



## **Syllabus**

### **Social Media Analytics**

**Duration: 30 hours**

#### **Module I**

Introduction & Why Social Media Analytics Matter, Social Networks challenges, Overview and goals, history of social media, Basics of social media and Business Models

#### **Module II**

Types of social networks: friend, user-generated, content, affiliation, Basics of Web Search Engines and Digital Advertising.

#### **Module III**

Strong and weak Relationships, selection and social influence, Introduction of closure.

#### **Module IV**

Introductions to data sets, Data sets from Different formats: How to download, and analyzing using networks.

1. Textbook: Szabo, G., G. Polatkan, O. Boykin & A. Chalkiopoulus (2019), Social Media Data Mining and Analytics, Wiley, ISBN 978-1-118-82485-6.
2. Anderson, C. 2006. The Long Tail. Hyperion Books. Arndt, J. 1967. Word of Mouth Advertising: A Review of the Literature.

#### **Reference Book:**

1. Social Media Trends Report (2019), Hootsuite, retrieved from, available at:  
<https://hootsuite.com/resources/social-media-trends-report-2019>



### Schedule of Section B

Duration: 30 hours			
Session	Content	Time	Date
1.	Introduction & Why Social Media Analytics Matter	03:00-04:30	30-Mar-22
2.	Social Networks challenges	03:00-04:30	01-Apr-22
3.	Over view and goals	03:00-04:30	06-Apr-22
4.	history of social media	03:00-04:30	08-Apr-22
5.	Evolution of social media	03:00-04:30	13-Apr-22
6.	Challenges of social media	03:00-04:30	15-Apr-22
7.	Basics of social media	03:00-04:30	20-Apr-22
8.	Business Models	03:00-04:30	22-Apr-22
9.	Revision of Module 1	03:00-04:30	27-Apr-22
10.	Presentation on Module 1	03:00-04:30	29-Apr-22
11.	Presentation on Module 1(Cont'd)	03:00-04:30	4-May-22
12.	Social influence and selection	03:00-04:30	6-May-22
13.	Types of social networks	03:00-04:30	11-May-22
14.	friend, user-generated, Content, affiliation	03:00-04:30	13-May-22
15.	Basics of Web Search Engines, Digital Advertising	03:00-04:30	18-May-22
16.	Strong and weak links, Strong and weak Relationships	03:00-04:30	20-May-22
17.	selection and social influence, Introduction of closure	03:00-04:30	25-May-22
18.	Triadic Closure, Introductions to data sets	03:00-04:30	27-May-22
19.	Data sets from Different formats, How to download, and analyzing using networks	03:00-04:30	1-June-22
20.	Structured data and unstructured data, Introduction of Excel, Short cut key of Excel	03:00-04:30	14-June-22



	<b>Report</b>
<b>Name of Activity</b>	Social Media Analytics
<b>Date</b>	30 <sup>th</sup> March 2022 to 14 <sup>th</sup> June 2022
<b>Venue</b>	BCA Classroom
<b>Organized by</b>	Computer Application Department
<b>Resource Person</b>	Dr. Kanika ,Assistant Professor, MIMT
<b>Beneficiaries</b>	BCA 2nd Semester Sec-B(36 students)
<b>Coordinator</b>	Mr. Himanshu Rastogi , Assistant Professor, MIMT
<b>Objective</b>	<p>The course is designed to provide Basic knowledge of social media analytics.</p> <ul style="list-style-type: none"><li>• Students knew about that it is an essential function of marketing that helps marketers track, measure and analyze the performance of their social campaigns.</li><li>• Students use them to Spot trends related to offerings and brands.</li></ul>
<b>Content</b>	<p>With the initiative of IQAC, Mangalmay Institute of Management and Technology organized add on certification course on “Social Media Analytics”.</p> <p>Day1: The session started with the introduction and Why Social Media Analytics Matter</p> <p>Day 2: In this session, The challenges of social network was introduced.</p> <p>Day 3: In this interactive session, the resource person introduce the overview and goals of social media analytics.</p> <p>Day 4: The resource persons started the session with discussion with the history of Social media.</p> <p>Day 5: In this session, the student came to know about the evolution of social media.</p> <p>Day 6: The challenges of Social media i.e. Coming up with fresh content ideas is among the most common social media challenge.</p> <p>Day 7: This session was focused on basics of social media.</p> <p>Day 8: In this session, the resource persons discussed the business models.</p> <p>Day 9: Revision of module 1.</p>



