

○ **FATIMA COLLEGE (AUTONOMOUS)**



Re-Accredited with “A++” Grade by NAAC (4th Cycle)
Maryland, Madurai- 625 018, Tamil Nadu, India

NAME OF THE DEPARTMENT	: PG DEPARTMENT OF COMPUTER APPLICATIONS
NAME OF THE PROGRAMME	: MCA
PROGRAMME CODE	: MCA
ACADEMIC YEAR	: 2021– 2022

FATIMA COLLEGE (AUTONOMOUS), MADURAI

Minutes of the Board of Studies

Name of the Department : PG Department of Computer - Applications

To be implemented from : 2021 - 2022 onwards

Venue : online

Google Meet Link : meet.google.com/tre-ikqo-wyt

Convened on : 12.04.2021

Convened at : Department of MCA
Fatima College, Madurai

Members Present

S.NO	NAME	DESIGNATION
1.	Dr. D. Jeyamala	Director
2.	Ms. S. Mary Helan Felista	Head of the Department
3.	Dr. Sivakumar Principal & Assoc. Professor CPA College	University Nominee
4.	Dr. Chandrasekaran Director, Dept. of MCA Mepco Schlenk Engg. College Sivakasi	Subject Expert
5.	Dr. Meenakshi. A Head & Assoc. Professor Dept. of CSE Kamaraj College of Engg. & Tech Virudhunagar	Subject Expert
6.	Mr. Manikumar Senior Software Developer Ericsson India Global Pvt. Ltd. Chennai	Industrialist

S.NO.	NAME	DESIGNATION
7.	Ms. R.G. Sobitha Business Manager BSETech, Madurai	Alumna
8.	Ms. Mable Jasmine Shobha	Dean of Academic Affairs
9.	Ms. R. Smeeta Mary	Staff Member
10.	Ms. S. Jeba Priya	Staff Member
11.	Ms. B. Usha	Staff Member
12.	Ms. S. Selvarani	Staff Member
13.	Ms. P. Nancy Vincentina Mary	Staff Member

ACTION TAKEN REPORT FOR 2020-2021

S.No.	Common Suggestions offered in the previous Board	Action Taken for the academic year 2020-2021
1.	Bridge Course on basic concepts to be offered	Bridge course was designed for a period of 15 days to cover the basic concepts in the following topics i) Programming in C ii) Object Oriented Programming in C++ iii) Relational Database Management iv) Computer Networks v) Communicative English.
2.	Programme to focus on internship & Real time projects	→ Internship during summer is mandated → Real time mini project to be done in Semester III → Final project to be done in real time environment with internship.

CHANGE OF COURSE TITLE NIL

NEW COURSES INTRODUCED

S. NO.	Course Code	Course Title	Relevance To				Scope For			Need For
			L	R	N	G	EMP	ENT	SD	
1.	20MCA302	Software Quality & Testing				G			✓	Introduction Careers opportunities in testing are rapidly increasing
2.	20MCA401	Lab VII - UIX Design Programming				G	✓			Peek up the opportunities of employability
3.	20MCAADD2	Data Analytics & Visualization Using Spreadsheets				G			✓	Specialization Course on Data Analytics Domain
4.	20MCAAD05	Business Analytics Using R				G			✓	Specialization Course on Data Analytics Domain
5.	20MCAJSD02	Wireless Commn. & Security				G			✓	Specialization Course on Dist. Security Domain
6.	20MCAAMD5	Deep Learning				G			✓	Specialization Course on AI & Machine Learning Domain
7.	20MCAJEO1	Office Automation Tools				G			✓	Course offered as General Elective

REVISED COURSES

S.NO.	Course Code	Course Title	Units Revised	% of Revision	Need for Revision	Relevance To L R N G	Scope EMP/ENT/SD
1.	20MCA303	Mobile Application Development	Unit III - Data Persistence Unit IV - Content Providers Unit V - Publishing Android Applications	60%	Include more of application development towards practical implementation of mobile apps.	Global	Emp-loya-bility SD

