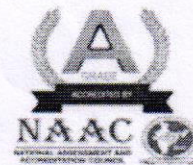# Bharath
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
[Declared as Deemed - to - be - University under section 3 of UGC Act 1956]

NAAC

BHARATH INSTITUTE OF SCIENCE AND TECHNOLOGY
No.173, Agharam Road, Selaiyur, Chennai , T.N - 600 073.

Requisition Letter

Date: 20.07.2018

From
Dr. K.P.Kaliyamurthie,
Professor & Head,
Department of CSE,
Bharath Institute of Higher Education and Research,
Chennai

To
The Dean Engineering,
Bharath Institute of Higher Education and Research,
Chennai

Respected sir

Subject: Request of Permission to conduct a value-added course on **"WEB TECHNOLOGY CMS,JOOMLA,PHP"** -Reg

With reference to above subject, I would like to bring to your kind notice that, our department interested to organize value added course on **"WEB TECHNOLOGY CMS,JOOMLA,PHP"** in our campus premises on **02.08.2018**, students would be participating in this course. We request you kindly to give permission to organize this event.

Venue: **CSE Smart Room**

Timing 4:00 PM to 5:00 PM.Monday to Friday

Submitted to Principal for approval to organize this value-added course.

HOD

DEAN ENGINEERING
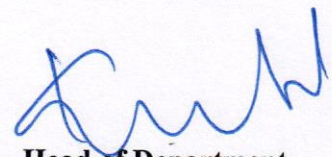
CIRCULAR

27.07.2018

The School of computing, Bharath Institute of Higher Education and Research is planned to conduct a certification value added course on**WEB TECHNOLOGY CMS,JOOMLA,PHP** for the benefit of II, III and IV year students. This course is scheduled from 02.08.2018 for 30hours which includes theory and practical. The timings are 4:00 PM to 5:00 PM from Monday to Friday.

All Registered Students must attend all the classes without fail. The following faculty members are assigned to handle the course. S.NO	Name of the Faculty	Designation
1	Mr.M.Ramamoorthy	Professor
2	Mrs. Velvizhi	Professor

Head of Department

To

Copy to CSE

Copy to IT

CERTIFICATE COURSE APPLIED WEB TECHNOLOGY CMS, JOOMLA, PHP
Date of Introduction of the Course:02.08.2018

The timings are

Time Table& Lesson plan

CLASS	DATE	TOPIC
1,2	2.8.2018 3.8.2018	**1. MODULE 1:** An Exploration of Content Management Systems: Introduction to content development and management, Norms and Guidelines for Content Development, Content types and formats, Multimedia content development basics.
3,4	6.8.2018 7.8.2018	**2. MODULE 2:** This lesson will give learners an overview of some of the different tools and methods that today's web publishers are using to create highly-tailored dynamic web content.
5,6	8.8.2018 9.8.2018	**3. MODULE 3:** Planning and Developing Dynamic Web Content Sites: Successful web sites are those which carefully plan. During this session, we will explore the process of planning out goal specific and effectives.
7,8	10.8.2018 13.8.2018	**4. MODULE 4:** Web site structures along with how to set up CMS tools and platforms at the server level. Special focus will be on how to install and implement CMS software using ISP provided tools and how to customize web databases using tools like MySQL.
9,10	14.8.2018 15.8.2018	**MODULE 5:** Building and Administrating a Word press Blog Site, Installing and configuring a new Social Go basedsite, Overview of site design and editingfeatures. Promoting new social mediasites.
11,12	16.8.2018 17.8.2018	**6. MODULE 6:** Web Site Design Using CSS, Overview of CSS value andfeatures, Exploration of how to use CSS to redesign textfeatures, use CSS to move and position webgraphics.
13,14	20.8.2018 21.8.2018	**7. MODULE 7:** CMS Development using Wix,The process of creating dynamic web sites through the powerful but easy-to-use interface and construction platform – Wix.

15,16	22.8.2018 23.8.2018	**8. MODULE 8:** Introduction to Joomla, Installing Joomla, Exploring the Admin Interface, Content creation using the CAM model, Content customization: images, video, audioetc. Adding and displaying menus, Linking menus to articles and other features.
17,18	24.8.2018 27.8.2018	**9. MODULE 9:** This week we will explore the addition of creation and uses of customized Joomla templates as well as take a look at modifying templates using CSS and HTML tricks.
19,20	28.8.2018 29.8.2018	**10. MODULE 10:** Creating customized Joomlatemplates,ModifyingJoomla CSS and HTML parameters,Tweaking the Joomlabackend,Mobile considerations.
21,22	30.8.2018 318.2018	**11. MODULE 11:** Introduction PHP: Starting to script on server side, Arrays function and forms advance PHP Databases.
23,24	3.9.2018 4.9.2018	**12. MODULE 12:** Basic command with PHP examples, Connection to server, creating database, selecting a database, listing database, listing table names creating a table, inserting data, altering tables, queries, deleting functions.
25,26	5.9.2018 6.9.2018	**13. MODULE 13:** PHP my admin and database bugs. System Programming Components.
27,28	7.9.2018 10.9.2018	**14. MODULE 14:** Working with file and directories, Understanding file& directory, Opening and closing a fileCoping, renaming and deleting a file, Working with directories.File Uploading & Downloading.
29,30	11.9.2018 12.9.2018	**15. MODULE 15:** Database connectivity with MySQL, Introduction to RDBMS, Connection with MySQL Database, Performing basic database operation(DML) (Insert, Delete, Update, Select),Setting query parameter.

COURSE COORDINATOR

HEAD OF THE DEPARTMENT

CERTIFICATE COURSE ON WEB TECHNOLOGY CMS, JOOMLA, PHP PRACTITIONER PROFESSIONAL

Date of Introduction of the Course:2.08.2018

COURSE SYLLABUS

1. MODULE 1:

An Exploration of Content Management Systems: Introduction to content development and management, Norms and Guidelines for Content Development, Content types and formats, Multimedia content development basics.

2. MODULE 2:

This lesson will give learners an overview of some of the different tools and methods that today's web publishers are using to create highly-tailored dynamic web content.

