

6BCA5 OPEN ELECTIVE -6 7056

6BCA5(A)-VBA PROGRAMMING

L	T	P	C	Theory	Internal	Practical	Total Marks
Credits/Hours							
2/2	1/1	0	3/3	40	10	0	50

Course Objectives:

- To Know the powers of Visual Basic for Applications (VBA, Macros)
- Understand the use of automate common and repetitive keystrokes
- Build powerful automated business tools quickly using VBA
- Speed up your production and reduce the time you have to spend staring at an electronic spreadsheet each day.

Course Outcomes:

- Create simple macros using the macro recorder and run them from shortcuts or buttons on the ribbon
- Use the VBA Editor to navigate projects and explore object properties. Create, copy and import/export modules
- Use the VBA Editor to navigate projects and explore object properties. Create, copy and import/export modules
- Explore a variety of ways our code can manipulate data within cells, create and navigate around worksheets and workbooks
- Using decision making and looping structures to control the way your program works

Unit-wise Syllabus**UNIT - I**

Introduction to VBA - introduction to excel, introduction to programming, VBA overview and the IDE, quick review of macros, working with macros, how to use visual basic editor (programming environment), advantages of VBA. Understanding the VBA editor, module & procedures - the visual basic editor, parts of the VBA editor, modules and macros, about VBA forms, sub procedures & modules, creating forms, using controls and their properties, running VBA forms in excel. VBA syntax & grammar - objects – the grammar, using properties and methods, understanding parameters, the object browser, understanding object hierarchy, tools for better coding, moving to other cells, editing specific cells.

UNIT - II

Variables, arrays & constant - using the immediate window, gaining greater control through the immediate window, formatting cells, using variables, constants, object variables, dimensioning and usage of variables, displaying data and obtaining data from the user. Storing data in variables - how and when to declare variables, selecting data types, fixed and dynamic arrays, constants. Control Structure & program Flow - IF (Else If, Else), Select Case(), For Next Loop, For Each Loop(), Do Until Loop and Do While Loop, With, End With, Nesting Code.

UNIT - III

Building Procedures - Creating Sub and Function procedures, Calling procedures, Passing arguments to procedures, Building intuitive user interface - Communicating with the user through the message box, Gathering user information with the input box, Utilizing the File Dialog object and Dialogs collections, Creating Customized Dialog Boxes with User Form Objects - Command buttons, List and Combo boxes, Labels, Option buttons, Check boxes, Text boxes, Frames, Adding more functionality with advanced ActiveX control. Fonts & Backgrounds - Using Font Property in cells, Using Various Background Properties in Excel VBA, Creating a Counter, String Handling, Using Left, Right, Mid and Len Functions in VBA, Range Selection and Manipulation.

UNIT - IV

Objects & Collections -Workbook and Worksheet Object, Range Object and Cell Properties, Methods and Properties, Assigning Objects, Using Name Arguments. **Array** -What is Array& why use array, Declaring an Array, Sorting Data in Array, 2-Dimension Array, Dynamic Array, UBound, Storing Data in a range of an Array Elements, Using various array functions.

UNIT - V

Functions -using excel worksheet functions in VBA, VBA functions, user-defined functions, adding help to user defined functions, declaring variables in user defined functions, using ranges in user defined functions, creating and managing an add-in for user defined functions, **internet & excel** - copy hyperlinks and text from a webpage to spreadsheet, **interaction with other office packages** -communicating with word and power point using excel VBA. **Modifying menus & toolbars** -simplifying user interaction with the command bar object, adding and removing command bar control objects.

References:

- Duane Birnbaum, Microsoft Excel VBA Programming for the Absolute Beginner Second Edition, Thomson, Course Technology
- John Green, Stephen Bullen, Rob Bovey, Michael Alexander, Excel 2007 VBA Programmer's Reference, Wrox Publishers
- Dr. Liew VoonKiong, Excel VBA Made Easy ebook

COs	Program Outcomes (POs)											
	1	2	3	4	5	6	7	8	9	10	11	12
1	3	2	1	2	1	2	2	1	2	1	1	1
2	3	3	2	1	1	1	2	2	2	2	2	1
3	3	3	3	3	2	1	1	2	2	1	1	1
4	3	3	3	2	2	2	1	1	2	2	2	1

OE/4441

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	

Li

विभागाध्यक्ष (ब.एन.)

4441

4441.

