

0E1

7036

CSAOEUG(E)-INFORMATION SECURITY BASICS**CREDIT 3 : LTP (2:0:1)****Course Objectives**

- To Prepare Students to understand Security basics
- Understand Cryptography and comprehensive study of the principles and practices of computer system security
- Understand operating system security, network security, software security and web security.
- Understand common attacking techniques such as virus, trojan, worms and common security policies and the basic cryptography,
- Understand ethical issues in computer security.

Unit Wise Syllabus:**UNIT - I**

Introduction Security, Attacks, Computer Crime, Security Services, Security Mechanisms, Cyber Crimes, Information Technology ACT, Cryptography, Substitution Ciphers, Transpositions Cipher, Block Cipher, Stream Cipher

UNIT - II

Confusion, Diffusion, Symmetric key, Asymmetric key, Encryption, DES Algorithm, Hash function, Digital Signatures, Digital Certificates.

UNIT-III

Program Security, Program Errors, Malicious Codes, Virus, Trapdoors, Salami Attacks, Threats, Covert channels, Control Against program, Program Security issues, Protecting Programs.

Protection in OS: Memory and Address Protection, Access control, File Protection, User Authentication.

UNIT-IV

Database Security, Requirements, Reliability, Integrity, Sensitive Data, Inference, Multilevel Security, Types of Crimes, Ethical issues in Security, Protecting data.

UNIT-V

Security in Networks, Threats in Networks, Security Controls, Firewalls, Intrusion detection systems, Secure e-mails, Administrating Security, Security Planning, Risk Analysis, Organisational Security Policy, Physical Security.

Expected Outcomes

The students shall be able to understand

- The common threats faced today,
- Foundational theory behind information security,
- The basic principles and techniques when designing a secure system,
- Attacks and defenses work in practice,

Revised copy (in 5 units form 3)

CPA
29.2.20

062

4441

WILDLIFE CONSERVATION

1. Fundamentals in Wildlife-1		L	T	S	W	D	V	P	T
1.1 Evolution and Biogeography, Fundamentals in Ecology	3	-	-	-	-	-	-	-	3
1.2 Plant Systematics and Vegetation Science	3	-	-	-	-	-	-	1	4
1.3 Taxonomy and Animal Systematics	3	-	-	-	-	-	-	-	3
1.4 Forestry and Natural Resource Conservation	3	-	-	-	-	-	-	2	5
1.5 Mammalogy, Ornithology, Herpetology, Ichthyology, Entomology & Invertebrates	3	-	-	-	-	-	-	1	4

2. Population Ecology and Quantitative Methods		L	T	S	W	D	V	P	T
2.1 Population Ecology	3	-	-	-	-	-	-	-	3
2.2 Advanced Population Ecology	3	-	-	-	-	-	-	1	4
2.3 Community Ecology	3	-	-	-	-	-	-	-	3
2.4 Research Methods	3	-	-	-	-	-	-	2	5
2.5 Data Sources: Census, Household Surveys etc	3	-	-	-	-	-	-	1	4

3. Habitat Ecology		L	T	S	W	D	V	P	T
3.1 Habitat Ecology	3	-	-	-	-	-	-	-	3
3.2 Landscape Ecology	3	-	-	-	-	-	-	1	4
3.3 Ecosystem Ecology	3	-	-	-	-	-	-	-	3
3.4 Advanced Population Ecology	3	-	-	-	-	-	-	2	5
3.5 Ecology and Communication	3	-	-	-	-	-	-	1	4

विश्वविद्यालय (स.प.म.)

L.A.N

DE2

4441

Unit: 4 Wildlife Ecology and Conservation Biology	L	T	S	W	D	V	P	T
4.1 Behavioural Ecology	3	-	-	-	-	-	-	3
4.2 Animal Physiology	3	-	-	-	-	-	1	4
4.3 Nutritional Ecology	3	-	-	-	-	-	-	3
4.4 Conservation Biology	3	-	-	-	-	-	2	5
4.5 Conservation Genetics	3	-	-	-	-	-	1	4

5 Wildlife Health and Population Management	L	T	S	W	D	V	P	T
5.1 Wildlife Health	3	-	-	-	-	-	-	3
5.2 Population Management - Capture and Handling of Wild Animals	3	-	-	-	-	-	1	4
5.3 Advanced Quantitative Methods	3	-	-	-	-	-	-	3
5.4 Conservation Genetics and Wildlife Forensics	3	-	-	-	-	-	2	5
5.5 Conservation Breeding and Wildlife Utilization, Environment Impact Assessment, Human dimensions in Wildlife Management	3	-	-	-	-	-	1	4


 Assistant (R. RA.)