3. MODULE3:

Planning and Developing Dynamic Web Content Sites: Successful web sites are those which carefully plan how to best meet the needs of site visitors. During this session, we will explore the process of planning out goal specific and effectives.

4. MODULE 4:

Web site structures along with how to set up CMS tools and platforms at the server level. Special focus will be on how to install and implement CMS software using ISP provided tools and how to customize web databases using tools like MySQL.

5. MODULE 5:

Building and Administrating a Word press Blog Site, Installing and configuring a new Social Go basedsite, Overview of site design and editingfeaturesCreating customized look andfeel ,Promoting new social mediasites.

6. MODULE 6:

Web Site Design Using CSS, Overview of CSS value andfeatures, Exploration of how to use CSS to redesign textfeatures, use CSS to move and position webgraphics.

7. MODULE 7:

CMS Development using Wix,The process of creating dynamic web sites through the powerful but easy-to-use interface and construction platform – Wix.

8. MODULE 8:

Introduction to Joomla, InstallingJoomla, Exploring the Admin Interface, Content creation using the CAM model, Content customization: images, video, audio, tags, formats, etc. Adding and displaying menus, Linking menus to articles and other features.

9. MODULE 9:

This week we will explore the addition of creation and uses of customized Joomla templates as well as take a look at modifying templates using CSS and HTML tricks.

10. MODULE 10:

Creating customizedJoomlatemplates,ModifyingJoomla CSS and HTML parameters,Tweaking the Joomlabackend,Mobile considerations.

11. MODULE 11:

IntroductionPHP: Starting to script on server side, Arrays, function and forms, advance PHP Databases.

12. MODULE 12:

Basic command with PHP examples, Connection to server, creating database, selecting a database, listing database, listing table names creating a table, inserting data, altering tables, queries, deleting database, deleting data and tables,

13. MODULE 13:

PHP myadmin and database bugs.System Programming Components.

14. MODULE 14:

Working with file and directories, Understanding file& directory, Opening and closing a file Coping, renaming and deleting a file, Working with directories.File Uploading & Downloading.

15. MODULE 15:

Database connectivity with MySQL, Introduction to RDBMS, Connection with MySQL Database, Performing basic database operation(DML) (Insert, Delete, Update, Select),Setting query parameter.
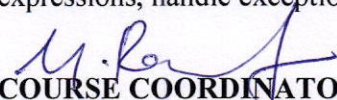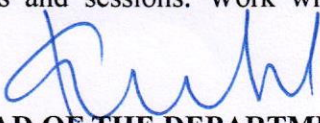
COURSE OBJECTIVES

In this course we plan to give students an overview of the field Web Technologyand an in-depth of technologies of CMS, JOOMLA, and PHP.The focus in this course is on the World Wide Web as a platform for interactive applications, content publishing and social services. The development of web-based applications requires knowledge about the underlying technology and the formats and standards the web is based upon. In this course you will learn about the HTTP communication protocol, the markup languages HTML, XHTML and XML, the CSS and XSLT standards for formatting and transforming web content, interactive graphics and multimedia content on the web, client-side programming using cms,php and joomla.

Specifically, the course has the following objectives:

Students will learn

1) To introduce learners to several Content Management Systems that will be used to develop an in-depth understanding of the general processes used to set up CMS sites and the applications and platforms which can be used to create dynamically updated content systems Software deployment considerations.

2) Joomla was selected as the technology of choice by Intuitive Websites for non-eCommerce Websites after much experience with a variety of software and development platforms including .NET, Flash, Cold Fusion, Front Page and DreamWeaver to name a few. Joomla outperforms these software options in several areas described in this document.

3) The PHP Workshop all students will learn to Gain the PHP programming skills needed to successfully build interactive, data-driven sites. Use the MVC pattern to organize code.Test and debug a PHP application. Work with form data. Use cookies and sessions. Work with regular expressions, handle exceptions, and validate data.

COURSE COORDINATOR   **HEAD OF THE DEPARTMENT**

CERTIFICATE COURSE ON WEB TECHNOLOGY CMS,JOOMLA,PHP
Date of Introduction of the Course: 02.08.2018

School of Computing
Registered Students Name List

S.NO	REG.NO	NAME OF THE STUDENT
1	U17CS001	YALAMADDI BHARGAV
2	U17CS002	MAMDARAPU SARTHIK
3	U17CS076	BANDARI RANJITH REDDY
4	U17CS077	REKAPALLISASAANK
5	U17CS152	JAMMULADINNE RANGA REDDY
6	U17CS153	BANDARU JANARDHAN
7	U17CS227	SHAIK KHADARVALI
8	U17CS228	MURIKIPUDI ALEX
9	U16CS701	PRADEEP SURIYA
10	U16CS702	MOHANRAJ
11	U16CS100	GALLA BHUCHANDRA
12	U16CS101	NITHISHVAR S
13	U16CS151	PODAPATI ASMITHA
14	U16CS152	NALLAPU RAJESH
15	U16CS707	HANUMANTHU RAO
16	U16CS708	SIMRAN ALIZA NISAR
17	U15CS034	CHIDIPOTHU PRATHYUSHA
18	U15CS035	CHINTAGINJALA VENKATA SRI SAI SRAVYA
19	U15CS087	KARTHEESWARAN P
20	U15CS088	KARTHICK S
21	U15CS180	RAVURI SRIKANTH
22	U15CS182	RICHARD WUMBRAND J
23	U15CS183	S. PUNITHA
24	U15CS184	S. SAI SHRUTHI
25	U15CS185	SADHOLLA PRANAY REDDY
26	U15CS241	RUPESH KUMAR ROY
27	U15CS242	KOTAGIRI SAI CHAND

28	U15CS243	RANDHIR KUMAR
29	U15CS244	RAJESH.D
30	U15CS246	J.SAI RAM MADHAV

COURSE COORDINATOR   **HEAD OF THE DEPARTMENT**

Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Declared as Deemed-to-be University under section 3 of UGC Act 1956)

CERTIFICATE COURSE ON WEB TECHNOLOGY CMS,JOOMLA,PHP
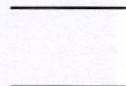

COURSE COORDINATOR   **HEAD OF THE DEPARTMENT**

Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Declared as Deemed-to-be University under section 3 of UGC Act 1956)

TO THE STARS BY HARD WORK

BIHER UNIVERSITY

INDIA

CERTIFICATE OF PARTICIPATION

This certificate is presented to

S.PUNITHA(REG NO:U15CS183)

For actively participating in the value added course "APPLIED WEB TECHNOLOGY CMS, JOOMLA, PHP" Conducted by School of Computing, BIHER from 02.08.2018 to 06.09.2018.

