

**IMM EU Socrates Erasmus Programme
49104-IC-1-2003-1-RO-ERASMUS-PROGUC-1**

**Master programme
Syllabus**

Course Title: Multimedia Application Management
Proposed by: Lecturer eng. Diana Andone
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Purpose	The purpose of the course is to introduce the students to the basics of multimedia management and to provide a deeper understanding of multimedia applications development.
Learning Outcomes	After attending the course, the student will understand the structure of multimedia applications, will be familiar with the development of multimedia application, will be able to manage a multimedia team.
Course Summary	The course covers a multidisciplinary field: principles, concepts and theories from management and business, computer science, sociology, law. With a main view on step-by-step multimedia production this course will provide students with a variety of methods that can enhance the effectiveness of a multimedia application development / production.
Course Structure	The proposed content of the course includes: <ul style="list-style-type: none"> • Elements of Management and Bussiness • Basics of multimedia management • Team Management • Economics of multimedia production and distribution • Multimedia marketing • Software engineering
Learning Assignments	Types of assessments planned: <ul style="list-style-type: none"> - self-assessments - homework - a multimedia project structure - business plan for a multimedia production - project – producing a multimedia presentation – in partnership with the Multimedia Programming Project work will be the most important assessment tool.
Tutorials Structure	The course will consist of a balanced combination between face-to-face meetings and independent study.
Interactive or	The course is based on the material loaded by the instructor on

Multimedia content	the online platform. It contains some graphics, video and audio files, links to simulations or implemented compression techniques
Software needed	Software needed for students to be trained: Mind Manager, Microsoft Project, Macromedia Dreamweaver.
References	<p>The main references:</p> <ol style="list-style-type: none"> 1. R. S. Tannenbaum – Theoretical Foundations of Multimedia, Comp. Science Press, 1998 2. W. Rosch – Multimedia Bible, SAMS, 1995 3. T. Vaughan – Multimedia. Making It Work, McGraw Hill, 2000 4. N. Chapman, J. Chapman – Digital Multimedia, Wiley, 2001 5. F. Halsall – Multimedia Communications, Addison Wesley, 2001 6. L. Graham – The Principles of Interactive Design, Delmar Publ., 1999 7. A. Friedlein – Web Project Management, Morgan Kaufmann, 2001 8. I. Graham – Web Usability, Addison Wesley, 2002 9. A. Sloane – Multimedia Communication, McGraw Hill, 1996 10. Bayne, K - The Internet Marketing Plan (II). 2000 Willey 11. Applehans, W. - Managing Knowlegde 1999 Addison Wesley 12. Conger, S. Mason, R. - Plannig & Designing Eff. Web Sties (+CD) 1998 Course Technology 13. Worthen, B. Sanders, J. - Program Evaluation 1997 Longman 14. Applehans, W. Globe. - Managing Knowledge 1999 Addison Wesley 15. Leer, Anne - Masters of the wired world 1999 FT- Pitman Publishing 16. D. Andone – Dezvoltarea aplicațiilor multimedia, UPT, 2001