Minutes 2021 - 2022

1. Updation of open Educational Resources in the list of references of each course.

NIL

2. Revision of Courses

S.NO.	Course Code	Course Title	Units Revised	% of Revision	Need for Revision	Relevance To	Scope EMP/ENT/SD
1.	20MCA101	Mathematical Foundation of Computer Science	Unit V - Graph Theory	20%	To include Graph Theory Concepts	Global	SD

S.No.	Course Code	Course Title	Units Revised	% of Revision	Need for Revision	Relevance To L/R/N/G	Scope EMP/ENT/SD
2.	20MCA102	Software Engineering	Unit I - Unit II	80%	New Concepts & Realignment	Global	EMP & SD
3.	20MCA104	Programming in Python	Unit IV - Dictionary Unit V - Data Modeling	20%	Concepts are more detailed	Global	SD
4.	20MCA302	Software Quality & Testing	Unit I - Unit V	80%	Industry oriented Tools introduced	Global	EMP & SD
5.	20MCA304	Enterprise Application Development		20%		Global	EMP
6.	20MCAAMD3	Machine Learning	Unit V	20%	Tools for ML included	Global	SD

3. New Courses Introduced

S.No.	Course Code	Course Title	Relevance To L/R/N/G	Scope EMP/ENT/SD	Need For Introduction
1.	20MCA-ID01 21MCA2SL	Information Technology for Management	Global	✓	Information Technology components are vital for business management.
2.	20MCA-ID02	Content Management System	Global	✓	Basic Content mgmt. knowledge essential for managers.
3.	20MCA-ID03	Statistical Analytic Tools	Global	✓	knowledge on automatic tools ease out the process of Stat. analysis.

4.	20MCA-Web -ID04 Analytics 21MCA4SL	Global			✓	E-Commerce based web analytics is the current business trend
----	------------------------------------------	--------	--	--	---	--------------------------------------------------------------

4. Introduction of purely Skill-Embedded certificate value added course other than the Value Added Course that is already being offered.

S.NO.	Course Code	Course Title	MOU with Industry	Skills Sharpened	Course Outcome
1.	20PGNAMCA3	Payment Gateway Implementation Using Laravel	BSE Tech Bangalore	i) Hands on experience on PHP framework ii) Internship with the industry on implementing a real time application	i) Knowledge on implementing Payment Gateway ii) Focus on real time application development
2.	20PGNAMCA2	Cyber Security Techniques	-	i) Identify the security risks in the cyber world ii) Design Solutions to overcome the cyber threats	i) Understand the Basics of cyber security ii) Analyse & Evaluate the Cyber Security needs iii) Determine & Analyse s/w vulnerabilities

5. Approval of Ph.D Course Work Syllabus - NIL

6. Rubrics for Internship / Project

Internship / Mini Project / Major Project

Internal → Novelty = 10

→ Functionality - 10

→ System Analysis - 10

→ Presentation - 10

→ Queries - 10

50 Marks

External → 50 Marks

DETAILS OF PROPOSED / SIGNED MOUS

1. PG Department of Computers Applications signed a MoU with Bricksteel Enterprises Infotech Pvt. Ltd., Bangalore on December 14, 2020. The following activities are proposed to be carried out in the upcoming year

i) In plant Training

ii) Guest Lectures

iii) Placement

iv) FDP

v) Curriculum Design

2. PG Department of Computer Applications signed a MoU with Vivara Tech, Chennai for the Consultancy Project titled "Books / E-Books / Content Development". The Department has agreed for content development services in accordance

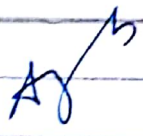

With the standards of Virara and as per the professional skills, personnel and technical resources

OTHER SUGGESTIONS

1. Text Book and Reference Books to be clearly indicated in the syllabus.
2. Bridge Course to be offered at the beginning of each semester for a period of 5 days apart from 15 days at a stretch in the beginning of the Programme.

COMMENDATION - The board appreciated the Syllabus of MCA programme & further suggested the following:

1. Course on Foundation for Data Science to be offered.
2. Every Course should be identified with a NPTEL course and the syllabus should focus the same.
3. DBMS to be offered as a core paper.