COURSE COORDINATORS

HEAD OF THE DEPARTMENT

DIRECTOR

COURSE FEEDBACK FORM

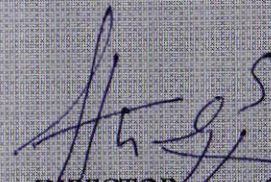| Academic Year		2018 – 2019						
Term		ODD						
Course Number		Web Technology CMS, Joomla, Php etc.						
Course Title								
Number of Credits								
Type of Course	Regular		Elective			Add-on		✓

I.	Information on the Respondent: (Tick (√) Appropriately)

1.	Percentage of classes attended								
	0-20		20-40		40-60		60-80	✓	80-100	

2.	Number of hours per week spent on the course (Other than lecture hours)								
	0-2		2-4		4-6		6-8		8-10	

3.	Preparation for the course by the student:		
	(i)	Have done part of this course earlier	NO
	(ii)	Has adequate prior exposure to the prerequisites	NO
	(iii)	Had to pickup relevant additional topics through concurrent study	Yes
	(iv)	Have no exposure to the background material	NO

4.	The expectations for taking the course by the student are:		
	(a)	Enhance by skill base in the area of specializations	Yes
	(b)	Get exposed to a relevant subject	Yes
	(c)	Curiosity	Yes
	(d)	Better Employment Opportunity	Yes
	(e)	Complete Course requirements	Yes
	(f)	To Improve CGPA	

About the Instructor: Information on the Respondent: (Tick (√) Appropriately)

		A	B	C	D	E
1.	Pace of the Teaching/lecture	✓				
2.	Comment of the Subject	✓				
3.	Clarity of expression		✓			
4.	Level of preparation	✓				
5.	Level of interaction	✓				
6.	Accessibility outside the class		✓			
7.	Others (please specify					

A: Excellent		B: Very Good		C: Good		D: Satisfactory		E: Poor	

HEAD OF THE DEPARTMENT

COURSE FEEDBACK FORM

Academic Year		2018 – 2019					
Term		ODD					
Course Number							
Course Title		Web Technology CNS, Joomla, Php etc..					
Number of Credits							
Type of Course	Regular		Elective		Add-on		✓

I.	Information on the Respondent: (Tick (√) Appropriately)

1.	Percentage of classes attended								
	0-20		20-40		40-60		60-80	✓	80-100	

2.	Number of hours per week spent on the course (Other than lecture hours)								
	0-2		2-4		4-6		6-8		8-10	

3.	Preparation for the course by the student:		
	(i)	Have done part of this course earlier	NO
	(ii)	Has adequate prior exposure to the prerequisites	NO
	(iii)	Had to pickup relevant additional topics through concurrent study	yes
	(iv)	Have no exposure to the background material	NO

4.	The expectations for taking the course by the student are:		
	(a)	Enhance by skill base in the area of specializations	yes
	(b)	Get exposed to a relevant subject	Yes
	(c)	Curiosity	yes
	(d)	Better Employment Opportunity	yes
	(e)	Complete Course requirements	yes
	(f)	To Improve CGPA	

About the Instructor: Information on the Respondent: (Tick (√) Appropriately)

		A	B	C	D	E
1.	Pace of the Teaching/lecture	✓				
2.	Comment of the Subject	✓				
3.	Clarity of expression	✓				
4.	Level of preparation		✓			
5.	Level of interaction	✓				
6.	Accessibility outside the class		✓			
7.	Others (please specify					

A: Excellent		B: Very Good		C: Good		D: Satisfactory		E: Poor	

HEAD OF THE DEPARTMENT

Bharath

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NAAC

BHARATH INSTITUTE OF SCIENCE AND TECHNOLOGY
No.173, Agharam Road, Selaiyur, Chennai , T.N - 600 073.

Requisition Letter

From   Date: 23.07.2018
Dr. K.P.Kaliyamurthie,
Professor & Head,
Department of CSE,
Bharath Institute of Higher Education and Research,
Chennai

To
The Dean Engineering,
Bharath Institute of Higher Education and Research,
Chennai

Respected sir

Subject: Request of Permission to conduct a value added course on **"Graduate Diploma in Professional Game Development"** -Reg

   With reference to above subject, I would like to bring to your kind notice that, our department interested to organize value added course on **"Graduate Diploma in Professional Game Development"** in our campus premises on **02/08/2018**.

45 students would be participating in this course. We request you kindly to give permission to organize this event.

Venue: **CSE Smart Room**

Timing : **9 am to 4.30 pm**

   Submitted to Principal for approval to organize this value added course.

HOD/CSE

HEAD OF DEPARTMENT
Department of Computer Science & Engg.,
Bharath Institute of Higher Education & Research
(Declared as Deemed to be University U/S 3 of UGC Act, 1956)
Chennai-600 073. INDIA

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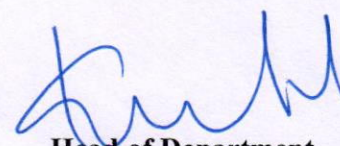
Bharath
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Declared as Deemed-to-be University under section 3 of UGC Act 1956)

CIRCULAR

27.07.2018

The School of computing, Bharath Institute of Higher Education and Research is planned to conduct a certification value added course on**GRADUATE DIPLOMO IN PROFESSIONAL GAME DEVELOPMENT**for the benefit of II, III and IV year students. This course is scheduled from 02.08.2018 for 30hours which includes theory and practical. The timings are 3:00 PM to 4:00 PM from Monday To Friday

