

OPEN ELECTIVE**CSAOEPG (E) – ORACLE& SQL PROGRAMMING**

L	T	P	Theory Paper	Practical Exams	Internal Evaluation	Total Marks
2	0	1			10	50.

Course Objectives:

- The objective of this course is to provide a strong database concepts implementation, Using Oracle.
- To know about Oracle Products and Editions.
- To understand Architecture of Oracle database.
- To implement simple SQL Queries.
- To implement User Management.
- To implement PL/SQL Constructs.

Unit-I

Introduction to Oracle Database, Oracle Database's architecture, Oracle Database editions, Key database features, Oracle's other database products, Features of Oracle Database 11g, Categorize the different types of SQL statements

Unit-II

Working with Tables, Data Constraints, Capabilities of SQL SELECT statements, Operators, Understand Operator Precedence, Oracle Built In Function Grouping data from Tables in SQL, Manipulation Data in SQL, Joining Multiple Tables

UNIT-III

Sub queries, Oracle Security- Privileges, Creating view, Granting Permissions, Updating, Selection, Destroying view Creating Indexes, Creating and Managing, Working with Sequences

UNIT-IV

PL/SQL Introduction, Data type support in PL/SQL, Conditional Statements, Using DML within PL/SQL, Procedures& Functions, Cursors, Parameterized Cursor

UNIT-V

Exception handling in PL/SQL, Triggers- Concept, use, how to apply database triggers, type of triggers, Syntax, deleting

Reference Books:

- IVAN bayrosss "SQL. PL/SQL", BPB Publications
- Oracle data base 11 G SatishAsnani PHI learning
- Liebschuty. "The Oracle Cookbook", BPB publication
- Michael Abbey, Michael Jcorey, "Oracle A BeginnersGuide". TMH publication
- Oracle official site www.oracle.com

List of Practical:

1. To study DDL-create and DML-insert commands.

i. Create tables according to the following definition.

```
CREATE TABLE DEPOSIT (ACTNO VARCHAR2(5) ,CNAME VARCHAR2(18),
    BNAME VARCHAR2(18) , AMOUNT NUMBER(8,2),ADATE DATE);
```

```
CREATE TABLE BRANCH (BNAME VARCHAR2 (18),CITY VARCHAR2(18));
```

```
CREATE TABLE CUSTOMERS (CNAME VARCHAR2 (19) ,CITY
    VARCHAR2(18));
```

```
CREATE TABLE BORROW (LOANNO VARCHAR2 (5), CNAME VARCHAR2 (18),
    BNAME VARCHAR2(18), AMOUNT NUMBER (8,2));
```

ii. Insert the data as shown below:

DEPOSIT

ACTNO	CNAME	BNAME	AMOUNT	ADATE
100	ANIL	VRCE	1000.00	1-MAR-95
101	SUNIL	AJNI	5000.00	4-JAN-96
102	MEHUL	KAROLBAGH	3500.00	17-NOV-95
104	MADHURI	CHANDI	1200.00	17-DEC-95
105	PRMOD	M.G.ROAD	3000.00	27-MAR-96
106	SANDIP	ANDHERI	2000.00	31-MAR-96
107	SHIVANI	VIRAR	1000.00	5-SEP-95
108	KRANTI	NEHRU PLACE	5000.00	2-JUL-95

109	MINU	POWAI	7000.00	10-AUG-95
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CUSTOMERS

ANIL	CALCUTTA
SUNIL	DELHI
MEHUL	BARODA
MANDAR	PATNA
MADHURI	NAGPUR
PRAMOD	NAGPUR
SANDIP	SURAT
SHIVANI	BOMBAY
KRANTI	BOMBAY
NAREN	BOMBAY

BORROW

LOANNO	CNAME	BNAME	AMOUNT
201	ANIL	VRCE	1000.00
206	MEHUL	AJNI	5000.00
311	SUNIL	DHARAMPETH	3000.00
321	MADHURI	ANDHERI	2000.00
375	PRMOD	VIRAR	8000.00
481	KRANTI	NEHRU PLACE	3000.00

From the above given tables perform the following queries:

- Describe deposit, branch.
- Describe borrow, customers.
- List all data from table DEPOSIT.
- List all data from table BORROW.
- List all data from table CUSTOMERS.
- List all data from table BRANCH.

- Give account no and amount of depositors.
- Give name of depositors having amount greater than 4000.
- Give name of customers who opened account after date '1-12-96'.

2. Create the below given table and insert the data accordingly:

Create Table Job (job_id, job_title, min_sal, max_sal)

COLUMN NAME	DATA TYPE
job_id	Varchar2(15)
job_title	Varchar2(30)
min_sal	Number(7,2)
max_sal	Number(7,2)

Create table Employee (emp_no, emp_name, emp_sal, emp_comm, dept_no)

COLUMN NAME	DATA TYPE
emp_no	Number(3)
emp_name	Varchar2(30)
emp_sal	Number(8,2)
emp_comm	Number(6,1)
dept_no	Number(3)

Create table deposit(a_no,cname,bname,amount,a_date).

