A.D.M. COLLEGE FOR WOMEN

(AUTONOMOUS)

Nationally Accredited with "A" Grade by NAAC - 3rd Cycle
(Affiliated to Bharathidasan University, Thiruchirappalli)
No.1, College Road, Velippalayam,
Nagapattinam – 611 001, Tamil Nadu, India

DEPARTMENT OF B.VOC

SYLLABUS

B.Voc. Software Development in Multimedia and Animation

(2021-2024 Batch)

DEPARTMENT OF B.VOC

SOFTWARE DEVELOPMENT IN MULTIMEDIA AND ANIMATION
(For the candidates admitted from 2021 – 2024 onwards)

Bloom'sTaxonomy BasedAssessment Pattern

Knowledge Level

K1 – Recalling	**K2** – Understanding	**K3** – Applying	**K4** – Analyzing	**K5** – Evaluating	**K6** – Creating

1.Part I,II and III

Theory(External+Internal=75+ 25=100marks)

External/Internal					
KnowledgeLevel	**Section**	**Marks**	**Hrs.**	**Total**	**Passing Mark**
K1-K3	A(Answer all)	$10 \times 2 = 20$			
K3-K6	B(Eitherorpattern)	$5 \times 5 = 25$	3	75	30
K3-K6	C(Answer 3 out of5)	$3 \times 10 = 30$			

DEPARTMENT OF B.VOC

SOFTWARE DEVELOPMENT IN MULTIMEDIA AND ANIMATION
(For the candidates admitted from 2021 – 2024 onwards)

Programme Educational Objectives (PEO):

PEO 1:	Provide a judicious mix of skills relating to a profession and appropriate content of general education.
PEO 2:	Ensure that the students have adequate knowledge and skills, so that they are work ready at each exit point of the programme.
PEO 3:	Provide flexibility to students by means of pre-defined entry and multiple exit points.
PEO 4:	Integrate NSQF within the undergraduate level of higher education in order to enhance employability of the graduates and meet industry requirements. Such graduates apart from meeting the needs of local and national industry are also expected to be equipped to become part of the global workforce.
PEO 5:	Provide vertical mobility to students coming out of (a) 10+2 with vocational subjects and (b) Community Colleges.

Programme Outcomes (PO):

On completion of the course the learner will be able

PO 1:	Disciplinary Knowledge: Demonstrate comprehensive knowledge of one or more disciplines that form a part of an undergraduate B.Voc programme Execute strong theoretical and practical understanding generated from the chosen B.Voc programme.
PO 2:	Critical Thinking and Problem solving: Exhibit the skill of critical design thinking and use them to predict a range of creative solutions towards a design problem, evaluate them and choose the most appropriate options.
PO 3:	Social Competence Exhibit thoughts and ideas effectively in writing and orally; communicate with others using appropriate media, build effective interactive and presenting skills to meet global competencies and connect to people individually or in group settings.
PO 4:	Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.
PO 5:	The B.Voc. programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles and their NOSs along with broad based general education.

Programme Specific Outcomes (PSO):

On completion of the course the learner will be able

PSO 1:	The programme is a suitable option for students to develop higher levels of creativity, when it comes to image editing, video editing, animation, advanced modelling, and a lot more
PSO 2:	With the increasing variety and range of hardware and software used for Multimedia and Web-Site Design, the demand for the manpower in these fields has escalated. This training program has been envisaged with an objective to develop specialized manpower required for these activities.
PSO 3:	Student will develop multimedia skills understanding the principal players of individual players in multimedia teams in developing projects.
PSO 4:	Students will understand the hardware and software needed to create projects using creativity and organization to create them.
PSO 5:	Students will learn copyright laws associated with multimedia.

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B.VOC. Software Development in Multimedia and Animation 2021- 2024 Batch

STRUCTURE OF THE PROGRAMME

Part	Title of the part	No. of Courses	Hours	Credit
I	LC- Language Course	4	12	12
II	ELC – English Language Course	4	12	12
III	CC- Core Course	8	38	38
	SC–Skill Course	18	108	108
IV	NME - Non- Major Elective	2	4	4
	SSD – Soft Skill Development	1	2	2
V	ES - Environmental Studies	1	2	2
	VE - Value Education	1	2	2
	Total	**39**	**180**	**180**

* Extra Credit Courses:

• Semester I - Nil
• Semester II- Nil

B.VOC. Software development in Multimedia and Animation 2021- 2024 Batch
SCHEME OF THE PROGRAMME

Sem.	Part	Course Code	Course	Ins. Hrs	Credit	Exam Hours	Marks		Total Marks
							CIA	SE	
I	**I**	VLTA	LC- Language Course - PART I TAMIL	3	3	3	25	75	100
	II	VLEA	ELC – English Language Course - PART II ENGLISH	3	3	3	25	75	100
	III	XVGA	CC- Core Course I - Basic Computer Skills	4	4	3	25	75	100
		XVSB	SC- Skill Course I - Fundamental of Graphic Visualation& Tools	4	4	3	25	75	100
		XVSC	SC- Skill Course II - Elements of Graphic Design	4	4	3	25	75	100
		XVSD	SC- Skill Course III- Graphic Design	5	5	3	25	75	100
		XVIS1	SC- Skill Course - OJT	5	5	3	-	100	100
	V	VE	Value Education	2	2	3	25	75	100
			Total		30				800
II	**I**	VLTB	LC- Language Course – PART II TAMIL	3	3	3	25	75	100
	II	VLEB	ELC – English Language Course – PART II ENGLISH	3	3	3	25	75	100
	III	XVGE	CC– Core Course III –Multimedia System	4	4	3	25	75	100
		XVSF	CC-Skill Course IV –Social Media Plan and Process	4	4	3	25	75	100
		XVSG	SC- Skill Course V- Tools and Techniques for Social Media Content	5	5	3	25	75	100
		XVSH	SC- Skill Course VI - Social Media Promotion Strategy	4	4	3	25	75	100
		XVIS2	SC - Skill Course –OJT	5	5	3	-	100	100
	V		ES – Environmental Studies	2	2	3	25	75	100
			Total		30				800
III	**I**	VLTC	LC- Language Course-PART III TAMIL	3	3	3	25	75	100
	II	VLEC	ELC – English Language Course PART III- ENGLISH	3	3	3	25	75	100
	III	XVGI	CC - Core Course III- Discrete Mathematics	4	4	3	25	75	100
		XVSJ	SC - Skill Course VII- Social Media Strategy Development and Implementation	4	4	3	25	75	100
		XVSK	SC - SkillCourseVIII-Estimation And Budget Planning	3	3	3	25	75	100

		XVSL	SC - SkillCourseIX - MIS & Team Management	5	5	3	25	75	100
	IV	XVGE1	NME – I- Fundamental of Information Technology I	2	2	3	25	75	100
		XVIS3	SCT III- On Job Training	6	6	3	0	100	100
			Total		30				700
	I	VLTD	LC- Language Course –TAMIL PAPER IV	3	3	3	25	75	100
	II	VLED	ELC – English Language Course – Language Lab IV	3	3	3	25	75	100
	III	XVGM	CC-Core Course IV - Graphic Design Techniques Lab	4	4	3	40	60	100
IV	IV	XVIS4	SCT IV- On Job Training	18	18	3	0	100	100
	V	XVGE2	NME II- Fundamentals Of Information Technology II	2	2	3	25	75	100
			Total		30				500
		XVGNY	CC – CoreCourse V –Multimedia Audio And Video Technology Lab	6	6	3	40	60	100
	III	XVGO	CC- Core Course– VI Java programming	4	4	3	25	75	100
		XVGP	CC – CoreCourse VII– Life skills	2	2	3	25	75	100
		XVSQ	SC X- Digital Marketing Plan, Strategy And Campaign	3	3	3	25	75	100
V		XVSR	SC XI- Optimize Campaign Performance And Expenditure	4	4	3	25	75	100
	IV	XVSS	SC XII- Performance Evaluation And Team Management	5	5	3	25	75	100
		XVIS5	SCT V- On Job Training	6	6	3	0	100	100
			Total		30				700
		XVGT	CC IX- CoreCourse– V Introduction To Maya	6	6	3	25	75	100
VI	III	XVGUY	CC X- CoreCourse– XV– Animation Lab Using Maya	6	6	3	40	60	100
		XVIS6	SCT VI- On Job Training VI	6	18	3	0	100	100
					30				300
			Total						
			Grand Total						

