

## Course Matrix

### Semester III

| Course No.          | Course Type | Course Code | Course Title                           | Course Credit |
|---------------------|-------------|-------------|--|---------------|
| 13                  | DSE1        | 21VBB16E303 | Art of Storytelling and Script Writing | 4             |
| 14                  | GE3         | 21VBB0G405  | Entrepreneurship                       | 4             |
| 15                  | DSE2        | 23VBB24E301 | Motion Graphics                        | 4             |
| 16                  | CE6         | 21VBB1E304  | Technology for Business                | 4             |
| 17                  | DSE3        | 21VBB16D603 | Digital Marketing and Media Concepts   | 4             |
| <b>Total Credit</b> |             |             |  | <b>20</b>     |

## Syllabus: Semester III

**Course: Art of Storytelling and Script Writing**  
**21VBB16E303 Course Credits: 4**  
**Hours: 120**

**Course Code:**  
**Learning**

### Course Outcomes:

CO1: Analyze the nonfiction concept.

CO2: Describe to students to build characters for the story.

CO3: Summarize how to bridge the characters in to the story.

CO4: Discuss about building a strong screenplay for short film and feature film. CO5: Recognise how to write for advertisement with different genres.

### Unit 1: Preparing to Think Visually

Diving In to the Screenwriter's Mind, Approaching Screenwriting as a Craft, breaking down the Elements of a Story, Structure of Story & Screenplay, Plot Part I: Beginnings, Plot Part II: Middles Unpacking Your Idea

**Learning outcome:** To make students understand the basic mindset required for writing stories. Will also discover the significance of Ideation in Screen writing.

## **Unit 2: The Writer Within**

Public Speaking, Written communication, social media, Correspondence, professionalism, Team building & Leadership Workshop, Dramatic, non-dramatic, Story, plot, sub-plot, 3 Act structure, Writing - from concept to scene

**Learning outcome:** *Be able to analyze the factors required in shaping and structuring the Story and to understand the overview of writing concepts.*

## **Unit 3: Elements of Story**

Structure of Story & Screenplay, 5 elements of story, setting up the scene, conflict point and management, Theme, Characterization understanding Plot structure., Exposition, Conflicts, Climax and resolution 7 types of Stories

**Learning outcome:** *Appraise the narrative strategy in structuring the story and also analyze the story with plot and characters.*

## **Unit 4: Writing Scene, transition, turning points**

8 Basic stories, understanding Time & Space. Screenplay Structures Conflict -Inner, personal, extra-personal, societal, nature, God Dialogue - how much is too much Understanding tone, pitch delivery Writing narrative Figurative and direct dialogues

**Learning outcome:** *Recognize the Screenplay Structures, Evaluate the story with various twist elements and can identify the significance of elements in story development.*

## **Unit 5: Creating Characters**

Creating & Building characters. Types of Characterization, characteristics, Study of human behavior, Psychology, Study of characters from epics, literature & cinema, Dealing with situations, issues, complaints, Cultural study , real life character observation

**Learning outcome:** *Evaluate real-world evidence about how the people get influenced on film with comparison between story and characters.*

## **Unit 6: Language & Dialogues**

Understanding language structure - spoken word, dramatic, lyrical, poetic, of local dialect –Figurative speech, Metaphors Similes, Relationship between direct and indirect dialogues, precision, Conversation, Regional languages, dialects, inflection Study of best written dialogues in films Workshop with dialogue writer Recording dialogues, accents, idioms, of people from life

**Learning outcome:** *Understand the significance and importance of language and its utilization in the form of dialogues and narrative into the scripts.*

## **Unit 7: Refining the script**

Finalizing the Script: Maintaining an Audience's Trust, Turning Your Story into a Script Take Two: Rewriting Your Script, Adaptation and Collaboration: Two Alternate Ways to Work

**Learning outcome:** *Acquainted with adaptation of script finalization and its requirements.*

### **Unit 8: Story Telling**

Story Telling - Narration & Pitching, Role of Drama in Story Telling, Story Telling through Camera, Story Telling through Editing, Story Telling through use of Sound & Music, Story Telling in Cinema

**Learning outcome:** *Grasp over the concept of telling the story through audience perspective.*

### **Unit 9: Film Appreciation**

Contemporary Cinema, Regional Cinema, TV Commercial, Documentary and narration, Animation Films Video & Digital Formats - Aspect ratios - Conversion Motion graphics/special effect

**Learning outcome:** *Critically assess competing conceptual and methodological approaches to the study of film.*

### **Unit 10: Short fiction with dialogue (8–10mins)**

Study of best short fiction films, Analysis of short fiction - Indian, International in relation to short story Plot, Structure, Milieu, Characters, back stories, Writing 10mins short fiction, Narration /Pitching

**Learning outcome:** *Recognition of short fictional stories and their implementation.*

**Course: Entrepreneurship**  
**21VBB0G405**  
**Course Credits: 4**

**Course Code:**  
**Learning Hours: 120**

### **Course Outcomes**

CO1: Define the concepts and explain the models of entrepreneurship.  
CO2: Recognize the various stages in entrepreneurship development.  
CO3: Articulate the characteristics required to become successful entrepreneurs.  
CO4: Identify and appraise strategies for growth of new ventures.  
CO5: Create alternative Business Plans, appraise them and conclude on the most suitable Business Plan.