NAME	SIGNATURE
1. Dr. Jeyamala. D	
2. Ms. Mary Helan Felista. S	
3. Dr. Sivakumar	
4. Dr. Chandrasekaran	

5. Dr. Meenakshi. A

6. Mr. Manikumar

7. Ms. Sobitha R.G.

8. Ms. Mable Jasmine Shobha

f. Mable Jasmine Shobha

9. Ms. Smeeta Mary. R

R. Smeeta

10. Ms. Jeba Priya. S

S. Jeba Priya

11. Ms. Usha. B

Usha. B

12. Ms. Selvarani. S

Selvarani. S

13. Ms. Nancy Vincentina Mary

P. Nancy



CARDAMOM PLANTERS' ASSOCIATION COLLEGE

Re-accredited with "B" Grade by NAAC

Post Box No. 29, Pankajam Nagar, BODINAYAKANUR - 625 513.

Website : www.cpacollege.org

Off : 04546 - 280209

Fax : 04546 - 280793

E - Mail : cpacollege2010@gmail.com

cpac.thn@tn.gov.in

Dr.S.SIVAKUMAR,B.E.,M.S.,Ph.D.,

PRINCIPAL - IN - CHARGE

19.Pri.Gen /2021 – 2022

Date : 07.05.2021

LETTER OF DECLARATION

I, Dr.S.Sivakumar, hereby declare that I had attended the Board of studies meeting for the upgradation of the syllabus of the MCA programme on April 12, 2021 in the PG Department of Computer Applications, Fatima College (Autonomous), Madurai – 18. I approve the minutes of the Board of studies meeting and confirm it as correctly recorded.


Principal i/c



(An Autonomous Institution - AFFILIATED TO ANNA UNIVERSITY, CHENNAI)
(Approved by AICTE, New Delhi)

DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

29/04/2021

LETTER OF DECLARATION

I, DR.A.MEENAKSHI., hereby declare that I had attended the Board of studies meeting for the upgradation of the syllabus of the MCA programme on April 12, 2021 in the PG Department of Computer Applications, Fatima College (Autonomous), Madurai -18. I approve the minutes of the Board of studies meeting and confirm it as correctly recorded.

Meenal
29/04/2021

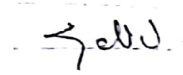
(Dr.A.MEENAKSHI)
ASSOCIATE PROFESSOR & HOD- CSE
Head of the Department,
Department of Computer Science & Engg.
Kamaraj College of Engg. & Tech.
Virudhunagar - 626 001.

LETTER OF DECLARATION

I, Dr. Chandrasekaran, hereby declare that I had attended the Board of studies meeting for the upgradation of the syllabus of the MCA programme on April 12, 2021 in the PG Department of Computer Applications, Fatima College (Autonomous), Madurai -18. I approve the minutes of the Board of studies meeting and confirm it as correctly recorded.

Place : Madurai

Date : 29.04.2021



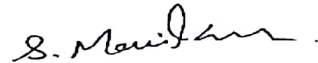
Signature

LETTER OF DECLARATION

I, S MANIKUMAR, hereby declare that I had attended the Board of studies meeting for the upgradation of the syllabus of the MCA programme on April 12, 2021 in the PG Department of Computer Applications, Fatima College (Autonomous), Madurai -18. I approve the minutes of the Board of studies meeting and confirm it as correctly recorded.

Place : Madurai

Date : 29.04.2021


Signature

LETTER OF DECLARATION

I, R G SOBITHA, hereby declare that I had attended the Board of studies meeting for the upgradation of the syllabus of the MCA programme on April 12, 2021 in the PG Department of Computer Applications, Fatima College (Autonomous), Madurai -18. I approve the minutes of the Board of studies meeting and confirm it as correctly recorded.

