Syllabus
Social Media Analytics

Duration: 30 hours

Module I

Introduction & Why Social Media Analytics Matter, Social Networks challenges, Overview and goals, hhistory 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 A

	Duration: 30 hours		
Session	**Content**	**Time**	**Date**
1.	Introduction & Why Social Media Analytics Matter	03:00-04:30	28-mar-22
2.	Social Networks challenges	03:00-04:30	29-mar-22
3.	Over view and goals	03:00-04:30	04-Apr-22
4.	history of social media	03:00-04:30	05-Apr-22
5.	Evolution of social media	03:00-04:30	11-Apr-22
6.	Challenges of social media	03:00-04:30	12-Apr-22
7.	Basics of social media	03:00-04:30	18-Apr-22
8.	Business Models	03:00-04:30	19-Apr-22
9.	Revision of Module 1	03:00-04:30	25-Apr-22
10.	Presentation on Module 1	03:00-04:30	26-Apr-22
11.	Presentation on Module 1(Cont'd)	03:00-04:30	02-May-22
12.	Social influence and selection	03:00-04:30	03-May-22
13.	Types of social networks	03:00-04:30	09-May-22
14.	friend, user-generated, Content, affiliation	03:00-04:30	10-May-22
15.	Basics of Web Search Engines, Digital Advertising	03:00-04:30	16-May-22
16.	Strong and weak links, Strong and weak Relationships	03:00-04:30	17-May-22
17.	selection and social influence, Introduction of closure	03:00-04:30	23-May-22
18.	Triadic Closure, Introductions to data sets	03:00-04:30	24-May-22
19.	Data sets from Different formats, How to download, and analyzing using networks	03:00-04:30	30-May-22
20.	Structured data and unstructured data, Introduction of Excel, Short cut key of Excel	03:00-04:30	06-June-22

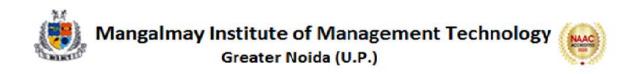|	**Report**
Name of Activity	Social Media Analytics
Date	28th March 2022 to 6th June 2022
Venue	BCA Classroom
Organized by	Computer Application Department
Resource Person	Dr. Kanika, Assistant Professor, MIMT
Beneficiary	BCA 2nd Semester Sec-A (47 students)
Coordinator	Mr. Himanshu Rastogi , Assistant Professor, MIMT
Objective	The course is designed to provide Basic knowledge of social media analytics. • It will provide the idea to students that how to Analyze social media data using native analytics (e.g. Face book, Twitter and Instagram) and social media measurement tools. • Students will learn how to develop social media measurement plans and analytics reports, and communicate findings and recommendations effectively.
Content	With the initiative of IQAC, Mangalmay Institute of Management and Technology organized a add on certification course on "Social Media Analytics". Day1: The session started with the introduction and Why Social Media Analytics Matter Day 2: In this session, The challenges of social network was introduced. Day 3: In this interactive session, the resource person introduce the overview and goals of social media analytics. Day 4: The resource persons started the session with discussion with the history of Social media. Day 5: In this session, the student came to know about the evolution of social media. Day 6: The challenges of Social media i.e. Coming up with fresh content ideas is among the most common social media challenge. Day 7: This session was focused on basics of social media. Day 8: In this session, the resource persons discussed the business models.

	Day 9: Revision of module 1. Day 10: The session was interesting as students give the presentation on the topic that was taught in module 1. Day 11: The continuation was presentation. Day 12: The resource persons discussed with students about the social influence and selection. Day 13: The student came to know about the types of social networks. Day 14: In this session, friend and user generated was introduced, content of social media and affiliation was taught in the classroom. Day 15: In this session, Students learnt basics of web search engine. the resource person discuss the digital advertising. Day16: Cloud Data Centers taught in the classroom. In this session, the strong and weak links was taught. Day 17: Selection and social influence was learnt. This session was on the Cloud Service Providers. Day 18: In this session, the closure was introduced. In this session the triadic Closure was discussed. Day 19: This session was about introduction to data sets. The data sets from different formats was taught. 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. Revision of module 4.
Outcome of Activity	Understand conversations — what is being said and how it is being received. Derive customer sentiment towards products and services.

List of Beneficiaries

BCA II Sem-A

1	R210992106005	Abhishek Chaudhary
2	R210992106006	Abhishek Mishra
3	R210992106008	Abhishek Raj
4	R210992106010	Aditya Raj
5	R210992106012	Ajeet Kumar
6	R210992106020	Anamika Kumari
7	R210992106021	Ankit Singh
8	R210992106023	Anshu Kumari
9	R210992106025	Anurag Kumar
10	R210992106027	Arun Bhati
11	R210992106029	AshishYadav
12	R210992106031	Ashutosh Sharma
13	R210992106032	Atul Chaudhary
14	R210992106034	Ayush Kumar

15	R210992106036	Bhupender
16	R210992106039	Deepak
17	R210992106043	Dhanu Manjhi
18	R210992106044	Diksha Yadav
19	R210992106045	Dipak Paul
20	R210992106048	Hariom Kumar
21	R210992106050	Harshit Singhal
22	R210992106052	Jatin
23	R210992106053	Jatin Upadhyay
24	R210992106057	JyotishAhirwar
25	R210992106060	Kunal Mishra
26	R210992106062	Lakshay Sharma
27	R210992106063	Lav Khari
28	R210992106065	Manish Pal
29	R210992106078	Nikita Singh
30	R210992106080	Pawan Chaudhary
31	R210992106083	Prajjwal Jaiswal
32	R210992106085	Pratham Saxena
33	R210992106086	Preeti Pundhir
34	R210992106087	Priyanka Prasad
35	R210992106089	Rahul
36	R210992106092	Ravi Kumar
37	R210992106098	Rukhsar
38	R210992106102	Sangram Nayak
39	R210992106104	Saurabh Swami
40	R210992106111	Shivam
41	R210992106112	Shivam dubey
42	R210992106114	Shivam Singh Rawat
43	R210992106117	Shubham Mishra
44	R210992106119	Subodh Shah
45	R210992106128	Utpal Das
46	R210992106130	Vikas Sharma
47	R210992106132	Vineet

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|045

Date:-23 June, 22

CERTIFICATE OF COURSE COMPELITION

This is to certify that

.... Hariom 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