OE Paper 11 : Art of Anchoring [3 Credits]

Unit-1 Qualities of a TV Anchor

1. Basic principles of Television News presentation
2. TV news anchor – Qualities, Role, Skills and Responsibilities
3. Professional ethics – Dress sense, Performance, Dealing with contingencies

Unit-2 Camera Facing Techniques

1. Studio and Camera facing techniques – over-coming fright , warm-up techniques
2. On camera movements, holding props, scripts cue cards etc
3. Tele prompter and its functioning

Unit-3 Voice analysis

1. Voice analysis – Pitch, Volume, Pronunciation and Quality
2. Broadcast Language mechanics – Pronunciation (Hindi, English & Urdu), Articulation, Diction
3. Voice modulation, Voice projection, Pitch, Tone emphasis, Speed, Breathing

Unit-4 Types of Anchoring

1. Anchoring with and without Tele prompter
2. Studio and Outdoor Anchoring
3. Difference between News and Non-news programme, Non-news show anchoring

Unit-5 Anchoring different genres

1. Documentary
2. Interview based shows
3. Interactive and Panel discussion


 विभागाध्यक्ष
 (जन संचार)

0E4

4829

BBA - E-COMMERCE
OE-10: Event Management

Unit -1	Event Management
1.1	Event Planning.
1.2	Types of Event.
1.3	Need & Feasibility of Event study.
1.4	Event Proposal & Identifying Clients.
1.5	Case Study

Unit -2	Event Coordination and Laws :
2.1	Decor, Entertainment and Performance.
2.2	Guest Coordination, Venue Management.
2.3	Vendor Management, Registration and Administration Procedures.
2.4	Security, protocol & Risk Precautions.
2.5	Case Study

Unit -3	Planning an Event
3.1	Event Planning & Execution.
3.2	Event Selection.
3.3	Event Budgeting.
3.4	Event Design & Resources.
3.5	Event Scheduling & Event Execution.

Unit -4	Event Marketing and Promotions :
4.1	Audience Acquisition and participants Management.
4.2	Event Sponsorship Strategy.
4.3	Sponsorship Proposals and Agreement. Event Selling and Invitations.
4.4	Evolving a Promotional Strategy: Advertising, Publicity and Public Relations
4.5	Case Study

Unit -5	Specific Events for Public Sector/Pvt. Sector
5.1	Events for Corporate & Banks/Financial Institutions.
5.2	Telecom, Tourism & Retail Inc.
5.3	Educational, Institutional, Fashion and Entertainment Industry
5.4	Govt. Undertakings & Govt. Programmes.
5.5	Case Study

DES 4162

Course	Advertising and Multimedia			Credits
	T	P	I	
BTech(PP)6	40	-	10	3 (OE7)

Objective: To understand the need of advertising and Multimedia in the field of Printing and Packaging

Unit I: Advertisement

Definition: concept, types, techniques, target audiences, Message, language, creativity visualization and campaign, psychology, Product, design, packaging; Layout, scripts, writing.
Case Study: Advertisement campaign for Dairy milk in India

Unit II: Advertisement Research

Methods, sampling, data analysis and representation, surveys, attitudinal research, report.
Case Study: Time magazine Europe-Subscription campaign

Unit III: Advertisement Budgeting and Media Planning

Budgeting, allocation of budget, calculating cost of various (print, electronic, web) media, media mix. Types of media. Readership, viewership (target audience), OTS, TRP, circulation.

Unit IV: Advertisement Agency and software's used

Structure and function, choosing advertisement agency, advertisement law; Photoshop, CorelDraw and open source
Case Study: 1. Logo designing for Apple and H.p. etc.
Case Study: 2. Tropicana Packaging redesign failure

Unit V: Ethics in Advertisement

Social impact of advertisement, Advertisement ethics and social responsibility Marketing-Mix and promotional mix
Case Study: Impact of advertisement on Social, Person and Kids behaviour

Assignments/Practical Work:

1. To study and observe the use of advertising agency in building brand management.
2. To study the research methodology adopted in the advertising agency.
3. To create and explain estimation method for e-Newspaper, Package and e-Book advertisement.
4. To study the Advertisement Agency and software's used.
5. To study Ethics in Advertisement.