### **Unit 1: Introduction to Entrepreneurship**

Introduction, Importance of entrepreneurship, definitions of entrepreneurship, history and evolution of entrepreneurship, types of entrepreneurs, myths of entrepreneurship, women entrepreneurship in India, Qualities of successful entrepreneurs, careers in entrepreneurship, entrepreneurial decisions process, Entrepreneurial Process

**Learning Outcome:** *To understand the theoretical framework of entrepreneurship.*

### **Unit 2: Entrepreneurial Capability**

Qualities of a successful entrepreneur, motives and drives to take up entrepreneurship, Factors impacting emergence of entrepreneurship, careers in entrepreneurship, behavioral traits of entrepreneurs, entrepreneurial decision process, Role of Entrepreneurship in Economic Development

**Learning Outcome:** *Recognizing the framework of entrepreneurial competence.*

### **Unit 3: Problem Identification and Idea Generation**

Opportunity Recognition, Identify problems and unmet needs, develop solutions to address problems, identify market gaps, sensing market opportunities, evaluation of opportunities, Sources of ideas, the process of Idea generation

**Learning Outcome:** *Evaluate the process of evaluating opportunities and generating ideas.*

### **Unit 4: Competitive Environment Analysis**

Domestic and International Competition, Industry Analysis using Porter's Five Forces, Types of Environmental Analysis

**Learning Outcome:** *Understanding of the key aspects of industry analysis.*

### **Unit 5: Internal and External Environment Analysis**

Elements of the internal environment, Elements of the external environment PEST to PESTEL to STEEPLE, SWOT - Mapping S&W with internal environment and O&T with external environment, Political environment and government policies

**Learning Outcome:** Carry out internal and external environment analysis for an enterprise.

### **Unit 6: Business Plan**

Meaning of Business Plan, Importance of Business Plan, Components of Business Plan, Reasons for Failure of Business Plan, Business Model Canvas, Value Proposition, Criteria for selection of Product/Service

**Learning Outcome:** Analyse the needs of the market and develop a Business Plan.

### **Unit 7: Planning**

Market Analysis, Market Research, Feasibility Report, Market Segmentation, Developing the Product Mix, Developing the Marketing Mix, 4Ps and the 7Ps, Breakeven Analysis, Pro Forma Profit & Loss Statements, Pro Forma Balance Sheets, Cash flow and Funds Flow Statements

**Learning Outcome:** Create marketing plans and financial plans.

### **Unit 8: Organisation Planning**

Forms of Organisation, Proprietorship, Partnership, LLP, Public Limited, Legal Issues, Organisation Design, Organisation Structure

**Learning Outcome:** To evaluate the impact of different types of Organisation Structures.

### **Unit 9: Sources of Funding**

Incubation Centers, Approaching the Investors, Elevator Pitch, Seed capital, Angel Investors, Angel Networks, Venture Capitalists, Private Equity, LBO, Equity vs Debt Funding, Internal vs External Funds

**Learning Outcome:** Learn to source funding from various channels.

### **Unit 10: SMEs in India and Institutions that Support Entrepreneurship**

Role of SMEs in India, Classification of MSMEs, Government Support to SMEs, Problems for Indian SMEs, Sickness in SMEs, Causes of Sickness, Remedial Measures, Institutions supporting Entrepreneurship

**Learning Outcome:** Understand the role of SMEs and the support available for the setup of SMEs.

**Course: Motion Graphics**

**Course Credits: 4**

**Course Code: 23VBB24E301**

**Learning Hours: 120**

### **Course Outcomes**

CO1: Defines post-production vehicles.

CO2: Evaluates table-top animation possibilities.

CO3: Evaluates usage areas and methods of After Effects software.

CO4: Defines the basic concepts, tools, and possibilities of After Effects software.

CO5: Will be able to make the animations ready for broadcasting.

