1	1	2	3	-	1	-
CO5	3	2	1	-	1	1	1	1	1	-	2	-

Course Schedule

Distribution of Hours in Unit – Wise

Unit	Topic	References	Total No. of Hours
I	UNIT-I	Introduction to Computers, Peter Norton	9
II	UNIT-II	Working in Microsoft Office, Ron Mansfield	10
III	UNIT-III	Working in Microsoft Office, Ron Mansfield	8
IV	UNIT-IV	Working in Microsoft Office, Ron Mansfield	9
V	UNIT-V	Computers Networks, Tanenbaum Network Security Essentials, William Stallings	7
Total classes for Syllabus coverage			43

Lecture plan

S. No.	Topic	No of Lecture Hours	Method of teaching
	UNIT- I – CONCEPT OF COMPUTERS		
1	Introduction to Computers, Brief history of computers, Generation & Evolution of computers	2	Chalk & Board
2	Generation & Evolution of computers	1	Chalk & Board
3	Input Devices, Storage Devices	1	PPT & Lab (Practical)
4	Processing Devices, Output Devices	1	PPT & Lab (Practical)
5	Types of Computers	1	PPT
6	Components of Computers: Hardware, Software, Firmware, Data/Information	2	Chalk & Board
7	Review of Unit 1	1	Chalk & Board
	UNIT-II- Microsoft Word & Powerpoint		
1	Microsoft Word – Introduction & Basics, Editing Documents, Formatting Text	2	Lab Practical
2	Formatting pages, working with Tables, Protecting word document	2	Lab Practical
3	Advanced Operations	1	Lab Practical
4	Microsoft Powerpoint – Introduction & Basics, Editing Presentation, Formatting Presentation	2	Lab Practical
5	Working with Multimedia, Sharing Presentation, Protecting Presentation	2	Lab Practical
6	Review of Unit 2	1	Chalk & Board
	Unit-III- Microsoft Excel		
1	Introduction and Basics,	1	Lab Practical
2	Worksheet: Create, save, copy, hiding, delete, close	1	Lab Practical

3	Data Insert, select, delete, copy, paste, find & replace, spell check	2	Lab Practical
4	Excel Tables, performing calculations on data	1	Lab Practical
5	Creating dynamic worksheet by using pivot tables & charts, Macros	2	Lab Practical
6	Review of Unit 3	1	Chalk & Board
UNIT- IV – Advanced Microsoft Excel			
1	Styles, themes, templates, adding graphics, Cross referencing, functions, freeze panes	2	Lab Practical
2	Creating formulas, protecting worksheet	2	Lab Practical
3	Data analysis using statistical tools: mean, median, mode, SD, Variance, Kurtosis, Skewness, Range, Minimum Maximum, Sum, Count	2	Lab Practical
4	ANOVA	1	Lab Practical
5	Correlation, Regression, Forecasting methods: Least Squares, Moving Averag	1	Lab Practical
6	Review of Unit 4	1	Lab Practical
UNIT-V- Computer Networks & Network Security			
1	Introduction to Computer networks, Use of computer networks	1	Chalk & Board
2	Network hardware, network software	1	Chalk & Board
3	Reference Models, Network standardization, Example network	2	Chalk & Board
4	Computer Security Concepts, Security Attacks	1	Chalk & Board
5	Security Mechanisms, Symmetric Encryption principles, Secure Electronic Transaction (SET) protocol	1	Chalk & Board
6	Review of Unit 5	1	Chalk & Board

Minutes of Course Review Meeting

Details of Meeting No -	
Date of Meeting	
Member's Present	
Signature of Member's	
Remarks	
Details of Meeting No -	
Date of Meeting	
Member's Present	
Signature of Member's	
Remarks	
Details of Meeting No -	
Date of Meeting	
Member's Present	
Signature of Member's	
Remarks	

Unit-I   Short type questions
1. Define Computer Hardware   (L1)
2. What is Output Device (L1)
3. Outline the Architecture of computer (L2)
4. Illustrate the types of computers (L2)
5. Name the various types of computer hardware (L1)
6. Define the Computer system (L1)
7. Name the components of computer system (L1)
8. Demonstrate the history of computers (L2)
9. Classify the memory devices (L2)
10. Illustrate the evolution of computers (L2)