COLUMN NAME	DATA TYPE
a_no	Varchar2(5)
cname	Varchar2(15)
bname	Varchar2(10)
amount	Number(7,2)
a_date	Date

Create table borrow(loanno,cname,bname,amount).

COLUMN NAME	DATA TYPE
loanno	Varchar2(5)
cname	Varchar2(15)
bname	Varchar2(10)
amount	Varchar2(7,2)

Insert following values in the table Employee:

emp_no	emp_name	emp_sal	emp_comm	dept_no
101	Smith	800		20
102	Snehal	1600	300	25
103	Adama	1100	0	20
104	Aman	3000		15
105	Anita	5000	50,000	10
106	Sneha	2450	24,500	10
107	Anamika	2975		30

Insert following values in the table job:

job_id	job_name	min_sal	max_sal
IT_PROG	Programmer	4000	10000
MK_MGR	Marketing manager	9000	15000
FI_MGR	Finance manager	8200	12000
FI_ACC	Account	4200	9000
LEC	Lecturer	6000	17000
COMP_OP	Computer Operator	1500	3000

Insert following values in the table deposit:

A_no	cname	Bname	Amount	date
101	Anil	andheri	7000	01-jan-06
102	sunil	virar	5000	15-jul-06
103	jay	villeparle	6500	12-mar-06
104	vijay	andheri	8000	17-sep-06
105	keyur	dadar	7500	19-nov-06
106	mayur	borivali	5500	21-dec-06

Perform following queries:

- Retrieve all data from employee, jobs and deposit.
- Give details of account no. and deposited rupees of customers having account opened between dates 01-01-06 and 25-07-06.
- Display all jobs with minimum salary is greater than 4000.
- Display name and salary of employee whose department no is 20. Give alias name to name of employee.
- Display employee no,name and department details of those employee whose department lies in(10,20)

To study various options of LIKE predicate:

- Display all employee whose name start with 'A' and third character is 'a'.
- Display name, number and salary of those employees whose name is 5 characters long and first three characters are 'Ani'.
- Display the non-null values of employees and also employee name second character should be 'n' and string should be 5 character long.
- Display the null values of employee and also employee name's third character should be 'a'.
- What will be output if you are giving LIKE predicate as "%_%" ESCAPE '\'

3. To perform various data manipulation commands, aggregate functions and sorting concept on all created tables.

1. List total deposit from deposit.
 2. List total loan from karolbagh branch
 3. Give maximum loan from branch vice.
 4. Count total number of customers
 5. Count total number of customer's cities.
 6. Create table supplier from employee with all the columns.
 7. Create table sup1 from employee with first two columns.
 8. Create table sup2 from employee with no data
 9. Insert the data into sup2 from employee whose second character should be 'n' and string should be 5 characters long in employee name field.
 10. Delete all the rows from sup1.
 11. Delete the detail of supplier whose sup_no is 103.
 12. Rename the table sup2.
 13. Destroy table sup1 with all the data.
 14. Update the value dept_no to 10 where second character of emp. name is 'm'.
 15. Update the value of employee name whose employee number is 103.
4. Displaying data from Multiple Tables (join)
1. Give details of customers ANIL.
 2. Give name of customer who are borrowers and depositors and having living city Nagpur
 3. Give city as their city name of customers having same living branch.
 4. Write a query to display the last name, department number and department name for all employees.
 5. Create a unique listing of all jobs that are in department 30. Include the location of the department in the output
 6. Write a query to display the employee name, department number, and department name for all employees who work in NEW YORK.
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7. Display the employee last name and employee number along with their manager's last name and manager number. Label the columns Employee, Emp#, Manager, and Mgr#, respectively.
8. Create a query to display the name and hire date of any employee hired after employee SCOTT.

To apply the concept of Aggregating Data using Group functions.

1. List total deposit of customer having account date after 1-jan-96.
 2. List total deposit of customers living in city Nagpur.
 3. List maximum deposit of customers living in Bombay.
 4. Display the highest, lowest, sum, and average salary of all employees. Label the columns Maximum, Minimum, Sum, and Average, respectively. Round your results to the nearest whole number.
 5. Write a query that displays the difference between the highest and lowest salaries. Label the column DIFFERENCE.
 6. Create a query that will display the total number of employees and, of that total, the number of employees hired in 1995, 1996, 1997, and 1998
 7. Find the average salaries for each department without displaying the respective department numbers.
 8. Write a query to display the total salary being paid to each job title, within each department.
 9. Find the average salaries > 2000 for each department without displaying the respective department numbers.
 10. Display the job and total salary for each job with a total salary amount exceeding 3000, in which excludes president and sorts the list by the total salary.
 11. List the branches having sum of deposit more than 5000 and located in city Bombay.
5. To solve queries using the concept of sub query:
1. Write a query to display the last name and hire date of any employee in the same department as SCOTT. Exclude SCOTT

