



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (Part-Time), 5th Semester

Subject Class: Sectoral _ Elective

Subject Name: Social Media Analytics (SMA)

Subject Code: 4559995

With effective
from academic
year 2018-19

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> Able to demonstrate enterprising skills, identify and discuss the impact
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> Develop skills required for analyzing the effectiveness of social media for business purposes
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> Develop a global perspective regarding different social media platforms used and their impact on firm's business processes.
Social Responsiveness and Ethics (SRE)	-
Effective Communication (EC)	<ul style="list-style-type: none"> Develop, write, and present analytical findings to the stakeholders of the firm regarding the impact of extent of social media usage.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> Critically evaluate the opportunities, challenges, and issues related to strategic competitiveness of a business enterprise by utilizing social media analytics' skills acquired

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

3. Course Contents:

Module No:	Contents	No. of Sessions	70 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	18
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	18
III	<p>Facebook Analytics: Introduction, parameters, demographics. Analyzing page audience. Reach and Engagement analysis. Post-performance on FB, Use of Facebook Business Manager;</p>	10	17



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	Social campaigns. Measuring and Analyzing social campaigns, defining goals and evaluating outcomes, Network Analysis. (LinkedIn, Instagram, YouTube Twitter etc.		
IV	Processing and Visualizing Data, Influence Maximization, Link Prediction, Collective Classification. Applications in Advertising and Game Analytics (Use of tools like Unity30 / PyCharm). Introduction to Python Programming, Collecting and analyzing social media data; visualization and exploration.	10	17
V	Practical: Students should analyze the social media of any ongoing campaigns and present the findings.	---	(30 marks CEC)

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- 50 Marks)
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Mathew Ganis, Avinash Koivrkar	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



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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