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Semester-I / Core Course-I	**BASIC COMPUTER SKILLS**	Course Code: XVGA
Instruction Hours: 6	Credits: 4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	**K1-Recalling** **K2-Understanding** **K3-Applying** **K4-Analyzing** **K5-Evaluating** **K6-Creating**	
Course Objectives	The main objective of the subject is to impart the knowledge about the basic computing concepts and ability to use common software applications.	
UNIT	**CONTENT**	**HOURS**
UNIT I	**Introduction of Computer:** Basic introduction of computer, Classification of Computer, Characteristics, Components of Computer - Computer Architecture - Memory Units - Auxiliary Storage Devices - Basic Input/Output Devices - Compilers & Interpreters- Programming Languages: Machine Languages-Assembly Languages-High-Level Languages.	**(12Hrs)**
UNIT II	**Microsoft Word:** Introduction - Word Environment - Opening and Creating a New Document - Saving Documents - Printing a Document - Formatting Text - Working with Shapes and Lists - Line and Paragraph Spacing- Working with Tables - Working with Pictures- Working with Headers and Footers - Using Mail Merge. **Microsoft Excel:** Introduction - Basic data entry, fill handle - Insert columns – Arithmetic Calculations & Formulas - Excel Formulas-Calculate with Functions - Function Library - Graphs and Charts - Printing the Document. **Microsoft Powerpoint:** Starting PowerPoint - Working with Slides – Applying Theme - Animation-Transitions – Views.	**(12 Hrs)**
UNIT III	Introduction to C – Constants, Variables, Data types – Operator and Expressions - Managing Input and Output operations – Decision Making and Branching – Decision making and Looping.	**(12Hrs)**
UNIT IV	Arrays – Character Arrays and Strings – User defined Functions.	**(12Hrs)**
UNIT V	Structures and unions – Pointers – File management in C - Dynamic memory allocation – Linked lists.	**(12Hrs)**
SELF STUDY UNIT	Storage Classes and Pre-processor - Introduction of Storage Class-Types of Storage Classes - Introduction of Pre-processor - Macro Substitution - File Inclusion	**-**

Text Book:

Fundamentals of Information Technology , Alexis Leon-Mathews Leon, Leon Tech World.
Programming in ANSI C, Balagurusamy E., Sixth Edition, McGraw-Hill, 2012
Programming with C, R.S.Bichkar, University Press, 2012

Reference Books:
Information Technology for Management, Henry C.Lucas, Jr -McGraw Hill(Part-III)

Introduction to computers with Ms Office 2000,Alexis Leon and Mathew Leon, Tata McGraw Hill Publishing Co. Ltd., New Delhi, 2005.

Course Outcomes:
On completion of the course the learner will be able

CO 1:	Demonstrate a basic understanding of computer hardware and software.
CO 2:	Demonstrate problem-solving skills.
CO 3:	Apply logical skills to programming in a variety of languages.
CO 4:	Utilize web technologies
CO 5:	Present conclusions effectively, orally, and in writing

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	S	M	S	S	S	M
CO2	S	S	S	S	S	M	S	S	S	M
CO3	S	S	S	S	S	M	S	S	S	M
CO4	S	S	S	S	S	M	S	S	M	M
CO5	S	S	S	S	S	M	S	S	M	M

S - Strongly Correlated

M - Moderately Correlated

W-Weakly Correlated

N – No Correlation

Semester-I / Skill Course-I	**FUNDAMENTAL OF GRAPHIC VISUALATION & TOOLS**	Course Code: XVSB
Instruction Hours: 4	Credits: 4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	**K1-Recalling** **K2-Understanding** **K3-Applying** **K4-Analyzing** **K5-Evaluating** **K6-Creating**	
Course Objectives	• To give the knowledge of graphic design and illustrations to the students	
UNIT	**CONTENT**	**HOURS**
Unit I	Create the visual concept as required - Constructing an approach and planning the process Preparing tools for the designing process - Managing interim work-products during production Ensuring work-products are ready to display as per requirements	(12 Hrs)
Unit II	Introduction to Graphic design - Visualization of graphic element - Principle of design - Element of design - Colour theory – Typography	(12 Hrs)
Unit III	Creating a pencil sketch before going digital - Different types of marketing designs - Group management in graphic design - Understanding client requirement	(12 Hrs)
Unit IV	Presenting design ideas - Raster and vector image - Content writing for advertisement	(12 Hrs)
Unit V	Client branding : Colour scheme, Logo, target audience-platform requirements of the project : Television, Film, Print, Gaming - vector artworks and illustrations.	(12 Hrs)

Text Book:
    The Fundamentals of Graphic Design, Gavin Ambrose + Paul Harris, 2009
Web Resources:
    https://nhlink.net/mcq/100-top-graphic-design-multiple-choice-questions-and-answers
    https://t4tutorials.com/graphic-design-interview-questions-answers-mcqs-test/
    https://www.proprofs.com/quiz-school/topic/graphic-design
    https://www.proprofs.com/quiz-school/story.php?title=_186744

Course Outcomes:

On completion of the course the learner will be able

CO 1:	About the designing, raster and vector shapes, changing the document setup, and tool panel.
CO 2:	Set the document for designing, drawing and colors tools used in designing
CO 3:	Student will learn typography
CO 4:	Complete table tool properties, using raster and vector effect.
CO 5:	Using layers, master layer concept, file formats, export file.

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	S	S	S	S	S	M
CO2	S	S	S	S	S	S	S	S	S	M
CO3	S	S	S	S	S	S	S	S	S	M
CO4	S	S	S	S	S	S	S	S	S	M
CO5	S	S	S	S	S	S	S	S	S	M

 S - Strongly Correlated

M - Moderately Correlated

W-Weakly Correlated

N – No Correlation

Semester-I / Skill Course-II	ELEMENTS OF GRAPHIC DESIGN	Course Code: XVSC
Instruction Hours: 4	Credits: 4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K1-Recalling K2-Understanding K3-Applying K4-Analyzing K5-Evaluating K6-Creating	
Course Objectives:	To give the advanced knowledge of image editing and design.	
UNIT	**CONTENT**	**HOURS**
Unit I	Generate visuals and design concept appropriate for the brief - List the design concept to be conceptualized; - Relate the concept with meaningful graphics - Present the idea,theme and concept to the peers	(12 Hrs)
Unit II	Identify the elements of production which are relevant as per the creative brief and inputs provided - Introduction to photoshop - Learn Brush tool	(12 Hrs)
Unit III	Learn Selection techniques - Learn Masking technique in photoshop - Learn Designing a poster from a scratch - Understanding size of different media	(12 Hrs)
Unit IV	Sourcing appropriate graphic | free source websites - How to Creating a flyer design - Learn Retouching image	(12 Hrs)
Unit V	Learn Image restoration - Learn Image manupulation - How to Filter and effects in photoshop - Learn Creating a broucher design and converting into a pdf document	(12 Hrs)

Text Book:

The Elements of Graphic Design, Alex W White, Second Edition

Web Resources:
> https://quizizz.com/admin/quiz/5baa46cc164f390019cf5511/elements-and-principles-of-design
> https://www.proprofs.com/quiz-school/topic/graphic-design
> http://atoziq.blogspot.com/2015/09/graphic-design-multiple-choice.html
> https://www.javatpoint.com/computer-graphics-mcq

Course Outcomes:
On completion of the course the learner will be able

CO 1:	Student will learn to introduce to Graphic Design & image editing software Photoshop.
CO 2:	Student makes aselection using different types of selection tools.
CO 3:	Student will gain knowledge to retouch the image using Image Correction & Adjustment Layer.
CO 4:	Student will create Graphic Design Advertisement with text.
CO 5:	Student introduced with Web Designing & will create Web pages using slicing tools.

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	S	S	S	S	S	M
CO2	S	S	S	S	S	S	S	S	S	M
CO3	S	S	S	S	S	S	S	S	S	M
CO4	S	S	S	S	S	S	S	S	S	M
CO5	S	S	S	S	S	S	S	S	S	M

S - Strongly Correlated

M - Moderately Correlated

W-Weakly Correlated

N – No Correlation

Semester-I / Skill Course-III	**GRAPHIC DESIGN**	Course Code: XVSD
Instruction Hours: 5	Credits: 5	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	**K1-Recalling** **K2-Understanding** **K3-Applying** **K4-Analyzing** **K5-Evaluating** **K6-Creating**
Course Objectives	To give the advanced knowledge of image editing and design.

