

K.S.Rangasamy College of Arts and Science (Autonomous)

Tiruchengode-637215

Department of Management Studies (PG)

1.2.2 List of Elective Courses Implemented

Finance Elective:

- a. Financial Services
- b. Security Analysis and Portfolio Management
- c. Strategic Financial Management

Human Resource Elective:

- a. Employee Relations Management
- b. Strategic Human Resource Management
- c. Training and Development

Marketing Elective:

- a. Customer Relationship Management
- b. Integrated Marketing Communication
- c. Retail Management

Operations Elective:

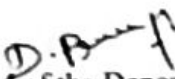
- a. Advanced Operations Management
- b. Supply Chain Management
- c. World Class Manufacturing

Systems Elective:

- a. Enterprise Resource Planning
- b. Data Mining and Warehousing
- c. Database Management System

Enclosures:

1. Copy of scheme of examination.
2. Syllabus copy of the elective courses


Head of the Department

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Controller of Examination

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Electives

Subject Code	Subject	Hrs of Instruction	Exam Duration (Hrs)	Maximum Marks			Credit Points
				CA	CE	Total	
III Semester							
Area: Finance							
18PBAEF301	Elective I: Financial Services	5	3	25	75	100	4
18PBAEF302	Elective II: Security Analysis and Portfolio Management	5	3	25	75	100	4
18PBAEF303	Elective III: Strategic Financial Management	5	3	25	75	100	4
Area: Human Resource							
18PBAEH301	Elective I: Employee Relations Management	5	3	25	75	100	4
18PBAEH302	Elective II: Strategic Human Resource Management	5	3	25	75	100	4
18PBAEH303	Elective III: Training and Development	5	3	25	75	100	4
Area: Operations							
18PBAEO301	Elective I: Advanced Operations Management	5	3	25	75	100	4
18PBAEO302	Elective II: Supply Chain Management	5	3	25	75	100	4
18PBAEO303	Elective III: World Class Manufacturing	5	3	25	75	100	4
IV Semester							
Area: Marketing							
18PBAEM401	Elective I: Customer Relationship Management	5	3	25	75	100	4
18PBAEM402	Elective II: Integrated Marketing Communication	5	3	25	75	100	4
18PBAEM403	Elective III: Retail Management	5	3	25	75	100	4
Area: Systems							
18PCSBAES401	Elective I: Enterprise Resource Planning	5	3	25	75	100	4
18PCSBAES402	Elective II: Data Mining and Warehousing	5	3	25	75	100	4
18PCSBAES403	Elective III: Data Base Management System	5	3	25	75	100	4



ELECTIVE - FINANCE

18PBAEF301	ELECTIVE I: FINANCIAL SERVICES	SEMESTER- III	
Course objectives: The Course aims <ul style="list-style-type: none"> To develop knowledgeable and capable executives to move quickly to key positions in the financial services sector. 			
Credits:4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Financial Services - Meaning - Types - Financial Inclusion and Exclusion - Financial Markets: Characteristics - Classification of financial markets: Primary market and secondary market - functions and players.	10	CO1
II	Asset Based Corporate Financial Services: Leasing: Definition - Essentials of Lease Transactions - Types And Advantages of Lease - Leasing Process - Hire Purchase: Hire Purchase Process - Parties to Hire Purchase Contract. Mortgage: Definition and Types. Factoring: Definition and Functions - Types of Factoring.	10	CO2
III	Fee Based Corporate Financial Services: Guarantees: Financial and Performance Guarantees - Advantages and Disadvantages of Guarantees - Letter of Credit: Types and Process - Merchant Banking: Origin - Definition - Functions - Regulation of Merchant Banking Activities - Asset Securitization: Meaning - Parties Involved - Process of Securitization - Benefits of Securitization.	10	CO3
IV	Asset Based Retail Financial Services: Personal Finance - Housing Finance - Educational Loans - Automobile Loans - Discounting/Purchasing of Cheques. Deposit schemes: Savings Bank Account - Current Account - Term Deposit - Cumulative Term Deposit - NRI Accounts - National Savings Schemes - Demat Account. Mutual Funds: Concept - Organization - Mechanism - Types of Mutual Funds - Benefits and Limitations of Mutual funds.	10	CO4
V	Fee Based Retail Financial Services: Personal Tax Counseling - Credit Card - Debit Card - Barter Card - ATM - Ban assurance - Credit Rating: Origin - Definition - Features - Advantages - Functions - Rating Methodology. Insurance: Definition - Principles of Insurance - Types: Life Insurance - Reinsurance - General Insurance - Health Insurance - Motor Insurance - Rural Insurance.	10	CO5
Text Book			
1	Sasiidharan, K. and Alex K. Mathews. 2008. Financial Services and System. [First Edition]. Tata McGraw-Hill Company, New Delhi.		



Reference Books	
1	Khan, M.Y. 2009. Financial Services . [Second Edition]. Tata McGraw Hill Publishing Company Limited, New Delhi
2	Guruswamy, S.G. 2009. Financial Services and Systems . [Second Edition]. Tata McGraw Hill Publishing Company Limited, New Delhi.
3	Gorden, E and Natarajan, K. 2007. Financial Services . [Second Edition]. Himalaya Publishing House, New Delhi.
4	Machiraju, H.R. 2010. Merchant Banking Principles and Practice . [Fourth Edition]. New Age International, New Delhi.
5	Bhole, L.M. 2009. Financial Institutions and Markets . [Fifth Edition]. Tata McGraw Hill Publishing Company Limited, New Delhi.
Web References	
1	www.investopedia.com
2	www.ibef.org
3	www.financialservices.gov.in

COURSE OUTCOMES (CO)

After completing the course the students will be able to

CO1	Acquire knowledge on the concept of financial markets and Financial Institution
CO2	Learn the various financial services that are rendered to the corporates' relating to their assets
CO3	Outline the function of merchant banking and asset securitization.
CO4	Determine the personal financing and various investment avenues available for individuals.
CO5	Determine the tax rebates and various insurance schemes available.



