Lesson Plan(Even Semester)

BCom VI BC(Voc)-605

SOCIAL NETWORKING & DATA ANALYTICS

Teacher Name : Neelam

April 2021

|  |
| --- |
| 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. |

May 2021

|  |
| --- |
| 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. |

June 2021

|  |
| --- |
| 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 |

July 2021

|  |
| --- |
| introduction to data warehousing and OLAP; data preparation, predictive analysis – linear regression, classification, clustering, time series, etc. |