Yours Sincerly



R G SOBITHA



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
 Mary Land, Madurai - 625018, Tamil Nadu

DEPARTMENT OF MCA

MCA – (2021 – 2022)

COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mks	ESE Mks	TOT. MKs
SEMESTER - I						
20MCA101	Mathematical foundation of Computer Science	4	4	50	50	100
20MCA102	Software Engineering	4	4	50	50	100
20MCA103	Operating Systems	4	4	50	50	100
20MCA104	Programming in Python	4	4	50	50	100
*	Elective I–General	4	4	50	50	100
20MCA105	Lab I–Python Programming	4	2	50	50	100
20MCA106	LabII-RDBMS	4	2	50	50	100
20MCA107	Skill Based lab I–Linux	2	1	25	25	50
20MCA108	Soft Skills I – Professional Communication	2	1	25	25	50
SEMESTER - II						
20MCA201	Data Structures and Algorithms	4	4	50	50	100
20MCA202	Web Technologies	4	4	50	50	100
20MCA203	Programming in Java	4	4	50	50	100
*	Elective I– Specialization	4	4	50	50	100
*	Elective II–General	4	4	50	50	100
20MCA204	LabIII– Web Technologies	4	2	50	50	100
20MCA205	LabIV- Java Programming	4	2	50	50	100



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
 Mary Land, Madurai - 625018, Tamil Nadu

COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mks	ESE Mks	TOT. MKs
20MCA206	Skill Based Lab II-R Programming	2	1	25	25	50
20MCA207	Soft Skills II – Aptitude Training	2	1	25	25	50
SEMESTER - III						
20MCA301	Internship & Mini Project	4	4	50	50	100
20MCA302	Software Quality & Testing	4	4	50	50	100
20MCA303	Mobile Application Development	4	4	50	50	100
20MCA304	Enterprise Application Development	4	4	50	50	100
	Elective II – Specialization	4	4	50	50	100
	Elective III - General	4	4	50	50	100
20MCA305	Lab V - Mobile Application Development	4	2	50	50	100
20MCA306	Lab VI- Enterprise Application Development	4	2	50	50	100
20MCA307	Skill Based Lab III- Computer Aided Software Engineering Tools	2	1	25	25	50
20MCA308	Soft Skills III – Interpersonal Skills for Corporate Readiness	2	1	25	25	50
SEMESTER - IV						
20MCA401	Lab VII - UIX Design Programming	4	2	50	50	100
*	Elective III – Specialization	4	4	50	50	100
20MCA402	Project <i>Viva Voce</i>	-	6	50	50	100
SEMESTER - V						

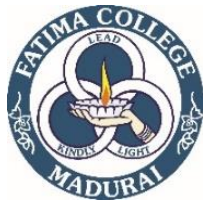


FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
 Mary Land, Madurai - 625018, Tamil Nadu

COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mks	ESE Mks	TOT. MKs
19MCA501	Software Project Management	4	4	50	50	100
19MCA502	Machine Learning	4	4	50	50	100
19MCA503	Enterprise Application Development	4	4	50	50	100
	Elective VII – Specialization	4	4	50	50	100
	Elective VIII - General	4	4	50	50	100
19MCA504	Lab IX - Python for Machine Learning	6	3	50	50	100
19MCA505	Lab X - Enterprise Application Development	6	3	50	50	100
19MCA506	Skill Based Lab V –R Programming	2	1	25	25	50
19MCA507	Soft Skills V – Interpersonal Skills for Corporate Readiness	2	1	25	25	50
SEMESTER - VI						
19MCA601	Major Project		12	100	100	200
19MCA602	Internet of Things – Self Learning Course		5	50	50	100
19MCAAL01	Human Computer Interaction (Self - Learning Extra Credit course For Advanced Learners)		4	50	50	100



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

ELECTIVES – I MCA

SPECIALIZATION ELECTIVE – DATAANALYTICS

S.NO	SEME STER	COURSE CODE	COURSE TITLE	HR S / WK	CREDI T	CI A Mk s	ES E Mk s	TOT · MKs
1.	II	20MCADA01	Data Mining Techniques	4	4	50	50	100
2.	II	20MCADA02	Data Analytics and Visualization using Spreadsheets	4	4	50	50	100
3.	III	20MCADA03	Big Data Analytics	4	4	50	50	100
4.	III	20MCADA04	Data Analytics Tools & Techniques	4	4	50	50	100
5.	IV	20MCADA05	Business Analytics Using R	4	4	50	50	100
6.	IV	20MCADA06	Big Data Security	4	4	50	50	100