18PBAEF302	ELECTIVE II: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	SEMESTER- III	
<p>Note: 80% of the questions shall be theory based and 20% of the questions shall be problem based.</p> <p>Course objectives:</p> <p>The Course aims</p> <ul style="list-style-type: none"> To acquaint the students in respect to the investment decisions related to financial assets, the risks and the returns involved. To make aware about the functioning of securities market alongside the theories and concepts involved in portfolio management. 			
Credits:4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Introduction to Securities - Investment Vs Speculation, Gambling and Investment, Investment objectives - Investment Process. Listing of Securities - Calculation of Stock Market Indices - The Securities and Exchange Board of India: Objectives, Functions, Organization and the Role of SEBI.	10	CO1
II	Security Analysis - Meaning, Nature and Scope - Security Risk and Return - Systematic Risk - Unsystematic Risk - Significance of alpha, Beta and co-efficient of determination . Valuation of Securities - Bond - Risk, Return and Valuation, Yield to maturity. Stock Return and Valuation: Zero Growth Model, Constant Growth Model, Two Stage Growth Model, the Three-Phase Model.	10	CO2
III	Fundamental Analysis: Economic, Industry and Company Analysis - Intrinsic value of shares. Technical Analysis: Assumptions, History and Tools - Dow Theory. Technical Analysis vs. Fundamental Analysis. The Random-Walk Theory, Efficient Market Theory- Weak Form, Semi-strong Form, Strong Form.	10	CO3
IV	Portfolio Analysis - Meaning - Need - Elements - Stages in Portfolio construction - Portfolio Risk and Return. The Markowitz Model - Markowitz efficient frontier, Corner Portfolio, Sharpe's single index model, Construction of the Optimal Portfolio. Capital Asset Pricing Theory - Capital Market Line, Securities Market line - Arbitrage Pricing Theory.	10	CO4
V	Portfolio Evaluation: Mutual Fund, Sharpe's Performance Index, Treynor's Performance Index, Jensen's Performance Index. Portfolio Revision: Passive Management, Active Management, the Formula Plans, Assumptions of the Formula Plan, Variable Ratio Plan.	10	CO5



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Text Book	
1	Punithavathy Pandian. 2010. Security Analysis and Portfolio Management. [Second Edition]. Vikas Publishing, New Delhi.
Reference Books	
1	Donald E. Fischer and Ronald J. Jordan. 2000. Security Analysis and Portfolio Management. [Second Edition]. Prentice Hall India, New Delhi.
2	Rangamathan, M. and Madhumathi, R. 1995. Investment Analysis and Portfolio Management. [Second Edition]. Pearson Education, New Delhi.
3	Avadhani, V.A. 2003. Investment and Securities Market in India. [Sixth Edition]. Himalaya Publishing House, New Delhi.
4	Dhanesh Kumar Khatri. 2006. Investment Management and Security Analysis: Text and Cases. [First Edition]. Macmillan Publishers India, New Delhi.
5	Sridhar, A. N. 2006. Management Accounting and Financial Analysis. [Sixth Edition]. Shroff Publications and Dist. Pvt. Ltd., USA.
Web References	
1	www.careerride.com
2	www.scribd.com
3	www.m.timesjobs.com

COURSE OUTCOMES (CO)

After completing the course, the students will be able to

CO1	Gain the knowledge about market regulators and various participants in the securities market.
CO2	Explore the various fundamental analysis techniques towards stock investment.
CO3	Learn the basic of technical analysis and various indicators for short term trading.
CO4	Apply the portfolio methods, construction and various models of portfolio analysis.
CO5	Demonstrate the portfolio evaluation and revision.



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18PBAEF303	ELECTIVE III: STRATEGIC FINANCIAL MANAGEMENT	SEMESTER- III	
Course objectives: The Course aims <ul style="list-style-type: none"> To design, analyse and implement financial strategies aimed at repositioning and revitalizing companies. 			
Credits:4			Total Hours: 50
UNIT	CONTENTS	Hrs	CO
I	Strategy - Meaning - Stages in strategic planning - Importance and features of strategic planning - difference between strategic planning and long range planning- Corporate Restructuring: Meaning- Need and scope - kinds of Restructuring - Formation and execution of various corporate restructuring strategies.	10	CO1
II	Merger and amalgamation - Reasons for Merger and Amalgamation - underlying objectives - Categories of Merger - Methods of Merger - Emergence of Take overs -objects - kinds of take overs - Valuing Firms And The Different Methods Of Valuation - Demergers - Modes of demerger- spin-off-split off-division	10	CO2
III	Post-Merger Re-Organization: Accomplishment of objectives - Factors in post-merger reorganization - Criteria of success - Post-merger valuation, Measuring post-merger efficiency - Measuring key Indicators.	10	CO3
IV	Corporate Restructuring: Definition - Reasons - Areas of restructuring - Rationale for diversification - Techniques of Corporate Restructuring - Expansion Techniques - Divestment Techniques - Strategies - Financial Reorganization.	10	CO4
V	Industrial Sickness and Revival of Sick Unit: Definitions - Causes of Industrial Sickness - Reasons for Business failure - Revival of sick unit-Diagnostic study - Role of Board for Industrial and Financial Reconstruction (BIFR) - Powers of BIFR -- Relief - Concessions to sick .	10	CO5
Text Book			
1	Prasad, G. Godbole. 2011. Mergers, Acquisition and Corporate restructuring. [First Edition]. Vikas Publishing House Pvt. Ltd., New Delhi.		
Reference Books			
1	Rajinder, S. Aurora, Kavita Shetty and Sharad R. Kale. 2011. Mergers and Acquisitions. [First Edition]. Oxford Publishing House, New Delhi.		



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2	Aswath Damodaran. 2011. Corporate Finance Theory and Practice. [Second Edition]. John Wiley and Sons Inc Sea Pvt. Ltd.
3	James C. Van Horne. 2012. Financial Management and Policy. [Twelfth Edition]. Prentice Hall of India (P) Ltd., New Delhi.
4	Khan, M.Y. 2011. Financial Services. [Sixth Edition]. Tata McGraw Hill Publishing Company Limited, New Delhi.
5	Pradip M. Khandwalla. 1998. Fourth Eye Excellence Through Creativity. [Second Edition] Ah Wheeler and Co. Ltd., New Delhi.
6	Fred J. Weston, Mark L. Mitchell and Harold Mulherin, J. 2012. [Fourth Edition]. Takeovers Restructuring and Corporate Governance. Pearson Education Limited, New Delhi.
7	Richard A. Brealey, Stewart C. Myers, Franklin Allen and Pitabas Mohanty. 2007. Principles of Corporate Finance. [Eight Edition]. Tata McGraw Hill Publishing Company Limited, New Delhi.
Web References	
1	www.managementmania.com
2	www.kav.edu.com
3	www.investopedia.com

COURSE OUTCOMES (CO)

After completing the course the students will be able to

CO1	Identify the importance of strategic planning and kinds of restructuring
CO2	Communicate the reasons for merger, amalgamation, takeover and demerger
CO3	Evaluate the efficiency of post merger reorganization
CO4	Plan the areas of restructuring with the techniques of corporate restructuring
CO5	Analyse the causes of industrial sickness and design the revival activities for the sick unit.