All Registered Students must attend all the classes without fail. The following faculty members are assigned to handle the course. S.NO	Name of the Faculty	Designation
1	AllinJeo	Assistant Professor
2	R.Velvizhi	Assistant Professor

Head of Department

To

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CERTIFICATE COURSE ON GRADUATE DIPLOMO IN PROFESSIONAL GAME DEVELOPMENT

Date of Introduction of the Course: 02.08.2018

COURSE SYLLABUS

Course Description:

This purpose of this course is twofold: to provide a strong foundation in softwareengineering, programming, and the C# language; and to work on all major aspects of developing video games using the Unity engine.These two purposes are closely tied: a large part of video game development centerson programming and software development, and to be a game developer requires ahigh level of knowledge in a modern, object-oriented language like C#. Through thiscourse, students will learn programming by working on games, and will learn to writecode to run every part of their game, from physics to AI to game servers.Rather than focusing narrowly on topics needed to make games, this course willteach you to be a programmer with a solid foundation. This course will allow you tobe able to enter any programming field you'd like, from mobile apps to web servers.(This is actually a common path for game developers: they spend a few years in arelated field working on their programming skills before moving to gamedevelopment.)

1. Introduction

Introduction to game design and production
Unity production basics: Lighting, materials - effects etc - Creating a simple game - C# in game development

2. 3D Technology

Working with 3D - games Rigidbody – physics - User input and UI - Game Design 101: Balancing games - analyzing games - the MDA framework - CubeShip Game - Game Programming - 101 Working withAnimations.

3.Programming Games

Game Programming 102
Game Design 102: Choice, agency, aesthetics, and moreUI Development - Unity Editor Intermediate Topics - Raycasting- Exam.

4.Game Design

Start on Game Design 1 - Game Programming 103 - 3D Characters: Animation & control Intermediate Game Production - Event Systems & Delegates.

5.Game Libraries

Game Design 1 wrap-up - Intermediate Game Production Topics - Game Programming 104 - Useful code libraries - Data Structures - Global Illumination

6.Game Tutorials

2D Game Jam - Exam 2 - Game Design 103: Level Design & Tutorials.

7.Debugging Games

Start on Last major game design - 3D Models – Debugging - Introduction to Git - Editor extensions I/O.

8.Artificial Intelligence

Intro to AI – FSMs - Game design project.

9.Game Project

Procedural - generation Exam 3 - Game design project.

10.Programming Applications

Beyond Game Design: Programming - applications Algorithms & Trees - Game design project.

11.Design Patterns

Affordances & User - Experience Design Patterns - Final game design - presentations Exam 3

12.Web servers

Networking intro & JSON - Creating non-Unity C# - applications Web server basics.

13.Deployment of Servers

Deploying web servers - Creating a RESTful–interface.

14.Database Connectivity

Connecting games toservices Databases - Other networking topics

15.Advancement in GameDevelopment

Course Wrap-Up - Advanced programming topics (TBD)

Course Objectives:

Students will work on nearly all aspects of game design and production:

storyboarding, level design, texturing & materials, programming, terrain, physics,animation, 2D & 3D rendering, and user interface, among others. Students willlearn the Unity game engine and the C# programming language, and create multiplegames for their portfolio. Other topics may be introduced, for instance shadergeneration, game server development, VR, and other advanced topics.

The course will focus heavily on making actual games and writing software. Studentswill create 4-5 games through the course, with 2 major game designs that will be

demoed publicly to members of the local game dev community.More than half of the course focuses on programming, software development, andthe C# language, which is a major component of game development. The courseintroduces advanced C# topics like polymorphism, generics, and reflection. It alsointroduces general software engineering topics like design patterns, algorithms, datastructures, memory management, serialization / JSON, and more. The courseincludes an introduction to server-side architecture(C# server applications, RESTful interfaces, SQL databases, and more), which is acritical part of most modern game development and can also be a career outside ofgames.

By the end of the course, if you've kept up with all materials, you can expect an

intermediate mastery of the Unity engine and the C# programming language, withsome knowledge of advanced topics. You will have the foundation to become anadvanced game developer. You will also have the foundation to pursue other careersin programming, from PC and mobile applications to web servers. You will have bothknowledge (of ideas, terms, programming topics, and game design topics) andpractical skills, and should be well on your way to being prepared for an entry job inthe field (or related fields).

COURSE COORDINATOR   **HEAD OF THE DEPARTMENT**

CERTIFICATE COURSE ON GRADUATE DIPLOMO IN PROFESSIONAL GAME DEVELOPMENT

Date of Introduction of the Course:02.08.2018

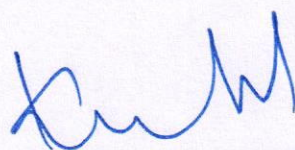The timings are 2:00 PM to 4:00 PM from Friday (AN) and Saturday (FN&AN).

Time Table& Lesson plan

CLASS	DATE	TOPIC
1,2	2.8.2018(AN)	**1. Introduction** Introduction to game design and production Unity production basics: Lighting, materials - effects etc - Creating a simple game - C# in game development
3,4	3.8.2018(AN)	**2. 3D Technology** Working with 3D - games Rigidbody – physics - User input and UI - Game Design 101: Balancing games - analyzing games - the MDA framework - CubeShip Game - Game Programming - 101 Working withAnimations
5,6	4.8.2018(FN)	**3.Programming Games** Game Programming 102 Game Design 102: Choice, agency, aesthetics, and moreUI Development - Unity Editor Intermediate Topics - Raycasting- Exam..
7,8	4.8.2018(AN)	**4.Game Design** Start on Game Design 1 - Game Programming 103 - 3D Characters: Animation & controlIntermediate Game Production - Event Systems & Delegates.
9,10	10.8.2018(AN)	**5.Game Libraries** Game Design 1 wrap-up - Intermediate Game Production Topics - Game Programming 104 - Useful code libraries - Data Structures - Global Illumination