Unit: 4 Wildlife Ecology and Conservation Biology									
L	T	S	W	D	V	P	T		
3	-	-	-	-	-	-	3		
3	-	-	-	-	-	1	4		
3	-	-	-	-	-	-	3		
3	-	-	-	-	-	2	5		
3	-	-	-	-	-	1	4		

5 Wildlife Health and Population Management									
L	T	S	W	D	V	P	T		
3	-	-	-	-	-	-	3		
3	-	-	-	-	-	1	4		
3	-	-	-	-	-	-	3		
3	-	-	-	-	-	2	5		
3	-	-	-	-	-	1	4		

Signature (S. P. S.)

OE-7057

6BCA5(B)- VIDEO EDITING WITH OPENSOT 7057

L	T	P	C	Theory	Internal	Practical	Total Marks
Credits/Hours							
2/2	1/1	0	3/3	40	10	0	50

Course Objectives:

- To learn principles of editing
- To acquire skill of video editing techniques using Openshot
- To gain theoretical knowledge of video editing
- To produce good quality edited video content for the Web.

Course Outcomes:

- Understand techniques of editing.
- Use Openshot video editing software applications.
- Demonstrate theoretical and practical knowledge of video editing.
- Edit videos of different genres.
- Prepare a movie, collect digital video, and upload digital video on web.

Unit-wise Syllabus

UNIT-I

Introduction-OpenShot Video Editor, Features, System Requirements, License, Download and install openshot, Keyboard Shortcuts.

UNIT-II

Workspace and profiles - Main Toolbar - buttons to open, save, and export your video project. Timeline, Tracks & Layers, Profiles- Project Profile, Export Profile, Custom Profile.

UNIT- III

Working with Files- Files- Import Files, File Menu, Add File to Timeline, File Properties, Split Clip.

UNIT- IV

Clips- Cutting & Slicing, Preset Menu, Transform, Digital video effects, Adding text and titles Effects

UNIT- V

Transitions and Animation- Audio effects, audio mixing and editing, Animation, Key Frames, Bézier Presets for Animation, Import & Export.

References:

- Jesse Russell, Ronald Cohn "Openshot Video Editor" Publisher- "Book on Demand", 2012 ISBN 5512282816, 9785512282816

E-Resource

- <http://www.openshot.org/static/files/user-guide/introduction.html>

Cos	Program Outcomes (POs)											
	1	2	3	4	5	6	7	8	9	10	11	12
1	3	1	2	3			2		1	3	2	1
2	2	2	1	2			1		1	2	3	2
3	2	1	1	2			2		2	2	2	1
4	3	1	1	1		1	3	1	1	3	1	1
5	3	2	3	1	1	1	2		1	3	2	1

6BCA6 COMPUTER LAB-6 - 7057

L	T	P	C	Theory	Internal	Practical	Total Marks
Credits/Hours							
-	-	+0/2	+0/2	0	20	80	100

PRACTICAL LIST ON TALLY

Practical Assignment -1

1. Create a Company as "Sagar Industries Ltd." in Tally with inventory management.
2. Pass the following Entries :-
 - (i) Sagar started "Sagar Industries Ltd." by bringing Capital Rs.3, 00,000/- Cash.
 - (ii) He deposited Rs.1, 00,000/- cash at ICICI bank.
 - (iii) He paid electricity bill for Rs.1, 200/- by cash.
 - (iv) He withdrawn Rs.10, 000/- cash for his personal use.
 - (v) He purchased the following item from Computer Lab. Ltd. on credit with 4% Vat rate.
 - (a) Computer - 10 Nos. - @20000/- each
 - (vi) He sold the following item to Somnath Traders in cash with 4% Vat rate.
 - (a) Computer - 5 Nos. - @27500/- each
 - (vii) He received Rs.6, 000/- as commission from Rohit by cash.
 - (viii) He paid House Rent for Rs.5, 000/- by cash.
 - (ix) He withdrawn Rs.25, 000/- cash from ICICI Bank.
 - (x) He purchased furniture for Rs.25, 000/- by cash for office use.
3. Show the Trial Balance and Balance Sheet of "Sagar Industries Ltd."
4. Show the Vat Computation report of the above company.
5. Show the Cash Book & Bank Book of the company.
6. Show the Day Book.