UNIT	CONTENT	HOURS
UNIT I	Create & edit raster images independently - Select graphic elements in accordance with the design idea and freeze the color choice based on the design idea -Create graphics according to the design idea,requirements, specifications.	(15 Hrs)
UNIT II	Create vector artworks and illustrations and select the color output based on the final style required - Create & edit digital design independently - Prepare the final document as per the target platform specification - Understanding the health, safety and security risks prevalent in the workplace.	(15 Hrs)
UNIT III	Identifying and reporting - Complying with procedures in the event of an emergency - Introduction to branding collaterals - Introduction to illustrator interface - Logo design(objective | principle | element in logo)	(15 Hrs)
UNIT IV	Creating a vector illustration - Creating a complete marketing collateral - Creating a complete marketing collateral 2 - Creating poster design - Character illustration	(15 Hrs)
UNIT V	Converting a low quality logo into a high quality vector - Story boarding visualization - Creating a menu card (multi page design) - Creating vector graphic icons for visualization - Creating a package design	(15 Hrs)

Text Book:

Graphic Design: The New Basics: Ellen Lupton, Second Edition.

Web Resources:
https://t4tutorials.com/graphic-design-interview-questions-answers-mcqs-test/
https://engineeringinterviewquestions.com/computer-graphics-multiple-choice-questions-answers/

Course Outcomes:

On completion of the course the learner will be able

CO 1:	Student will learn to introduce to Graphic Design & image editing software.
CO 2:	Know the basics of graphic design
CO 3:	Use equipment for design
CO 4:	Create images and effects
CO 5:	Design promotional material.

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	M	S	S	S	S	S	M
CO2	S	S	S	M	S	S	S	S	S	M
CO3	S	S	S	M	S	S	S	S	S	M
CO4	S	S	S	M	S	S	S	S	S	M
CO5	M	M	M	M	S	S	S	S	S	M

S - Strongly Correlated

M - Moderately Correlated

W-Weakly Correlated

N – No Correlation

Semester-II / Core Course-II	**MULTIMEDIA SYSTEMS**	Course Code: XVGE
Instruction Hours: 4	Credits: 4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	**K1-Recalling** **K2-Understanding** **K3-Applying** **K4-Analyzing** **K5-Evaluating** **K6-Creating**	
Course Objectives:	• To learn the basics and Fundamentals of Multimedia. • To introduce Multimedia components and Tools. • To understand how Multimedia can be incorporated	
UNIT	**CONTENT**	**HOURS**
UNIT I	**Multimedia Fundamentals -** Multimedia - Multimedia in business and work -Multimedia in Schools- Multimedia at Home - Multimedia in Public Places.Text - The Power of Meaning - The Power and Irregularity of English - About Fonts and Faces- Using Text in Multimedia - Designing with Text - Choosing Text Fonts - Symbols and Icons - HTML Documents - Computers and Text - Font Editing and Design Tools - Hypermedia and Hypertext .	**(12 Hrs)**
UNIT II	**Images -** Making Still Images – Bitmaps - Bitmap Sources - Bitmap Software -Vector Drawing - How Vector Drawing Works- Vector-Drawn Objects vs. Bitmaps - 3-D Drawing and Rendering – Color- Understanding Natural Light and Color - Computerized Color- Color Palettes - Dithering Image File Formats.	**(12 Hrs)**
UNIT III	**Sound** - The Power of Sound- Digital Audio- Making Digital Audio Files - MIDI Audio- MIDI vs. Digital Audio- Multimedia System Sounds - Audio File Formats - Vaughan's Law of Multimedia Minimums- Adding Sound to Your Multimedia Project - Space Considerations -Audio Recording	**(12 Hrs)**
UNIT IV	**Video** - Using Video- How Video Works and Is Displayed - Analog Video – Displays- Interlacing and Progressive Scan- Digital Video Containers - Obtaining Video Clips- Shooting and Editing Video.	**(12 Hrs)**

UNIT V	**Making Multimedia and Delivering** - The Stages of a Multimedia Project- The Intangibles - Hardware - Software- Text Editing and Word Processing Tools- Painting and Drawing Tools - 3-D Modeling and Animation Tools- Image-Editing Tools - Sound-Editing Tools Animation, Video, and Digital Movie Tools - Authoring Systems - Types of Authoring Tools - Choosing anAuthoring Tool. Delivering – Testing - Preparing for Delivery- Delivering on CD-ROM- Delivering on DVD - Wrapping It Up- Delivering on the World Wide Web.	**(12 Hrs)**
SELF STUDY UNIT	**Multimedia Skills** - The Team- Project Manager - Multimedia Designer- Interface Designer- Writer- Video Specialist- Audio Specialist- Multimedia Programmer- Producer of Multimedia for the Web.	-

Text Book:
Multimedia: Making it Work,Tay Vaughan, 9th Edition, McGraw Hill Education
Reference Books:
Principles of Multimedia,Ranjan Parekh, 2nd Edition, McGraw Hill Education, 2013.

Course Outcomes:
On completion of the course the learner will be able

CO 1:	Define what Multimedia is and how that works
CO 2:	Understand multimedia components using various tools and techniques
CO 3:	Analyze and interpret Multimedia data
CO 4:	Discuss about different types of media format and their properties
CO 5:	Justify the right way of manipulating multimedia systems

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	S	S	S	S	S	M
CO2	S	S	S	S	S	S	S	S	S	M
CO3	S	S	S	S	S	S	S	S	S	M
CO4	S	S	S	S	S	S	S	S	S	M
CO5	S	S	S	S	S	S	S	S	S	M

S - Strongly Correlated

M - Moderately Correlated

W-Weakly Correlated

N – No Correlation

Semester-II / Skill Course-IV	**SOCIAL MEDIA PLAN AND PROCESS**	Course Code: XVSF
Instruction Hours: 4	Credits: 4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	**K1-Recalling** **K2-Understanding** **K3-Applying** **K4-Analyzing** **K5-Evaluating** **K6-Creating**
Course Objectives	The main objective of the subject is to handle all the social media activities for their company/ multiple clients in order to create a brand awareness. It comprises of ideating, coordinating, executing social media campaigns, promotions and advertisements.
UNIT	**CONTENT**	**HOURS**
UNIT I	Setting Social Media Objectives - Social Media and its Importance - Identify and Set Business Objectives - Identify and Set Targets for Each of Business Objectives	**(12 Hrs)**
UNIT II	Identify Target Segments to Focus On - Social Media &Social Media Platforms/ channels.Emergence -Channel - Goals - scope- Utility - Social Media Channels and their utility - Facebook Marketing - YouTube Marketing - Twitter Marketing - LinkedIn Marketing - Instagram Marketing - Pinterest Marketing - Google+ Marketing – Email Marketing – SMS Marketing	**(12 Hrs)**
UNIT III	Social Media Budget Plan - Determine the budget requirements to conduct the social media campaign - Budget - Budget devoted to social campaign - Social media channels allow advertising – Advertising - Paid partnerships	**(12 Hrs)**
UNIT IV	Planning KPIs to measure performance of campaigns - Establish Key Performance Indicators (KPI) - Identify Targets for Success Indicators - Choose and Use a Good Analytics Platform - Execute Real Time Improvements Based on Measurement Results	**(12 Hrs)**
UNIT V	Social Media KPIs for Reach - Social Media KPIs for Engagement - Social Media KPIs for Conversions - Social Media KPIs for Customer Loyalty	**(12 Hrs)**

Text Book:
Social Media Marketing, Dave Evans with Jake McKee, Wiley Publishing

Course Outcomes:
On completion of the course the learner will be able

CO 1:	Create the process flow for the social media marketing activities that needs to be conducted
CO 2:	Organize the work related to social media marketing activities to achieve the set targets
CO 3:	Manage the available online tools to effectively perform the social media marketing activities
CO 4:	Design the content required to implement the social media marketing campaigns
CO 5:	Implement the defined social media marketing strategy based on the organization's goals

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	S	S	M	S	S	M
CO2	S	S	S	S	S	S	M	S	S	M
CO3	S	S	S	S	S	S	M	S	S	M
CO4	S	S	S	S	S	S	M	S	S	M
CO5	S	S	S	S	S	S	M	S	S	M

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M - Moderately Correlated

W-Weakly Correlated

N – No Correlation

Semester-II / Skill Course-V	TOOLS AND TECHNIQUES FOR SOCIAL MEDIA CONTENT	Course Code: XVSG
Instruction Hours: 5	Credits: 5	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K1-Recalling K2-Understanding K3-Applying K4-Analyzing K5-Evaluating K6-Creating	
Course Objectives:	The main objective of the subject is to handle all the social media activities for their company/ multiple clients in order to create a brand awareness. It comprises of ideating, coordinating, executing social media campaigns, promotions and advertisements.	
UNIT	**CONTENT**	**HOURS**
UNIT I	Social Media Marketing Tools - Introduction to marketing tools – uses and its utility – Types of tools - Free and paid tools – Tools for content making – Tools for Graphics and designs – Marketing management tools.	(15 Hrs)
UNIT II	Metrics in Social Media Marketing - Awareness Metrics – Engagement metrics – Click through rate – Bounce rate – Cost per click – Social Media metric reporting tool	(15 Hrs)
UNIT III	Content management tools - Social media Content management Tools - Types of tools available - Types of tools available for making content – Keyword Search	(15 Hrs)
UNIT IV	Introduction to Graphics & Text & Video Free and paid tools - Blog writing , Blogging and Marketing	(15 Hrs)
UNIT V	Social media management tools –Types of social media management tools- Types of tools available - Free and paid social media management tools	(15 Hrs)