11,12	11.8.2018(FN)	**6.Game Tutorials** 2D Game Jam - Exam 2 - Game Design 103: Level Design & Tutorials.
13,14	11.8.2018(AN)	**7.Debugging Games** Start on Last major game design - 3D Models – Debugging - Introduction to Git - Editor extensions I/O.
15,16	17.8.2018(AN)	**8.Artificial Intelligence** Intro to AI – FSMs - Game design project.
17,18	18.8.2018(FN)	**9.Game Project** Procedural - generation Exam 3 - Game design project.
19,20	18.8.2018(AN)	**10.Programming Applications** Beyond Game Design: Programming - applications Algorithms & Trees - Game design project.
21,22	24.8.2018(AN)	**11.Design Patterns** Affordances & User - Experience Design Patterns - Final game design - presentations Exam 3
23,24	25.8.2018(FN)	**12.Web servers** Networking intro & JSON - Creating non-Unity C# - applications Web server basics.
25,26	25.8.2018(AN)	**13.Deployment of Servers** Deploying web servers - Creating a RESTful – interface
27,28	31.8.2018(AN)	**14.Database Connectivity** Connecting games toservices Databases - Other networking topics
29,30	01.9.2018(FN)	**15.Advancement in GameDevelopment** Course Wrap-Up - Advanced programming topics (TBD)

COURSE COORDINATOR

HEAD OF THE DEPARTMENT

CERTIFICATE COURSE ON GRADUATE DIPLOMO IN PROFESSIONAL GAME DEVELOPMENT

Date of Introduction of the Course: 02.08.2018
School of Computing
Registered Students Name List

S.NO	REG.NO	NAME OF THE STUDENT
1	U15CS001	ABHJEET
2	U15CS003	ABHISHEK KUMAR SINGH
3	U15CS004	Allu Sai Siva Priyanka Naidu
4	U15CS005	AMBIKE KUMAR SINGH
5	U15CS006	ANBUMANI S
6	U15CS007	ANJAR ALI
7	U15CS031	Ch.l.n.Avinash
8	U15CS032	Chandra kant Choudhary
9	U15CS034	CHIDIPOTHU PRATHYUSHA
10	U15CS035	Ch. V s s sravya
11	U15CS036	Ch.Prasanna kumar
12	U15CS706	AHENUO MERE
13	U15CS709	NINGSANGPENLA
14	U15CS071	John Param Jyothi Jyothula
15	U15CS073	K Thulasiram
16	U15CS075	Kadumu Mounika
17	U15CS076	Kaipu Pranay Reddy
18	U15CS077	Kalyanam Jaswanth Naidu

19	U15CS078	Kamble Nikhil Kumar
20	U15CS079	Kancharlapalli Lokeshwar Rao
21	U15CS125	Molapanti Siva Kalpana
22	U15CS126	Mooraboina Naresh
23	U15CS133	NALLURI AKHIL BABU
24	U15CS134	NAMBURI VIJAY KUMAR
25	U15CS135	NARENDULA NIREESHA
26	U15CS136	NARESH K
27	U15CS138	NEELA SAI KUMAR
28	U15CS139	NIKHIL KUMAR
29	U15CS140	NIRANJAN S
30	U15CS141	NITIN SINGH
31	U15CS142	NUKALA BHODANANDA CHARAN
32	U15CS143	OLIVER S
33	U15CS144	OMPRAKASH YADAV
34	U15CS145	PADMAVATY V
35	U15CS147	PALEPU SIVA MANIKANTA CHARI
36	U15CS148	PARTHIBAN S
37	U15CS710	JAYANTHI..S
38	U15CS502	DANIEL BRITTO
39	U15CS194	SHAIK SABIR
40	U15CS195	SHAIK YASMEEN
41	U15CS196	SHARYARAI.S
42	U15CS197	SHATRUGHAN SUHAN.S
43	U15CS199	SIRI GIRI HAREESH
44	U15CS200	SITAROJ SRIKANTH
45	U15CS201	SMITHA C.S

COURSE COORDINATOR   **HEAD OF THE DEPARTMENT**

Bharath
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Declared as Deemed-to-be University under section 3 of UGC Act 1956)

TO THE STARS BY HARD WORK
BIHER UNIVERSITY
INDIA

CERTIFICATE COURSE ON GRADUATE DIPLOMO IN PROFESSIONAL GAME DEVELOPMENT

COURSE COORDINATOR

HEAD OF THE DEPARTMENT

Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Declared as Deemed-to-be University under section 3 of UGC Act 1956)

CERTIFICATE OF PARTICIPATION

This certificate is presented to

K.NARESH (REG NO:U15CS136)

For actively participating in the value added course **"GRADUATE DIPLOMO IN PROFESSIONAL GAME DEVELOPMENT "** Conducted by School of Computing, BIHER from 02.08.2018 to 1.09.2018.

COURSE COORDINATORS   HEAD OF THE DEPARTMENT   DIRECTOR

COURSE FEEDBACK FORM

Academic Year		2018-2019
Term		Odd sem
Course Number		
Course Title		Graduate Diploma in Professional Game development
Number of Credits		
Type of Course	Regular		Elective		Add-on	✓

I.	Information on the Respondent: (Tick (√) Appropriately)

1.	Percentage of classes attended								
	0-20		20-40		40-60		60-80	✓	80-100	

2.	Number of hours per week spent on the course (Other than lecture hours)								
	0-2		2-4		4-6		6-8	✓	8-10	

3.	Preparation for the course by the student:	
	(i)	Have done part of this course earlier	Yes
	(ii)	Has adequate prior exposure to the prerequisites	Yes
	(iii)	Had to pickup relevant additional topics through concurrent study	Yes
	(iv)	Have no exposure to the background material	Yes

4.	The expectations for taking the course by the student are:	
	(a)	Enhance by skill base in the area of specializations	Yes
	(b)	Get exposed to a relevant subject	Yes
	(c)	Curiosity	Yes
	(d)	Better Employment Opportunity	Yes
	(e)	Complete Course requirements	Yes
	(f)	To Improve CGPA	Yes

About the Instructor: Information on the Respondent: (Tick (√) Appropriately)