2. Give name of customers who are depositors having same branch city of Mr. Sunil.
 3. Give deposit details and loan details of customer in same city where Pramod is living.
 4. Create a query to display the employee numbers and last names of all employees who earn more than the average salary. Sort the results in ascending order of salary.
 5. Give names of depositors having same living city as Mr. Anil and having deposit amount greater than 2000
 6. Display the last name and salary of every employee who reports to Ford.
 7. Display the department number, name, and job for every employee in the Accounting department.
 8. List the name of branch having highest number of depositors.
 9. Give the name of cities where in which the maximum numbers of branches are located.
 10. Give name of customers living in same city where maximum depositors are located.
6. Manipulating Data
1. Give 10% interest to all depositors.
 2. Give 10% interest to all depositors having branch vice
 3. Give 10% interest to all depositors living in Nagpur and having branch city Bombay.
 4. Write a query which changes the department number of all employees with empno 7788's job to employee 7844's current department number.
 5. Transfer 10 Rs from account of Anil to Sunil if both are having same branch.
 6. Give 100 Rs more to all depositors if they are maximum depositors in their respective branch.
 7. Delete depositors of branches having number of customers between 1 to 3.
 8. Delete deposit of Vijay.
 9. Delete borrower of branches having average loan less than 1000.
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7. Create table
 Employee(E_id,L_Name,F_Name,Post_ID,Supervisor,Hire_Date,Salary,Commission,Dept_ID)

Create a view on it to hide Salary and commission from above, perform insertion in view and monitor appropriate response.

8. For the following relation schema:

employee(employee-name, street, city)

works(employee-name, company-name, salary)

company(company-name, city)

manages(employee-name, manager-name)

Give an expression in SQL for each of the following queries:

- a. Find the names, street address, and cities of residence for all employees who work for 'First Bank Corporation' and earn more than \$10,000.
 - b. Find the names of all employees in the database who live in the same cities as the companies for which they work.
 - c. Find the names of all employees in the database who live in the same cities and on the same streets as do their managers.
 - d. Find the names of all employees in the database who do not work for 'First Bank Corporation'. Assume that all people work for exactly one company.
 - e. Find the names of all employees in the database who earn more than every employee of 'Small Bank Corporation'. Assume that all people work for at most one company.
 - f. Assume that the companies may be located in several cities. Find all companies located in every city in which 'Small Bank Corporation' is located.
 - g. Find the names of all employees who earn more than the average salary of all employees of their company. Assume that all people work for at most one company.
 - h. Find the name of the company that has the smallest payroll.
9. To apply the concept of security and privileges.
10. To study Transaction control commands.

11. Write a PL/SQL block of code for inverting a four-digit number (eg. 5639 Inverted to 9365).
12. Write a PL/SQL block to find factorial of any number.
13. Write a PL/SQL block code to display a given no. in words. (e.g. if user enters a no 436 then output "Four Three Six" must be displayed).
14. Write a PL/SQL block of code that first insert a record in 'EMP' table with New employee AKHIL with salary 2000 and update salaries of 'RAM' and 'SHYAM' by Rs. 2000 and 1500 respectively. Then check if total salary exceeds 20,000-undo salary update.

TABLE EMP

EMPNO	EMPNAME	SAL
E1	Ram	5000
E2	Shyam	2000
E3	Lata	3000
E4	Rita	6000

15. Create function that returns TRUE if student eligible to face the interview else FALSE. Eligibility based on current-age of candidates should be 18- 21 yr up to end of the current month. TABLE - [Stu-id, name, date-of-birth, marks].
16. Create a function named SimpleInterest for calculating Simple interest. The function will receive Principal, Rate, and Interest rate and return SI using formula $P \times I \times R / 100$.
17. Write a procedure that accepts Adm-no, and returns name, branch, marks of student marks calculated as (Internal marks + External marks) / 2.
STUDENT (Adm-no, name, Internal marks, External marks, branch).
18. Create a data base trigger that allows DELETE or UPDATE on LEDGER only on week days (Not on SAT, SUN), It generates appropriate message if delete is attempted on weekends.