Text & Reference books:

1. Advertising Theory & Practice-Chunawalla, Kumar, Sethia, Subramanian, Suchak Publisher HPH ISB 9350244136
2. The Concept of Marketing-By Philip Kotler Publisher: Simon & Schuster (30 December 2000) ISBN-10: 0684860473
3. Advertising and Promotion-By Belch & Belch Publisher: McGraw Hill Education; Ninth edition (1 May 2013) ISBN-10: 125902685X

066

4765

Course	Print Media Ethics			Credits
	T	P	I	
BTech(PP)6	40	-	10	3 (OE10)

Objective: To create morality and ethical values in a print media organization.

Unit I: Morality and ethics

Introduction. Types of ethics, Nature of Ethics, Objective of ethics, Business Ethics, Business Ethics and Profits; Relationship between Business & Ethics - The Unitarian View, The Separatist View, The Integration View. Nature of Ethics in Business; Characteristics of Business Ethics; Need for Business Ethics; Arguments against Business Ethics, An example of Ethical business Practice, Discussion Situation 1; Discussion Situation 2; Discussion Situation 3; Ethical Practice in Management; Evolution of Business Ethics as a field of study.

Unit II: Workplace Justice Issues

Automation - De-skilling -Safety -Working hours and tasks privacy -Information Technology Issues in the International Setting- Computer Privacy- Methods of privacy protection: Browser settings- password systems -firewalls - anonymous email (proxy) Encryption and virus protection software, and other Internet security related programs- Computer cleaning software.

Unit III: Work life In Indian Philosophy

Indian Ethos for the Work life - Man's unique inner resource, Holistic relationship between Man and Nature, Cooperation, Self-Management, Yoga and Meditation, Dharma, The spirit of Renunciation, Indian Values for the Workplace - The importance of relationships in the workplace, Respect for Elders, Respect for Hierarchy and Status, Need for Security, Simple Living and High Thinking, The Karta, Internal Orientation, Wisdom, Balance and Moderation. Rights and Duties. Quality of Work life in Indian Philosophy.

Unit IV: Overview of the Ethical Value System

The System of Universalism, The System of Utilitarianism, The System of Distributive Justice & Social Contracts, Individual Freedom of Choice, The Legal System & Professional Codes. Culture & Ethics- Social Culture & Individual Ethics-Social

DEG 4765

Contract Theory, Collective or Socialism Theory, Organic Theory. Idealistic or Group-Mind Theory. Similarity of Ethical Values in different Cultures- The Principles, Conclusion. Case Study.

Unit V: Role of Legislation & Other Bodies in Enforcing Ethical Business Behaviour

Relationship between Law and Ethics. Role of the Government of India in enforcing ethical behaviour. The Indian Constitution; Indian Business Laws and their impact on Ethical business behaviour - (a) Business Laws & (b) Labour Laws; Conclusion. Relationship Between Ethics & Corporate Excellence- Corporate Mission Statement, Code of Ethics, Organizational Culture, Ethics & Individual Behaviour- Areas of Influence or Areas of Authority and Areas of Interest. Education without Character, Commerce without Morality, Pleasure without Conscience, Wealth without Work, Science without Humanity.

Assignments/Practical Work:

1. To study and explain role of Ethical Practice in press Management.
2. Difference in social and individual ethics.
3. To study of Workplace Justice Issues.
4. To study of Work life In Indian Philosophy.
5. To study of Role of Legislation & Other Bodies in Enforcing Ethical Business Behaviour.

Text & Reference books:

1. Business Ethics Concepts & Cases - Sadri Sorab Publisher Tata McGraw-Hill, 1998 ISBN 0074633791, 9780074633793
2. Business Ethics: Concepts and cases publisher: Pearson Education (US); 4th Revised edition (4 August 1997) ISBN-13: 978-0133508512
3. The Seven Habits of Highly Effective People: Restoring the Character Ethic (G K Hall Large Print Reference Collection), May 1997, by Stephen R. Covey Publisher: G K Hall & Co; Lrg edition ,ISBN-10: 0783881150
4. Professional Ethics, R. Subramanian, Oxford University Press.

