



Bachelor of Business Administration(Information System Management)  
(BBA ISM Ist Sem)

Course Code	UM01DBBS73	Title of the course	Multimedia and Application - I
Total Credits of the Course	03	03 Hours	

Course Objectives:	<ol style="list-style-type: none"><li>1. To learn and understand technical aspect of Multimedia Systems.</li><li>2. Student gets knowledge about hardware and software requirement for Multimedia.</li></ol>
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Course Content		
Unit	Description	Weightage* (%)
1.	<b>Introduction</b> <ul style="list-style-type: none"><li>• What is Multimedia, Definition?</li><li>• CD-ROM/DVD/Flash-Drivers and Multimedia.</li><li>• Scope of Multimedia. Where to use Multimedia.</li><li>• Types of Multimedia Application</li></ul>	25%
2.	<b>Multimedia hardware and software tools.</b> <ul style="list-style-type: none"><li>• Hardware: Connections, Memory and Storages Devices, Input Devices, Output Devices.</li><li>• Software : Text Editing and Word Processing Tools, OCR S/W, Painting and Drawing Tools.</li></ul>	25%
3.	<b>Multimedia Text</b> <ul style="list-style-type: none"><li>• The Power of Meaning about Font and Types.</li><li>• Using text in multimedia.</li><li>• Computer and text, Font Edition and Designing Tools.</li><li>• Hyper Media and Hyper Text.</li></ul>	25%
4.	<b>Multimedia Sound</b> <ul style="list-style-type: none"><li>• The Power of Sound, Multimedia System and sound, Digital Audio,</li><li>• Making MIDI.</li><li>• Audio: Audio File Format, MIDI verses Digital Audio, Adding Sound To your multimedia Project, Space Consideration.</li></ul>	25%

Teaching-	➤ White Board
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Learning Methodology	<ul style="list-style-type: none"><li>➤ Presentation</li><li>➤ Video</li><li>➤ Case Study</li></ul>
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Add pictures and texts to the Multimedia Applications Software (Power Point) using a scanner and create an album using the available photos.
2.	Use action buttons, effect and animation features in the Power Point software.
3.	Customize the specific parts of the Multimedia Applications (Power Point) software.
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Suggested References:	
Sr. No.	References
1.	Multimedia Magic : S. Gokul (BPB).
2.	Digital Multimedia : Chapman & Chapman, (Wiley India)
3.	Multi Media Make It Work ( 4th Edition) : TayVaughan (TMH)
On-line resources to be used if available as reference material	
On-line Resources	



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1. <https://www.angelfire.com/music4/joseb/midterm.htm>

2. [https://www.tutorialspoint.com/multimedia/multimedia\\_introduction.htm](https://www.tutorialspoint.com/multimedia/multimedia_introduction.htm)

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