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: 23.11.2018

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 **"CERTIFICATE COURSE ON IMPLEMENT ADOBE ADVERTISING CLOUD SEARCH ACCORDING TO BUISNESS GOALS"** -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 **"CERTIFICATE COURSE ON IMPLEMENT ADOBE ADVERTISING CLOUD SEARCH ACCORDING TO BUISNESS GOALS"** in our campus premises on **5.12.2018**, 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 6:00 PM.Monday to Friday

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

HOD

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

DEAN ENGINEERING

Bharath
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
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CIRCULAR

30.11.2018

The School of computing, Bharath Institute of Higher Education and Research is planned to conduct a certification value added course on **IMPLEMENT ADOBE ADVERTISING CLOUD SEARCH ACCORDING TO BUISNESS GOALS**for the benefit of II, III and IV year students. This course is scheduled from 5.12.2018 for 30hours which includes theory and practical. The timings are 4:00 PM to 6:00 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.Nalini	Professor

Head of Department

HEAD OF DEPARTMENT
Department of Computer Sci... & Engg.,
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To

Copy to CSE

Copy to IT

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CERTIFICATE COURSE ON IMPLEMENT ADOBE ADVERTISING CLOUD SEARCH ACCORDING TO BUISNESS GOALS

Date of Introduction of the Course:5.12.2018

COURSE SYLLABUS

1. MODULE 1:

Cloud Computing fundamentals, private, public and hybrid cloud. Cloud types; IaaS, PaaS, SaaS. Benefits and challenges of cloud computing, public vs private clouds, role of virtualization in enabling the cloud; Business Agility: Benefits and challenges to Cloud architecture .

2. MODULE 2:

CLOUD APPLICATIONS:Technologies and the processes required when deploying web services; Deploying a web service from inside and outside a cloud architecture, advantages and disadvantages.

3. MODULE3:

MANAGEMENT OF CLOUD SERVICES :Reliability, availability and security of services deployed from the cloud. Performance and scalability of services, tools and technologies used to manage cloud services deployment.

4. MODULE 4:

Cloud Economics : Cloud Computing infrastructures available for implementing cloud based services. Economics of choosing a Cloud platform for an organization, based on application requirements, economic constraints and business needs (e.g Amazon, Microsoft and Google, Salesforce.com, Ubuntu and Redhat.

5. MODULE 5:

APPLICATION DEVELOPMENT :Service creation environments to develop cloud based applications. Development environments for service development; Amazon, Azure, Google App.

6. MODULE 6:

CLOUD IT MODEL : Analysis of Case Studies when deciding to adopt cloud computing architecture. How to decide if the cloud is right for your requirements. Cloud based service, applications and development platform deployment so as to improve the total cost of ownership (TCO).

7.MODULE 7:

VIRTUALIZED DATA CENTER ARCHITECTUR:Cloud infrastructures; public, private, hybrid. Service provider interfaces; Saas, Paas, Iaas. VDC environments; concept, planning and design, business continuity and disaster recovery principles. Managing VDC and cloud environments and infrastructures.

8. MODULE 8:

INFORMATION STORAGE SECURITY & DESIGN:Storage strategy and governance; security and regulations. Designing secure solutions; the considerations and implementations involved. Securing storage in virtualized and cloud environments.

9. MODULE 9:

Monitoring and management; security auditing and SIEM.

10. MODULE 10:

INFORMATION STORAGE SECURITY & DESIGN :Storage strategy and governance; security and regulations. Designing secure solutions; the considerations and implementations involved. Securing storage in virtualized and cloud environments. Monitoring and management; security auditing and SIEM.

11. MODULE 11:

OPTIMIZATION OF CLOUD STORAGE: Global storage management locations, scalability, operational efficiency. Global storage distribution; terabytes to petabytes and greater. Policy based information management; metadata attitudes; file systems or object storage

12. MODULE 12:

INFORMATION AVAILABILITY DESIGN : Designing backup/recovery solutions to guarantee data availability in a virtualized environment. Design a replication solution, local remote and advanced. Investigate Replication in NAS and SAN environments. Data archiving solutions; analyzing compliance and archiving design considerations.

13. MODULE 13:

VIRTUALIZATION SYSTEM-SPECIFIC ATTACKS:Guest hopping, attacks on the VM (delete the VM, attack on the control of the VM, code or file injection into the virtualized file structure), VM migration attack, hyperjacking.