Practical Assignment -2

1. Jyoti Printers over took all the printing Expenses is of Rs. 1500/-
2. Under packing Expense & from Hariom packing lmt. Rs. 5000/-
3. Kashav& brother's help in fueling of Rs. 300/-
4. Com. open in Bank of India, an account with Rs. 100,000/-
5. From Ram lal& son's 4000/- is to be taken of previous year.
6. Under Medical expenses we purchase Rs. 750/- Medical from Mahima Medical.
7. One NANO car of RS.1,25,000/- from TATA Moter's.
8. From M/s R.K. Investment's we purchase share's of SAMSUNG. of Rs.7500.
9. From Soni Brother's Gold @ 35,000/- is purchased.
10. From XYZ & son's Rs. 5000/- is due of previous year.
11. Payment is done to Hariom packing lmt. of Rs.3500/-.
12. Payment to Kulvinder& Son's is done of Rs.2700/-
13. Payment to TATA Moter's is done by D.D. Rs 1,25,000/- which is 1500/- bank commission paid by us.
14. From Arjun Ltd. 7000/- is to be taken of previous year.
15. Payment to Soni Brother's has done by cheque of Rs. 35,000/-
16. From XYZ & son's we received Rs. 5000/-
17. Payment to Jyoti Printer's has been done by cheque.
18. Payment to Hariom packing lmt. we paid his whole amount by cheque

Practical Assignment -3 Payment &Receipts Voucher

1. Com. has opening cash Rs. 100000/-
2. Mr. Rajendra is the owner of the company his opening capital Rs. 2,00,000/-

Total Credit – 03(2+1)

Max Marks -50, (40Th.+10Int.)

Course Objective:-

1. To introduce to the deep understanding of international trade as well as its importance in the globalized world.
2. To introduce students to the role of international trade bodies.
3. To introduce students to the impact of international trade for economic development.

Learning Outcomes :-

1. Students will develop a deeper understanding of international business.
2. Students will be aware of the working of international trade bodies.
3. Students will be familiar with the impact of international trade on the economy.

Co-Po Mapping:

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	-	1	-	1	-	-	-	1	1	1	1	-	-	1
2	2	-	1	-	1	-	-	-	1	1	1	1	-	-	2
3	2	-	1	-	1	-	-	-	1	1	1	1	-	-	1

Unit-I	International Trade, Theory and Policy	L	T	P
1.1	The Classical Theory of International Trade	2	1	-
1.2	General Equilibrium Theory of Trade	2	1	-
1.3	Terms of Trade and Gains From Trade	2	1	-
1.4	Free Trade and Protection	2	1	-
1.5	Protective- Tariffs and Quotas	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit- II	Foreign Exchange and Balance of Payments	L	T	P
2.1	Foreign Exchange Market and Exchange Rate Determination	2	1	-
2.2	Fixed and Flexible Exchange Rates	2	1	-
2.3	Balance of Payments- Concepts and Disequilibrium	2	1	-
2.4	Methods to Correct Disequilibrium in Balance of Payments	2	1	-
2.5	The International Monetary System	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit-III	Foreign Aid, Foreign Capital and Global Financial Flows	L	T	P
3.1	Foreign Aid- Concepts, Macroeconomics Impact, Aid Effectiveness	3	-	-
3.2	Foreign Capital Flow and Development	2	1	-
3.3	Technology Transfers- Various Issues	2	-	-
3.4	Global Financial Flows- Recent Trends Management of Global Financial Flows	3	1	-
3.5	The World Bank and the IMI	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit –IV	International Monetary and Trade Institution and Globalisation	L	T	P
4.1	Globalization - Origins, Foundations and Implications for LDC and The Global Environment	3	1	-
4.2	The General Agreement on Tariffs and Trade (GATT) and WTO	2	-	-
4.3	UNCTAD (The United Nations Conference on Trade and Development) and The World Trade Systems	2	1	-
4.4	India and The World Economy	2	1	-
4.5	Export Lead Growth in East and The Recent East Asian Crisis	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit –V	Media and Economic Issues	L	T	P
5.1	Media and the Issues of Economic Development	2	1	-
5.2	Media Market and Consumer	2	1	-
5.3	Media as an Industry and Media Monopoly	2	1	-
5.4	Public Media, Private Media and the Economic Power (Advertisement control etc)	2	1	-
5.5	Media and the Open Sky Policy	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Practical/Projects/Assignments:-

- Student presentations –The student will present some of the topics as instructed by concern faculty.
- The student will submit a handwritten copy on the above topics.
- Prepare a clipping file with at least 10 reports published in newspapers/magazines related to any aspect of International trade and world economy and writing a summary report on that.