		A	B	C	D	E
1.	Pace of the Teaching/lecture			✓		
2.	Comment of the Subject			✓		
3.	Clarity of expression			✓		
4.	Level of preparation			✓		
5.	Level of interaction			✓		
6.	Accessibility outside the class			✓		
7.	Others (please specify)			✓		

A: Excellent		B: Very Good		C: Good	✓	D: Satisfactory		E: Poor	

HEAD OF THE DEPARTMENT

COURSE FEEDBACK FORM

Academic Year	2018-2019
Term	odd sem
Course Number	
Course Title	Graduate Dip. in Professional Game Development
Number of Credits	

Type of Course	Regular		Elective		Add-on	✓

I. Information on the Respondent: (Tick (√) Appropriately)

1. Percentage of classes attended

0-20		20-40		40-60		60-80	✓	80-100	

2. Number of hours per week spent on the course (Other than lecture hours)

0-2		2-4		4-6		6-8	✓	8-10	

3. Preparation for the course by the student:

(i)	Have done part of this course earlier	yes
(ii)	Has adequate prior exposure to the prerequisites	yes
(iii)	Had to pickup relevant additional topics through concurrent study	yes
(iv)	Have no exposure to the background material	yes

4. The expectations for taking the course by the student are:

(a)	Enhance by skill base in the area of specializations	yes
(b)	Get exposed to a relevant subject	yes
(c)	Curiosity	yes
(d)	Better Employment Opportunity	yes
(e)	Complete Course requirements	yes
(f)	To Improve CGPA	yes.

About the Instructor: Information on the Respondent: (Tick (√) Appropriately)

		A	B	C	D	E
1.	Pace of the Teaching/lecture	✓				
2.	Comment of the Subject		✓	.		
3.	Clarity of expression		✓			
4.	Level of preparation		✓	✓		
5.	Level of interaction	✓				
6.	Accessibility outside the class		✓			
7.	Others (please specify					

A: Excellent		B: Very Good		C: Good		D: Satisfactory		E: Poor	

HEAD OF THE DEPARTMENT

Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

[Declared as Deemed - to - be - University under section 3 of UGC Act 1956]

NAAC

BHARATH INSTITUTE OF SCIENCE AND TECHNOLOGY

No.173, Agharam Road, Selaiyur, Chennai , T.N - 600 073.

Requisition Letter

Date: 03.09.2018

From
Dr. K.P.Kaliyamurthie,
Professor & Head,
Department of CSE,
Bharath Institute of Higher Education and Research,
Chennai

To
The Dean Engineering,
Bharath Institute of Higher Education and Research,
Chennai

Respected sir

Subject: Request of Permission to conduct a value-added course on **"GOOGLE AD WORD OR GOOGLE"** -Reg

     With reference to above subject, I would like to bring to your kind notice that, our department interested to organize value added course on **"GOOGLE AD WORD OR GOOGLE"** in our campus premises on **19.9.2018**, students would be participating in this course. We request you kindly to give permission to organize this event.

Venue: **CSE Smart Room**

Timing 4:00 PM to 5:00 PM.Monday to Friday

Submitted to Principal for approval to organize this value-added course.

HOD

DEAN ENGINEERING

Bharath
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Declared as Deemed-to-be University under section 3 of UGC Act 1956)

CIRCULAR

17.09.2018

The School of computing, Bharath Institute of Higher Education and Research is planned to conduct a certification value added course on**GOOGLE AD WORD OR GOOGLE** for the benefit of II, III and IV year students. This course is scheduled from 19.09.2018 for 30hours which includes theory and practical. The timings are 4:00 PM to 5:00 PM from Monday to Friday.

All Registered Students must attend all the classes without fail. The following faculty members are assigned to handle the course. S.NO	Name of the Faculty	Designation
1	Mrs.Velvizhi	Professor
2	Mrs.C.Anuratha	Professor

Head of Department

HEAD OF DEPARTMENT
Department of Computer Sci... ...Eng
Bharath Institute of Higher Education & Rese...
(Declared as Deemed to be University U/S 3 of UGC Act, 1...
Chennai-600 073. INDIA

To

Copy to CSE

Copy to IT

Bharath
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Declared as Deemed-to-be University under section 3 of UGC Act 1956)

CERTIFICATE COURSE APPLIED GOOGLE AD WORD OR GOOGLE
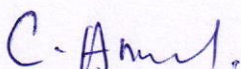### Date of Introduction of the Course:02.08.2018

The timings are

Time Table& Lesson plan

CLASS	DATE	TOPIC
1,2	19.9.2018 20.9.2018	**1. MODULE 1:** Introduction of Google Ad Words overview of Google's business, its networks and advertising programmers. We review the Search, Display and growing Mobile networks.
3,4	21.9.2018 24.9.2018	**2. MODULE 2:** This including Google's Cost Per Click (CPC), Cost Per Acquisition (CPA) and Cost Per Mille (CPM) advertising models.
5,6	25.9.2018 26.9.2018	**3. MODULE 3:** Understanding the concepts which lie behind AdWords™ is vital to developing profitable campaigns. We explain Google's results page (including features such as Instant and the integration of Google+ within their SERPs), Quality Score, the AdWords
7,8	27.9.2018 28.9.2018	**4. MODULE 4:** A major focus of Enhanced Campaigns is the way AdWords™ handles devices (PCs, tablets and Smartphones), the user's location and time-of-day (collectively referred to as "context").
9,10	1.10.2018 2.10.2018	**MODULE 5:** We've developed an account model for Google AdWords that delivers a solid Return on Investment (ROI) using a methodology that is affordable, maintainable and scalable.
11,12	3.10.2018 4.10.2018	**6. MODULE 6:** Tiered Account Model (TAM) mirrors your website structure and AdWords™ Match types, thereby ensuring you intercept the cheapest searches in your market nationally, internationally or via custom geographic targeting.
13,14	5.10.2018 8.10.2018	**7. MODULE 7:** AdWords fundamentals, search advertising, display advertising, video advertising and shopping advertising internationally using TAM concepts or via custom geographic targeting.