14. MODULE 14:

LEGAL AND COMPLIANCE ISSUES :Responsibility, ownership of data, right to penetration test, local law where data is held, examination of modern Security Standards (eg PCIDSS),

15. MODULE 15:

How standards deal with cloud services and virtualization, compliance for the cloud provider vs. compliance for the customer

COURSE OBJECTIVES

This course provides a comprehensive view of storage and networking infrastructures for highly virtualized cloud ready deployments. The course on cloud security introduces the basic concepts of security systems and cryptographic protocols, which are widely used in the design of cloud security. The issues related multi tenancy operation, virtualized infrastructure security and methods to improve virtualization security are also dealt with in this course.

Specifically, the course has the following objectives

1. Critically appraise the opportunities and challenges of information management in complex business environments
2. Evaluate information storage management design in a cloud environment and how it relates to the business objectives of an organization .
3. Analyze how best to provide reliable access to information both locally and remotely using storage technologies .
4. Investigate how a global storage solution can be optimized so that it can be delivered successfully from the cloud

COURSE COORDINATOR

HEAD OF THE DEPARTMENT

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CERTIFICATE COURSEON IMPLEMENT ADOBE ADVERTISING CLOUD SEARCH ACCORDING TO BUISNESS GOALS

Date of Introduction of the Course: 5.12.2018

The timings are

Time Table& Lesson plan

CLASS	DATE	TOPIC
1,2	5.12.2018	**1. MODULE 1:** Cloud Computing fundamentals, private, public and hybrid cloud. Cloud types; IaaS, PaaS, SaaS. Benefits and challenges of cloud computing, public vs private clouds, role of virtualization in enabling the cloud; Business Agility: Benefits and challenges to Cloud architecture .
3,4	6.12.2018	**2. MODULE 2:** CLOUD APPLICATIONS :Technologies and the processes required when deploying web services; Deploying a web service from inside and outside a cloud architecture, advantages and disadvantages.
5,6	7.12.2018	**3. MODULE 3:** MANAGEMENT OF CLOUD SERVICES :Reliability, availability and security of services deployed from the cloud. Performance and scalability of services, tools and technologies used to manage cloud services deployment.
7,8	10.12.2018	**4. MODULE 4:** Cloud Economics : Cloud Computing infrastructures available for implementing cloud based services. Economics of choosing a Cloud platform for an organization, based on application requirements, economic constraints and business needs (e.g Amazon, Microsoft and Google, Salesforce.com, Ubuntu and Redhat.

9,10	**11.12.2018**	**MODULE 5:** APPLICATION DEVELOPMENT :Service creation environments to develop cloud based applications. Development environments for service development; Amazon, Azure, Google App.
11,12	**12.12.2018**	**6. MODULE 6:** CLOUD IT MODEL :Analysis of Case Studies when deciding to adopt cloud computing architecture. How to decide if the cloud is right for your requirements. Cloud based service, applications and development platform deployment so as to improve the total cost of ownership (TCO).
13,14	**13.12.2018**	**7. MODULE 7:** VIRTUALIZED DATA CENTER ARCHITECTUR:Cloud infrastructures; public, private, hybrid. Service provider interfaces; Saas, Paas, Iaas. VDC environments; concept, planning and design, business continuity and disaster recovery principles. Managing VDC and cloud environments and infrastructures.
15,16	**14.12.2018**	**8. MODULE 8:** INFORMATION STORAGE SECURITY & DESIGN:Storage strategy and governance; security and regulations. Designing secure solutions; the considerations and implementations involved. Securing storage in virtualized and cloud environments.
17,18	**17.12.2018**	**9. MODULE 9:** Monitoring and management; security auditing and SIEM.
19,20	**18.12.2018**	**10. MODULE 10:** INFORMATION STORAGE SECURITY &DESIGN :Storage strategy and governance; security and regulations. Designing secure solutions; the considerations and implementations involved. Securing storage in virtualized and cloud environments. Monitoring and management; security auditing and SIEM.
21,22	**19.12.2018**	**11. MODULE 11:** OPTIMIZATION OF CLOUD STORAGE: Global storage management locations, scalability, operational efficiency. Global storage distribution; terabytes to petabytes and greater. Policy based information management; metadata attitudes; file systems or object storage

23,24	**20.12.2018**	**12. MODULE 12:** INFORMATION AVAILABILITY DESIGN : Designing backup/recovery solutions to guarantee data availability in a virtualized environment. Design a replication solution, local remote and advanced. Investigate Replication in NAS and SAN environments. Data archiving solutions; analyzing compliance and archiving design considerations.
25,26	**21.12.2018**	**13. MODULE 13:** VIRTUALIZATIONSYSTEM-SPECIFIC ATTACKS:Guest hopping, attacks on the VM (delete the VM, attack on the control of the VM, code or file injection into the virtualized file structure), VM migration attack, hyperjacking.
27,28	**24.12.2018**	**14. MODULE 14:** LEGAL AND COMPLIANCE ISSUES :Responsibility, ownership of data, right to penetration test, local law where data is held, examination of modern Security Standards (eg PCIDSS),
29,30	**26.12.2018**	**15. MODULE 15:** How standards deal with cloud services and virtualization, compliance for the cloud provider vs. compliance for the customer