19. Develop a program which will accept ACC_ID and provide last transaction detail of the account. In case ACC_ID is incorrect a user friendly message will generate.
20. Write a PL/SQL block which calculate commission on the basis of salary with the rule 10% if salary <1000, 20% up to 5000 and 30% above it. As a result print E_ID and commission if commission is above 5000 else print minimum commission message.
21. Create a block to access primary key through a sequence.
22. Develop a program which will inactive all those accounts in which no transaction have been occurred in the last 1 year. Moreover insert a record in tbl_bank_audit specifying the account ID and date if inactivation whenever such case occurred.
23. Write a procedure which will implemented as FD_Maturity. The process involved is set status of FD Mature, Update balance of account with this FD and make an entry on transaction table with Transaction type Credit on the account.
24. Create a data base trigger that allows DELETE or UPDATE on LEDGER only on week days (Not on SAT, SUN), It generates appropriate message if delete is attempted on weekends.
25. Develop a program which will accept ACC_ID and provide last transaction detail of the account. In case ACC_ID is incorrect a user friendly message will generate.

Open Ended Problem (Minimum 1 for each student):

1. Develop a Library management system, where indexing of book according to the author or alphabetical order can be done. Issuing of books to the student can be managed and searching of books.
2. Make a SQL data base of student details and collaborate it with student semester performance and display each student performance individually.
3. Develop Inventory control and procurements for school management systems. School does have regular purchase of chalk box, chairs, benches etc.

OPEN ELECTIVE**CSAOEPG (L) – PROGRAMMING WITH R**

L	T	P	Theory Paper	Practical Exams	Internal Evaluation	Total Marks
2	0	1			10	50

Course Objectives:

The purpose of this course is to

- Provide the knowledge of Basic R Programming Language to students.
- Prepare students for role of Professional Data Analyst.
- Learn about Concepts of R Programming like Control Structures, Functions, Arrays etc.
- This course will teach students, how to develop workflows going from raw data to graphics and statistical analysis, using the programming language and statistical environment R.
- Over the course of the semester, students will learn the skills to write scripts to automate data formatting and analysis, making their studies replicable.
- This course will teach student to apply his programming knowledge to develop R Programs based on Simulation etc.
- A student will be able to use R to solve statistical problems

UNIT-I

Introduction: Overview and History of R, Software Installation, R Studio, Basic Features of R, Limitations of R, R interface, Getting Help, Data Types, R Objects, Comments.

UNIT-II

Arrays, Matrices and Data Frames, Subsetting, Reading and Writing Data

UNIT-III

Control Structures: if, while, for loops, next, break, R Functions, Basic Data Manipulation.

UNIT-IV

Accessing R Packages, Dates and Times, lapply, tapply, split, mapply, apply, Coding Standards.

UNIT-V

Introduction to Scoping Rules, Debugging Tools, Simulation, R Profiler

Reference Books:

- W.N. Venables, D. M. Smith, an introduction to R, r-core team, 2015
- Alain F. Zuur, Elena n. Ieno, and Erik Meesters. A beginner's guide to R. Use R. Springer, 2009. ISBN: 978-0-387-93836-3.
- R Programming for Data Science, by Roger D. Peng, <https://leanpub.com/rprogramming>
- Using R for introductory statistics, by John Verzani, chapman & hall/crc, ISBN- 1584884509
- Advanced R, by hadleywickham, ISBN-9781466586963.
- Peter Dalgaard. Introductory Statistics with R. Springer, 2nd edition, 2008. ISBN 978-0-387-79053-4.
- Brian Everitt and Torsten Hothorn. A handbook of statistical analyses using R. Chapman & hall/crc, bocaraton, fl, ISBN 1-584-88539-4.
- Phil Spector. Data manipulation with R. Springer, New York, ISBN-978-0-387-74730-9.
- John Maindonald and John Braun. Data analysis and graphics using R. Cambridge University press, Cambridge, 2nd edition, ISBN 978-0-521-86116-8.
- <https://www.r-project.org/doc/bib/r-books.html>

R Programming Lab**List of Practicals:**

1. Write a program that prints 'Hello World' to the screen.
2. Write a program that asks the user for a number n and prints the sum of the numbers 1 to n.
3. Write a program that prints a multiplication table for numbers up to 12.
4. Write a function that returns the largest element in a list.
5. Write a function that computes the running total of a list.
6. Write a function that tests whether a string is a palindrome.

7. Implement the following sorting algorithms: Selection sort, Insertion sort, Bubble Sort.
8. Implement linear search.
9. Implement binary search.
10. Implement matrices addition, subtraction and Multiplication.

ENVIRONMENT AND MEDIA

UNIT-1 Concept of Development									
	L	T	S	W	D	V	P	T	
1.1 Indian Development Process in Comparative Perspective of Asia & World	4	-	-	-	-	-	-	4	
1.2 Indicators of Human Development Concept of Sustainable Development	3	-	-	-	-	-	-	3	
1.3 An Introduction to Environment and Ecology, Relationship of Human with Nature	3	-	-	-	-	-	-	3	
1.4 The Use of Technology in Exploitation of Nature, Ecosystem and Environmental Degradation	4	-	-	-	-	-	-	4	
1.5 Deforestation, Forest Conservation Programme	4	-	-	-	-	-	-	4	

UNIT-2 : Environmental Issue									
	L	T	S	W	D	V	P	T	
2.1 Water Pollution, Air Pollution, Sound Pollution.	4	-	-	-	-	-	-	4	
2.2 Radioactive Pollution, Global Warming (Toxic & Hazardous waste) Depletion of Ozone	3	-	-	-	-	-	-	3	
2.3 Green Revolution and its Impact on Environment	3	-	-	-	-	-	-	3	
2.4 Wildlife and its Conservation,	4	-	-	-	-	-	-	4	
2.5 Depletion of Bio-Diversity	4	-	-	-	-	-	-	4	


 विभागाध्यक्ष (इ.एस.)