Suggested Readings:-

- M.L. Jhingan, International Economics, Vrindra Publications, Delhi
- Maurice D. Levi, McGraw-Hill, Inc. International Finance, The Market and Financial Management of multinational business.
- Cdinsparls with anna Reading, Communism, Capitalism and the Mass Media, Sage Publications.
- Husted S., Melvin M.: International Economics; Pearson (2010)
- Geringer M., Minor M., McNett J.: M: International Business; McGraw Hill (2011)
- Edward Leamer, editor, International Economics, Worth Series in Outstanding Contributions, Worth Publishers, 2001, ISBN 1-57259-820-4. Jagdish N. Bhagwati, ed. International Trade: Selected Readings, 2nd edition (Cambridge, MA: MIT Press, 1987).
- Jagdish N. Bhagwati, Arvind Panagariya, and T. N. Srinivasan, Lectures on International Trade, second edition (Cambridge, MA: MIT Press, 1998).
- Andrea Maneschi, Comparative Advantage in International Trade: A Historical Perspective (Edward Elgar, 1998) Chang, Ha-Joon, Kicking Away the Ladder: Development Strategy in Historical Perspective, London: Anthem Press, 2002.
- Anderson, S., Cavanagh, J., Lee, T., Field Guide to the Global Economy, Institute for Policy Studies, 2000.
- Giovanni Dosi, Keith Pavitt, & Luc Soete, The Economics of Technical Change and International Trade (1990). Ronald Findlay, Factor Proportions, Trade, and Growth (Cambridge, MA: MIT Press, 1995).
- Gene M. Grossman, ed., Imperfect Competition and International Trade (Cambridge, MA: MIT Press, 1992). Gene M. Grossman and Elhanan Helpman, Innovation and Growth in the Global Economy (1991).
- Gene M. Grossman and Kenneth Rogoff, eds., Handbook of International Economics, vol. 3, (Amsterdam: North-Holland, 1995).
- Ronald W. Jones and Peter B. Kenen, eds., Handbook of International Economics, vols. 1 and 2, (Amsterdam: North-Holland, 1984). Feenstra, Robert (ed.), Empirical Methods for International Trade, Cambridge: MIT Press, 1988.
- Blecker, R., "Financial Globalization, Exchange Rates, and International Trade.

- Williams, John, "The Theory of International Trade Reconsidered," Economic Journal.
- International business: competing in the global marketplace; Hill (2013)
- dutt and sundram,
- शर्मा संजीव (2018), भारतीय अर्थव्यवस्था, यूनिक्स पब्लिकेशन, नई दिल्ली

E-Resource :-

- World Bank WITS (trade and tariff data): <http://wits.worldbank.org/wits/>
- <Http://course.umass.edu/econ722>
- www.aw-bc.com/husted_melvin
- (<http://courseweb.pitt.edu>)

6 B.Sc. (GA) 5

OE-6: Social Media Analytics

Theory	00	Practical	40	Internal	10	Credits	3
--------	----	-----------	----	----------	----	---------	---

COURSE OBJECTIVES

1. Learn the basics of Data Analytics
2. To understand the different ways of collecting and extracting Social Media Data
3. Analyzing the extracted data using Statistical functions
4. Applying Sentiment analysis on the extracted Data
5. Visualizing the Data to Explore new trends, patterns and correlations

COURSE OUTCOMES (CO)

1. Student can collect data from different social media sources such as YouTube, Twitter
2. Student can Utilize various Application Programming Interface (API) services to collect data from different social media sources
3. Student can Process the collected data - primarily structured - using methods involving correlation, regression, and classification to derive insights about the sources and people who generated that data
4. Student can analyze the unstructured data - primarily textual comments - for sentiments expressed in them
5. Student can Use different tools for collecting, analyzing, and exploring social media data for research and development purposes

UNIT-1	Introduction to Data Analytics	L	T	P
1.1	Concepts of Social Media Data (Discussion, Assignment)	-	1	1
1.2	Concepts of Social Media Data Analytics (Discussion, Participation)	-	1	1
1.3	Kinds of Data - Structured and Unstructured (Discussion, Practice)	-	1	1
1.4	Analysis of Structured data and its benefits (Discussion, Practice, Assignment)	-	1	1
1.5	Visualizations for exploring and presenting data (Discussion, Quiz)	-	-	1

UNIT-2	Collecting and Extracting Social Media Data	L	T	P
2.1	Collecting data from Twitter and YouTube (Discussion, Practice, Assignment)	-	1	1
2.2	Introduction to Python programming (Discussion, Practice, Assignment)	-	1	-
2.3	Use of Python script (Discussion, Practice)	-	1	1
2.4	Use of Python script editing, to extract data from Twitter (Discussion, Practice)	-	1	1
2.5	Use of Python script editing, to extract data from YouTube (Discussion, Group activity)	-	1	1