WP

0E7

4231/4272

Course	3D Design with Maya - Advanced	Marking Scheme			Credits
BSc(GA)5		T	P	I	3 (OES)
		-	40	10	

Objectives:

- To Improve knowledge of Modeling & Texturing.
- To Improve knowledge of Rigging & Animation.
- To Improve skills of Light and Shadow.
- To Improve knowledge of Dynamics Effects& Rendering.

Unit 1: Introduction to MAYA

Introduction to MAYA, Maya Interface, Creating a Scene, Manipulating a Scene in 3D, Texturing an Object, Lighting a Scene, Rendering a Still Frame.

Unit 2: Modeling & Texturing

Props modeling, Background modeling, Biped modeling, Quarterped modeling, Blend shapes, Texturing - Shading network, Mental ray shaders, Advanced Materials, Subsurface Scattering, Texture Map, Layered Texture, Human Anatomy UV Coordinates Setup for Texturing, Maps - Color Maps, bump Maps, Displacement Maps, Normal Maps, Specular Maps, Mask Maps, Occlusion map etc.

Unit 3: Rigging & Animation

Creating the Skeleton – Joint placement, Joint orientation, Machining rotation axis, Creating controls, Skinning with paint and component editor, Biped and Quarterped Character rigging, Dynamics rig, Facial rigging, Muscle system introduction, Animation –Character animation, Blocking Techniques, Polishing Techniques, Lip syncing - Animating a Dialogue Scene, Walk cycle, Run cycle.

Unit 4: Dynamics Effects

Emitter, particles with collisions, Goal weight, Instancer, Fluid - 2D and 3D Container, Cache, Fields - Air, Drag, Gravity, Newton, Radial, Turbulence, Uniform, Vortex, Volume Axis, Volume Curve, Soft and rigid body with constraints, N - Dynamics. N Cloth -Passive nCloth, Initial State, Pressure, Dynamic Curve, nCloth Cache, Hair - Hairstyle, Hair Simulation, Fur - Furstyle, Fur simulation.

Unit 5: Lighting and Rendering

Lighting Theory - Colour Theory, Camera Composition - Rules of Thumb, Types of Shot, The Art of Lighting - 1, 2, 3 and 4 Point Lighting, Light, Decay, Spotlight, Area Lights, Decay Rate, Light Linking, Artistic and Mood Lighting, Shadows - Depth Map Shadows, Retries shadow, Mental Ray Sun and Sky, Image Based Lighting - IBL and HDR Theory, Simple Tone Mapping, Product Level HDRs, Interior and exterior lighting, Types of Rendering in Maya, mental ray, vray, arnold rendering, Render Layers.

Assignments:

1. Create one character or background with texturing
2. Rig one Biped character
3. Light exterior background
4. Create Dust storm.
5. Prepare 3D Animation for Film

Text Books and References:

1. The Yucatan : A Guide to the Land of Maya Mysteries Plus Sacred Sites at Belize, Tikal & Copan - by Antoinette May

Handwritten signature

Handwritten signature

067

4231/4272

2. John Kundert - Gibbs, Eric Mick Larkins, Eric Keller, Boaz Livny, Mark E.A. De Saura, Mastering Maya 7 , Wiley Kunzen Dort, DariushDerakhashani, Publishing Edition 2006.
3. Maya - by Peter Schmidt (Editor), Enrique Nalda (Editor), Mercedes De LA Garza, Orefici
4. Maya 8 : The Complete Reference, Tom Meade, Shinsaku Arima
5. Maya Character Modeling and Animation: Principles and Practices, Tereza Flaxman
6. Introducing Maya 8: 3D for Beginners, Darlush Derakhashani
7. Understanding 3D Animation Using Maya, John Edgar Park
8. The Animators Survival Kit, Originally published: 2001 Author: Richard E. Williams
9. Stop Staring: Facial Modeling and Animation Done Right, Originally published: 2003 Author: Jason Osipa
10. The Art of Rigging, Volume 1,2,3 Publised : 2006;Author:Klaran Ritchle
11. Advanced Maya Texturing and Lighting, Published: 2008; Author: Jeremy Birn

Salash

[Handwritten signature]