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ELECTIVE - (HUMAN RESOURCE)

18PBAEH301	ELECTIVE I: EMPLOYEE RELATIONS MANAGEMENT	SEMESTER- III	
Course objectives: The Course aims <ul style="list-style-type: none"> To expose the students to the concepts and practices of industrial relations and to impart a basic knowledge of Industrial Law. 			
Credits:4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Introduction to Industrial Relations: Concept of Industrial Relations - Nature of Industrial Relations - Objectives of IR - Approaches to the study of IR -The Industrial Disputes Act, 1947 - Objectives - Definitions - Authorities under the act - Conciliation Machinery - Adjudication - Strikes and Lockouts - Retrenchment and Closure - Unfair labour practices.	10	CO1
II	Collective Bargaining and Trade Unions: Meaning and Principles and Essential conditions of Collective Bargaining - Employers' Association in India - Meaning of Trade Union - Trade Union Movement in India - The reason for the failure of Trade Unions in India - The Indian Trade Union Act, 1926 - Registration of Trade Unions -Rights and liabilities of registered trade unions - Regulations.	10	CO2
III	Factories Act, 1948: Definitions, Inspection of Factories, Health of Workers, Safety, Provisions relating to Hazardous Processes, Welfare, Working hours of Adult - Employment of Women and Young Persons - Annual Leave.	10	CO3
IV	Social Security Legislation: Payment of wages Act 1936: Application of the Act - Definitions - Rules for payment of wages - Deduction from Wages; The Employees Provident Fund and Miscellaneous Act 1952 - PF Schemes - Employees Pension Scheme - Employees Deposit Linked Insurance Scheme - The Payment of Gratuity Act, 1972: Payment of Gratuity - Forfeiture of Gratuity - Determination of Gratuity - Appeals - Recovery; Payment of Bonus Act, 1965: Eligibility and disqualifications for Bonus - Minimum and maximum bonus payable - Disputes and claims. Employee State Insurance Act, 1948: Benefits available to the Employees - Obligation of the Employees.	10	CO4
V	The Contract Labour (Regulation and Abolition) Act: Objectives of the Act - Definitions - Registration and Licensing of Contractors - Prohibition of Contract Labour - The Industrial Establishments (Standing Orders) Act, 1946: Meaning - Standing Orders - Certification	10	CO5



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	of Standing Orders - Conditions for Certification of Standing Orders - Appeals - Duration and Modification of Standing Orders - Payment of Subsistence Allowance.		
Text Book			
1	Mamoria, C.B., Mamoria. and Gankar. 2013. Dynamics of Industrial Relations. [Fifteenth Edition]. Himalayan Publication House, Mumbai.		
2	Kapoor, N.D. 2013. Elements of Industrial Law. [Eleventh Edition]. Sultan Chand and Sons, New Delhi.		
Reference Books			
1	Srivastava, S.C. 2012. Industrial Relations and Labour Laws. [Sixth Edition]. Vikas Publishing House Pvt. Ltd., Uttar Pradesh.		
2	Singh, B.D. 2008. Industrial Relations and Labour Laws. [First Edition]. Excel Books, New Delhi.		
3	Kumar, H.L. 2010. Labour Laws Everybody Should Know. [Fifth Edition]. Universal Law Publishing Company Pvt. Ltd, New Delhi.		
4	Rao, C.R. 2000. Practice Guide to Labour Laws. [Third Edition]. Puliani and Puliani, Bangalore.		
5	Relevant Bare Acts.		
Web References			
1	www.en.m.wikipedia.org		
2	www.smallbusiness.chron.com		
3	www.businessbecause.com		
4	www.potential.com		



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18PBAEH302	ELECTIVE II: STRATEGIC HUMAN RESOURCE MANAGEMENT	SEMESTER- III	
Course objectives: The Course aims <ul style="list-style-type: none"> The objective of the course is to develop the perspective of strategic human resource management in the minds of the students and also to distinguish the strategic approach to HRM from the traditional approach. 			
Credits:4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Introduction to Strategic HRM: concept and process - Strategic HRM definition - Aims of strategic HRM- Approaches to strategic HRM - Limitations. HR strategies: HR strategies definition - Types of HR strategies - Criteria for an effective HR strategy - Formulating and implementing HR strategies.	10	CO1
II	Fundamental process considerations - Characteristics of the process - Developing HR strategies -Setting out the strategy - Conducting a strategic review - Roles in strategic HRM: The strategic role of top management - Role of the HR director - Role of HR specialists.	10	CO2
III	Strategies for improving organizational effectiveness - Strategies for organizational development Strategies for culture management - knowledge management - Commitment strategy; Strategies for developing a climate of trust - Quality management strategies - Continuous improvement strategies.	10	CO3
IV	Resourcing strategy: Definition- objective of resourcing strategy - The strategic HRM approach to resourcing - integrating business and resourcing strategies - Bundling resourcing strategies and activities - The components of employee resourcing strategy - Human resource planning - Resourcing plans; Retention strategy - Flexibility strategy - Talent management strategy.	10	CO4
V	Learning and development strategy: Strategies for creating a learning Organizational culture - Strategies for managing Performance: Definition-The process of performance management. Reward strategy: Definition - Effective reward strategies. Employee relations strategy: Definition - Formulating employee relations strategies	10	CO5
Text Book			
1	Michael Armstrong. 2011. Strategic Human Resource Management . [Fourth Edition]. Kogan Page India (P) Ltd., New Delhi.		