Text Book:

 Social Media Marketing ALL-IN-ONE, Jan Zimmerman, Deborah Ng, 4th Edition

Course Outcomes:

On completion of the course the learner will be able

CO 1:	Create the process flow for the social media marketing activities that needs to be conducted
CO 2:	Organize the work related to social media marketing activities to achieve the set targets
CO 3:	Manage the available online tools to effectively perform the social media marketing activities
CO 4:	Design the content required to implement the social media marketing campaigns
CO 5:	Implement the defined social media marketing strategy based on the organization's goals

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	S	S	M	S	S	M
CO2	S	S	S	S	S	S	M	S	S	M
CO3	S	S	S	S	S	S	M	S	S	M
CO4	S	S	S	S	S	S	M	S	S	M
CO5	S	S	S	S	S	S	M	S	S	M

S - Strongly Correlated

M - Moderately Correlated

W-Weakly Correlated

N – No Correlation

Semester-II / Skill Course-VI	**SOCIAL MEDIA PROMOTION STRATEGY**	Course Code: XVSH
Instruction Hours: 4	Credits: 4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	**K1-Recalling** **K2-Understanding** **K3-Applying** **K4-Analyzing** **K5-Evaluating** **K6-Creating**	
Course Objectives	The main objective of the subject is to handle all the social media activities for their company/ multiple clients in order to create a brand awareness. It comprises of ideating, coordinating, executing social media campaigns, promotions and advertisements.	
UNIT	**CONTENT**	**HOURS**
UNIT I	Prepare social Marketing Budget - Determine the sequence of activities in terms of their cost implications and expenses for each item - Prepare online campaign budget with details on required expenses for each activity	**(12 Hrs)**
UNIT II	Social Media Marketing Strategy - understanding consumer behaviour - Target audience Need analysis - what are Marketing goals - develop meaningful social marketing goals - Establish your most important metrics - Analyze competition	**(12 Hrs)**
UNIT III	Create and curate engaging content - Make timeliness a top priority - Assess results and optimize - Communicate goals, challenges and wins with team - Steps to creating a social media campaign - Understand the goal of the campaign. - Promote the campaign on each channel. Create a content calendar for the week/month.	**(12 Hrs)**
UNIT IV	Create supporting visual content - Schedule posts - Monitor and respond - Follow up after the event or promotion, if necessary Increasing effectiveness of campaign - Online Reputation Management/ Brand Management - Influencer Marketing - Other Social Media Marketing channels	**(12 Hrs)**
UNIT V	Review a marketing campaign's effectiveness - Determine social goals - Create metrics To measure these goals – Measure - Monitor and Report - Adjust and Repeat	**(12 Hrs)**

Text Book:
Social Media Strategy, A Practical Guide to Social Media Marketing and Customer Engagement, Julie Atherton

Course Outcomes:
On completion of the course the learner will be able

CO 1:	Create the process flow for the social media marketing activities that needs to be conducted
CO 2:	Organize the work related to social media marketing activities to achieve the set targets
CO 3:	Manage the available online tools to effectively perform the social media marketing activities
CO 4:	Design the content required to implement the social media marketing campaigns

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	S	M	M	S	S	M
CO2	S	S	S	S	S	M	M	S	S	M
CO3	S	S	S	S	S	M	M	S	S	M
CO4	S	S	S	S	S	M	M	S	S	M
CO5	S	S	S	S	S	M	M	S	S	M

S - Strongly Correlated

M - Moderately Correlated

W-Weakly Correlated

N – No Correlation

Semester-III / Core Course-III	**DISCRETE MATHEMATICS**	Course Code: XVGI
Instruction Hours: 4	Credits: 4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	**K1-Recalling** **K2-Understanding** **K3-Applying** **K4-Analyzing** **K5-Evaluating** **K6-Creating**	
Course Objectives	The course objective is to provide students with an overview of discrete mathematics. Students will learn about topics such as logic and proofs, sets and functions, probability, recursion, graph theory, matrices, Boolean algebra and other important discrete math concepts.	
UNIT	**CONTENT**	**HOURS**
UNIT I	Sets and Propositions: Definition and representation of sets - basic set operations - Venn diagrams - Set Identities - Principle of Inclusion - Exclusion. Propositions: Introduction - Well formed formulas - truth table - Tautology, Contradiction, Contingency - Propositional Equivalences - Logic- Connectives - Predicates and Quantifiers.	**(12 Hrs)**
UNIT II	Functions and Relations: Definition and examples - One-to-one and onto functions - Permutations. Relations: Definition and examples - Binary Relations - Properties - Equivalence and Partial Ordering - representation of relation in matrix, by Digraph - closure operations on relations.	**(12 Hrs)**
UNIT III	Algebraic Systems: Definition and examples, Semi groups and monoids: Definitions and examples, Subsemigroups and Submoniods- Homomorphism of Semigroups and Moniods. Groups: Definitions and examples.	**(12 Hrs)**
UNIT IV	Graph Theory: Introduction - Definition and Examples - Edges sequence, walks, paths and circuits - Directed graph- Subgraph and operations on the graph - Isomorphic graphs - Connected - Matrix representation of Graphs.	**(12 Hrs)**
UNIT V	Trees: Introduction - Properties - Special Classes of Trees- Definition of spanning tree - minimal spanning tree.	**(12 Hrs)**
SELF STUDY UNIT	Combinatorics - Mathematical induction – Strong induction and well ordering – The basics of counting – The pigeonhole principle – Permutations and combinations – Recurrence relations – Solving linear recurrence relations – Generating functions – Inclusion and exclusion principle and its applications	**-**

Text Book:
*"Discrete Mathematics",*N. Chandrasekaran, M.Umaparvathi, PHI Publications, 2010.

Reference Books:
"Discrete Mathematical Structures with Applications to Computer Science", J.P

Tremblay, R.Manohar, Tata McGraw-Hill Publishing Company Limited, 2001.

Course Outcomes:

On completion of the course the learner will be able

CO 1:	Use logical notation
CO 2:	Perform logical proofs
CO 3:	Apply recursive functions and solve recurrence relations
CO 4:	Determine equivalent logic expressions
CO 5:	Describe useful standard library functions, create functions, and declare parameters

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	M	M	M	M	M	M	M	M
CO2	S	S	M	M	M	M	M	M	M	M
CO3	S	S	M	M	M	M	M	M	M	M
CO4	S	S	M	M	M	M	M	M	M	M
CO5	S	S	M	M	M	M	M	M	M	M

S - Strongly Correlated

M - Moderately Correlated

W-Weakly Correlated

N – No Correlation

Semester-III / Skill Course-VII	SOCIAL MEDIA STRATEGY DEVELOPMENT AND IMPLEMENTATION	Course Code:XVSJ
Instruction Hours: 4	Credits: 4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K1-Recalling K2-Understanding K3-Applying K4-Analyzing K5-Evaluating K6-Creating	
Course Objectives	The main objective of the subject is to design and supervise implementation of the complete Digital and Social media marketing strategy for the assigned product.	
UNIT	**CONTENT**	**HOURS**
UNIT I	**Digital Marketing Scope -** Marketing & it's importance – Introduction to Digital world - Digital Marketing Strategy Planning Tools – RACE - Marketing Sales funnel & Digital Marketing - SEO & SEM and Social Media. **Understanding online advertising -** Benefits of online advertising and AdWords - Google's advertising networks- The quality of ads – Payment of ads.	(12 Hrs)
UNIT II	**Setting Performance Objectives -** Identify and Set Business Objectives - Identify and Set - Targets for Each Business Objectives - Identify Target Segments to Focus OnSocial Media Marketing Strategy- understanding consumer behaviour - Target audience Need analysis - what are Marketing goals - develop meaningful social marketing goals - Establish your most important metrics - Analyze competition - Create and curate engaging content - Make timeliness a top priority - Asses results and optimize - Communicate goals, challenges and wins with team	(12 Hrs)
UNIT III	**Steps To Creating A Social Media Campaign That Gets** Results - Understand the goal of the campaign.- Decide how to promote the campaign on each channel.- Create a content calendar for the week/month - Create supporting visual content - Schedule posts - Monitor and respond - Follow up after the event or promotion, if necessary - Increasing effectiveness of campaign- Online Reputation Management- Influencer Marketing- Other Social Media Marketing channels **Social Media &Social Media Platforms/ channels.Emergence -Channel - Goals -scope- Utility -** Social Media Channels and their utility - Facebook Marketing - YouTube Marketing -	(12 Hrs)

