UNIVERSITY OF MADRAS
MASTER OF COMPUTER APPLICATIONS (MCA) DEGREE PROGRAMME
SYLLABUS WITH EFFECT FROM 2023-2024

Title of the Paper	**Data Engineering and Management**		
Elective - I Theory	I Year & I Semester	Credit:3	435E1A

Course Objectives:

To understand Data Management concepts

To get brief knowledge on Data Modeling

To analyse the techniques used in Distributed Databases

To assess Distributed database and Business Modeling

To get familiar with CRM tools

Unit I: DATABASE DEVELOPMENT: Database architecture of an information system-Overview of the database development process-Conceptual data modeling-Relational data analysis-Roles of a data model-Physical database design. DATA MANAGEMENT: Problems encountered without data management-Data management responsibilities-Data management activities-Roles within data management-Benefits of data management-Relationship between data management and enterprise

Unit II: CORPORATE DATA MODELLING: Need for a corporate data model-Nature of a corporate data model- Develop a corporate data model - Corporate data model principles. DATA DEFINITION AND NAMING: Elements of a data definition-Data naming conventions. DATA QUALITY: Issues associated with poor data quality-Causes of poor data quality-Dimensions of data quality-Data model quality-Improving data quality. DATA ACCESSIBILITY: Data security-Data integrity-Data recovery

Unit III: USE OF PACKAGED APPLICATION SOFTWARE: Application software packages-Impact on data management. DISTRIBUTED DATA AND DATABASES: Rationale for distributing data-Perfect distributed database system-Top down fragmentation and partitioning. Bottom up integration-The management of replication. BUSINESS INTELLIGENCE: Data warehousing-Multidimensional model of data-Standard reporting tools-Online analytical processing OLAP-Relational schema for a data warehouse.

Unit IV: CRM: Three main pillars of CRM. GETTING TO KNOW YOUR CUSTOMER: 360-degree client view. UTILIZING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING IN YOUR CRM STRATEGY: Evolution of AI-Current state of AI-Teaming up AI with people-Applying AI to your CRM solution-ethical aspects of AI-An example of AI in CRM processes.

Unit V: CLOUD VERSUS ON PREMISE VERSUS HYBRID: Factors influencing vendor selection-Hybrid deployment-what are your options. CRM DIFFERENTIATORS: It's not about the feature list; it's about the ecosystem-Fourth industrial revolution and CRM-AI and smart

cloud-To cloud or not to cloud-Leveraging smart cloud into CRM-Big data-Social selling and advertising-Implementation tools-Sustainable CRM platform.

Text Books:

1. Keith Gordon, "Principles of Data Management Facilitating Information Sharing", BCS Learning, 2013. (Chapters:1-5, 7,8,12,13,14)

2. Max Fatouretchi, "The Art of CRM", Packt Publishing, 2019.(Chapters: 1,2,5,8,9)

Reference Books:

1. Peter Ghavami, "Big Data Management_ Data Governance Principles for Big Data Analytics", De Gruyter, 2020.

2. Francis Buttle, Stan Maklan, Customer Relationship Management Concepts and Technologies, Routledge, 2019.

Course Outcome:

On the successful completion of the course, students will be able to

CO1	Comprehend the Data Management concepts and analyse the relationship with the enterprise	
CO2	Analyze Data Modelling concepts and assess its quality	
CO3	Understand and implement business modelling techniques	K1-K6
CO4	Evaluate the use of Artificial Intelligence and Machine Learning in CRM	
CO5	Develop CRM applications in cloud	

K1- Remember, K2 - Understand, K3 - Apply, K4 - Analyze, K5 - Evaluate, K6 -Create

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	M	S	S	S	S	M
CO2	S	S	S	M	S	S	S	S	S	S
CO3	S	M	S	S	M	S	M	S	S	M
CO4	S	S	S	S	S	S	S	M	S	S
CO5	S	S	S	S	S	S	S	S	S	M

L - Low, M- Medium, S – Strong