COURSE COORDINATOR

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IMPLEMENT ADOBE ADVERTISING CLOUD SEARCH ACCORDING TO BUISNESS GOALS

Date of Introduction of the Course: 5.12.2018

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	U15CS123	Mohammad Aslam Shareef
47	U15CS124	Mohankumar J
48	U15CS125	Molapanti Siva Kalpana
49	U15CS126	Mooraboina Naresh
50	U15CS704	Karam
51	U15CS010	Divya
52	U15CS505	C.koushik
53	U15CS149	P.Khaja khan
54	U15CS122	MAHAMOD SHAJEEN
55	U15CS509	S.AJAY PERUMAL
56	U15CS511	PUJARI DOLIKASREE
57	U15CS512	KATTA PARDHU CHANDRAKANTH
58	U15CS513	KOMARA VENKATESH

COURSE COORDINATOR **HEAD OF THE DEPARTMENT**

Department of Computer Science & Engg.,
Sathyabama Institute of Higher Education - Research
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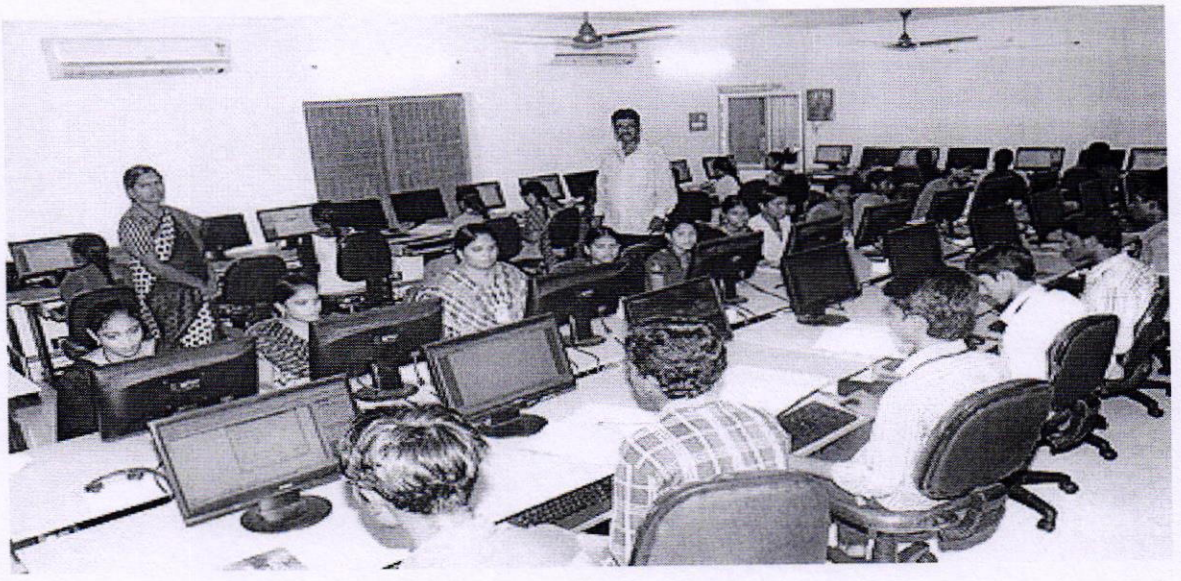
CERTIFICATE COURSE ON CERTIFICATE COURSE ON IMPLEMENT ADOBE ADVERTISING CLOUD SEARCH ACCORDING TO BUISNESS GOALS



COURSE COORDINATOR

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CERTIFICATE OF PARTICIPATION

This certificate is presented to

S.SAI SHRUTHI (REG NO:U15CS184)

For actively participating in the value added course **"IMPLEMENT ADOBE ADVERTISING CLOUD SEARCH ACCORDING TO BUISNESS GOALS "** Conducted by School of Computing, BIHER from 05.12.2018 to 25.12.2018.

COURSE COORDINATORS

HEAD OF THE DEPARTMENT

DIRECTOR

COURSE FEEDBACK FORM

Academic Year		2018-2019					
Term							
Course Number							
Course Title		Implement Adobe Advertising cloud search according to Business goals					
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	

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Institute of Higher Educati...
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COURSE FEEDBACK FORM

Academic Year		2018 - 2019					
Term							
Course Number							
Course Title		Implement adobe Advertising cloud Search According to Business goals.					
Number of Credits							
Type of Course	Regular		Elective		Add-on	✓	

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

1. **Percentage of classes attended**

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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	No
(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	

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