15,16	9.10.2018 10.10.2018	**8. MODULE 8:** Explore the demographics (who) and psychographics (why) of your target audience, together with key assumptions - such as your site's conversion rate - that determine the profitability of your online campaigns.
17,18	11.10.2018 12.10.2018	**9. MODULE 9:** The cornerstone of a successful Google Ad Words campaign is keyword research. This should drive both your PPC and Search Engine Optimization(SEO) strategies. We show you how to undertake effective keyword discovery and mining.
19,20	15.10.2018 16.10.2018	**10. MODULE 10:** Show you how to develop a profitable bidding strategy for your campaigns, and the effective use of Ad Words™ settings to control ad delivery and audience targeting.
21,22	17.10.2018 18.10.2018	**11. MODULE 11:** Identifying and understanding visitor trends in your market will be vital to the success of your campaigns, and we show you how to tailor your campaigns to exploit these trends, and how to ensure your ads are always at the top of Google's results page.
23,24	19.10.2018 22.10.2018	**12. MODULE 12:** Treating your keywords, ads and landing pages as a unit is the key to maximising conversion rates. We show you how to develop and test your ads, explaining the impact of each element and its effect on an ad's Click-Through-Rate (CTR).
25,26	23.10.2018 24.10.2018	**13. MODULE 13:** Understanding how visitors' scan web pages, how the human eye and brain process information on-screen will help you design more effective landing pages. We accompany these aspects with a review of your website.
27,28	25.10.2018 26.10.2018	**14. MODULE 14:** Optimising your Ad Words campaigns without a methodology is the main reason most company's advertising fails to deliver the expected ROI. We provide you with a template schedule and clear rules to apply to your own campaigns.
29,30	29.10.2018 30.10.2018	**15. MODULE 15:** Google now offers a growing range of other services that every company should employ as part of their online marketing activities. We cover the most important of these, including Google Analytics, Webmaster and Alerts.

COURSE COORDINATOR

HEAD OF THE DEPARTMENT

CERTIFICATE COURSE ON GOOGLE AD WORD OR GOOGLE

Date of Introduction of the Course:19.09.2018

COURSE SYLLABUS

1. MODULE 1:

IntroductionofGoogle Ad Wordsoverview of Google's business, its networks and advertising programmers. We review the Search, Display and growing Mobile networks.

2. MODULE 2:

This including Google's Cost Per Click (CPC), Cost Per Acquisition (CPA) and Cost Per Mille (CPM) advertising models.

3. MODULE3:

Understanding the concepts which lie behind AdWords™ is vital to developing profitable campaigns. We explain Google's results page (including features such as Instant and the integration of Google+ within their SERPs), Quality Score, the AdWords.

4. MODULE 4:

A major focus of Enhanced Campaigns is the way AdWords™ handles devices (PCs, tablets and Smartphones), the user's location and time-of-day (collectively referred to as "context").

5. MODULE 5:

We've developed an account model for Google AdWords™ that delivers a solid Return on Investment (ROI) using a methodology that is affordable, maintainable and scalable.

6. MODULE 6:

Tiered Account Model (TAM) mirrors your website structure and AdWords™ Match types, thereby ensuring you intercept the cheapest searches in your market nationally, internationally or via custom geographic targeting.

7. MODULE 7:

AdWords fundamentals, search advertising, display advertising, video advertising and shopping advertising internationally using TAM concepts or via custom geographic targeting.

8. MODULE 8:

Explore the demographics (who) and psychographics (why) of your target audience, together with key assumptions - such as your site's conversion rate - that determine the profitability of your online campaigns.

9. MODULE 9:

The cornerstone of a successful Google Ad Words campaign is keyword research. This should drive both your PPC and Search Engine Optimization (SEO) strategies. We show you how to undertake effective keyword discovery and mining.

10. MODULE 10:

Show you how to develop a profitable bidding strategy for your campaigns, and the effective use of Ad Words™ settings to control ad delivery and audience targeting.

11. MODULE 11:

Identifying and understanding visitor trends in your market will be vital to the success of your campaigns, and we show you how to tailor your campaigns to exploit these trends, and how to ensure your ads are always at the top of Google's results page.

12. MODULE 12:

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13. MODULE 13:

Understanding how visitors' scan web pages, how the human eye and brain process information on-screen will help you design more effective landing pages. We accompany these aspects with a review of your website.

14. MODULE 14:

Optimising your Ad Words campaigns without a methodology is the main reason most company's advertising fails to deliver the expected ROI. We provide you with a template schedule and clear rules to apply to your own campaigns.

15. MODULE 15:

Google now offers a growing range of other services that every company should employ as part of their online marketing activities. We cover the most important of these, including Google Analytics, Webmaster and Alerts.
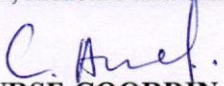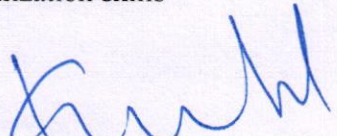
COURSE OBJECTIVES

This Google AdWords training course is very interactive, which includes practical demonstrations of the Google AdWords interface, case studies, best practices, trends and discussions. During the course, students will be advised to run live campaigns so that they can get better understanding of Google AdWords in real time. Digital Ready's Certificate Course in Google AdWords, you will be able to maximize the return on investments (ROI). With our up-to-date and practical Google AdWords training, you will be able to know effective PPC advertising strategies and wealth of information to optimize your PPC campaigns effectively so that they meet your business objectives and goals.