Reference Books	
1	Ashok Chanda and Jie Shen. 2009. HRM - Strategic Integration and Organisational Performance . [First Edition]. Sage Publications, New Delhi.
2	Jeffery Mellow, A. 2011. Strategic Human Resource Management . [First Edition]. Cengagelearning India (P) Ltd., New Delhi.
3	Prasad, K. 2008. Strategic Human Resource Management - Text and Cases . [First Edition]. Macmillan India Ltd., New Delhi.
Web References	
1	www.ft.com/business-education
2	www.economist.com
3	www.businessbecause.com

COURSE OUTCOMES (CO)

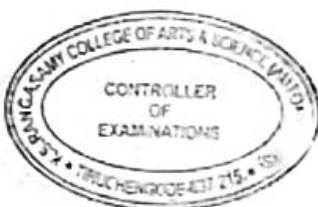
After completing the course the students will be able to

CO1	Outline the aims of strategic human resource management
CO2	Identify the strategic role of HR director and HR specialist
CO3	Formulate the strategies for organisational development
CO4	Compute resourcing strategies for human resource planning and retention
CO5	Design learning and development strategies for the employees performance management

MAPPING

PSO \ CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	M	M
CO2	H	M	M	M	L
CO3	M	M	M	H	M
CO4	M	M	H	H	M
CO5	M	M	L	M	M

H-High; M-Medium; L-Low



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18PBAEH303	ELECTIVE III: TRAINING AND DEVELOPMENT	SEMESTER- III	
Course objectives: The Course aims <ul style="list-style-type: none"> To enable the students to learn the role and function of training and development in organization, learning theories, and principles and their implications for the effectiveness of training programme. 			
Credits:4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Introduction to Training: Definition, Meaning and Need for Training - The concept of HRD - Importance of Training - Objectives of Training - Overview of Training Functions - Scope and Limitations of training - Training practices in Indian Industry.	10	CO1
II	Training Methods: On the job training - Apprentice Training - Job rotation and Job Instruction Training; Off the Job Training - Lecture Method - Vestibule Training - Demonstrations - Use of audio visual aids - Role Play - Case Study.	10	CO2
III	Management Development: Definition, objectives and significance of management development - Difference between training and development - Competency Assessment and Competency based Development Programmes - Methods of management development - Limitations of management development programmes.	10	CO3
IV	Management of Training: Training Policy and Plan - Assessment of training needs - Methods and process of needs assessment - Training Design - Factors affecting Training Design - Budgeting for Training - Selection of Trainers.	10	CO4
V	Evaluation of Training: Definition and need - Models of Evaluation - Stages of Evaluation - Methods of evaluation - reaction, learning, behavior and results - Cost Benefit Analysis - Strategies to improve the effectiveness of evaluation - Modern Learning and Development Methods.	10	CO5
Text Book			
1	Rao, P.L. 2008. Training and Development . [First Edition]. Excel Books, New Delhi.		
Reference Books			
1	Roger Buckley and Jim Caple. 2009. The Theory and Practice of Training . [Sixth Edition]. Kogan Page.		
2	Tapomoy Deb. 2012. Training and Development: Concepts & Applications [Fifth Edition]. Ane Books India, New Delhi.		



3	Margaret Anne Reid and Harry Barrington. 2007. Training Interventions: Managing Employee Development. [First Edition]. Jaico Publishing House, New Delhi.
4	Janakiram, B. 2010. Training and Development. [First Edition]. Wiley India, New Delhi.
5	Nakkiram, S. and Karthikeyan, M. 2007. Training Techniques for Management Development. [First Edition]. Deep and Deep Publications, New Delhi.
Web References	
1	www.ft.com/business-education
2	www.economist.com
3	www.businessbecause.com

COURSE OUTCOMES (CO)

After completing the course the students will be able to

CO1	Identify the basics of training and its needs
CO2	Select the methods of training according to the nature of job.
CO3	Identify the ways of management development
CO4	Evaluate the training needs, designing and implementing of training and budgeting
CO5	Formulate the training strategies for the improving the performance.

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	L	H	M
CO2	M	M	M	M	M
CO3	H	M	M	M	M
CO4	M	M	M	H	M
CO5	M	L	M	M	M

H-High; M-Medium; L-Low



ELECTIVE - MARKETING

18PBAEM401	ELECTIVE I: CUSTOMER RELATIONSHIP MANAGEMENT	SEMESTER- IV
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Course objectives:

The Course aims

- To provide students with an understanding of CRM and its applications in marketing and sales.

Credits:4

UNIT Total Hours: 50

UNIT	CONTENTS	Hrs	CO
I	CRM theory and development: Definition of CRM and applications - Purpose, benefits, tangible components and business constructs. Origin - Organisations' experiences - Challenges and barriers. Relationship marketing and CRM - Fit between CRM and overall marketing strategy. Organisation and CRM - Human factor and organisation environment.	10	CO1
II	Sales strategy and CRM: Sales challenge - Sales process and participation in CRM - Sales organisation - Sales customer relationship cycle. CRM technology and sales - Customers and information - Sales force communication and automation technology - CRM systems and sales force automation applications - product information.	10	CO2
III	Marketing strategy and CRM: Key constructs in customer-company profit chain - Service quality - Customer satisfaction - Loyalty - Retention - Relationship between satisfaction, loyalty and profitability - Loyalty programs - CRM strategy cycle. Customer communication - Marketing automation.	10	CO3
IV	CRM and data management: Managing customer interaction - Customer data integration - Householding concepts. Technology evolution - Marketing technology development path - Emerging influencers. Database and customer data development - Capture, allocation and mining.	10	CO4
V	CRM program measurement and tools: Areas requiring measurement - Service quality, customer satisfaction, retention and loyalty - CRM customer cycle measures - customer value and equity - marketing research and customer knowledge. Privacy and ethics considerations - what consumers and organisations can do. The future of CRM - strategy and technology.	10	CO5

M.S



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Text Book	
1	Roger J. Baran, Robert Galka, Daniel P. Strunk. 2008. Customer Relationship Management . [First Edition]. Cengage Learning.
Reference Books	
1	Francis Buttle, 2009, Customer Relationship Management . [Second Edition]. Elsevier, a division of Reed Elsevier India Pvt., Ltd.
2	Kristin Anderson and Carol Kerr. 2009. Customer Relationship Management . [Third Edition]. McGraw Hill, New Delhi.
3	Jill Dyche. 2009. The CRM Hand Book . [Fifth Edition]. Pearson Education, New Delhi.
4	Paul Greenberg. 2008. Customer Relationship Management . [Third Edition]. Tata McGraw Hill, New Delhi.
Web References	
1	www.ft.com/business-education
2	www.economist.com
3	www.businessbecause.com

COURSE OUTCOMES (CO)

After completing the course the students will be able to

CO1	Identify the needs and importance of the CRM concept.
CO2	Compute sales force automation for the modern business
CO3	Construct the measures to improve customer satisfaction.
CO4	Compile the customer database with the help of technology
CO5	Prepare the strategies to retain customers and improve customer value.