	Twitter Marketing - LinkedIn Marketing- Instagram Marketing - Pinterest Marketing - Google+ Marketing	
UNIT IV	**Social Media Budget Plan -** Determine the budget requirements to conduct the social media campaign - Why have a budget & What % should be devoted to social campaign? - Which social media channels allow advertising? – Advertising - Paid partnerships - Prepare social Marketing Budget - Determine the sequence of activities in terms of their cost implications and expenses for each item - Prepare online campaign budget with details on required expenses for each activity KPIs to measure performance of campaigns	**(12 Hrs)**
UNIT V	**Establish Your Key Performance Indicators (KPI)-** Identify Targets for Your Success Indicators- Choose and Use a Good Analytics Platform - Execute Real Time Improvements Based on Measurement Results - Social Media KPIs for Reach - Social Media KPIs for Engagement - Social Media KPIs for Conversions - Social Media KPIs for Customer Loyalty How to review a marketing campaign's effectiveness - Determine Your Social Goals - Create Metrics To Measure These Goals – Measure - Monitor And Report - Adjust And Repeat **Setting up Social Marketing Organization -**Main Social Media Marketing Team Roles and Responsibilities **-** Team structure and the job descriptions	**(12 Hrs)**

Text Book:
      Social Media Strategy, Tools for Professionals and Organizations, First Edition,
Phillip G. Clampitt
Course Outcomes:
On completion of the course the learner will be able

CO 1:	Set-up digital marketing goals based on organization's objectives
CO 2:	Identify and understand the target audience & Set-up social media marketing goals
CO 3:	Plan and prioritize the set-up of campaigns
CO 4:	Identify the social media digital channels and set up campaign budgets
CO 5:	Identify the social media digital channels and set up campaign budgets

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	S	M	S	M	S	M
CO2	S	S	S	S	S	M	S	M	S	M
CO3	S	S	S	S	S	M	S	M	S	M
CO4	S	S	S	S	S	M	S	M	S	M
CO5	S	S	S	S	S	M	S	M	S	M

S - Strongly Correlated

M - Moderately Correlated

W-Weakly Correlated

N – No Correlation

Semester-III / Skill Course-VIII	ESTIMATION AND BUDGET PLANNING	Course Code: XVSK
Instruction Hours: 3	Credits: 3	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	**K1-Recalling** **K2-Understanding** **K3-Applying** **K4-Analyzing** **K5-Evaluating** **K6-Creating**	
Course Objectives	The main objective of the subject is to monitor and prepare budget in digital world	
UNIT	**CONTENT**	**HOURS**
UNIT I	**Understanding Making of Social Marketing Budget :Audience research -** Objective of Campaign **-**How Much Should Your Business Spend on Social Media? **-** Which Social Media Channels Allow Advertising? **-** Social Advertising with Video Vs. Static Images **-** Ad Spend Is Only Part of the Cost	**(9Hrs)**
UNIT II	**Campaign Plan Components -** Campaign Budget Plan Framework**-** Estimating Campaign Impact **-**Campaign Action Plan Framework **-** Anticipating Risks and Complications	**(9Hrs)**
UNIT III	**Determine use of social resouces :**Social media ROI definition - How to measure social media ROI for business - Budget allocated to social ad spends - Content creation	**(9Hrs)**
UNIT IV	**Day to day Monitoring the performance of results and free available tools to do the analysis:** Create a report in Analytics get data from - Once you've selected Add metrics to your report – Facebook – Twitter - Instagram Business - LinkedIn Pages - LinkedIn Profiles – Amplify - Team (for Enterprise customers with Team Admin permissions) – Insights – Impac - Custom Reports - Google analyrics - UTM parameters - Facebook Pixel - **Free templates to track performance**	**(9Hrs)**
UNIT V	**Preparing Online Budget:** Budget to Include activities **-** Product marketing **–** Content **-** Paid advertising **-** Public relations **-** Branding and creative **-** Website redesign and events **-** Lead generation - Types of Templates available **-** Online making of Budget	**(9Hrs)**

Text Book:
Understanding Digital Marketing, Damain Ryan & Calvin Jones, Kogan Page

Course Outcomes:
On completion of the course the learner will be able

CO 1:	Estimating the cost of social media campaign and activities
CO 2:	Determine the budget requirements to conduct the social media campaign including team salaries, tools, content development etc
CO 3:	determine the sequence of activities in terms of their cost implications and expenses for each item
CO 4:	Monitoring the budget
CO 5:	prepare online campaign budget

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	S	M	S	S	S	M
CO2	S	S	S	S	S	M	S	S	S	M
CO3	S	S	S	S	S	M	S	S	S	M
CO4	S	S	S	S	S	M	S	S	S	M
CO5	S	S	S	S	S	M	S	S	S	M

S - Strongly Correlated

M - Moderately Correlated

W-Weakly Correlated

N – No Correlation

Semester-III / Skill Course-IX	MIS & TEAM MANAGEMENT	Course Code: XVSL
Instruction Hours: 5	Credits: 5	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	**K1-Recalling** **K2-Understanding** **K3-Applying** **K4-Analyzing** **K5-Evaluating** **K6-Creating**
Course Objectives	The main objective of the course is to prepare MIS report and social media campaign.

UNIT	CONTENT	HOURS
UNIT I	**Digital Marketing Metrics Need to Track:** Best Digital Marketing Metrics -The top KPIs for modern digital marketers that are data-driven:Web traffic sources **-** Brand awareness **-** Cost per lead	**(15Hrs)**
UNIT II	Website traffic leads - Returning visitors - Online conversion rates - Lead conversion rates - Click thru rate - Customer lifetime value	**(15 Hrs)**
UNIT III	**MIS :** Generate weekly/ monthly / yearly analytic report for social media campaign - Prepare MIS report - Interact and communicate effectively with colleagues - Manage social media team and monitor achievement of targets	**(15 Hrs)**
UNIT IV	Managing Teams - Motivation - Delegation - Setting Smart Targets	**(15 Hrs)**
UNIT V	Training and Development of teams - Review Reward & Recognition	**(15 Hrs)**

Text Book:
Management Information Systems for Enterprise Applications: Business Issues, Research and Solutions,AdamantiosKoumpis, 2012

Course Outcomes:

On completion of the course the learner will be able

CO 1:	Generate weekly/ monthly / yearly analytic report for social media campaign
CO 2:	Prepare MIS report
CO 3:	Interact and communicate effectively with colleagues
CO 4:	Manage social media team and monitor achievement of targets

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	S	M	S	S	S	M
CO2	S	S	S	S	S	M	S	S	S	M
CO3	S	S	S	S	S	M	S	S	S	M
CO4	S	S	S	S	S	M	S	S	S	M
CO5	S	S	S	S	S	M	S	S	S	M

S - Strongly Correlated

M - Moderately Correlated

W-Weakly Correlated

N – No Correlation

Semester-III / NME - I	FUNDAMENTAL OF INFORMATION TECHNOLOGY I	Course Code: XVGE1
Instruction Hours: 2	Credits: 2	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	**K1-Recalling** **K2-Understanding** **K3-Applying** **K4-Analyzing** **K5-Evaluating** **K6-Creating**	
Course Objectives	The main objective of the subject is to impart the knowledge about the basic computing concepts and ability to use common software applications.	
UNIT	**CONTENT**	**HOURS**
Unit I	Introduction To Computer Organization-I : History of development of computer system concepts. Characteristics, capability and limitations. Generation of computer. Types of PC's desktop. Laptop. Notebook. Workstation & their Characteristics.	**(6Hrs)**
Unit II	Introduction To Computer Organization-II : Basic components of a computer system control Unit, ALU, Input/output function and characteristics, memory RAM, ROM, EPROM, PROM.	**(6 Hrs)**
Unit III	Input & Output Devices : **Input Devices**-Keyboard, Mouse, Trackball, Joystick, Digitizing tablet, Scanners, Digital Camera, MICR, OCR, OMR, Bar-Code Reader, Voice Recognition, Light Pen, Touch Screen.	**(6 Hrs)**
Unit IV	**Output Devices-**Monitors Characteristics and types of monitor, Video standard VGA, SVGA, XGA, LCD Screen etc. printer, Daisy wheel, Dot Matrix, Inkjet, Line Printer. Plotter, Sound Card and Speakers.	**(6 Hrs)**
Unit V	Storage Devices: Storage fundamental primary Vs. secondary, various storage devices magnetic tape, data drives, hard drives, floppy disks, CD, VCD, CD-R, CD-RW, Zip Drive, DVD, DVD-RW.	**(6 Hrs)**

Text Book:

Fundamentals of Information Technology, Alexis Leon and Mathews Leon, Leon TECH World, 1999.