Specifically, the course has the following objectives:

Students will learn

- Understand how Google AdWords Work
- Setup PPC account and goals
- Plan and Setup Google AdWords campaigns
- Perform keyword research to develop highly targeted keywords list
- Learn about your quality score and influencing factors
- Optimize the landing pages for better conversion
- Get the most out of your campaigns and budgets with account optimization skills
- Optimize and manage your campaigns
- Track, measure and create reports

COURSE COORDINATOR

HEAD OF THE DEPARTMENT

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INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Declared as Deemed-to-be University under section 3 of UGC Act 1956)

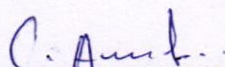## CERTIFICATE COURSE ON GOOGLE AD WORD OR GOOGLE
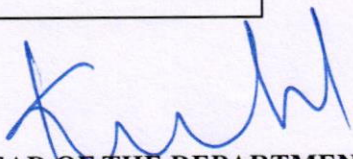### Date of Introduction of the Course: 19.09.2018

School of Computing
Registered Students Name List

S.NO	REG.NO	NAME OF THE STUDENT
1	U17CS001	YALAMADDI BHARGAV
2	U17CS002	MAMDARAPU SARTHIK
3	U17CS076	BANDARI RANJITH REDDY
4	U17CS077	REKAPALLISASAANK
5	U17CS152	JAMMULADINNE RANGA REDDY
6	U17CS153	BANDARU JANARDHAN
7	U17CS227	SHAIK KHADARVALI
8	U17CS228	MURIKIPUDI ALEX
9	U16CS701	PRADEEP SURIYA
10	U16CS702	MOHANRAJ
11	U16CS100	GALLA BHUCHANDRA
12	U16CS101	NITHISHVAR S
13	U16CS151	PODAPATI ASMITHA
14	U16CS152	NALLAPU RAJESH
15	U16CS707	HANUMANTHU RAO
16	U16CS708	SIMRAN ALIZA NISAR
17	U15CS034	CHIDIPOTHU PRATHYUSHA
18	U15CS035	CHINTAGINJALA VENKATA SRI SAI SRAVYA
19	U15CS087	KARTHEESWARAN P
20	U15CS088	KARTHICK S
21	U15CS180	RAVURI SRIKANTH
22	U15CS182	RICHARD WUMBRAND J
23	U15CS183	S. PUNITHA
24	U15CS184	S. SAI SHRUTHI
25	U15CS185	SADHOLLA PRANAY REDDY
26	U15CS241	RUPESH KUMAR ROY
27	U15CS242	KOTAGIRI SAI CHAND

28	U15CS243	RANDHIR KUMAR
29	U15CS244	RAJESH.D
30	U15CS246	J.SAI RAM MADHAV
31	U15CS704	Karam
32	U15CS010	Divya
33	U15CS505	C.koushik
34	U15CS149	P.Khaja khan
35	U15CS122	MAHAMOD SHAJEEN
36	U15CS509	S.AJAY PERUMAL
37	U15CS511	PUJARI DOLIKASREE
38	U15CS512	KATTA PARDHU CHANDRAKANTH
39	U15CS513	KOMARA VENKATESH
40	U15CS188	SANDANAMUDI CHANDRA TEJA
41	U15CS189	SANTHOSH RAJ M
42	U15CS190	SATHISH S
43	U15CS707	ARVING.S.PINTO
44	U15CS708	C.A.AJISH MON
45	U15CS710	JAYANTHI..S
46	U15CS502	DANIEL BRITTO
47	U15CS503	AKASH VENKATRAMAN
48	U15CS712	N VENKAT SUBHASH
49	U15CS237	BUDDI VAMSI
50	U15CS239	AVINASH KUMAR
51	U15CS240	YUGESH.S
52	U15CS241	RUPESH KUMAR ROY
53	U15CS242	KOTAGIRI SAI CHAND

COURSE COORDINATOR

HEAD OF THE DEPARTMENT

Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Declared as Deemed-to-be University under section 3 of UGC Act 1956)

CERTIFICATE COURSE ON GOOGLE AD WORD OR GOOGLE

COURSE COORDINATOR   **HEAD OF THE DEPARTMENT**

𝕭harath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Declared as Deemed-to-be University under section 3 of UGC Act 1956)

CERTIFICATE OF PARTICIPATION

This certificate is presented to

S.SATHISH(REG NO:U15CS190)

For actively participating in the value added course "GOOGLE AD WORD OR GOOGLE"

Conducted by School of Computing, BIHER from 19.09.2018 to 30.10.2018.

COURSE COORDINATORS   HEAD OF THE DEPARTMENT   DIRECTOR

COURSE FEEDBACK FORM

Academic Year	2018 – 2019
Term	ODD
Course Number	
Course Title	Google Ad Word or Google.
Number of Credits	

Type of Course	Regular		Elective		Add-on	✓

I.   **Information on the Respondent: (Tick (√) Appropriately)**

1.   **Percentage of classes attended**

0-20		20-40		40-60		60-80	✓	80-100	

2.   **Number of hours per week spent on the course (Other than lecture hours)**

0-2		2-4		4-6		6-8		8-10	

3.   **Preparation for the course by the student:**

(i)	Have done part of this course earlier	NO
(ii)	Has adequate prior exposure to the prerequisites	NO
(iii)	Had to pickup relevant additional topics through concurrent study	yes
(iv)	Have no exposure to the background material	NO

4.   **The expectations for taking the course by the student are:**

(a)	Enhance by skill base in the area of specializations	yes
(b)	Get exposed to a relevant subject	yes
(c)	Curiosity	yes
(d)	Better Employment Opportunity	yes
(e)	Complete Course requirements	yes
(f)	To Improve CGPA	yes

About the Instructor: Information on the Respondent: (Tick (√) Appropriately)

		A	B	C	D	E
1.	Pace of the Teaching/lecture	✓				
2.	Comment of the Subject	✓				
3.	Clarity of expression	✓	✓			
4.	Level of preparation					
5.	Level of interaction	✓				
6.	Accessibility outside the class		✓			
7.	Others (please specify					

A: Excellent		B: Very Good		C: Good		D: Satisfactory		E: Poor	

HEAD OF THE DEPARTMENT

COURSE FEEDBACK FORM

Academic Year		2018 – 2019				
Term		ODD				
Course Number						
Course Title		Google Ad Word or Google.				
Number of Credits						
Type of Course	Regular		Elective		Add-on	✓

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		A	B	C	D	E
1.	Pace of the Teaching/lecture	✓				
2.	Comment of the Subject	✓				
3.	Clarity of expression		✓			
4.	Level of preparation					
5.	Level of interaction	✓				
6.	Accessibility outside the class		✓			
7.	Others (please specify					

A: Excellent		B: Very Good		C: Good		D: Satisfactory		E: Poor	

HEAD OF THE DEPARTMENT