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

SPECIALIZATION ELECTIVE – DISTRIBUTED SYSTEM SECURITY

S.NO	SEM EST ER	COURSE CODE	COURSE TITLE	HR S / WK	CREDI T	CI A Mk s	ES E Mk s	TOT · MKs
1.	II	20MCADS01	Data Communication & Networking	4	4	50	50	100
2.	II	20MCADS02	Wireless Communication & Security	4	4	50	50	100
3.	III	20MCADS03	Cryptography & Network Security	4	4	50	50	100
4.	III	20MCADS04	Cyber Forensics	4	4	50	50	100
5.	IV	20MCADS05	Cloud Security	4	4	50	50	100
6.	IV	20MCADS06	High Speed Networks	4	4	50	50	100



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

SPECIALIZATION ELECTIVE – AI & MACHINE LEARNING

S.NO	SEM EST ER	COURSE CODE	COURSE TITLE	HR S / WK	CREDI T	CI A Mk s	ES E Mk s	TOT · MKs
1.	II	20MCAAM01	Artificial Intelligence & Expert System	4	4	50	50	100
2.	II	20MCAAM02	Soft Computing	4	4	50	50	100
3.	III	20MCAAM03	Machine Learning	4	4	50	50	100
4.	III	20MCAAM04	Neural Networks	4	4	50	50	100
5.	IV	20MCAAM05	Human Computer Interaction	4	4	50	50	100
6.	IV	20MCAAM06	Deep Learning	4	4	50	50	100



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

GENERALELECTIVES

S.NO	COURSE CODE	COURSE TITLE	HRS /WK	CREDIT	CIA Mks	ESE Mks	TOT. MKs
1.	20MCAGE01	Office Automation Tools	4	4	50	50	100
2.	20MCAGE02	Financial Management And Accounting	4	4	50	50	100
3.	20MCAGE03	Organizational Behaviour	4	4	50	50	100
4.	20MCAGE04	E-Commerce	4	4	50	50	100
5.	20MCAGE05	Ethics in Computing	4	4	50	50	100
6.	20MCAGE06	Resource Management Techniques	4	4	50	50	100
7.	20MCAGE07	Entrepreneurship Development	4	4	50	50	100
8.	20MCAGE08	Wireless Sensor Networks	4	4	50	50	100
9.	20MCAGE09	Research Methodology	4	4	50	50	100
10.	20MCAGE10	Digital Image Processing	4	4	50	50	100
11.	20MCAGE11	Cloud Computing	4	4	50	50	100
12.	20MCAGE12	Agile Software Engineering	4	4	50	50	100



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

ELECTIVES – III MCA

SPECIALIZATION ELECTIVE – DATA SCIENCE

SEMESTER	SUBJECT CODE	SUBJECT TITLE
V	19MCADS03	Data Analytics Using Pig & Hive

SPECIALIZATION ELECTIVE – NETWORKING

SEMESTER	SUBJECT CODE	SUBJECT TITLE
V	19MCANW03	High Speed Networks

SPECIALIZATION ELECTIVE – APPLICATION DEVELOPMENT

SEMESTER	SUBJECT CODE	SUBJECT TITLE
V	19MCAAD03	Software Development Frameworks



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

GENERAL ELECTIVES

S.NO	SUBJECT CODE	SUBJECT TITLE
E-BUSINESS PROCESS		
1	19MCAGE01	Resource Management Techniques
2	19MCAGE02	Financial Management & Accounting
3	19MCAGE03	Management Information Systems
4	19MCAGE04	E-Commerce
5	19MCAGE05	Cyber Forensics
6	19MCAGE06	Ethics in Computing
7	19MCAGE07	Entrepreneurship Development
RESEARCH DOMAIN		
8	19MCAGE21	Research Methodology
9	19MCAGE22	Data Mining & Data warehousing
10	19MCAGE23	Digital Image Processing
11	19MCAGE24	Artificial Intelligence&Expert Systems
12	19MCAGE25	Soft Computing
13	19MCAGE26	Cloud Computing
14	19MCAGE27	Advanced DBMS Techniques