	<p>Day 10: The session was interesting as students give the presentation on the topic that was taught in module 1.</p> <p>Day 11: The continuation was presentation.</p> <p>Day 12: The resource persons discussed with students about the social influence and selection.</p> <p>Day 13: The student came to know about the types of social networks.</p> <p>Day 14: In this session, friend and user generated was introduced, content of social media and affiliation was taught in the classroom.</p> <p>Day 15: In this session, Students learnt basics of web search engine. the resource person discuss the digital advertising.</p> <p>Day16: Cloud Data Centers taught in the classroom. In this session, the strong and weak links was taught.</p> <p>Day 17: Selection and social influence was learnt. This session was on the Cloud Service Providers.</p> <p>Day 18: In this session, the closure was introduced. In this session the triadic Closure was discussed.</p> <p>Day 19: This session was about introduction to data sets. The data sets from different formats was taught.</p> <p>Day 20: How to download and Analyzing using network was introduced. The discussion was about the structured and unstructured data. Introduction and shortcut keys of excel discussed.</p>
<b>Outcome of Activity</b>	Social media analytics helps companies address these experiences and use them to Keep Track Of Market Trends and Competitors.



**List of Beneficiary**  
**BCA II semester Section B**

<b>Sr. No.</b>	<b>Roll No.</b>	<b>Student Name</b>
1	R21099210600	Aashish Kumar
2	R210992106004	Abhinav Dhoopar
3	R210992106011	Ajeet Chandela
4	R210992106013	Ajeet Tiwari
5	R210992106022	Ankit Singh
6	R210992106024	Anurag
7	R210992106026	Arjun Kumar Gupta
8	R210992106028	Arvind
9	R210992106030	Ashutosh Pandey
10	R210992106038	Chandrekesk Upadhaya
11	R210992106040	Deepansh Joshi
12	R210992106041	Deepanshu
13	R210992106046	Divyashu Srivastava
14	R210992106047	Gaurav Sharma
15	R210992106049	Harshit Jain
16	R210992106051	Ishu Saini
17	R210992106054	Jaihind Kumar Bind
18	R210992106056	Jony
19	R210992106059	Kartikey
20	R210992106061	Kunwar Pal
21	R210992106072	Mohini Verma
22	R210992106075	Nabanita Paul
23	R210992106082	Pradeep
24	R210992106084	Prashansha Kumari
25	R210992106091	Rajeev
26	R210992106093	Rishabh Kumar
27	R210992106105	Shailendra Pandey
28	R2109921060108	Sharvan Chauhan
29	R2109921060115	Shivani
30	R2109921060116	Shubham
31	R2109921060118	Subham Kumar
32	R2109921060120	Sudeep
33	R2109921060124	Tanvi Singh
34	R2109921060125	Tushar Tyagi
35	R2109921060127	Utkarsh Singhal
36	R2109921060129	Vaishnavi Jha



### **Resource Person Profile:**

Name: Dr. Kanika , Assistant professor

Organization: MIMT, Greater Noida

Core Skills: C++, DBMS, Java


Qualification: MCA, PhD

Experience: 4 years



Research Area: Big Data, Big Data security



## Certificate Template



**MANGALMAY**  
INSTITUTE OF MANAGEMENT TECHNOLOGY  
Gr. NOIDA



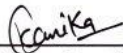
Certificate No: BCA | 21-22 | SP201 | 040 Date:- 23<sup>rd</sup> June, 22

### CERTIFICATE OF COURSE COMPELITION


This is to certify that  
Pushish Kumar

Student of BCA, Batch (2021-24) has successfully completed 30 Hours  
Specialization Course on Social Media Analytics  
from May, 22 to June, 22 with Grade B+

Grading	A+	A	B+	B	Fail
System	13-15	10-12	7-9	4-6	0-3

  
Course Coordinator

  
Head of the Department

  
Chairman/Vice Chairman