Essay questions

1. Classify the various types of computer hardware (L4)
2. Determine the concept of computers (L4)
3. Identify the components of computers (L3)
4. Elaborate the Output Devices (L6)
5. Compare Micro computers with Mini computers (L2)
6. Explain the evolution of computers (L2)
7. Outline the history of computers (L2)
8. Discuss the generation of computers (L6)
9.Identify the storage devices (L3)
10. Compare Main frame computers and Super computers (L4)
11. List out the advantages of using computer (L1)
12. Explain the different types of software. (L2)

Unit-II   Short type questions

1.What is the default font of a Microsoft word 2007 document (L1)
2. What is the tool in MS word used for synonym (L1)
3.Identify the use of 'Paste Special' tool used in MS word (L3)
4. What are the different types of document views in MS word (L2)
5 List out the different page alignments to a paragraph in MS word (L1)
6. What is a transition in MS powerpoint (L1)
7. Define the slide show in MS powerpoint (L1)
8. What is the purpose of slide views (L1)
9. What is slide sorter view (L1)
10. How many ways a presentation can be protected in MS powerpoint (L1)

Essay Questions

1. Demonstrate the process of inserting Header & Footer in MS word document (L2)
2. Illustrate the different types & positions of page numbers in MS word (L2)
3. Explain the steps in creating & inserting data into a table in MS word (L5)

4. List out the different font effects in MS word (L1)
5. Explain different types of text editing options in MS word (L2)
6. Classify the different types of slide layouts in MS powerpoint (L4)
7. Illustrate the process of inserting video & audio on a slide (L2)
8. Explain the various animations available in MS powerpoint (l2)
9. Demonstrate the different types of transitions in MS powerpoint (L2)
10. Discuss about the timing tool for transitions in MS powerpoint (L6)

Unit-III   Short type questions

1.What is MS Excel used for (L1)
2. Explain spreadsheet and its basics (L2)
3. What is the order of operations used for evaluating formulas in MS Excel (L1)
4. Illustrate text wrap within a cell in MS Excel (L2)
5 Explain Macro in Excel (L2)
6. What are the charts in excel (L1)
7. List the steps for performing SUM() function in MS excel (L4)
8. Compare find and replace tool in MS Excel (L4)
9. How to copy and duplicate a worksheet in MS excel (L1)
10. Distinguish formula and function MS excel (L4)

Essay Questions

1. How many data formats are available in MS Excel, Explain them (L1, L2)
2. Explain pivot table and its used in MS excel (L2)
3. Illustrate IF function with suitable examples in MS Excel (L2)
4. Explain cell reference usage in MS excel with example (L5)
5. Determine the steps in creating and displaying pie chart in MS excel (L2)
6. Explain the frequently used math function in MS excel (L2)
7. Demonstrate the steps involved in sorting MS excel table (L2)
8. Identify the formulas& functions used for evaluating student marks table (l3)
9. Demonstrate the different types of transitions in MS powerpoint (L2)
10. Explain, creating and using Macros in MS Excel (L5)

Unit-IV   Short type questions

1. What is freeze panes in MS excel (L1)
2. How is the Mode() function executed in MS Excel (L1)
3.Identify the foumula for standard deviation (L3)
4. Explain Minimum() & Maximum() functions in MS Excel (L2)
5 Illustrate the format of Variance() function (L2)
6. What is Median() function in MS Excel (L1)
7. List the commonly used data analysis functions in MS Excel (L1)
8. Distinguish Sum() & Count() functions (L4)

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9. What is a template in MS excel (L1)
10. How is the Mean() function worked in MS excel (L1)

Essay Questions

1. Elaborate the frequently used statistical functions in MS excel (L6)
2. Illustrate the steps for freezing both columns & rows in MS excel (L2)
3. How many ways are to protect a worksheet, explain (L1,L2))
4. Demonstrate the steps for one way ANOVA in MS Excel (L2)
5. Explain the steps for two way ANOVA in MS Excel (L2)
6. Illustrate the process for creating Correlation & Regression lines (L2)
7. What are the steps for referencing a cell of another worksheet (L1)
8. How do you interpret Skewness & Kurtosis with an example (l1)
9. Identify the execution process of Moving averages method in MS excel (L3)
10. Compose the formulas used for analyzing students' result (L6)