UNIT- 3. Environmental Laws									
	L	T	S	W	D	V	P	T	
3.1 Salient Features of Environmental Protection Act 1986	4	-	-	-	-	-	-	4	
3.2 Air Pollution Act 1981, Water Pollution Act 1974	3	-	-	-	-	-	-	3	
3.3 Wild life Protection Act 1972 with Amendment of 1992	3	-	-	-	-	-	-	3	
3.4 Brief Introduction to Environment Protection, Action Ganga, Wetland's Projects,	4	-	-	-	-	-	-	4	
3.5 Waste Management and Re-Cycling.	4	-	-	-	-	-	-	4	

Unit- 4 Environmental Policies									
	L	T	S	W	D	V	P	T	
4.1 Habitat and Modern life Style, Environmentalism (Solid Waste Materials, Health Hazards of solid waste treatment)	4	-	-	-	-	-	-	4	
4.2 Managing Fragile Ecosystems and Combating Desertification and Drought).	3	-	-	-	-	-	-	3	
4.3 Environment Policies (Development and Displacement, Big dams, the Role of Government and Judiciary in these Debates)	3	-	-	-	-	-	-	3	
4.4 The Brief Study of Centre for Studies in Environment (The contributions of Sundarlal Bahuguna, Medha Patkar, Anil Agrawal, Vandana Shiva, Indira Jaisingh, M.C.Mehta	4	-	-	-	-	-	-	4	
4.5 Brief Study of some Magazines, Newspapers like - Down to Earth, Sanctuary, Vigyan Pragati	4	-	-	-	-	-	-	4	

Unit-5 Environmental Writing									
	L	T	S	W	D	V	P	T	
5.1 Relationship of Purpose, Target Medium and Format of Writing for Development.	4	-	-	-	-	-	-	4	
5.2 Selection of Medium, Format, language, Style of Writing for Development	3	-	-	-	-	-	-	3	
5.3 Types and Tools of Resources for Writing on Development Issues	3	-	-	-	-	-	-	3	
5.4 Role of Local and Regional Media for Development, Review of Their Status	4	-	-	-	-	-	-	4	
5.5 Environment Related Programmes on TV	4	-	-	-	-	-	-	4	

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RURAL JOURNALISM

UNIT-1 Introduction to Rural India									
	L	T	S	W	D	V	P	T	
1.1 Socio - Economic Structure Of Villages	3	-	-	-	-	-	-	3	
1.2 Impact Of Globalisation And Urbanisation On Villages	3	-	-	1	-	-	-	4	
1.3 Rural Development	3	-	-	-	-	-	-	3	
1.4 Problems Of Rural Society	3	-	-	-	1	-	-	4	
1.5 Social Change In Village Community	3	1	-	-	-	-	-	4	

UNIT -2 Govt. Policies for Rural Development									
	L	T	S	W	D	V	P	T	
2.1 Five Year Plans And Villages	3	-	-	-	-	-	-	3	
2.2 Zamindari Abolition And Land Reforms	3	-	-	1	-	-	-	4	
2.3 Co-Operative Movement	3	-	-	-	-	-	-	3	
2.4 Community Development Programme	3	-	-	-	1	-	-	4	
2.5 Panchayati Raj And Rural Development	3	1	-	-	-	-	-	4	

UNIT- 3 History of Rural Broadcast									
	L	T	S	W	D	V	P	T	
3.1 Issues Of Development - Health, Education, Infrastructure,	3	-	-	-	-	-	-	3	
3.2 Social Conflicts, Empowerment Of Weaker Sections6 Area Specific Programmes Of DD	3	-	-	1	-	-	-	4	
3.3 Air's Developmental Programmes	3	-	-	-	-	-	-	3	
3.4 Krishi Darshan Of DD	3	-	-	-	1	-	-	4	
3.5 SITE Project	3	1	-	-	-	-	-	4	

UNIT -4 Programming for Rural Development									
	L	T	S	W	D	V	P	T	
4.1 Concept Of Public Service Broadcast	3	-	-	-	-	-	-	3	
4.2 Impact Of Broadcast On Development	3	-	-	1	-	-	-	4	
4.3 Planning And Scheduling Of Development Programmes	3	-	-	-	-	-	-	3	
4.4 Krishi Darshan, Kisan Vaani	3	-	-	-	1	-	-	4	
4.5 DD Kisan	3	1	-	-	-	-	-	4	