### **Unit 1: Text Layer & Animating Text**

Adobe After Effects offers many ways to animate text. You can animate text layers by manually creating key frames in the Timeline panel

**Learning Outcome:** To understand the Animating Text.

### **Unit 2: Deinterlacing a footage, Masking, Rotoscopy-shape based**

New Project setting, Importing footage, Lineup on timeline. Adding Transition, Refining edit Deinterlacing a footage, Masking, Rotoscopy-shape based

**Learning Outcome:** Draw or import a spline shape to define an alpha matte.

### **Unit 3: Color Correction**

Color correction is a functionality feature in Adobe After effects **that fixes all the color complications in an image or a video**

**Learning Outcome:** Learn precise color adjustments and advanced color effects.

### **Unit 4: Tracking and Stabilizing**

Learn about **tracking and stabilizing** motion workflows in **After Effects**

**Learning Outcome:** Learn about tracking and stabilizing motion workflows in After Effects.

### **Unit 5: Displacement Map**

The Displacement Map effect distorts a layer by displacing pixels horizontally and vertically based on the color values of pixels in the control layer specified by the Displacement Map Layer property.

**Learning Outcome:** Learn horizontal displacement for pixels in the Map Layer.

### **Unit 6: AFX particles**

A particle effect is a system for creating lots and lots of particle elements with one single layer

**Learning Outcome:** Add AFX as editing

### **Unit 7: Motion Graphics**

Motion graphics in After effect means a part of graphics designing in which we animate different properties of any object with the help of some features of this software for giving motion in that property of that object.

**Learning Outcome:** *Create videos containing animation and special effects.*

### **Unit 8: Info graphics**

Infographic Maker is an ultramodern After Effects template and a fantastic solution for creating dynamically animated infographics for your next corporate presentation or business slideshow

**Learning Outcome:** *Learn building animated infographics projects.*

**Course: Technology for Business**  
**Course Credits: 4**

**Course Code: 21VBB1E304**  
**Learning Hours: 120**

### **Course Outcomes**

- CO1: Comprehend the role of information technology in diverse business areas.  
CO2: Identify and appreciate the value of information in the decision-making process.  
CO3: Determine the different infrastructure components of information technology.  
CO4: Demonstrate practical skillsets of working with office automation tools like MS Word, MS Excel and MS Access.  
CO5: Assess the role of information security and risk mitigation.

### **Unit 1: Information Technology in Business**

Introduction to Information & Communication Technology, Impact of IT in Business, Role of IT in Various Sectors: Financial Sector, Manufacturing, Retail, Healthcare, Supply Chain & Logistics, Education and R&D, Transportation Management, Government Administration, Industrial Control IT, Strategy & Competitiveness.

**Learning Outcome:** *Infer the applications & value of information technology in various domains.*

### **Unit 2: Data, Information & Decision Making**

Data, Primary & Secondary Data, Information, Types of Information, Quality Parameters of Information, Data Processing Cycle, Types of Data Processing – Batch & Real-time, Decision Making, Decision Making Process, Simon's Model of Decision Making, Group Decision Making, Challenges of Decision Making, Role of IT in Decision Making.

**Learning Outcome:** *Comprehend the importance of information in effective decision making process.*

### **Unit 3: Information Technology Infrastructure**

Overview of Computer Hardware, Computer Software – System Software, Application Software, Utility Software, Introduction to Networking Concepts, Types of Network – LAN, MAN, WAN.

**Learning Outcome:** *Determine the fundamental components of Information Technology.*

### **Unit 4: Internet, Intranet & Extranet**

Internet, History of Internet, Services Offered by Internet, Intranet, Extranet, Applications of Intranet & Extranet, Comparison between Internet, Intranet & Extranet.

**Learning Outcome:** *Evaluate the relevance of different networks & their application across business & society.*



### **Unit 5: Office Automation Tools - MS Word**

Basics of MS Word, Understanding Features, Inserting Hyperlinks, Tables, Charts & Images, Header & Footer, Mail Merge, Spelling & Grammar, Track Changes, Compare Documents **Learning Outcome:** *Develop proficiency in creating MS word documents.*

### **Unit 6: Office Automation Tools – Introduction to MS Excel**

Introduction to Spread Sheet, Explore MS Excel Environment, Work with Cells, Format your

Workbook, Cell Range, Work with Cell References: Absolute & Relative, Learn to use Functions & Formulas, Filter & Sort Data, Page Layout Settings, Secure your Sheet

**Learning Outcome:** *Practically learn to use the MS excel spreadsheet software.*

### **Unit 7: Office Automation Tools - MS Excel Advance**

Work with Graphs, Conditional Formatting, VLOOKUP & HLOOKUP Functions, What-if Analysis, Goal Seek Analysis, Data Validation, and Pivot Tables.