Unit-II   Short type questions

1.What do you mean by computer network (L1)
2.List the uses of computer networks (L1)
3. Name the network reference models (L1)
4. Identify the usages of router (L3)
5 List out the layers in TCP/IP model (L1)
6. Define firewall (L1)
7.What is computer security (L1)
8. Define encryption (L1)
9. List out the means of user authentication (L1)
10. What is means by Virus (L1)

Essay Questions

1. Explain the different types of computer network hardware (L2)
2. Illustrate the reference models of computer networks (L2)
3. Discuss about network standardization (L6)
4. Explain in detail network software (L5)
5. Evaluate the different types of networks (L5)
6. Explain the impact of security attack (L5)
7. Examine the objectives of security services (L4)
8. Discuss the available security mechanisms (l6)
9. Classify the security threats of computer networks (L4)
10. What are the principles of symmetric encryption (L1)

Tutorial Sheet

Unit-I   Topics Revised
Topic Name

Unit-I   Topics Revised
Topic Name

Unit-III   Topics Revised
Topic Name

Unit-IV   Topics Revised
Topic Name

Unit-V Topics Revised
Topic Name

Course Assessment Report

Batch:

Academic Year/Sem:

Course Name:

Course Number:

Course Attainment (75% of Direct + 25% of Indirect) on a scale of 1 to 3.

Remarks and suggestions:

Course Coordinator

Direct Course Assessment Sheet (As per IonCudos)

a) Internal Examination

Course assessment sheet Ass1

Hall Ticket No	S1	S2	TOT
1			
2			
3			

Course assessment sheet Mid1

Hall Ticket No	S1	S2	S3	S4	S5	L1	L2	L3	L4	L5	TOT
1											
2											
3											

Course assessment sheet Ass2

Hall Ticket No	S1	S2	TOT
1			
2			
3			

Course assessment sheet Mid2

Hall Ticket No	S1	S2	S3	S4	S5	L1	L2	L3	L4	L5	TOT
1											
2											
3											

b) External Examination

Hall Ticket No	Total Marks

CSP Rubric

S.No.	Criteria		LEVEL (Level: 3-Excellent Level: 2-Good Level: 1-Poor)	
1	Oral Communication	3	Student speaks in phase with the given topic confidently using Audio-Visual aids. Vocabulary is good	
		2	Student speaking without proper planning, fair usage of Audio-Visual aids. Vocabulary is not good	
		1	Student speaks vaguely not in phase with the given topic. No synchronization among the talk and Visual Aids	
2	Writing Skills	3	Proper structuring of the document with relevant subtitles, readability of document is high with correct use of grammar. Work is genuine and not published anywhere else	
		2	Information is gathered without continuity of topic, sentences were not framed properly. Few topics are copied from other documents	
		1	Information gathered was not relevant to the given task, vague collection of sentences. Content is copied from other documents	
3	Social and Ethical Awareness	3	Student identifies most potential ethical or societal issues and tries to provide solutions for them discussing with peers	
		2	Student identifies the societal and ethical issues but fails to provide any solutions discussing with peers	
		1	Student makes no attempt in identifying the societal and ethical issues	
4	Content Knowledge	3	Student uses appropriate methods, techniques to model and solve the problem accurately	
		2	Student tries to model the problem but fails to solve the problem	
		1	Student fails to model the problem and also fails to solve the problem	
5	Student Participation	3	Listens carefully to the class and tries to answer questions confidently	
		2	Listens carefully to the lecture but doesn't attempt to answer the questions	
		1	Student neither listens to the class nor attempts to answer the questions	
6	Managerial skills	3	The program structure is well organized with appropriate use of technologies and methodology. Code is easy to read and well documented. Student is able to implement the algorithm producing accurate results	
		2	Program structure is well organized with appropriate use of technologies and methodology. Code is quite difficult to read and not properly documented. Student is able to implement the algorithm providing accurate results.	
		1	Program structure is not well organized with mistakes in usage of appropriate technologies and methodology. Code is difficult to read and student is not able to execute the program	

Tools:
    a) Case Study

S.No.	Hall Ticket Number	Rubric Assessment
1		
2		
3		

    b) Course End Survey Report

Add-ons (Guest Lecture/Video Lecture/Certification/Training Program/Poster Presentation…. etc.)

    1. Poster Presentation

Unit Wise PPT's & Lecture Notes

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