UNIT-3	Data Analysis, Visualization, And Exploration-I	L	T	P
3.1	Analyzing the data from various social media services (Discussion, Practice)	-	-	1
3.2	Basics of Data Analysis (Discussion, Practice, Assignment)	-	1	1
3.3	Statistical Analysis – correlation, regression and classification (Discussion, Practice, Quiz)	-	1	1
3.4	Analysis of Structured data (Discussion, Assignment)	-	1	1
3.5	Using the data collected from YouTube for Statistics Analysis (Discussion, Practice)	-	-	2

UNIT-4	Data Analysis, Visualization, and Exploration-II	L	T	P
4.1	Statistical Analysis Using R (Discussion)	-	1	1
4.2	Analysis of Unstructured data (Practice)	-	1	-
4.3	Sentiment Analysis (Practice)	-	1	1
4.4	Basics of Data Visualization (Discussion, Practice)	-	1	1
4.5	Visualizing the data from various social media services (Discussion, Practice)	-	1	1

UNIT-5	Case Studies	L	T	P
5.1	Case Study 1: Using Twitter, focus on unstructured data (in this case, text) (Discussion, Practice)	-	1	1
5.2	Case Study 1: Using Twitter, Sentiment Analysis with Python (Discussion, Practice)	-	1	1
5.3	Case Study 2: Basic text mining application using R (Discussion, Practice)	-	1	1
5.4	Case Study 2: Basic text mining application using R (Discussion, Practice)	-	1	1
5.5	Comparative study of tools used for Data Analysis, Visualization, and Exploration (Practice)	-	-	1

Practical / Projects/Assignments:

1. Installation and Configuration of Python and R
2. How to install new packages/libraries for Python and R

3. How to create developer accounts
4. What information to obtain to use the data collection APIs
5. Collecting data from Twitter and YouTube
6. Use of Python script editing, to extract data from Twitter and YouTube
7. Analyze the extracted Structured data
8. Analyze the extracted Unstructured data
9. Explore the different Data Visualization Patterns

Suggested Readings:

1. Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media by Matthew Ganis, AvinashKohirkar, 2016, Pearson Publishers, ISBN : 9789332578463
2. Learning Social Media Analytics with R by Raghav Bali, Dipanjan Sarkar, Tushar Sharma, May 2017, Packt Publishing, ISBN: 9781787127524

E-Resources:

1. Social Media Data Analytics accessed at <https://www.upa.it/static/upload/the-fundamentals-of-social-media-analytics.pdf>
2. Social Media Data Analytics accessed at <https://ptgmedia.pearsoncmg.com/images/9780133892567/samplepages/9780133892567.pdf>

OE-6: Project Management and Entrepreneurship Development

Theory	40	Practical	00	Internal	10	Credits	3
--------	----	-----------	----	----------	----	---------	---

COURSE OBJECTIVES

1. To understand the Entrepreneurship and management
2. To study about purpose and objectives of entrepreneurship.
3. To explain basic characteristics of entrepreneurs.
4. To get a knowledge of start-ups.
5. To study about analytical approach to project, planning and design so as to manage the new entrepreneurs.

COURSE OUTCOMES (CO)

1. Learn and explain basic is management and acquire basic entrepreneurship skills
2. Analyze the nature, purpose & objectives of a Project
3. Learn and build the qualities and characteristics of entrepreneurs.
4. Describe the importance of small scale industries in economic development
5. Students will be able to understand the project management, product planning, and project design and network analysis.

UNIT 1	Introduction	L	T	P
1.1	History and evolution (Lecture, Discussion, Presentation)	1	1	
1.2	Need for entrepreneurship and self-employment development. (Lecture, Discussion, Presentation)	1	1	
1.3	Modern means of management (Lecture, Discussion, Presentation)	1		
1.4	Design process- morphology of design, role of a technocrat, trade cycle, production, consumption cycle, industrial policies, design of an industrial project, stages of development of the project (Lecture, Discussion, Presentation)	2		
1.5	Preparation of the project report. (Lecture, Discussion, Presentation)	1	1	

UNIT 2	Project Management	L	T	P
2.1	Concept, Nature, Development Scope, Planning. (Lecture, Discussion, Presentation)	1	1	
2.2	Motivating, Controlling resources, Managing timeline approaches, traditional approaches. (Lecture, Discussion, Presentation)	2		
2.3	Organizing. critical chain project management, event chain management (Lecture, Discussion, Presentation)	2 1 1	1	
2.4	process based management, lean project management (Lecture, Discussion, Presentation)			
2.5	Extreme project management			

