

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, Adminstrating 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 4 units) for 2020

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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	

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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

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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

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

4765

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

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Contract Theory, Collectivism 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.

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4231/4272

Course	3D Design with Maya - Advanced	Marking Scheme			Credits
		T	P	I	
		-	40	10	
BSc(GA)5					3 (OE8)
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, ump 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, Cashe, 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,AreaLights,DecayRate,LightLinking,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: - Create one character or background with texturing - Rlg one Biped character - Light aexterior background - Create Dust storm. - Prepare 3D Animation for Film					
Text Books and References: The Yucatan : A Gulde to the Land of Maya Mysteries Plus Sacred Sites at Belize, Tikal & Copan - by Antolnette May					

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OE Paper 02 : Current Affairs & Media Issues (3 Credits)

Unit-1 : Introduction of Indian Social and Political System

1. Indian Social system
2. Indian Political system
3. Indian Election system

Unit-2 : Intro to Indian Economic & Education System

1. Indian Economic system
2. Indian Educational system
3. Landmarks of Social Economic Development in India

Unit-3 : Issues in Health, Entertainment & Sports

1. Current Issues in Health
2. Indian culture – diversity & unity
3. Current issues of Entertainment and Sports

Unit-4 : Internal & External Security

1. Current Issues of Internal security
2. Current Issues of External security
3. Media & Violence

Unit-5 : Human Rights

1. Current Issues of Women and Child Rights
2. Media and Marginalized groups
3. Human Rights issues

Retail Management

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Unit – 1: Introduction of Retail

- 1.1 Meaning and Concept of Retail
- 1.2 Evolution of Retail in India
- 1.3 Models and Approaches of Retail
- 1.4 Understanding the Retail Consumers
- 1.5 Ethical Issues in Retailing

Unit – 2: Retail Strategies

- 2.1 Retail Marketing Strategy
- 2.2 Retail Franchising
- 2.3 Retail Store Location
- 2.4 Site Selection for Retail outlets
- 2.5 Retail Store and Layout

Unit – 3: Retail Merchandise

- 3.1 Basics of Retail Merchandising
- 3.2 Process of Retail Merchandising
- 3.3 Method of Merchandising Procurement
- 3.4 Retail Pricing
- 3.5 Evaluating Merchandising

Unit – 4: Retail Outlets Layout and Location

- 4.1 Retail Store Operations
- 4.2 Servicing The Retail Consumer
- 4.3 Retail Human Resource Management
- 4.4 Financial Aspect of Retail Management
- 4.5 Supply Chain Management in Retailing

Unit – 5: Retail Communication

- 5.1 Retail Communication Mix
- 5.2 Retail Communication Mix
- 5.3 Consumer Relationship Management in Retailing
- 5.4 Case Study1
- 5.5 Case Study2

Reference Books

1. Newman A.J. and Cullen P,- Retailing: Environment and Operation, Vikas first Edition
2. Berman B and Evans J.R. – Retail Management, Pearson Education Publication, 8 Edition
3. Mukerjee K, - Customer Relationship Management Strategic Approach to Marketing, Prentice Hall India Learning Pvt Ltd.
4. Michael Levi M and Weitz B.W. – Retailing Management, Tata McGraw Hill 5th Edition
5. Francis Buttle – Customer Relationship Management: Concepts and Technologies, Routledge Publishers 2nd Ed
6. Dunne Patrick M. Lusch Robert F. and Griffith David A – Retailing, Cengage Learning 4th Ed.
7. Vedmani G. G. – Retail Management, Functional Principle & Practice, Jaico Publication 1 Ed.
8. Christopher, M., A. Payne and D. Ballantyne – Relationship Marketing, Butterworth-Heinemann, Oxford.

PARLIAMENTARY NEWS

Module Code – OE03
Open Elective

Total Credit – 03(2+1)
Max Marks -50, (25Th.+15Pr.+10Int.)

UNIT-I

	CONSTITUTION AND LEGISLATURE
1.1	History of Legislature in India
1.2	Elementary knowledge to Constitution
1.3	Constitution and Legislature
1.4	Formation Process of Parliament and Legislative Assembly
1.5	Relationship between Legislature and Executives

UNIT-II

	MEDIA AND PARLIAMENT
2.1	Legislature and Media Proceedings
2.2	Importance of Legislature News
2.3	Observation of Parliamentary Proceeding and the Process of News Gathering
2.4	Responsibilities of Parliamentary Reporter
2.5	Press gallery, Press Committee and the Speaker

UNIT-III

	REPORTING IN THE PARLIAMENT
3.1	Witnessing and News Reporting
3.2	Political Parties Press and Press Conference (Legislature Assembly Campus)
3.3	Parliamentary Privileges and Immunities
3.4	News Gathering and Writing
3.5	Legislature, Executive and Press

UNIT-IV

	FORMATION OF HOUSE
4.1	Standing Committee System
4.2	Question Hour and Zero Hour (Proceeding)
4.3	Kamroko, Ninda, No Confidence and Debate Process
4.4	Process of Legislation (Financial Bill, General Budget, Railways Budget etc)
4.5	Working Process of House Proceeding

UNIT-V

	BUSINESS ANALYSIS
5.1	Question Answer Analysis
5.2	Budget, Public Account Committee, Auditor General Report etc
5.3	Ministry and Standing Committee, Report Analysis
5.4	Writing of House Galleries Activities
5.5	Inaugural Session, Join Session, Special Session and Important Addresses

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