



SANATAN DHARMA COLLEGE, AMBALA CANTT

College with Potential for Excellence, UGC, New Delhi
NAAC Accredited Grade "A+" with CGPA 3.51 in 3rd cycle
ISO 9001:2015 & ISO 14001:2015 Certified



Lesson Plan (Session 2022-2023) EVEN SEM

B.Com(CAV) Sem: VI
Analytics

Course Code: BC(VOC)-605

Nomenclature: Social Networking & Data

EVEN SEM (2022-2023)

BC(VOC)-605

SOCIAL NETWORKING & DATA ANALYTICS

Max. Marks: 80

Internal Marks: 20

Time: 3 Hours

Note : Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Social networking: concept, evolution and applications, expansion of social networking, using popular social networking sites: Facebook, twitter, linked in, Instagram, blogging etc., trends in social media, organize, access and share information using social networks.

Messaging services as social networking, business applications of social networking: product promotion publicity, etc., social and ethical aspects of social networking, social networking and legislation: privacy issues. security, data protection, etc.

Big data and hadoop: concept and evolution. features of big. data, managing big data. tools and languages used for data analysis R, Excel, SQL, Python & Tableau: data visualization and statistical interpretation for analytics, introduction to data warehousing and OLAP: data preparation, predictive analysis linear regression. classification, clustering, time series, etc.

Practical: The candidates should be able to make a profile on social networking and perform elementary data analytics for the same.

REFERENCES

- Mariam Salpeter, Social Networking for Career Success, Learning express. LLC
- Guy Kawasaki, The Art of Social Media: Power Tips for Power Users, Portfolio Publishers
- Michael Richards, Social Media: Dominating Strategies for Social Media Marketing with Twitter Facebook, Youtube, Linkedin, and Instagram, Create Space Independent Publishing Platform
- Victor Finch, Data Analytics for Beginners, Create Space Independent Publishing Platform
- Anil Maheshwari, Data Analytics Made Accessible, Amazon Digital Services LI.C
- Theobald, Data Analytics for Absolute Beginners, Independent

Course Outcomes

After the completion of this course, prospective Computer professionals will have the ability to

CO-1	Get acquainted with the most relevant social networks (Facebook, Twitter, Pinterest, Instagram, YouTube) and how they can be integrated into education and learning
CO-2	Get an overview of the most important new technologies and of the growing trend of integrating ICT into education;
CO-3	Explain and discuss the importance of Social Media Analytics.
CO-4	Evaluate effectiveness of different social media campaigns using various analytical tools.
CO-5	the importance of turning data into insights
CO-6	Visualize patterns in social media data

S.No	Instructional Technique	Assessment Methods(AM)
1	Chalk & Talk	Assignments
2	ICT tools	Quiz
3	Group discussions	Group Discussions
4	Industrial visit	Oral Tests
5	Case studies	Sessional
6	Small Projects	Presentations
7	Workshop	Seminar
8	Spoken Tutorials	University Exams
9	Flipped Class	
10	E-Resources	

Detailed Lesson Plan

Date	BC(Voc)-605	Instructional Technique	Assessment Method
01.02.2023	Social networking concept	1	1,2,3,4
05.02.2023	SUNDAY		
06.02.2023	Social networking concept, evolution and applications	2-(PPT/Projector)	1,2,3,4
07.02.2023	Expansion of social networking using popular social using popular social networking sites: Facebook, twitter, LinkedIn, Instagram , Blogging etc.	2-(PPT/Projector)	1,2,3,4
08.02.2023	Expansion of social networking using popular social using popular social networking sites: Facebook, twitter, LinkedIn, Instagram , Blogging etc.	2-(PPT/Projector)	1,2,3,4
12.02.2023	SUNDAY		

13.02.2023	Expansion of social networking using popular social using popular social networking sites: Facebook, twitter, LinkedIn, Instagram , Blogging etc.	2-(PPT/Projector)	1,2,3,4
14.02.2023	Trends in Social Media	1	1,2,3,4
15.02.2023	Trends in Social Media	6,10	1,2,3,4
19.02.2023	SUNDAY		
20.02.2023	Organize ,Access and share Information using Social Networks	2-(PPT/Projector)	1,2,3,4
21.02.2023	Organize ,Access and share Information using Social Networks	1,8	1,2,3
22.02.2023	Revision	2-(PPT/Projector)	1,2,3,4
26.02.2023	SUNDAY		
27.02.2023	Test		
28.02.2023	Messaging Service as Social Networking	1	1,2,6
01.03.2023	business applications of social networking Product publicity, etc.	1	1,2,3
05.03.2023	SUNDAY		
13.03.2023	business applications of social networking Product publicity, etc.	2,8,10	1,2,3,4
14.03.2023	social and ethical aspects of social networking,	2-(PPT/Projector)	1,2,3,4
15.03.2023	social networking and legislation privacy issue security	6,10	1,2,3,4
19.03.2023	SUNDAY		
20.03.2023	Social networking and legislation privacy issue security, data protection, etc.	2-(PPT/Projector)	1,2,3,4
21.03.2023	Revision	2-(PPT/Projector)	1,2,3,4
22.03.2023	Big Data and Hadoop concept	2-(PPT/Projector)	1,2,3,4
23.03.2023	HOLIDAY		
26.03.2023	SUNDAY		
27.03.2023	evolution features of big data	1	1,2,3
28.03.2023	Managing big data	6	1,2,3,4
29.03.2023	Tools and language used for data analysis	2-(PPT/Projector)	1,2,3,4
02.04.2023	SUNDAY		
03.04.2023	Tools and language used for data analysis R Language	2,6	1,2,3,4
04.04.2023	HOLIDAY		
05.04.2023	Excel, python	2-(PPT/Projector)	1,2,3,4
09.04.2023	SUNDAY		
10.04.2023	Tableau ,ssdata visualization and statistical analytics	2-(PPT/Projector)	1,2,3,4

11.04.2023	data visualization and statistical analytics	2,6	1,2,3,4
12.04.2023	Revision	2-(PPT/Projector)	1,2,3,6
16.04.2023	SUNDAY		
17.04.2023	Introduction to data Warehouse	9,10	1,2,3,4
18.04.2023	Introduction OLAP	2-(PPT/Projector)	1,2,3
19.04.2023	OLAP data preparation predictive analysis	2-(PPT/Projector)	1,2,3,4
23.04.2023	SUNDAY		
24.04.2023	Linear Regression, Classification, Clustering, Time Sharing	2-(PPT/Projector)	1,2,3,4
25.04.2023	Revision		
26.04.2023	Revision		
30.04.2023	SUNDAY		