HOD

	(Lecture, Discussion, Presentation)			
--	-------------------------------------	--	--	--

UNIT 3	Feasibility study	L	T	P
3.1	Information and needs analysis. Translation into goals. (Lecture, Discussion, Presentation)	1	1	
3.2	Input/output analysis. (Lecture, Discussion, Presentation)	1	1	
3.3	Physical reliability, economic viability. (Lecture, Discussion, Presentation)	1	1	
3.4	Market survey, demand forecasting (Lecture, Discussion, Presentation)	1		
3.5	Predicting share in the market. (Lecture, Discussion, Presentation)	1	1	

UNIT 4	Product design and development	L	T	P
4.1	Physical reliability, functional aesthetic (Lecture, Discussion, Presentation)	1	1	
4.2	production and economic cost aspects (Lecture, Discussion, Presentation)	1	1	
4.3	Value analysis, product analysis and specifications. (Lecture, Discussion, Presentation)	1		
4.4	Distribution: sales strategies, sales organization. (Lecture, Discussion, Presentation)	2		
4.5	Distribution channels, after sales service. (Lecture, Discussion, Presentation)	2		

UNIT 5	Financial and capital requirements	L	T	P
5.1	Price fixation, cash flow statement (Lecture, Discussion, Presentation)	1		
5.2	Return on investment, sources of finance (Lecture, Discussion, Presentation)	1	2	
5.3	Execution of project and commencement of production. (Lecture, Discussion, Presentation)	1		
5.4	Introduction to network analysis (Lecture, Discussion, Presentation)	1	1	
5.5	Organizations and institutes promoting entrepreneurship in India. (Lecture, Discussion, Presentation)	2		

afzal

[Signature]
HOD, NIT

Practical/Projects/Assignments:-

1. To study design process.
2. To study about the process of product design and development.
3. To study network analysis ex. Steps in PERT, CPM etc.

Suggested Readings:-

1. Principles of Management – P. C. Tripathi, P.N Reddy, McGraw Hill Education, 6th Edition, 2017. ISBN-13:978-93-5260-535-4. 2.
2. Entrepreneurship Development Small Business Enterprises- Poornima M Charantiath, Pearson Education 2008, ISBN 978-81-7758-260-4 3. Dynamics of Entrepreneurial Development and Management by Vasant Desai. HPH 2007, ISBN: 978-81-8488-801-2.
3. Essentials of Management: An International, Innovation and Leadership perspective by Harold Koontz, Heinz Weihrich McGraw Hill Education, 10th Edition 2016. ISBN- 978-93-392-2286-4.



HOD NIT

6BBA (E-Com) OE6 -Event Management

Total Marks 50 : Theory(40) Internal (10)

Credits : 3

COURSE OBJECTIVES

- To enable the students with the essentials of Event Management
- To make the students understand the basics of event planning.
- To acquire the knowledge and competencies required to design effective sponsorship strategies.
- To inculcate the marketing and promotional strategies among the students.
- To develop the managerial skills evaluate the enable students to organise a successful event.

LEARNING OUTCOMES

- Students would understand the concept of event management and its applicability
- Able to analyse the financial aspect of conducting an event
- Knowledge of various aspects of planning events from the perspective of execution
- Learnt to effective marketing and promotional strategy as per specific event they also understand which PR strategy successfully works for a particular event
- Students would acquire the knowledge and competencies required to promote, implement and conduct successful events

Unit-1	Event Management Introduction	L	T	P
1.1	Concept & Definition of Event (Lecture & PPT)	2	1	-
1.2	Types of Event (Lecture & PPT)	2	1	-
1.3	Introduction of Event Management (Lecture & PPT)	2	1	-
1.4	Feasibility Study of Event (Lecture & PPT)	2	1	-
1.5	Event Proposal: Content & Importance (Lecture & PPT)	2	1	-

Unit-2	Event Planning	L	T	P
2.1	Planning Concept & Definition (Lecture & PPT)	2	1	-
2.2	Event Planning Process (Lecture & PPT)	2	1	-
2.3	Pre-Planning for Event (Lecture & PPT)	2	1	-
2.4	Post Planning for Event (Lecture & PPT)	2	1	-
2.5	Characteristics of a good planner (Lecture & PPT)	2	1	-

Unit-3	Event Sponsorship Management	L	T	P
3.1	Sponsorship & its types (Lecture & PPT)	2	1	-

