



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Master of Business Administration (IEV), 3rd Semester

Subject Class: Elective
Subject Name: Social Media Analytics
Subject Code: 1539418

With effective
from academic
year 2021-22

1. Learning Outcomes:

The students will learn the basics of social media and its applications for the promotion of the product/ service of their startups. They will also be exposed to different techniques of social media and will learn to analyse the effects of social media promotions.

2. Course Duration: The course duration is of **20 sessions of 60 minutes each.**

3. Course Contents:

Module No:	Contents	No. of Sessions	50 Marks (External Evaluation)
I	<p>Introduction to Social Media Analytics (SMA): Social media landscape, Need for SMA; SMA in Small organizations; SMA in large organizations; Application of SMA in different areas</p> <p>Network fundamentals and models: The social networks perspective - nodes, ties and influencers, Social network and web data and methods. Graphs and Matrices- Basic measures for individuals and networks. Information visualization</p>	10	25
II	<p>Making connections: Link analysis. Random graphs and network evolution. Social contexts: Affiliation and identity.</p> <p>Web analytics tools and techniques: Click stream analysis, A/B testing, online surveys, Use of Google Analytics; Web crawling and Indexing; Natural Language Processing Techniques for Micro-text Analysis</p>	10	25

4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

5. Evaluation:

Students shall be evaluated on the following components:

A	Internal Evaluation	(Internal Assessment- 30 Marks)
	• Continuous Evaluation Component	20 marks
	• Class Presence & Participation	5 marks
	• Quiz	5 marks
B	Mid-Semester examination	(Internal Assessment-20 Marks)
C	End –Semester Examination	(External Assessment-50 Marks)

6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication
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				/ Edition
1	Mathew Ganis, Avinash Koiharkar	Social Media Analytics	IBM Press	2015 / 1 st
2	Jim Sterne	Social Media Metrics	Wiley	Latest
3	Oliver Blanchard	Social Media ROI	Que Publishing	Latest
4	Marshall Sponder, Gorah F. Khan	Digital Analytics for Marketing	Routledge	2017 / 1 st
5	Marshall Sponder	Social Media Analytics	McGraw Hill	Latest
6	Tracy L. Tuten, Michael R. Solomon	Social Media Marketing	Sage	2018 / 3 rd
7	Gohar F. Khan	Creating Value With Social Media Analytics	CreateSpace Independent Publishing	2018 / 1 st
8	Alex Gonsalves	Social Media Analytics Strategy	Appress	2017 / 1 st

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals/Periodicals/Magazines/Newspapers / Web resources, etc.

1. Indian Journal of Marketing
1. The Journal of Social Media in Society
1. Journal of Digital and Social Media Marketing
1. Social Media Marketing (Magazine)
1. Brand Equity – Economic Times
1. <https://searchbusinessanalytics.techtarget.com/definition/social-media-analytics>
1. <https://analytics.facebook.com>
1. <https://gameanalytics.com/blog/best-tools-for-mobile-game-developers.html>
1. https://www.jetbrains.com/pycharm/features/scientific_tools.html