**Learning Outcome:** *Demonstrate the usage of advance excel features while working with data.*

### **Unit 8: Office Automation Tools: MS Access**

Database Concepts, Overview of MS Access Environment, Design Database & Tables, Query a Table, Design Forms, Generate Reports

**Learning Outcome:** *Comprehend & implement the databases in MS Access for data management.*

### **Unit 9: E-Commerce**

E-Commerce, Features of E-Commerce, Types of Business Models in E-Commerce, Advantage and Disadvantages of E-Commerce, Application of E-Commerce, Market Player in E-Commerce

**Learning Outcome:** *Identify the role of e-commerce in facilitating businesses & transactions.*

### **Unit 10: Information Privacy**

Security Threats, Overview of Malware, Hacking, Types of Hackers, Information Privacy Issues, Information Security Strategies & Access Controls Measures

**Learning Outcome:** *Determine information security risks & counter measure strategies to secure information.*

**Course: Digital Marketing and Media Concepts**  
**Course Credits: 4**

**Course Code: 21VBB16D603**  
**Learning Hours: 120**

### **Course Outcomes**

CO1: Introduction to Digital Marketing.

CO2: Email Marketing.

CO3: Competitor and Website Analysis.

CO4: Market Research & Niche Potential.

CO5: Assess the role of information security and risk mitigation.

### **Unit 1: Introduction to Digital Marketing**

Various form of digital marketing like search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, or digital marketing.

**Learning Outcome:** *understand some critical aspects like Google Ads, GDN, and Google Data Studio*

### **Unit 2: Email Marketing**

*Learning the act of sending a commercial message, typically to a group of people, using email.*

**Learning Outcome:** *What are effective way messages to convert leads into sales to targeted customers.*

### **Unit 3: Competitor and Website Analysis**

A competitive analysis should examine your competitors' features, market share, pricing, marketing, differentiators, strengths, weaknesses, geography, culture and customer reviews.

**Learning Outcome:** *Understand competitors' strengths, weaknesses, and strategies, you can refine your marketing approach, capitalize on opportunities, and mitigate potential threats.*

### **Unit 4: Market Research & Niche Potential**

Researching your niche is about more than knowing who your audience is. How much it costs to get started, where you need to focus your marketing efforts, What ROI counts as "profitable" in your niche

**Learning Outcome:** *Effective Use of Marketing Resources, More Social Proof, Less Competition, increased Brand Loyalty.*

### **Unit 5: Assess the role of information security and risk mitigation**

Cyber risk mitigation is the application of policies, technologies and procedures to reduce the overall impact and risk of a cyber-threat.

**Learning Outcome:** *Analyze and evaluate the cyber security needs of an organization, cyber security risk assessment, performance and troubleshoot cyber security systems.*

## **Unit 6: Mobile Marketing**

A marketing strategy that specifically takes advantage of mobile channels like SMS & MMS messaging, mobile apps, messaging apps, and mobile-optimized browser sites to reach customers.

**Learning Outcome:** *Cost-effectiveness, Mobile personalization, Instant real-time transactions, harnessing social media*

## **Unit 7: Social Media Marketing**

**Social media marketing** is a form of digital marketing that leverages the power of popular social media networks to achieve your marketing and branding goals.

**Learning Outcome:** *Write effective social media marketing pieces. Prepare business correspondence including letters and reports. Technology Skills Integrate technology in performing business functions. Produce effective social media sites for business marketing.*

## **Unit 8: Digital Marketing Budgeting, Planning & Forecast**

A digital marketing budget helps you allocate funds to marketing expenses and strategies to increase your revenue. You need to create one every so often to keep your marketing wheels spinning. Read on for tips to create an effective digital marketing budget.

**Learning Outcome:** *Ability to reach a large audience with minimal effort. You can target your audience more effectively. It's more cost-effective than traditional marketing methods. It's more convenient for customers.*

## **Unit 9: Digital Marketing Project Management**

Project management is a crucial aspect of any successful digital marketing campaign. As a digital marketing project manager, your day involves coordinating resources, setting goals, and tracking progress to ensure that projects are delivered on time and within budget.

**Learning Outcome:** *Identify the issues in drafting a digital marketing plan, apply your knowledge about metrics in digital marketing, measure the success of a digital marketing campaign.*

## **Unit 10: Product Marketing (Facebook, Instagram, Google Ads)**

Understanding platform that allows a brand to put their products and services in front of the audience and promote with the help of organic and paid means.

**Learning Outcome:** *Target your ads, Control your costs, and manage your campaigns.*

## **Unit 11: Paid Ads Optimization Strategies**

Learning and Understanding mix of tips in here some are strategic, others tactical some are cut and dry while others are downright clever maximize both your time and your budget.

**Learning Outcome:** *Get continual feedback on and measurement of your campaign's performance and make adjustments accordingly. Discover new customer.*

## **Unit 12: Marketing Fundamentals**

Understand why customers think or behave in a certain way while buying something. You will also understand their needs, how to persuade them, and how customers' actions can benefit your business.

**Learning Outcome:** *Customers should choose your brand, helps strengthen customer relationships and builds engagement, why customers should choose your brand, including the benefits, price, and unique selling proposition of your product or services.*