Am

3.2	Sponsorship Proposal & Agreement (Lecture & PPT)	2	1	-
3.3	Importance of Sponsorship (Lecture & PPT)	2	1	-
3.4	Event Sponsorship Strategies (Lecture & PPT)	2	1	-
3.5	Audience Acquisition & Participation Management (Lecture & PPT)	2	1	-

Unit-4	Event Venue Management	L	T	P
4.1	Decoration and Entertainment & Arrangement for Performance (Lecture & PPT)	2	1	-
4.2	Venue Selection and Feasibility Study of Venue (Lecture & PPT)	2	1	-
4.3	Vendor Management & Registration Process (Lecture & PPT)	2	1	-
4.4	Venue Layout (Lecture & PPT)	2	1	-
4.5	Safety & Security Requirement Venue	2	1	-

Unit-5	Event Evaluation	L	T	P
5.1	Assessment & Measurement of an Event Success, Customer Satisfaction (Lecture & PPT)	2	1	-
5.2	Post-Event Evaluation and Its Written Analysis (Lecture & PPT)	2	1	-
5.3	Demonstrate Problem-Solving Skills in Various Situations, Importance of Skilled Employee in an Event (Lecture & PPT)	2	1	-
5.4	Career Opportunities in Event Management (Lecture & PPT)	2	1	-
5.5	Ethics in Event Management & Role of ISES (International Special Events Society) (Lecture & PPT)	2	1	-

Suggested Readings:

- Nayak, Atul Fundamentals of Marketing, New Delhi, Excel Book.
- Dimitri Jasssiopoulos, Event Management, a Professional & Development Approach, Juta Academic
- Krynparry, Antonshone, Successful Event Management, a Practical Handbook.
- Syanverder Wagen, Br Carlo, Event Management for Tourism Cultural Business Sporting Events, Pearson Education, 2008.
- Event Management by Lynn Van Der Wagen & Brenda R Carlos.
- Successful Event Management by Anton Shone & Bryn Parry

E-Resource:

- https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=18&ved=2ahUKEwj7j8Oeo63mAhXUbsKHdypB9wQFjARegQICBAC&url=http%3A%2F%2Fnewhorizonindia.edu%2Fnhc_asturinagar%2Fwp
- <http://hndeventmanagement.weebly.com/classification--types-of-events.html>

6BBA(E-com)OE6 Event Management

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
6BBA(E-com)-OE6.1	3		2	1		3	2		2	1		3
6BBA(E-com)-OE6.2		1			1						2	
6BBA(E-com)-OE6.3	2			1			3			3		1
6BBA(E-com)-OE6.4		2			2			2			2	1
6BBA(E-com)-OE6.5	1		2	1		1				2		

[Signature]
 Assistant Professor
 Department of Management Studies
 Anna University, Chennai
 600 025

BAMC : VI SEM	Marks:50			Credits:3		
CREATIVE WRITING	Th	Pr	la	Contact hrs.		
				L	T	P
	25	15	10	2	-	2

Course Objectives

- To make the students familiar with the various Genres and the Craft of Story Writing.
- To develop an understanding of the Techniques and Skills of Poetry Writing.
- To develop an understanding of the varied techniques of Writing for Drama.
- To equip the students with the skills of Effective Translation.
- To develop the skill of Persuasive Writing.

Learning Outcomes

- Understand the basic techniques and terminology of Creative Story writing.
- Understand the basic techniques and terminology of Poetry writing.
- Understand the basic techniques and terminology of writing for Drama.
- Develop an understanding and capabilities of creative writing and Translation.
- Define Persuasion and summarize reasons to write persuasively.

CO-PO Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	3	3	-	-	-	1	-	1	-
CO2	3	2	3	3	-	-	-	1	-	1	-
CO3	3	2	3	3	-	-	-	1	-	1	-
CO4	3	2	3	3	-	-	-	1	-	1	-
CO5	3	2	3	3	-	-	-	1	-	1	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Short Story Writing (Total hours- L+T+P=9 hrs)	L	T	P
1.1	Characteristics of Good writing (Classroom Lecture, Group exercises)	1	-	-
1.2	Genre- Science Fiction, Adventure (Classroom Lecture, Group exercises)	1	-	1
1.3	Genre-Horror, Romance (Classroom Lecture, Group exercises)	1	-	1
1.4	Theme, Plot, Character, Point of View (Classroom Lecture, Group discussions Group exercises,)	1	-	1
1.5	Setting, Tone, Symbolism (Classroom Lecture, Group exercises, Group discussions)	1	-	1

Unit-2	Writing Verse (Total hours- L+T+P=9 hrs)	L	T	P
2.1	Verse- Concept and Definition (Classroom Lecture, Group exercises)	1	-	-

