



SHARDA
UNIVERSITY
Beyond Boundaries



**SHARDA SCHOOL OF
BUSINESS STUDIES**



— COURSE —

**Cyber Shield
Safeguarding Business
in the Digital Age
(NVAC203)**

VALUE ADDED
COURSE BROCHURE-30 HRS
2024-25

ABOUT THE UNIVERSITY

Sharda University is a leading Educational institution based out of Greater Noida, Delhi NCR. A venture of the renowned Sharda Group of Institutions (SGI), The University has established itself as a high-quality education provider with a prime focus on holistic learning and imbibing competitive abilities in students.

ABOUT SCHOOL

Sharda School of Business Studies believes in preparing students to approach business obstacles and solve them the way established corporations do. Learning happens both inside and outside the classroom; hence, technology plays a big part in the core culture, and so do global exposure, project management, critical reasoning, and business communications skills.

ABOUT COURSE

NVAC203 Cyber Shield: Safeguarding Business in the Digital Age is a comprehensive course designed to equip future business leaders with the knowledge and tools to address the growing challenges of cybersecurity in an increasingly digitalized world. This course provides an in-depth understanding of how cyber threats can impact businesses, ranging from data breaches and ransomware attacks to phishing scams and insider threats. Students will learn about key cybersecurity concepts, including risk assessment, incident response planning, and the importance of robust data protection strategies. The course emphasizes the critical role of cybersecurity in maintaining business continuity, protecting intellectual property, and ensuring compliance with legal and regulatory standards.

By integrating theoretical frameworks with real-world case studies, NVAC203 fosters practical skills in identifying vulnerabilities and implementing proactive security measures. The curriculum also highlights the importance of fostering a cybersecurity-aware organizational culture, emphasizing training, ethical hacking, and collaboration between IT and management teams. Students will explore emerging trends in cybersecurity, such as artificial intelligence, blockchain, and quantum computing, to understand how these technologies can both mitigate and amplify risks. Upon completing the course, students will be well-prepared to contribute to the design and execution of comprehensive cybersecurity strategies that safeguard their organizations in the digital age.

COURSE SCHEDULE

Week	Content	Details of Topic Covered	Duration Hrs.
1	Understanding Cyber Threat Landscape	Introduction to common cyber threats (e.g., malware, phishing, ransomware) and their impacts on businesses.	3
2	Cybersecurity Frameworks	Overview of major cybersecurity frameworks (e.g., NIST, ISO 27001) and their relevance to business operations.	3
3	Importance of Cybersecurity	The role of cybersecurity in protecting business continuity, reputation, and customer trust.	3
4	Fundamentals of Risk Assessment	Introduction to the process of identifying, analyzing, and evaluating cybersecurity risks.	3
5	Risk Management	Techniques for prioritizing risks and implementing mitigation strategies, including case studies.	3
6	Cybersecurity Policies	Designing effective access controls, data protection measures, and incident response procedures.	3
7	Encryption & Awareness	Understanding encryption techniques and strategies for training employees on cybersecurity best practices.	3
8	Emerging Trends	Exploring cutting-edge technologies like AI, blockchain, IoT security, and their implications for cybersecurity.	3
9	Challenges and Careers	Addressing challenges in securing emerging technologies and discussing career opportunities in cybersecurity.	3
10	Compliance and Ethics	Overview of regulatory frameworks, data privacy laws (e.g., GDPR, CCPA), and ethical considerations in cybersecurity.	3

PROFILES

Prof. (Dr.) Ruchi Jain Garg

Dr. Ruchi Jain Garg is working as a Professor (Marketing) at Sharda School of Business Studies, Sharda University, Greater Noida. She has done her Ph. D from Indian Institute of Technology Roorkee and have 19+ years of experience in teaching and research. She is a Postgraduate in both Management and Engineering fields. She has worked with various reputed universities and institutes PAN India. She has more than 35 publications in various Scopus indexed and ABDC indexed journals. She is associated with various Govt projects funded by the United Nations Development Programme (UNDP) and World Bank. She is a member of the Board of Studies in various institutes. She has organized many conferences, FDPs and workshops at national as well as international level. She has been associated with several workshops as a Resource Person. She has expertise in working on Outcome Based Education Policy. She has a sound knowledge in the field of Analytics and Multi Criteria Decision Making through SPSS, AMOS, Expert Choice, Tableau, Power BI, Data Modelling, Dashboard Management, Analytic Hierarchy Process, ISM, and Time Series forecasting models.

Dr. Hari Shankar Shyam

Dr. Hari Shankar Shyam is an eminent educationist, researcher and trainer in the areas of management education. He is doctorate in the field of management and has done his Masters in Management in the area of Marketing. He has done a certificate course in SPSS & Cognos conducted by IBM & a Certificate program in Marketing by the marketing magnate Philip Kotler. Dr. Shyam has a blend of industry academia experience of approximately 14 yrs. He is an expert in Marketing Planning & Implementation, Business Analytics and Strategy. His other areas of interest is Brand, CRM, Quality Management & OB. He is also associated with leading organizations like PHD Chamber of Commerce, ICMAI, Niesbud and Sahaj in the areas of research, training & consulting. He has presented research papers in National & International conferences & published papers in the journals of repute. He authored a book on Bank Marketing. As a trainer he has more than 8000 hours of experience and trained executives & officers of Indian Navy, Delhi Transco Ltd., Nepal Telecom, Nepal Electricity Authority, Payap University, Thailand, Haryana Power Corp., Central Electronics Ltd., Sonic Biochem, Simran Farms, Mahindra Finance Ltd., Road Research Institute, St. Annemary Publications, Indian Railways etc. He is Mentor & Advisor to organizations like Sajdhaj, Hotel Waterlily, Sahaj, Great Northern Himalayas & Howard International. He has travelled extensively to the length & breath of India and many countries from the region of SAARC, South East Asia, Middle East & Central Europe.