A. J.

UNIT-5 Future of Rural Broadcast		L	T	S	W	D	V	P	T
5.1 Concept of Local Broadcast		3	-	-	-	-	-	-	3
5.2 FM Radio and Rural Broadcast		3	-	-	1	-	-	-	4
5.3 Interactive and Participatory Programmes		3	-	-	-	-	-	-	3
5.4 Community Radio		3	-	-	-	1	-	-	4
5.5 Write an essay on Future of Rural Broadcasting		3	1	-	-	-	-	-	4


विभागाध्यक्ष (इ.एस.)

OE Paper 06 : Writing for New Media (3 Credits)

Unit 1: Understanding New Media

1. Characteristics of New Media and Social Media
2. Comparison of New Media with other Media
3. New Media as a communication tool,
4. Constituents – Face book, Twitter, Word press, Blog, micro-blogging wikis, Forums, Internet Messaging, Social Bookmarking, Photo Sharing (Instagram, Picasa, Flickr), Video & Document Sharing (Slideshare, DocStoc, Scribd etc), Youtube, Hangouts, Slide share, Skype etc

Unit 2: Online Writing Basics

1. Basic characteristics of Writing for New Media
2. Identifying the reader/ Target audience
3. Purpose and types of writing
4. Forms of writing: Prose, Poetry, Letters, Essay, News, Article, Feature Review, Memoir, Travelogue, Writing a Play, Story and Novel

Unit 3: Integrate Content Design for New Media

1. Identifying visual trends in new media platforms
2. Basics of design- Colour, Space, Typography and Composition
3. Useful and clear headlines/ punchlines, subheads, lists, tables and hyperlinks
4. Meaningful linking
5. Effective illustrations, images and photographs

Unit 4: Digital story telling

1. Tools of multimedia journalists
2. Podcast and webcast
3. Webpage elements
4. Story telling structures that work on the web
5. Basic programming for web design - HTML

Unit 5: Writing for online PR & Marketing

1. Building online communities, pages and channels
2. Online campaigns: strategies and tactics
3. Collaboration and crowdsourcing, collective action and sharing
4. Content Aggregation



MA: APR

OE 2: Corporate Communication

Unit -1	Basics
1.1	Concepts & Importance
1.2	Identity & Image
1.3	Image Factors
1.4	Corporate Identity
1.5	Building Corporate Image & Identity

Unit -2	Internal Communications-I
2.1	Employee Relations
2.2	Employee Communications
2.3	Managing Conflicts
2.4	Corporate Communication tools for Internal Communication
2.5	House Journals, Annual Reports

Unit -3	Internal Communications-II
3.1	Crisis : Various Types of Crises
3.2	Crisis Management & Planning
3.3	Crisis Communication
3.4	Crisis Evaluation
3.5	Contingency Planning for Crisis

Unit -4	External Communication
4.1	Corporate Literature
4.2	Various Publications of Organisations
4.3	Corporate Films & Videos
4.4	Using Mass Media for Image Building
4.5	Corporate Advertising & Public Relations

Unit -5	Events, Exhibitions, CSR
5.1	Events : Types & Importance
5.2	Exhibition: Types & Importance
5.3	Sponsorships & Corporate Communication
5.4	Corporate Social Responsibility
5.5	Corporate Citizenship

Practical Project:**Suggested Topics**

1. Design a public service advertisement on preventing dropouts sponsored by automobile company.
2. Plan a strategy for CSR campaign on hygiene for community.
3. Design charity program for HIV AIDS patient Plan an awareness program for promoting immunization among infant.

Suggested Books

4. Corporate Responsibility, Critical Introduction Michael Blowfield, Alan Murray, Oxford.
5. Its only Business, Mira Mitra, Oxford University Press

M.Sc.-Film Production
OE-2 - Writing For Visual Media

Unit-1	Preparing to think visually
1.1	Diving in to the screenwriter's mind
1.2	Approaching screenwriting as a craft
1.3	Breaking down the elements of a story
1.4	Unpacking your idea

Unit-2	Structure of story & screenplay
2.1	Plot part i: beginnings
2.2	Plot part ii: middles
2.3	Plot part iii: endings

Unit-3	Dynamics of characterization
3.1	Character building
3.2	Constructing dynamic dialogues
3.3	Non - traditional film

Unit-4	Finalizing the script
4.1	Maintaining an audience's trust
4.2	Turning your story into a script
4.3	Take two: rewriting your script
4.4	Adaptation and collaboration : two alternate ways to work

Unit-5	Format of script
5.1	Various format of script
5.2	Full page script
5.3	Split page script
5.4	Screen play
5.5	Shooting script


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Module Code – MJOE6

Open Elective

UNIT-I

Total Credit – 03(2+1)

Max Marks -50, (25Th.+15Pr.+10Int.)