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18PBAEM402	ELECTIVE II: INTEGRATED MARKETING COMMUNICATION	SEMESTER- IV	
Course objectives: The Course aims <ul style="list-style-type: none"> To enlighten the students on promotional aspects of marketing, advertising, brand promotion and brand leadership strategies. 			
Credits:4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Advertising: Definition - Roles - Functions - Key players - Types - Effective advertisement - Evolution - Integrated Marketing Communication (IMC) - Current issues and globalization of advertising - Functioning of ad agencies - Advertising appeals - Facets model of advertising.	10	CO1
II	Strategic research: Types of research - Uses of advertising research - Research methods used in advertising planning - Research challenges - Advertising budget - Account planning - Planning and managing creative strategy - Copywriting for print and television.	10	CO2
III	Media planning and buying: Media objectives - Media strategies. Media buying - Media planning changes and challenges - Print and out-of-home [OOH] media: The media industry - Reach - Frequency - Impressions - Print media: Advantages and disadvantages of newspapers, Magazines and packaging.	10	CO3
IV	Out-of-home [OOH] advertising: Types, advantages and disadvantages. Broadcast media: Advantages and disadvantages of radio, Television, Film and Video - Advantages and disadvantages of interactive (social media) and alternative media - Direct marketing: Advantages - disadvantages, and tools.	10	CO4
V	Sales promotion - Events and sponsorship - Public relations - Evaluation of ad effectiveness: Stages of copy testing - Media evaluation - Campaign evaluation. Advertising ethics - Determining what is ethical.	10	CO5
Text Book			
1	Williams D. Wells, John Burnett and Sandra Moriarty. 2011. Advertising: Principles and Practice . [Seventh Edition]. Pearson education, New Delhi.		
Reference Books			
1	Kenneth E. Clow et al. 2008. Integrated Advertising, Promotion, and Marketing Communications . [Third Edition]. Pearson Education, New Delhi.		
2	David Aaker. 2011. Brand Relevance: Making competitors irrelevant . [First Edition]. Jossey-Bass Inc Publishing.		



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3	David Aaker. 2009. Brand Leadership . [Second Edition]. Free press.
4	Thomas C.O'Guinn, Chris T.Allen and Richard J.Semenik. 2010. Advertising and Integrated Brand Promotion . [Sixth Edition]. Thomson South - Western.
Web References	
1	www.ft.com/business-education
2	www.economist.com
3	www.businessbecause.com

COURSE OUTCOMES (CO)

After completing the course the students will be able to

CO1	Outline the basic concepts of advertisement and ad agency and evolution of Integrated marketing communication.
CO2	Identify the uses of strategic research in planning the advertisement
CO3	Formulate media planning and buying
CO4	Assess the pros and cons of OOH ad and broadcast media ad
CO5	Evaluate the effectiveness of ad campaign.

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	M	M
CO2	M	M	M	H	M
CO3	M	M	M	M	M
CO4	M	M	H	M	L
CO5	L	M	M	H	M

H-High; M-Medium; L-Low

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18PBAEM403	ELECTIVE III: RETAIL MANAGEMENT	SEMESTER - IV	
Course objectives: The Course aims <ul style="list-style-type: none"> To understand the concepts of effective retail business To understand the basic retailing process and it's determining factors. 			
Credits:4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Introduction : An overview of Global Retailing - Challenges and opportunities - Retail trends in India - Socio economic and technological Influences on retail management - Government of India policy implications on retails.	10	CO1
II	Retail formats: Organized and unorganized formats - Different organized retail formats - Characteristics of each format - Emerging trends in retail formats - MNC's role in organized retail formats.	10	CO2
III	Retail decisions: Choice of retail locations - internal and external atmospherics - Positioning of retail shops - Building retail store Image - Retail service quality management - Retail Supply Chain Management - Retail Pricing Decisions. Merchandising and category management - buying.	10	CO3
IV	Retail shop Management: Visual Merchandise Management - Space Management - Retail Inventory Management - Retail accounting and audits - Retail store brands - Retail advertising and promotions - Retail Management Information Systems - Challenges in Retailing in India.	10	CO4
V	Online retailing: Emerging trends in e-tailing - opportunities and challenges of online retailing - customers' buying behaviour and attitude - Role of e-tailing in economic development - Ethics in online retailing.	10	CO5
Text Book			
1	Michael Havvy, Baston, Aweitz and Ajay Pandi. 2007. Retail Management . [Sixth Edition], Tata McGraw-Hill, New Delhi.		
Reference Books			
1	Chetan Bajaj, Rajnishi Taw and Nidhi V. Srivatsava. 2007. Retail Management . Oxford University Press.		
2	Swayam Pradhan. 2009. Retail Management-Text and Cases . [Third Edition], Tata McGraw Hill, New Delhi.		
3	Patrick M. Dunne and Robert F Lusch. 2008. Retailing . [Fourth Edition], Thomson Learning.		



4	Ramkrishnan and Y.R.Srinivasan.2008. Indian Retailing Text and Cases . Oxford University Press.
Web References	
1	www.ft.com/business-education
2	www.economist.com
3	www.businessbecause.com

COURSE OUTCOMES (CO)

After completing the course the students will be able to

CO1	Outline the retail chains and rate the retail trends in India
CO2	Demonstrate the various retail formats, characteristics and trends
CO3	Select the retail locations, positioning of shops and formulate retail supply chain
CO4	Formulate the space management and inventory management in retailing
CO5	Analyse the trends in online retailing.

