

KLE Society's
Lingaraj College, Belagavi
(Autonomous)

Department of BBA

B.B.A. : II Semester

IT for Management - II
(w.e.f. 2019-20 and onwards)

Teaching hours per week – 04 :	Maximum Marks	:	100 Marks
	Semester End Examination	:	70 Marks
	Internal Assessment	:	30 Marks

Course Outcome:

At the end of this course students will be able to:

1. Work with Advanced Functions of MS Excel, Creating Macros & Protecting Sheet.
2. Creating Logos, Flyers, Posters & Brochures using Corel Draw and Canva.
3. Creating impactful presentation using Prezi Tool.
4. Creating and Editing videos using NCH Videopad.

Syllabus

UNITS	Syllabus	HOURS
Unit I	Lookup Functions: VLOOKUP, HLOOKUP - Pivot Table - Logical Functions: AND, IF, OR & NESTED IF - Array Functions – Macros - Protecting Sheet	16
Unit II	Visualization Overview - Elements of Graphic Design: Title, Text, Images, Description, etc - Purpose / Objective Setting – Action Required - COREL Essentials: Tools, Layout, Functions - LOGO Designing – Signage - Flyers v/s Leaflets - Posters & Banners - Brochure / Pamphlets - CANVA - Posts for Social Media - Web Banners, Letter Heads, Business Cards - Other Templates	12
Unit III	Prezi Tool - Storyboarding for a Presentation - Sign Up, Using Templates - Create from Scratch	4
Unit IV	Framing, Storyboarding for a Video - Film, Scene, Frame - Subject, Object, Background, Foreground - Golden Ratio, Rule of Thirds, Phi Grid, Fibonacci Spiral - Essentials of Video Editing: NCH Video pad - Video trimming - Position & Scale - Transition & Effects - Layers, Speed - Working with Images & Text - Screen Capture - Sequence & Composition, Exporting	16

TEXT BOOKS:

1. Microsoft Office Excel 2007 Formulas and Functions For Dummies by By Ken Bluttman, Peter G. Aitken, Wiley Publications.
2. CorelDRAW X6 The Official Guide by Gary David Bouton, Mc Graw Hill Publications.

REFERENCE BOOKS:

1. Excel 2007 Bible by John Walkenbach, Wiley Publications.
2. NCH Software Video Editing with Videopad For Dummies, Wiley Publications.
3. Instant Prezi Starter, by Minerva M. Ladores, PACKT Publications.