Course Outcomes:
On completion of the course the learner will be able

CO 1:	Demonstrate a basic understanding of computer hardware and software.
CO 2:	Demonstrate problem-solving skills.
CO 3:	Apply logical skills to programming in a variety of languages.
CO 4:	Present conclusions effectively, orally, and in writing

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	M	M	M	S	M	S	M
CO2	S	S	S	M	M	M	S	M	S	M
CO3	S	S	S	M	M	M	S	M	S	M
CO4	S	S	S	M	M	M	S	M	S	M
CO5	S	S	S	M	M	M	S	M	S	M

S - Strongly Correlated

M - Moderately Correlated

W-Weakly Correlated

N – No Correlation

Semester-IV / Core Course-IV	**GRAPHIC DESIGN TECHNIQUES LAB**	Course Code: XVGM
Instruction Hours: 4	Credits: 4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

List of Practicals

Cognitive Level	**K1-Recalling** **K2-Understanding** **K3-Applying** **K4-Analyzing** **K5-Evaluating** **K6-Creating**
Course Objectives	• Acquire the competency in technical skills applicable to graphic design. • Understand the ability to use design thinking strategies in an iterative design process. • Enrich the skill level of graphic design through the topics
1	**Logo Design** - Creating a paper work of different logos on the genre. - Tracing the layout of the approved designs in digital format. - Applying suitable color for the digital designs. - Designing approved different logos on the genre.
2	**Visiting Cards** - Creating a paper work of different Visiting cards on the genre. - Tracing and designing the approved layout of designs in digital format.
3	**Brochures (A4 Size, A4 2 Fold, A4 3 Fold)** - Creating a paper work of brochures on the genre. - Tracing the layout of the approved designs in digital format. - Applying suitable color for the digital designs. - Designing approved brochures of varied sizes.
4	**Print Advertisement - Black & White, Color** - Creating a paper work of poster advertisement & advertisement flyers on the genre. - Tracing the layout designs in digital format and applying suitable colors. - Creating a paper work of on the genre.
5	**Letter Head**

	- Creating paper work of letter head designs. -Tracing the layout designs in digital format, designing and applying suitable colors.
6	**Package Design** - Creating a paper work of package designs on the genre. - Tracing the layout of the approved designs in digital format. - Designing approved package designs with suitable colors and text.
7	**Matte Painting** - Create a different scenic view of a green pasture or a haunted village. - Designing approved scenic view in digital format using the designing software.
8	**Montage** -Create different montages on the topic Indian culture or eradication of poverty in the world. -Compiling the approved pictures or materials using the designing software.
9	Edit an image using blur and mask tool with Adobe Photoshop.
10	**Newsletter** -Creating a paper work of newsletter on the genre. -Tracing and designing the approved layout of designs in digital format.
11	**Webpage Design** - Creating a paper work of webpage designs on the genre. - Designing the layout of the approved designs in digital format. - Use CSS along with tags

Course Outcomes:
On completion of the course the learner will be able

CO 1:	Seek design principles, design process, theory, history and contemporary design practice.
CO 2:	Gain proficiency in identified technical skills, understand the process of creating, analyzing, and evaluating graphic design solutions.
CO 3:	Justify the choice of appropriate tools according to the type of digital art work

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	M	S	S	S	M	S	M
CO2	S	S	S	M	S	S	S	M	S	M
CO3	S	S	S	M	S	S	S	M	S	M

S - Strongly Correlated

M - Moderately Correlated

W-Weakly Correlated

N – No Correlation

Semester-IV / NME - II	**FUNDAMENTAL OF INFORMATION TECHNOLOGY II**	Course Code: XVGE2
Instruction Hours: 2	Credits: 2	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	**K1-Recalling** **K2-Understanding** **K3-Applying** **K4-Analyzing** **K5-Evaluating** **K6-Creating**
Course Objectives	The main objective of the subject is to impart the knowledge about the basic computing concepts and ability to use common software applications.
Ms-Word	• Different styles of letters • Table processing • Mail merge • Preparation of greeting card • News paper creation • Project documentation creation
Ms-Excel	• Marksheet preparation • Payroll preparation • Invoice • Inventory report • Electricity bill preparation • Hotel- room bill preparation
Ms-Powerpoint	• Preparation of slides and advertisement

Course Outcomes:
On completion of the course the learner will be able

CO 1:	Demonstrate a basic understanding of computer hardware and software.
CO 2:	Demonstrate problem-solving skills.
CO 3:	Apply logical skills to programming in a variety of languages.
CO 4:	Utilize web technologies. Present conclusions effectively, orally, and in writing.

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	M	M	S	M	M	S	M
CO2	S	S	S	M	M	S	M	M	S	M
CO3	S	S	S	M	M	S	M	M	S	M
CO4	S	S	S	M	M	S	M	M	S	M

S - Strongly Correlated

M - Moderately Correlated

W-Weakly Correlated

N – No Correlation

Semester-V / Core Course-V	**MULTIMEDIA AUDIO & VIDEO TECHNOLOGY LAB**	Course Code: XVGNY
Instruction Hours: 6	Credits: 6	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

List of Practical's

Cognitive Level	**K1-Recalling** **K2-Understanding** **K3-Applying** **K4-Analyzing** **K5-Evaluating** **K6-Creating**
Course Objectives	To give technical skills of audio and video editing to the students so that they may edit and compose sounds and videos as per their need.
Adobe AfterEffect	1. Extreme slow motion. 2. Fast and Easy Visual Effect. 3. Wall walking. 4. Text behind the moving object. 5. Character introduction Freeze effect.
Adobe Premiere Pro	1.Swinging text effect. 2.Cinematic title animation. 3.Text animation. 4.Layer masks. 5.Particules logo trapcade. 6.Liquid shape animation.

Course Outcomes:
On completion of the course the learner will be able

CO 1:	Create various 3d models and texture them appropriately.
CO 2:	Create realistic and semi realistic models with appropriate details.
CO 3:	Students learn to record, edit and publish audio for animation.
CO 4:	They also learn the techniques of video editing with various tools.

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	M	M	M	S	M	M	S	M
CO2	S	S	M	M	M	S	M	M	S	M
CO3	S	S	M	M	M	S	M	M	S	M
CO4	S	S	M	M	M	S	M	M	S	M

S - Strongly Correlated

M - Moderately Correlated

W-Weakly Correlated

N – No Correlation

Semester-V / Core Course-VI	**JAVA PROGRAMMING**	Course Code: XVGO
Instruction Hours: 4	Credits: 4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	**K1-Recalling** **K2-Understanding** **K3-Applying** **K4-Analyzing** **K5-Evaluating** **K6-Creating**	
Course Objectives	To understand the basic concepts of Object Oriented Programming with Java language	
UNIT	**CONTENT**	**HOURS**
UNIT I	Object Oriented Programming : Introduction to OOP – Objects and Classes – Characteristics of OOP – Difference between OOP and Procedure Oriented Language – Introduction to java Programming : Introduction – Features of Java – Comparing java and Other Languages – Applications and Applets – Java Development Kit – Complex Programs – Java Source File Structure – Prerequisites for Compiling and Running Java Programs	**(12 Hrs)**
UNIT II	Java Language Fundamentals : The Building Blocks of Java – Data Types – Variable Declarations – Wrapper Classes – Operations and Assignment – Control Structures – Arrays – Strings – StringBuffer Class	**(12 Hrs)**
UNIT III	Java as an OOP Language : Defining Classes – Modifiers – Packages - Interfaces	**(12 Hrs)**
UNIT IV	Exception Handling : Introduction – Basics of Exception Handling – Exception Hierarchy – Constructors and Methods in Throwable Class - Unchecked and Checked Exceptions – Handling Exceptions in Java – Exception and Inheritance – Throwing User-defined Exceptions – Redirecting and Rethrowing Exceptions – Advantages of Exception Handling Mechanism – Multithreading : Introduction – Creating Threads – Thread Life-cycle – Thread Priorities and Thread Scheduling – Thread Synchronization	**(12 Hrs)**
UNIT V	Files and I/O Streams : Overview – Java I/O – File Streams – FileInputStream and FileOutputStream – File Streams – RandomAccess File – Serialization - Applets : Introduction – Java Applications versus Java Applets – Applet Life-cycle – Working with Applets – The HTML APPLET Tag – The java.Applet package	**(12 Hrs)**

SELF STUDY UNIT	Classes : Utility Methods for Arrays ,Observable and Observer Objects , Date & Times ,Using Scanner Regular Expression, Input/Output Operation in Java(java.io Package),Streams and the new I/O Capabilities ,Understanding Streams, The Classes for Input and Output, The Standard Streams, Working with File Object, File I/O Basics, Reading and Writing to Files, Buffer and Buffer Management, Read/Write Operations with File Channel, Serializing Objects .