MAPPING

PSO \ CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	M	H
CO2	H	H	M	M	M
CO3	M	M	M	H	M
CO4	L	M	L	H	M
CO5	M	L	M	M	M

H-High; M-Medium; L-Low

M.D

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ELECTIVE - (OPERATIONS)

18PBAEO301	ELECTIVE I: ADVANCED OPERATIONS MANAGEMENT	SEMESTER- III	
Course objectives: The Course aims <ul style="list-style-type: none"> To enhance the horizon of the operations management. To understand the state of arts developments and to apply in actual service. 			
Credits:4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Current challenges in Operations management, Product development considerations - Value engineering, Concurrent engineering, Robust design, Modular design - Selection and Justification of Advanced Manufacturing Technology.	10	CO1
II	Reliability Engineering - Reliability analysis - Reliability failure - Reliability management - Bath Tub curve.	10	CO2
III	Strategic capacity planning for products and services - Scheduling for batch processing - The design and scheduling of flow processing system - Production planning and control - Routing, sequencing, loading, scheduling - Master scheduling.	10	CO3
IV	Operating value chains - Information technology and value chain Material management and supply chain - Special inventory models, Selective inventory control, Operations decision making tools - Acceptance sampling.	10	CO4
V	Recent trends in operations management - Lean manufacturing, Resource requirement planning, Synchronous manufacturing and theory of constraints - Agile Manufacturing.	10	CO5
Text Book			
1	Mohanty, R.P. and Deshmukh, S.G. Advanced Operations Management . [First Edition]. Pearson Education Ltd, New Delhi.		
Reference Books			
1	Lee J. Krajewski and Larry P. Ritzman. 2006. Operations management, Processes and Value Chains . [Fifth Edition]. Indian adaptation. Pearson Education Ltd., New Delhi.		
2	Richard Chase and Nicolas Aquilano. 2005. Operations Management for Competitive Advantage . [Tenth Edition]. Tata McGraw Hill, New Delhi.		
3	Ray wild. 2006. Operations Management . [Sixth Edition]. Thomson Publications, Singapore.		



4	William Stevenson. 2008. Operations management . (Eight Edition). Tata McGraw Hill, New Delhi.
Web References	
1	www.ft.com/business-education
2	www.economist.com
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COURSE OUTCOMES (CO)

After completing the course the students will be able to

CO1	Adopt the advanced manufacturing technology to optimize the plan
CO2	Evaluate the operations reliability
CO3	Plan and control strategic capacity of production
CO4	Design special inventory models
CO5	Outline the recent trends in operations management.

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	M	M
CO2	M	M	M	H	M
CO3	M	L	M	H	L
CO4	M	M	M	M	M
CO5	L	M	M	L	H

H-High M-Medium; L-Low

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18PBAE0302	ELECTIVE II: SUPPLY CHAIN MANAGEMENT	SEMESTER- III
Course objectives: The Course aims <ul style="list-style-type: none"> To enlighten the students about the essential concepts of Supply Chain Management. 		
Credits:4		Total Hours: 50
UNIT	CONTENTS	Hrs CO
I	Understanding the Supply Chain - Decision phases and process view of a supply chain - Supply chain performance: Achieving strategic fit and scope - Supply chain drivers and obstacles - Role of information systems - Types of Supply chains.	10 CO1
II	Designing the supply chain network - Designing the distribution network in a supply chain - Network design in an uncertain environment. Demand forecasting and aggregate planning in the supply chain - Managing predictable variability. Performance measurement in SCM.	10 CO2
III	Planning and managing inventories in a supply chain - Managing economies of scale in the supply chain - Managing uncertainty - Determining optimum level. Flow of materials, importance of time - JIT - Lean supply chain management.	10 CO3
IV	Sourcing decisions in the supply chain - Transportation in the supply chain - Pricing and revenue management. Logistics management - Challenges faced - Outsourcing, Warehouse operations.	10 CO4
V	Coordination in the supply chain - Information Technology and the supply chain - E-business and the supply chain. E-procurement, E-collaboration, integration of ERP, BPR. Value stream mapping - Lean supplier development - Emerging trends in SCM.	10 CO5
Text Book		
1	Sunil Chopra and Peter Meindl. 2010. Supply Chain Management - Strategy, Planning and Operation. [Fourth Edition]. Person Education.	
Reference Books		
1	David Simchi - Levi and Edith Simchi - Levi. 2008. Designing and Managing the Supply Chain. [Third Edition]. Tata McGraw-Hill, New Delhi.	



2	David N. Burt and Donald W. Dobler. 2008. World Class Supply Chain Management . [Seventh Edition]. Tata McGraw-Hill, New Delhi.
3	Sahayand, B.S. and Gupta, A.K. 2004. Supply Chain Management for Global Competitiveness . [Second Edition]. Macmillan India, New Delhi.
4	Sarika Kulkarni and Ashok Sharma. 2008. Supply Chain Management . [Sixth Edition]. McGraw-Hill, New Delhi.
5	Matrin Christopher. 2007. Logistics and Supply Chain Management . [Second Edition]. Pearson Education. Singapore.
6	Monczka, R.M. Trent and Handfield, R.M. 2010. Purchasing and Supply Chain Management . [Fourth Edition]. South-Western Cengage Learning.
Web References	
1	www.ft.com/business-education
2	www.economist.com
3	www.businessbecause.com

COURSE OUTCOMES (CO)

After completing the course the students will be able to

CO1	Outline the role of information systems in supply chain performance
CO2	Design the distribution network through demand forecasting
CO3	Plan and manage inventories in supply chain.
CO4	Create logistics to overcome the current challenges
CO5	Identify the emerging trends in supply chain management.

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ISPBAEO303		ELECTIVE III: WORLD CLASS MANUFACTURING	SEMESTER- III	
Course objectives: The Course aims <ul style="list-style-type: none"> To understand the concept of Excellence in manufacturing. To learn how to achieve stability and sustain Excellence in manufacturing practices. 				
Credits:4			Total Hours: 50	
UNIT	CONTENTS	Hrs	CO	
I	Historical perspective: World class Excellent organizations - American and Japanese Companies Deming Awards, Malcom Baldrige National Quality Award - Globalization - Global Companies - Models for manufacturing excellence - Business Excellence.	10	CO1	
II	Benchmarks, Bottlenecks and Best Practices: Concepts of benchmarking, bottleneck and best practices, Best performers - Gaining competitive edge through world class manufacturing - Value added manufacturing - Eliminating waste - Toyota Production System.	10	CO2	
III	System and tools for world class manufacturing: Improving Product and Process Design - Lean Production - Statistical quality control (SQC) , Flexible Manufacturing System (FMS), Rapid Prototyping , Poka Yoke , 5S, 3M, Use of IT (Information Technology), Just-in-time (JIT), Product Mix, Optimizing, Procurement and Stores practices, Total Productive maintenance, Visual Control.	10	CO3	
IV	Human Resource Management in world class manufacturing: Adding value to the organization - Organizational learning - Techniques of removing Root cause of problems - People as problem solvers - New organizational structures - Associates - Facilitators - Teamsmanship - Motivation and reward in the age of continuous improvement.	10	CO4	
V	Typical characteristics of world class manufacturing companies: Performance indicators - what is world class Performance - Six Sigma philosophy. Indian Scenario: Leading Indian companies towards world class manufacturing - Task Ahead.	10	CO5	
Text Book				
1	Sahay, B.S. Saxena, K.B.C. and Ashish Kumar. 1998. World Class Manufacturing, Strategic Perspective. [First Edition]. McMillan India, New Delhi.			