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

INTERDISCIPLINARY COURSES

S.NO	SEM EST ER	COURSE CODE	COURSE TITLE	HR S / WK	CREDI T	CI A Mk s	ES E Mk s	TOT · MKs
1.	II	21MCA2SL	INFORMATION TECHNOLOGY FOR MANAGEMENT	-	4	50	50	100
2.	IV	21MCA4SL	WEB ANALYTICS	-	4	50	50	100



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

INTER-DISCIPLINARY COURSE

I MBA

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	21MCA2S L	INFORMATION TECHNOLOGY FOR MANAGEMENT	SELF LEARNING – ADVANCED LEARNERS	-	4

COURSE DESCRIPTION

The students would be aware of the various Information technology components, solutions and issues in the successful implementation of the same in any organization

COURSE OBJECTIVES

- ❖ To impart knowledge on the Information Systems and its application in organizations.
- ❖ To expose the students to the Business relating to information systems and help them identify and evaluate various options in Organizational Information Systems

UNIT I

Introduction to Information Technology- Introduction- Why Information Technology – Management Roles- Information Technology Trends.

Strategic Information Systems - Strategic Information Systems-IT for Competitive Advantage.



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

UNIT II

Information Technology- Types of Operating Systems- Programming Languages- Types of Information Processing- Application Software- Industry Trends.

Communication – Networks - Network Topology- Network Components – Network Architecture- Internet, Intranet and Extranet Applications- Data Communication at Work.

UNIT III

E-business Models – E-Business Definition – Categories of E-Business Solutions- Building E-Business Models- Role of M-Commerce- E-Business Security Issues- E-business Strategy.

UNIT IV

Knowledge Management and Intelligent Systems - Introduction - Intelligent Systems - Knowledge Management - values of Knowledge Management – Components of Knowledge Management - Business Intelligence(BI) - Intelligent Business – Competitive Intelligence.

UNIT V

Information System Planning (ISP)- System Development Phases- System Development Methodologies .

Managing Information Systems and Organizational Change - Roles and Responsibilities for IT Management

REFERENCES

1. Ramesh Behl “Information Technology for Management “, , Tata McGraw –Hill Education Private Limited, New Delhi.
2. Henry C. Lucas, Jr., “ Information Technology for Management”, Tata McGraw-Hill, 7th Edition 2001
3. Sultan chand& Sons, “Management Information Systems”, sultan Chand & sons.



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

WEB REFERENCES

1. www.alison.com/learning-path/information-technology-for-managers
2. www.ibm.com/topics/it-management

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem. Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ All the course outcomes are to be assessed in the various CIA components.
- ✓ The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :

K2-Understand, K3-Apply, K4-Analyse, K5 – Evaluate



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

EVALUATION PATTERN

SCHOLASTIC				NON – SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non – Scholastic



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the information system trends	K2, K4	PSO1 & PSO2
CO 2	Investigate on the information technology components	K2, K3, K4	PSO1 & PSO2
CO 3	Identify the importance of E – Business and M-Commerce	K2 , K4	PSO3 & PSO5
CO 4	Assess role of Intelligent Systems in Business	K2, K3,K4 & K5	PSO3 & PSO4
CO 5	Analyze the Information system planning and Organizational change	K2,K3,K4 & K5	PSO4 & PSO5



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	1	1	1
CO2	3	2	1	1	1
CO3	2	1	3	1	1
CO4	2	1	3	1	1
CO5	1	1	1	2	3

Mapping of COs with Pos

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	3	2	1	1	1	2	3	2	3	1
CO2	1	1	2	1	2	1	1	2	1	1	3	1
CO3	1	1	3	1	1	1	2	2	1	2	3	2
CO4	1	1	3	1	2	1	2	2	3	1	2	2
CO5	1	1	3	2	1	1	3	3	3	1	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated -1

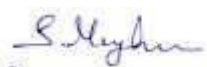
COURSE DESIGNER:

Staff Name

1. B. USHA
2. Dr. P. SHYAMALA

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

INTER-DISCIPLINARY COURSE

II MBA

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	21MCA4S L	WEB ANALYTICS	SELF LEARNING – ADVANCED LEARNERS	-	4

COURSE DESCRIPTION

This course introduces students to the basics of web analytics and the tools and techniques to carry out effective analytics on web. Students will learn the procedure to mull over the data available on the web.