Dr. Suneel Sharma

Dr. Suneel Sharma graduated from BITS Pilani, post-graduate from IIM Bangalore, Ph.D. in FinTech area from the University of Rajasthan, and Post-Doctoral studies in Certified Academic Practice at Lancaster University, UK.

Dr. Sharma has 30+ years of experience in Digital Technologies and Analytics. He is actively involved in deep-tech research in the areas of Cognitive Automation, Risk, and Operation analytics. He is consulting businesses and VCs, and engaged with over 20 ventures in domains like Automation, MarTech, FinTech, MedTech, New Media, SaaS, and D2C. In his previous academic role, he was the Director of Executive Programmes at SP Jain Mumbai. He has worked and been associated with eminent organizations in India and abroad, including advisory roles for governments.

Dr. Sapna Mathur

Dr. Sapna Mathur is a multidisciplinary practitioner with over 13 years of experience in teaching and research. Her teaching, research and consultancy interests are in the area of marketing, green marketing, service marketing, consumer behaviour and entrepreneurship. She is a doctorate with over a decade of teaching experience in the area of Marketing. She has cleared UGC-JRF and UGC-NET in the area of Management. She has trained corporate professionals and mentored young entrepreneurs. She has authored two books and has published in International Journals and presented papers in national and international conferences.

Dr. Mahima Shukla

Dr. Mahima shukla is an assistant professor in Sharda School of Business Studies, Greater Noida. She is B. Tech in computer science and M.B.A in Marketing & IT, also completed her PhD from Amity Business School. She has also qualified National Eligibility Test (NET) Examination conducted by UGC, Government of India. She has more than 4 years of experience in research and academics. She tends to research on subjects where marketing and technology come together to create an impact on the business.

School: SSBS Programme: BBA Branch:		Batch : 2023-26 Current Academic Year: 2024-25 Semester: IV	
1. Course Code	NVAC203		
2. Course Title	Cyber Shield: Safeguarding Business in the Digital Age		
3. Credits	Audit Course		
4. Contact Hours (L-T-P)	30 Hours		
Course Type	Value added course		
5. Course Objective	This course aims to equip students with essential knowledge and skills to effectively safeguard businesses against cyber threats in the digital age. Through a blend of theoretical understanding and practical application, students will develop a comprehensive understanding of cybersecurity principles, tools, and strategies. The course places a strong emphasis on enhancing employability by integrating real-world case studies and practical scenarios to provide students with hands-on experience in addressing contemporary cybersecurity challenges faced by businesses.		
6. Course Outcomes	<p>CO1: The student will be able to define key terms and concepts related to cybersecurity.</p> <p>CO2: The student will be able to explain risk assessment methodologies.</p> <p>CO3: The student will be able to apply access controls and data protection measures.</p> <p>CO4: The student will be able to analyse cutting-edge technologies and trends.</p> <p>CO5: The student will be able to evaluate the impact of regulatory non-compliance.</p> <p>CO6: The student will be able to discuss the impact of cybersecurity events.</p>		
7. Course Description	In today's interconnected world, businesses are increasingly vulnerable to cyber threats ranging from data breaches to ransomware attacks. The course is designed to provide students with a holistic understanding of cybersecurity principles and practices tailored specifically for businesses. The course will explore topics such as threat intelligence, risk assessment, security architecture, incident response, and regulatory compliance. By delving into real-world case studies and practical scenarios, students will gain valuable insights into the complexities of cybersecurity management within the context of modern business operations. Through hands-on exercises and interactive discussions, students will develop the skills necessary to analyse, mitigate, and respond to cyber threats effectively, thereby enhancing their employability in the rapidly evolving field of cybersecurity.		
8. Outline syllabus			CO Mapping
Unit 1	Introduction to Cybersecurity in Business		
A	Understanding Cyber Threat Landscape		CO1
B	Overview of Cybersecurity Frameworks		CO1
C	Importance of Cybersecurity in Business Operations		CO1
Unit 2	Risk Assessment and Management		
A	Fundamentals of Risk Assessment		CO2
B	Identifying and Prioritizing Cyber Risks		CO2
C	Implementing Risk Mitigation Strategies		CO2
Unit 3	Designing effective Cyber security policies and procedures		
A	Implementing access controls and data protection measures		CO3
B	Encryption techniques		CO3
C	Educating employees on cybersecurity best practices and awareness programs		CO3
Unit 4	Emerging Trends in Cybersecurity		
A	Exploring cutting-edge technologies and trends in cybersecurity (e.g., AI-driven security, blockchain, IoT security)		CO4
B	Addressing challenges in securing emerging technologies and trends		CO4,CO6
C	Future directions in cyber defence and cybersecurity career opportunities		CO4,CO6
Unit 5	Regulatory Compliance and Ethical Considerations		
A	Overview of Regulatory Compliance Frameworks		CO5
B	Data Privacy and Protection Regulations		CO5
C	Ethical Considerations in Cybersecurity Practices		CO5,CO6
Mode of examination	Assignments/Quizzes		