Reference Books	
1	Ron Moore. 2002. Making Common Sense Common Practice, Models for Manufacturing excellence. [First Edition]. Butter Worth Heinmann, USA.
2	Jeffrey K.Liker. 2001. The Toyota Way. [First Edition]. Tata McGraw Hill, New Delhi.
3	Chase, Jacobs and Aquilano. 1998. Operations Management for Competitive Advantage. [Eleventh Edition]. Tata McGraw Hill, New Delhi.
4	Moore, R. 2004. Making Common Sense Common Practice. [Third Edition]. Tata McGraw Hill, New Delhi.
5	Narayanan, V.K. 2002. Managing Technology and Innovation for Competitive Advantage. [First Edition]. Prentice Hall India, New Delhi.

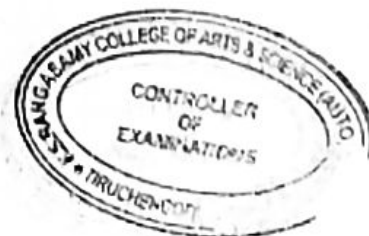
Web References	
1	www.ft.com/business-education
2	www.economist.com
3	www.businessbecause.com

COURSE OUTCOMES (CO)

After completing the course the students will be able to

CO1	Identify the various country's historical perspective of manufacturing
CO2	Assess the best practices in the industry to benchmark
CO3	Outline the system and tools for world class manufacturing
CO4	Explain the role of human resource management in world class manufacturing
CO5	Analyse the leading Indian companies' performance towards world class manufacturing

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ELECTIVE - (SYSTEMS)

18PCSBAES401	ELECTIVE I: ENTERPRISE RESOURCE PLANNING	SEMESTER - IV	
<p>Course objectives: The Course aims</p> <ul style="list-style-type: none"> To provide overall knowledge regarding the concepts and structure of Enterprise Resource Planning (ERP) systems and imparts necessary managerial skills for Enterprise Resource Planning (ERP) implementation in a business enterprise <p>Credits:4</p>			
UNIT	CONTENTS	Total Hours: 50	
		Hrs	CO
I	Enterprise Resource Planning (ERP): Enterprise perspective: An Overview, Features of Enterprise Resource Planning (ERP), MIS (Management Information System) Integration, Enterprise Resource Planning (ERP) drivers, Trends in Enterprise Resource Planning (ERP), Enterprise Resource Planning (ERP) in India.	10	CO1
II	ERP: System Perspective: Management Information System, Operations Support System, DSS, Transaction Processing System, Network Structure of Enterprise Resource Planning (ERP) System, Enterprise Resource Planning (ERP) Work flow, Process modeling for Enterprise Resource Planning (ERP) Systems, Communication in Enterprise Resource Planning (ERP) Systems, OLTP, (On Line Transaction Processing), OLAP (On Line Analytical Processing), Enterprise Integration Application Tools for Enterprise Resource Planning (ERP).	10	CO2
III	ERP: Resource management perspective: Business Modules in Enterprise Resource Planning (ERP) Packages, Finance, Production, Human Resource, Plant Maintenance, Materials Management, Quality Management, Sales and Distribution, Resource Management, Business Process Reengineering, Relationship between Enterprise Resource Planning (ERP) and Business Process Reengineering (BPR), Enterprise Resource Planning (ERP) Implementation Life Cycle, Implementation methodology, Enterprise Resource Planning (ERP) Project Management and Monitoring.	10	CO3
IV	Enterprise Resource Planning (ERP): Key issues: Enterprise Resource Planning (ERP) and E-Commerce, Enterprise Resource Planning (ERP) Culture, Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM), Enterprise Resource Planning (ERP) and Supply Chain Management (SCM), Enterprise Resource Planning (ERP) Selection Issues, Enterprise Resource Planning (ERP) in Public Sector Enterprises, Pre and Post Implementation Issues, Enterprise Resource Planning (ERP) Vendors, Key Enterprise Resource Planning	10	CO4



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	(ERP) Consultants in India, Future Directions in Enterprise Resource Planning (ERP).		
V	Next Generation Enterprise: Emerging trends, information mapping, role of centralised/distributed databases Linkages of the enterprise customer - enterprise, vendor enterprise, link within the enterprise and links with environment client/server architecture.	10	CO5
Text Book			
1	Alexis Leon. 2000. ERP Demystified. [First edition]. Tata McGraw Hill, New Delhi.		
2	Garg, V.K. and Venket Krishna. N.K. 1997. ERP Concepts and Practices. [First Edition]. PHI Publications, New Delhi.		
Reference Books			
1	Langenalter, A. Gary. 2000. Enterprise Resources Planning and Beyond. [First Edition]. St.Lucie Press, USA.		
2	Imhoff C. Loftis Lisa and Geiger G. Jonathan. 2001. Building the Customer Centric Enterprise. [First Edition]. John Wiley & Sons, USA.		
3	Shankar Ravi and Jaiswal. S. 1999. Enterprise Resource Planning. [First Edition]. Galgotia Publications, New Delhi.		
4	Diwan Parag and Sunil Sharma. 1999. Enterprise Resource Planning: A Manager's Guide. [First Edition]. Excel Books, New Delhi		
Web References			
1	www.ft.com/business-education		
2	www.economist.com		
3	www.businessbecause.com		

COURSE OUTCOMES (CO)

After completing the course the students will be able to

CO1	Outline the enterprise resource planning and its trend in India.
CO2	Formulate the system perspectives of enterprise resource planning
CO3	Formulate the resource management perspectives of enterprise resource planning
CO4	Assess the key issues related to enterprise resource planning
CO5	Demonstrate the next generation enterprise, emerging trends and information mapping.