	POLITICAL REPORTING	L	T	P	TOTAL
1.1	Writing news reports on current political issues. (national/ International/Regional/Local)	02	02	02	06
1.2	In-depth news reports on current political issues (national/ International)	02	02	02	06
1.3	Writing news reports on local political scenario/ Political leaders Interviews	02	02	02	06
	TOTAL	06	06	06	18

UNIT-II

	HEALTH REPORTING	L	T	P	TOTAL
2.1	Writing news report/ In-depth report on local hospital infrastructure.	02	02	02	06
2.2	Writing news on seasonal disorders.	02	02	02	06
2.3	Write News reports and facts based news on local health organizations survey reports. (Aids, Polio, Child Birth ratio, Female Foeticide etc.)	02	02	02	06
	TOTAL	06	06	06	18

UNIT-III

	URBAN ISSUES	L	T	P	TOTAL
3.1	Writing News/ Column on new trends of Urban/City development. (Smart city)	02	02	02	06
3.2	Writing News report/ In-depth report (Facts, Interviews, and Surveys) on environmental changes.	02	02	02	06
3.3	Decision of NGT (National Green Tribunal) and its report	02	02	02	06
	TOTAL	06	06	06	18

UNIT IV

4540

	CULTURE, CINEMA, ENTERTAINMENT REPORTING	L	T	P	TOTAL
4.1	Writing different types of news report (News, first person, Column, feature) on celebs/Interviews.	02	02	02	06
4.2	Writing news report on new trend of cinema, youth choice, trend of market	02	02	02	06
4.3	Writing news/Column/ feature on folk art and different types of cultural art forms and events occurred in the city	02	02	02	06
	TOTAL	06	06	06	18

UNIT-V

	BUSINESS REPORTING	L	T	P	TOTAL
5.1	Write/In-depth study on Indian Foreign Policies (Bilateral trade)	02	02	02	06
5.2	Writing short news/ news report on Share Market, Crude, Commodity, Banking and International trade chances.	02	02	02	06
5.3	Writing in-depth news report on Budget.	02	02	02	06
	TOTAL	06	06	06	18



Stress and Time Management

Objective- This course is designed to give students an introductory background to the causes of stress and how stress affects our body. The course will also focus upon stress reducing techniques in personnel and professional life and how managing time can overcome stress in individual's life.

Unit 1 Concept, Nature and Dimensions of Stress

- 1.1 Introduction to Stress , Nature of Stress
- 1.2 The Body's Reactions to Stress, Adaptive and Maladaptive Behavior, Individual and Cultural Differences
- 1.3 Types of Stress, Causes of Stress
- 1.4 Consequences of Stress.
- 1.5 Stress at the Work Place

Unit 2 Sources of Stress and Managing Stress

- 2.1 Factors Causing Stress, Organizational Stressors, Individual Stressors, Psychological Stressors
- 2.2 Work Stress and Its Management
- 2.3 Challenging Stressful Thinking, Psychological and Spiritual Relaxation Methods
- 2.4 Physical Methods of Stress Reduction, Common Meditation Techniques, Exercise, Yoga and Meditation
- 2.5 Time Management, Developing Concentration, Organizing the Work Area, Prioritizing

Unit 3 Work Place Strategy and Self Development

- 3.1 Developing sense of Humor, Learning to Laugh, Reducing Conflicts
- 3.2 Role of Group Cohesion and Team Spirit, Improving Personality for overcoming Stress
- 3.3 Leading with Integrity, Enhancing Creativity
- 3.4, Effective Decision Making.
- 3.5 Identify Time Bandits, Brainstorm Solutions For Time Bandits.

Unit 4 Techniques of Improving Time Management

- 4.1 Time Management Tips, Benefits of Time Management,
- 4.2 Setting Smart Goals, evaluate Priorities
- 4.3 Improving Time Management by Sequencing and Queuing
- 4.3 Improving Efficiency, Techniques for Managing Paper Work
- 4.5 Pareto Principle, Work Life Balance

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Unit 5, Managing Stress through Time Management

- 5.1 Time Scheduling, Methods of Recording Time, Weekly Review and Planning (WRAP)
- 5.2 Tackling Procrastination, Learn to Delegate
- 5.3 Organize Your Workspace. Handling Interruptions. Preparing to Save Time.
- 5.4 Listening Effectively, Controlling E-Mail, Handling Interruptions.
- 5.5 Preparing to Save Time, Working With Different Personalities.