COURSE OBJECTIVE

- ❖ To learn the basics of Web Analytics
- ❖ To have an exposure on the Common terminologies
- ❖ To be familiar with choosing the right web analytic solution
- ❖ To be acquainted with the statistical analysis on web
- ❖ To become skilled on making the analytics to work

UNIT I

BASICS

Understanding Web Analytics – Introduction - Who should use Web analytics? - Why you should use Web analytics - The importance of benchmarking - Web Analytics - Thinking like a journalist - The language of Web analytics



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

COMMON TERMINOLOGIES

Hitting the Terminology Targets - Hits – Pageviews - Unique visitors - Web Analytics - Mastering Internet Marketing - Defining Actionable Data - Untangling Technical Terms

UNIT II

CHOOSING THE RIGHT WEB ANALYTICS SOLUTION

Web analytic tools – Introduction – Budget – Server side software survey – server side analytics – Desktop applications – Client side analytics – Hosted solutions – Any time access - Hosted analytics pitfalls - synergies of multiple tool types

INVESTING IN WEB ANALYTIC TOOLS

Introduction – Free analytic tools - Low cost solutions – Low cost vendors - Enterprise analytics – Web trends web analytics

UNIT III

TAKING OUT THE TRASH

Classifying Nonhuman Users - e-mail harvesters – link checkers and validators - Recognizing RSS feed readers - Blog-monitoring services - Referrer Spam

REVIEWING SITE REFERRERS

Referrers - Classifying sources of Web traffic - search engines - Beyond Search Engines - Measuring the value of link building campaigns - Counting click-through from e-mail campaigns

UNIT IV

SEARCHING FOR STATISTICAL TREASURE



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

Getting to Know Your Visitors – Visitors – Popular search terms – Referring off the wall requests – click streams & Labelling – Browser data & usage – Identifying the Most Important Pages – Key Performance Indicators Insights

UNIT V

MAKING ANALYTICS WORK

Sifting through Search Data – Search terms – accessing & reviewing the search data – searching for relevant terms – profit thieves -traffic analyzer – accuracy & relevancy – Increasing Web Site Visibility – Finding New Customers – Scanning search engines – Improving search rankings – Measuring your SEO efforts

REFERENCES:

1. Pedro Sostre , Jennifer LeClaire , “ Web analytics “ , Wiley Publishing Inc, 2007
2. Michael Beasley , “ Practical Web Analytics , Elsevier Science, 2013
3. Avinashkaushik , “ Web Analytics” , Wiley Publishing Inc., 2007

WEB REFERENCES:

1. www.tutorialspoint.com/web_analytics/web_analytics_quick_guide.htm
2. <https://www.webanalytics.in>



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
 Mary Land, Madurai - 625018, Tamil Nadu

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem. Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ All the course outcomes are to be assessed in the various CIA components.
- ✓ The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :

K2-Understand, K3-Apply, K4-Analyse, K5 – Evaluate



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

EVALUATION PATTERN

SCHOLASTIC				NON – SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non – Scholastic



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the basic terminologies used in web analytics	K2, K4	PSO1 & PSO2
CO 2	Compare and analyze various techniques followed in web analysis	K2, K3, K4	PSO1 & PSO2
CO 3	Identify the role of non human users and Referrers in web analysis	K2 , K4	PSO3 & PSO5
CO 4	Assess the visitors , important web pages and performance indicators	K2, K3,K4 & K5	PSO3 & PSO4
CO 5	Explore search sift and search engine optimization	K2,K3,K4 & K5	PSO4 & PSO5



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	1	1	1
CO2	3	2	1	1	1
CO3	2	1	3	1	1
CO4	2	1	3	1	1
CO5	1	1	1	2	3

Mapping of COs with Pos

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	2	2	3	1	2	2	3	2	2	3
CO2	1	1	2	1	2	1	1	2	2	3	3	3
CO3	1	1	2	1	2	1	2	2	3	2	2	2
CO4	1	1	1	1	3	1	2	2	2	2	2	2
CO5	1	2	2	2	2	1	1	3	3	2	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name

1. B. USHA

2. Dr.N. ASHA

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)