18PCSBAES402		ELECTIVE II: DATA MINING AND WAREHOUSING		SEMESTER - IV	
Course objectives: The Course aims <ul style="list-style-type: none"> To develop the necessary skills to identify and apply current data warehousing applications. 					
Credits:4					
UNIT	CONTENTS	Total Hours: 50			
		Hrs	CO		
I	Introduction - Data mining - Data mining functionalities - Kinds of patterns can be mined - Classification - Major issues. Data warehouse - A multidimensional data model - Data warehouse architecture - Data warehouse implementation - From data warehouse to data mining.	10	CO1		
II	Data pre-processing - Data cleaning - Data Integration and Transformation - Data Reduction - Discretization and concept hierarchy generation - Data mining primitives - Data mining Task.	10	CO2		
III	Association Rule Mining - Mining single dimensional Boolean association rules from transactional databases - Classification and prediction - Issues regarding classification and prediction - Bayesian classification - Classification by Back propagation - Classification based on concepts from association rule mining.	10	CO3		
IV	Cluster Analysis - A categorization of Major clustering methods - Partitioning methods- Hierarchical methods - Grid based methods - Model based clustering methods - Density - based methods.	10	CO4		
V	Applications and Trends in Data Mining - Data mining system products and Research prototypes - Additional themes on Data mining - Social Impacts of Data Mining - Trends in Data mining - Mining Spatial Databases - Mining Time-series and sequence data - Mining the World wide web.	10	CO5		
Text Book					
1	Jiwei Han and Michielien Kamber. 2000. Data Mining Concepts and Techniques . [Second Edition]. Morgan Kaufmann Publishers an Imprint of Elsevier, USA. (Chapters 1,2,3,4,1.6,1.6.2,7,8,9,2,9.4,9.6,10).				
Reference Books					
1	Arun K.Pujari. 2001. Data Mining Techniques . [Third Edition]. Universities Press (India) Limited, Hyderabad.				
2	George M. Marakas. 2002. Modern Data warehousing, Mining and Visualization, core concepts . [First Edition]. Prentice Hall, New Delhi.				



3	Pang-Ning Tan, Michael Steinbach and, Anjan Kumar, 2005. Introduction to Data Mining . [Fourth Edition]. Pearson Education, New Delhi.
4	Soman K. P, Shyam Divakar and V. Ajay, 2008. Data Mining . [First Edition]. Prentice Hall, New Delhi.
Web References	
1	www.ft.com/business-education
2	www.economist.com
3	www.businessbxxcause.com

COURSE OUTCOMES (CO)

After completing the course the students will be able to

CO1	Demonstrate the data mining and data warehouse.
CO2	Apply data cleaning, data Integration and transformation
CO3	Formulate the rules for data mining
CO4	Assess the methods of data mining and warehousing
CO5	Apply the data mining techniques and learn its impact.

MAPPING

ISO \ CO	ISO1	ISO2	ISO3	ISO4	ISO5
CO1	M	L	M	M	M
CO2	H	M	M	M	M
CO3	M	M	L	H	M
CO4	M	M	M	M	M
CO5	H	M	M	M	M

H-High; M-Medium; L-Low

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1SPCSBAES403	ELECTIVE III: DATABASE MANAGEMENT SYSTEM	SEMESTER - IV	
Course objectives: The Course aims <ul style="list-style-type: none"> To become expertise in management and implementation issues pertinent to databases in public and private organizations database development process and technology. 			
Credits: 4			
			Total Hours: 50
UNIT	CONTENTS	Hrs	CO
I	Database systems: Data vs. Information - Introducing the Database and the Database Management System (DBMS) - Why database design is important - Files and File Systems - Database Systems: Database System Environment - Database Management System (DBMS) Functions - Data Models: Basic building blocks - Business Rules - Evolution of Data Models - Degrees of Data Abstraction.	10	CO1
II	The relational database model: The logical view - Keys - Integrity rules - relational set operators - relationship within the relational database - Codd's Relational Database Rules - Entity Relationship (ER) Model - Normalization of Database Tables: Need for Normalization - The Normalization Process - High Level Normal Forms.	10	CO2
III	Structured Query Language (SQL): Introduction - Data Definition Commands - Data Manipulation Commands - Select Queries - Advanced Data Definition commands - Advanced select Queries - Joining database tables - Advanced Structured query language (SQL): Structured query language (SQL) join operators - Sub-queries and Correlated Queries - Structured query language (SQL) Functions - Procedural Structured query language (SQL) - Database Design: The Systems Development Life Cycle (SDLC) - The Database Life Cycle (DBLC).	10	CO3
IV	Transaction management: What is a Transaction - Concurrency Control: Locking Methods - Time Stamping Methods - Database Recovery Management - Distributed Database Management System: Evolution - Advantages and Disadvantages - Distributed Processing and Distributed Databases - Characteristics - Levels of Data and Process Distribution - Distribution Transparency - Transaction Transparency - Distributed Database Design.	10	CO4
V	Emerging database technologies and applications: Introduction - Mobile Database: Mobile Computing Architecture - Characteristics of Mobile Environments - Data Management Issues - Multimedia	10	CO5



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Database: Data management Issues - Multimedia Database Applications	
Text Book	
1	Peter Rob and Carlos Coronel. 2001. Database Systems Design, Implementation, and Management . [Seventh Edition]. Thomson Publication, Uttar Pradesh. (UNIT I, II, III, & IV).
2	Ramez Elmasri and Shamkant B. Navathe. 1999. Fundamentals of Database Systems . [Fifth Edition]. Pearson Publication, New Delhi (UNIT V).
Reference Books	
1	Raghu Ramakrishnan and Johannes Gehrke. 1998. Database Management Systems . [Third Edition]. McGraw-Hill Higher Education, New Delhi.
2	Silberschatz, Korth and Sundarshan. 1998. Database System Concepts . [Fourth Edition]. McGraw- Hill Higher Education, New Delhi.
3	Elmasri Navathe. 1989. Fundamentals of Database Systems . [Third Edition]. Pearson Education Asia, New Delhi.
Web References	
1	www.ft.com/business-education
2	www.economist.com
3	www.businessbecause.com

COURSE OUTCOMES (CO)

After completing the course the students will be able to

CO1	Compile the database designing and frame the data model
CO2	Attain knowledge on relational database models
CO3	Demonstrate advanced structured query language and Systems development life cycle.
CO4	Assess the Transaction management
CO5	Create new database technologies and applications.