References

1. Argyle, The Psychology of Happiness. Tata Mcgraw Hill. 2012
2. Dwivedi, R.S "Human Relations and Organizational Behavior: A Global Perspective", Macmillan 5 Th Edition, 2009
3. David Allen " **Getting Things Done: The Art of Stress-Free Productivity**"
4. Jeff Davidson, Managing Stress, Prentice Hall of India, New Delhi, 2012.
5. Jim Loehr Tony Schwartz The Power of Full Engagement: Managing Energy, Not Time, Is The Key to High Performance and Personal Renewal Paperback – January 3, 2005
6. Julie Morgenstern Time Management From The Inside Out, Second Edition: The Foolproof System
7. Stephen P. Robbins, Timothy A Judge, Seema Sanghi "Organizational Behaviour", Pearson Education, 13th Ed., 2009
8. Waltschafer, Stress Management ,Cengage Learning, 4th Edition 2009..

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Course	Subject	Marks			Credits
M.Sc NM	Animation Technology	T	P	I	3
		40	-	10	
Objective - To teach basic elements and process of Animation - To understand the basics of 2D & 3D animation - To learn animation for web - To understand future trends in animation industry					
UNIT 1: Fundamentals of Animation - Principles of animation - Types of animation - Animation in new media - Character animation					
UNIT 2: 2D Animation Using Adobe Flash - Interface, tools and panels, time slider - Action Scripting - Frame, working with tracks, selection and editing graphics - Working with text, sound and video - Tweening, symbols, graphic, button effects and filters					
UNIT 3: 3D Animation Using Blender - Interface and tools - Modeling, texturing and lighting - Animation, VFX, rendering - Applications of 3D animation					
UNIT 4: Animation for Web - Compression and optimisation of web animation - Web supported file formats - GIF animation - Creating GIF animation using Adobe Photoshop					
UNIT 5: Future Trends In Animation Industry Future styles: mixed styles, non-photorealistic rendering, CG generated stop motion					

- 3D printing
- Usage of augmented reality
- Animation studios

Assignments

- Create motion path animation with 2 objects
- Create shape tween animation with text and animation
- Create Time line based animation with objects and text
- Create animation using layer masking

Text and Reference books

- The Essential Blender: Guide to 3D Creation with the Open Source Suite Blender, Roland Hess, No Starch Press, 2007, ISBN 10: 1593271662 / ISBN 13: 9781593271664
- Blender Foundations: The Essential Guide to Learning Blender 2.6, Hess, Roland, Focal Press, ISBN 10: 0240814304
- ISBN 13: 9780240814308
- Mastering Blender, Tony Mullen, Sybex, 2009, ISBN-10: 0470407417 / ISBN-13: 978-0470407417
- Adobe Flash Professional CS6 Classroom in a Book, Adobe Creative Team, Adobe Press, ISBN 10: 032182251X ISBN 13: 9780321822512
- Adobe Flash Professional CS6 Essentials, Heldman, William, Sybex, 2012, ISBN 10: 1118129652 ISBN 13: 9781118129654
- Adobe Flash Professional CS6 Digital Classroom, Gerantabee, Fred, Team, AGI Creative, Wiley, ISBN 10: 1118124081
- ISBN 13: 9781118124086
- Adobe Flash Professional CS6, Illustrated, Waxer, Barbara, Course Technology 2013, ISBN 10: 1133526004 ISBN 13: 9781133526001

4877

4877

-II, OE2 (4877)

Marketing Research

Total Credits=3 (3*6 = 45H)
Max Marks 50, Distribution of Marks= 40 Th. + 10 Int.

Unit-I – Need and Importance		L	T	S	W	D	V	P	T
1.1 Introduction, Definition		1	1	-	-	-	-	-	2
1.2 Need and Importance of Marketing Research		2	1	-	-	-	-	-	3
1.3 Uses and Limitation		1	1	-	-	-	-	-	2

Unit-II – Types and Designs									
2.1 Process of Marketing Research, Types		2	-	-	-	-	-	-	3
2.2 Design – Experimental, Description, Exploratory, Case Study, Panel		2	-	-	-	1	-	-	3
2.3 Qualitative and Quantitative Studies		2	1	-	-	1	-	-	4

Unit-III- Sampling and Data Collection									
3.1 Sampling, Primary, Secondary Data Sources		2	1	-	-	-	-	-	3
3.2 Data Collection Methods		2	1	-	-	-	-	-	3
3.3 Questionnaire, Attitude Measurement		2	-	-	-	-	-	-	2

Unit-IV – Analysis									
4.1 Analysis and Interpretation		2	-	-	-	1	-	-	3
4.2 Customer Satisfaction Scale		2	1	-	-	1	-	-	4
4.3 Testing		2	1	-	-	1	-	-	4

Unit-V - Report Writing and Marketing Research									
5.1 Report Preparation		2	1	-	-	1	-	-	4
5.2 Content and Principle of Report Preparation		1	-	-	-	1	-	-	2
5.3 Marketing Research in India		1	-	-	-	1	-	-	3