Text Book:
*Object Oriented Programming through Java,*P.Radha Krishna, University Press,2011

Reference Books:
*Java Programming,*K.Rajkumar, Pearson India, 2013

Course Outcomes:
On completion of the course the learner will be able

CO 1:	Understand computer basics.
CO 2:	Understand programming basics.
CO 3:	Understand binary number system.
CO 4:	Begin using the Java programming language.
CO 5:	Display output on the console.

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	M	M	M	M	S	S	S	M
CO2	S	S	M	M	M	M	S	S	S	M
CO3	S	S	M	M	M	M	S	S	S	M
CO4	S	S	M	M	M	M	S	S	S	M

S - Strongly Correlated

M - Moderately Correlated

W-Weakly Correlated

N – No Correlation

Semester-V / SSD	**LIFE SKILLS**	Course Code: XVGP
Instruction Hours: 2	Credits: 2	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K1-Acquire / Remember K2-Understanding K3-Apply K4-Analyze K5-Evaluate K6-Create
Course Objectives	This course is designed to enhance the employability and maximize the potential of the students byintroducing them to the principles that underlay personal and professional success, and help them acquire the skills needed to apply these principles in their lives and careers.

UNIT	CONTENT	HOURS
UNIT I	Overview of Life Skills: Meaning and significance of life skills, Life skills identified by WHO: Self-awareness,Empathy, Critical thinking, Creative thinking, Decision making, problem solving, Effective communication, interpersonal relationship, coping with stress, coping with emotion.Life skills for professionals: positive thinking, right attitude, attention to detail, having the big picture, learning skills, research skills, perseverance, setting goals and achieving them, helping others, leadership, motivation, self-motivation, and motivating others, personality development, IQ, EQ, and SQ	**(6 Hrs)**
UNIT II	Self-awareness: definition, need for self-awareness; Coping With Stress and Emotions, HumanValues, tools and techniques of SA: questionnaires, journaling, reflective questions, meditation, mindfulness, psychometric tests, feedback.Stress Management: Stress, reasons and effects, identifying stress, stress diaries, the four A's of stress management, techniques, Approaches: action-oriented, emotion-oriented, acceptanceoriented, resilience, Gratitude Training, Coping with emotions: Identifying and managing emotions, harmful ways of dealing with emotions, PATH method and relaxation techniques.Morals, Values and Ethics: Integrity, Civic Virtue, Respect for Others, Living Peacefully. Caring, Sharing, Honesty, Courage, Valuing Time, Time management, Co operation, Commitment, Empathy, Self-Confidence, Character, Spirituality, Avoiding Procrastination, Sense of Engineering Ethics.	**(6 Hrs)**

UNIT III	21st century skills: Creativity, Critical Thinking, Collaboration, Problem Solving, Decision Making,Need for Creativity in the 21st century, Imagination, Intuition, Experience, Sources of Creativity, Lateral Thinking, Myths of creativity, Critical thinking Vs Creative thinking, Functions of Left Brain &Right brain, Convergent & Divergent Thinking, Critical reading & Multiple Intelligence. Steps in problem solving: Problem Solving Techniques, Six Thinking Hats, Mind Mapping, ForcedConnections. Analytical Thinking, Numeric, symbolic, and graphic reasoning. Scientific temperament and Logical thinking.	**(6 Hrs)**
UNIT IV	Group and Team Dynamics: Introduction to Groups: Composition, formation, Cycle, thinking,Clarifying expectations, Problem Solving, Consensus, Dynamics techniques, Group vs Team, Team Dynamics, Virtual Teams. Managing team performance and managing conflicts, Intrapreneurship.	**(6 Hrs)**
UNIT V	Leadership: Leadership framework, entrepreneurial and moral leadership, vision, culturaldimensions. Growing as a leader, turnaround leadership, managing diverse stakeholders, crisismanagement. Types of Leadership, Traits, Styles, VUCA Leadership, Levels of Leadership,Transactionalvs Transformational Leaders, Leadership Grid, Effective Leaders.	**(6 Hrs)**

Text Book:
- Barun K. Mitra, "Personality Development & Soft Skills", Oxford Publishers, Third impression,2017.

Reference Books:
- Shiv Khera, You Can Win, Macmillan Books, New York, 2003.
- ICT Academy of Kerala, "Life Skills for Engineers", McGraw Hill Education (India) Private Ltd.,
- 2016.
- Caruso, D. R. and Salovey P, "The Emotionally Intelligent Manager: How to Develop and Use
- the Four Key Emotional Skills of Leadership", John Wiley & Sons, 2004.
- Kalyana, "Soft Skill for Managers"; First Edition; Wiley Publishing Ltd, 2015.
- Larry James, "The First Book of Life Skills"; First Edition, Embassy Books, 2016.
- ShaliniVerma, "Development of Life Skills and Professional Practice"; First Edition;

Course Outcomes:
On completion of the course the learner will be able

CO 1:	Define and Identify different life skills required in personal and professional life
CO 2:	Develop an awareness of the self and apply well-defined techniques to cope with emotions and stress.
CO 3:	Take part in group discussions
CO 4:	Use appropriate thinking and problem solving techniques to solve new problems
CO 5:	Understand the basics of teamwork and leadership

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	M	M	M	M	M	M	M	M
CO2	S	S	M	M	M	M	M	M	M	M
CO3	S	S	M	M	M	M	M	M	M	M
CO4	S	S	M	M	M	M	M	M	M	M
CO5	S	S	M	M	M	M	M	M	M	M

S - Strongly Correlated

M - Moderately Correlated

W-Weakly Correlated

N – No Correlation

Semester-V / Skill Course-X	**DIGITAL MARKETING PLAN, STRATEGY AND CAMPAIGN**	Course Code: XVSQ
Instruction Hours: 3	Credits: 3	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K1-Acquire / Remember K2-Understanding K3-Apply K4-Analyze K5-Evaluate K6-Create	
Course Objectives	To educate students in the area of Digital Marketing. Digital Marketing and Social Media have transformed marketing and business practice across the globe.	
UNIT	**CONTENT**	**HOURS**
UNIT I	Digital Marketing Scope - Marketing & it's importance –Introduction to Digital world - Digital Marketing Strategy Planning Tools – RACE - Marketing Sales funnel & Digital Marketing - SEO & SEM	**(9Hrs)**
UNIT II	Setting Performance Objectives - Identify and Set Business Objectives - Identify and Set Targets for Each of Business Objectives - Identify Target Segments to Focus On	**(9 Hrs)**
UNIT III	Steps To Creating A Digital Media Campaign That Gets Results - Understand the goal of the campaign - Promote the campaign on each channel - Create a content calendar for the week/month. - Create supporting visual content.	**(9 Hrs)**
UNIT IV	Schedule posts - Monitor and respond - Follow up after the event or promotion, if necessary - Creating online advertisement - Benefits of online advertising and AdWords - Google's advertising networks	**(9 Hrs)**
UNIT V	Online advertisement - The quality of ads - Display Advertising - Video Advertising - Mobile Advertising - Native Advertising	**(9 Hrs)**

Text Book:
Digital Marketing Strategy: An Integrated Approach to Online Marketing, Simon Kingsnorth, 2016

Course Outcomes:
On completion of the course the learner will be able

CO 1:	identify the metrics used in digital marketing
CO 2:	explain how we can improve our metrics
CO 3:	discuss the basics of recommendation systems
CO 4:	explain the concept of Digital World
CO 5:	relate the relevance of Online Marketplace in today's world

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	S	S	S	S	S	M
CO2	S	S	S	S	S	S	S	S	S	M
CO3	S	S	S	S	S	S	S	S	S	M
CO4	S	S	S	S	S	S	S	S	S	M
CO5	S	S	S	S	S	S	S	S	S	M