2.2	Diction and Theme (Classroom Lecture, Group exercises)	1	-	1
2.3	Imagery, Figures of Speech (Classroom Lecture, Group exercises)	1	-	1
2.4	Metre , Rhythm and Sound (Classroom Lecture, Group exercises)	1	-	1
2.5	Structure and Form, Symbolism (Classroom Lecture, Group discussions)	1	-	1

Unit-3	Drama (Total hours- L+T+P=9 hrs)	L	T	P
3.1	Characteristics of a Good Drama (Classroom Lecture, Group exercises)	1	-	-
3.2	Elements of a Drama- Theme, Developing Characters and Relationship with other Characters (Expert Lecture, Group discussions)	1	-	1
3.3	Plot, Form , Scene building (Expert Lecture, Group discussions, Group exercises)	1	-	1
3.4	Dialogue Writing (Classroom Lecture, Group exercises)	1	-	1
3.5	In depth analysis of a Classic play (Classroom Lecture, Visit to Bharat Bhavan, Screening of a Play, Presentation)	1	-	1

Unit-4	Translation (Total hours- L+T+P=9 hrs)	L	T	P
4.1	Translation- Concept and Importance (Classroom Lecture, Group discussions)	1	-	-
4.2	Translation as a Creative art (Expert lecture, Classroom Lecture, Group exercises ,Presentations)	1	-	1
4.3	Linguistic and Cultural aspects of Translation (Classroom Lecture, Group Discussions, Presentations)	1	-	1
4.4	Translation of Poetry, Short story, Articles (Classroom Lecture, Group Discussions, Presentations)	1	-	1
4.5	Technical Translation of Pamphlets,Brochures,Leaflets, and Advertisements (Classroom Lecture, Group Exercises)	1	-	1

Unit-5	Persuasive Writing (Total hours- L+T+P=9 hrs)	L	T	P
5.1	Importance of Persuasive Writing (Classroom Lecture, Ppt Presentation)	1	-	-
5.2	Brochures (Classroom Lecture, Brochure designing exercises, Presentations)	1	-	1
5.3	Pamphlets and Posters (Classroom Lecture, Learning by doing, Group exercises, Presentations)	1	-	1
5.4	Speeches (Classroom Lecture, Case studies, Presentations, study of great speeches)	1	-	1

5.5	Writing Advertising Copy (Classroom Lecture, Copywriting exercises, Presentations)	1	-	1
-----	---	---	---	---

Practical/Project/Assignments:

- Write a book review
- Write short stories on science fiction, adventure, romance and horror
- Convert a short story into a screenplay
- Theatre workshop and screening of a play developed by the students
- Presentation on the analysis of any classic drama staged recently in the city.
- Writing poems on various themes
- Designing pamphlets for any product
- Designing posters on any social issue
- Speech writing exercises
- Developing a print advertisement for any FMCG product
- Translation exercises

Suggested Readings:

- Annie Dillard, The Writing Life: Harper Perennial, 2013
- Billie A. Williams, Writing Wide: Exercises in Creative Writing, Filbert Publishing, First Edition, 2006
- Brandilyn Collins, Getting into Character: Seven Secrets a Novelist Can Learn from Actors', 2 edition, Challow Press, 2015
- Chris Sykes, Complete Creative Writing Course,
- Field, S., Screenplay: The Foundations Of Screenwriting, Revised Edition, Delta, 2005
- Field, S., The Definitive Guide to Screenwriting: Ebury Press Ailsa Cox: Writing Short Stories, 2003
- James Scott Bell, Plot & Structure: Techniques and Exercises for Crafting a Plot that Grips Readers from Start to Finish, Fifth edition, Writer's Digest Books, 2004
- Julia Bell, Creative Writing Course book, Macmillan, 2016
- Marie Arana, Writers on How They Think and Work, 1 edition, Public Affairs, 2003
- Richard Skinner, Fiction Writing: The Essential Guide to Writing a Novel, Robert Hale, 2010
- Rudolf Flesch and Lass A.H., The Classic Guide to Better Writing, Warner Book, 1996
- Valladares June, The craft of Copy Writing. New Delhi, India: Sage Publications, 2000
- William Zinsser, On Writing Well: The Classic Guide to Writing Nonfiction, Harper Collins, 2016

e- resources :

- www.stackexchange.com
- www.writerstreasure.com
- www.writtent.com
- www.quickanddirtytips.com/grammar-girl
- <https://www./Creative-Writing-Students-Handbook>

Retail Management**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.