S - Strongly Correlated

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W-Weakly Correlated

N – No Correlation

Semester-V / Skill Course-XI	OPTIMIZE CAMPAIGN'S PERFORMANCE AND EXPENDITURE	Course Code: XVSR
Instruction Hours: 4	Credits: 4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K1-Acquire / Remember K2-Understanding K3-Apply K4-Analyze K5-Evaluate K6-Create	
Course Objectives	To educate students in the area of Digital Marketing. Digital Marketing and Social Media have transformed marketing and business practice across the globe.	
UNIT	**CONTENT**	**HOURS**
UNIT I	Optimize Digital Effectiveness - Effective Email Marketing - What is Affiliate Marketing - Improve Content Marketing - What is Google adsense - How to Blogging	(12 Hrs)
UNIT II	Understanding Making of Digital Marketing Budget - Audience research - Objective of Campaign - How Much Should Your Business Spend on Digital Media? - Which Social Media Channels Allow Advertising? - Social Advertising with Video Vs. Static Images - Ad Spend Is Only Part of the Cost - Campaign Plan Components	(12 Hrs)
UNIT III	Campaign Budget Plan Framework - Promotional-Mix Budget Template - Budget-Detail Template - Estimating Campaign Impact - Campaign Action Plan Framework- Campaign Action Plan Template - Anticipating Risks and Complications	(12 Hrs)
UNIT IV	Preparing Online Budget - Budget to Include activities - Product marketing – Content - Paid advertising - Public relations - Branding and creative - Website redesign and events - Lead generation - Types of Templates available - Online making of Budget	(12 Hrs)
UNIT V	Determine use of social resources - Digital media ROI definition - How to measure digital media ROI for business - Budget allocated to digital ad spends - Content creation	(12 Hrs)

Text Book:

> ***Digital Marketing Strategy: An Integrated Approach to Online Marketing***, Simon Kingsnorth, 2016

Course Outcomes:

On completion of the course the learner will be able

CO 1:	identify the metrics used in digital marketing
CO 2:	explain how we can improve our metrics
CO 3:	discuss the basics of recommendation systems
CO 4:	explain the concept of Digital World
CO 5:	relate the relevance of Online Marketplace in today's world

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	S	S	S	S	S	M
CO2	S	S	S	S	S	S	S	S	S	M
CO3	S	S	S	S	S	S	S	S	S	M
CO4	S	S	S	S	S	S	S	S	S	M
CO5	S	S	S	S	S	S	S	S	S	M

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Semester-V / Skill Course-XII	PERFORMANCE AND TEAM MANAGEMENT	Course Code: XVSS
Instruction Hours: 5	Credits: 5	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K1-Acquire / Remember K2-Understanding K3-Apply K4-Analyze K5-Evaluate K6-Create	
Course Objectives	To educate students in the area of Digital Marketing. Digital Marketing and Social Media have transformed marketing and business practice across the globe.	
UNIT	**CONTENT**	**HOURS**
UNIT I	Day to day Monitoring the performance of results and free available tools to do the analysis - Create a report in Analytics get data from - Once you've selected Add metrics to your report – Facebook – Twitter - Instagram Business	**(15Hrs)**
UNIT II	LinkedIn Pages - LinkedIn Profiles – Amplify - Team (for Enterprise customers with Team Admin permissions) – Insights – Impact - Custom Reports - Google analyrics - UTM parameters - Facebook Pixel	**(15Hrs)**
UNIT III	Free templaltes to track performace - Managing Teams Motivation - Delegation - Setting Smart Targets - Training and Development of teams - Review Reward & Recognition	**(15Hrs)**
UNIT IV	Digital Marketing Metrics Need to Track Best Digital Marketing Metrics - The top KPIs for modern digital marketers that are data-driven: Web traffic sources - Brand awareness - Cost per lead	**(15Hrs)**
UNIT V	Website traffic leads - Returning visitors - Online conversion rates - Lead conversion rates – Click thru rate - Customer lifetime value	**(15Hrs)**

Text Book:

Digital Marketing Strategy: An Integrated Approach to Online Marketing, Simon Kingsnorth, 2016

Course Outcomes:
On completion of the course the learner will be able

CO 1:	identify the metrics used in digital marketing
CO 2:	explain how we can improve our metrics
CO 3:	discuss the basics of recommendation systems
CO 4:	explain the concept of Digital World
CO 5:	relate the relevance of Online Marketplace in today's world

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	S	S	S	S	S	M
CO2	S	S	S	S	S	S	S	S	S	M
CO3	S	S	S	S	S	S	S	S	S	M
CO4	S	S	S	S	S	S	S	S	S	M
CO5	S	S	S	S	S	S	S	S	S	M

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Semester-VI / Core Course-V	**INTRODUCTION TO MAYA**	Course Code: XVGT
Instruction Hours: 6	Credits: 6	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K1-Acquire / Remember K2-Understanding K3-Apply K4-Analyze K5-Evaluate K6-Create	
Course Objectives	To introduce with 3D animation and give a professional skills to students as a 3D Modeler and Texture artist	
UNIT	**CONTENT**	**HOURS**
UNIT I	Introduction to the interface of Maya, Menu bar, Tool bar, hot box, The channel box, Using the shelf, Hot keys, manipulating a view. Creating , Selecting and Editing objects - Duplicating objects, Pivot points - snapping - Types of Snapping.	**(18 Hrs)**
UNIT II	Modeling the character using templates & view port references - Introduction to basic material types & Procedurals. Study of concepts: Opacity, Smoothness, Specularity and color, Working with Maya Surface Nodes, Working with Transparency, Reflection & Refraction, Bump & Displacement Maps.	**(18 Hrs)**
UNIT III	Working With 2D and 3DTexture, Introduction to the mapping and advanced texturing techniques, Creating photo real environments and textures, Basics of Utilities, creating textures with Z Brush	**(18 Hrs)**
UNIT IV	Introduction to CG Lighting, Working with Maya Lights - Cast shadows, decay rate, Previewing lighting and shadows Creating depth map Shadow, creating ray traced shadows, Concept of lighting system and shadows, Creating area light shadows, setting area light visibility.	**(18 Hrs)**
UNIT V	Rendering a still and AVI, Render setup options, Rendering an image sequence. Render layers:, creating, splitting a scene into render layers, Applying render layer presets, setting overrides, creating render layer composites, Introduction **to** Render Passes, compare render passes and render layers.	**(18 Hrs)**

SELF STUDY UNIT	Hair modeling - chess set - prop model - prop texture - normal map extraction, character model - skinned character model - animation cycle and final project concept - final project milestone 1- final project milestone 2 - final deliverable/walkthrough	-

Text Book:
1. Mastering Autodesk Maya 2017 by Eric Keller.
2. Introducing Maya 2017 by DariushDerakhshani.

Course Outcomes:

On completion of the course the learner will be able

CO 1:	Students learn to record, edit and publish audio for animation.
CO 2:	They also learn the techniques of video editing with various tools.
CO 3:	Students learns different kinds of lights and light setup in a Maya scene.
CO 4:	Students learns to use lights and to set their attributes more precisely. Students learns to create shadows and Fog in Maya lighting system.
CO 5:	Finally students are trained to get final output of their scene using various rendering techniques

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	M	M	M	S	S	S	M	M
CO2	S	S	M	M	M	S	S	S	M	M
CO3	S	S	M	M	M	S	S	S	M	M
CO4	S	S	M	M	M	S	S	S	M	M
CO5	S	S	M	M	M	S	S	S	M	M

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Semester-VI / Core Course-VI	**ANIMATION LAB USING MAYA**	Course Code: XVGUY
Instruction Hours: 6	Credits: 6	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K1-Acquire / Remember K2-Understanding K3-Apply K4-Analyze K5-Evaluate K6-Create
Course Objectives	• To provide a comprehensive introduction to different techniques related to art for animation • To understand basic terminology, progress, issues, and trends. • To study the various application of art in creating animation projects
List of Practicals	

- Model some objects such as chairs, tables, fruits, utensils, instruments, tools, cars, bikes, aeroplane.

- Model male and female characters.

- Model some animals, birds, fishes and worms.

- Make animations of coin drop, ball bounce, path animation,

- Apply basic material and shader types & Procedurals textures.

- Set Lighting for the scene.

- Set light for Day, Night and Morning

- Create rigs for a biped models.

- Create rigs for a four leg models.

- Create rigs for a birds or snake

Course Outcomes:
On completion of the course the learner will be able

CO 1:	Understand and apply various techniques of drawing for animation
CO 2:	Analyse a given story or scenario and draw necessary artworks related to it
CO 3:	Process knowledge about art in animation field

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	M	M	M	S	S	S	M	M
CO2	S	S	M	M	M	S	S	S	M	M
CO3	S	S	M	M	M	S	S	S	M	M
CO4	S	S	M	M	M	S	S	S	M	M
CO5	S	S	M	M	M	S	S	S	M	M

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