Datta Meghe College of Engineering **Airoli, Navi Mumbai**	**DEPARTMENT OF COMPUTER ENGINEERING** **ACADEMIC YEAR : 2022 – 23 (TERM – II)** **List of Experiments** **Course Name : Social Media Analytics Lab** **Course Code: CDSC8023 / CSDL8023** **Year/Div: BE A&B**

Sr. No	Name of experiment	Cos Covered	Page No.	Date of Performance	Date of Submission	Marks& Signature
1	Study various – Social Media platforms, analytic tools, techniques and engagement metrics & applications of SMA for business.	CO1				
2	Data collection (scraping, crawling and parsing)	CO1				
3	Data cleaning & storage	CO2				
4	Exploratory Data Analysis & Visualization of SM data for business	CO2				
5	Develop content based SMA model for business	CO3				
6	Develop structure based SMA model for business	CO4				
7	Develop a dashboard & reporting tool based on real time SM data	CO5				
8	Design the creative content for promotion of your business on SM platform.	CO5				
9	Analyze competitor activities using SM data	CO6				
10	Develop social media text analytics model for improving existing product / service by analyzing customer's review / comments.	ALL				
11	Assignment – 1	CO1, CO2, CO3				
12	Assignment – 2	CO4, CO5, CO6				

This is to certify that Mr. /Miss _____ of

_____ __ Roll No. _____ has performed the Experiments / Assignments / Tutorials / Case

Study Work mentioned above in the premises of the institution.

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Practical In-charge

DATTA MEGHE COLLEGE OF ENGINEERING, AIROLI, NAVI MUMBAI

DEPARTMENT OF COMPUTER ENGINEERING

Institute Vision : To create value - based technocrats to fit in the world of work and research

Institute Mission : To adapt the best practices for creating competent human beings to work in the world of technology and research.

Department Vision : To provide an intellectually stimulating environment for education, technological excellence in computer engineering field and professional training along with human values.

Department Mission:

M1: To promote an educational environment that combines academics with intellectual curiosity.

M2: To develop human resource with sound knowledge of theory and practical in the discipline of Computer Engineering and the ability to apply the knowledge to the benefit of society at large.

M3: To assimilate creative research and new technologies in order to facilitate students to be a lifelong learner who will contribute positively to the economic well-being of the nation.

Program Educational Objectives (PEO):

PEO1: To explicate optimal solutions through application of innovative computer science techniques that aid towards betterment of society.

PEO2: To adapt recent emerging technologies for enhancing their career opportunity prospects.

PEO3: To effectively communicate and collaborate as a member or leader in a team to manage multidisciplinary projects

PEO4: To prepare graduates to involve in research, higher studies or to become entrepreneurs in long run.

Program Specific Outcomes (PSO):

PSO1: To apply basic and advanced computational and logical skills to provide solutions to computer engineering problems

PSO2: Ability to apply standard practices and strategies in design and development of software and hardware based systems and adapt to evolutionary changes in computing to meet the challenges of the future.

PSO3: To develop an approach for lifelong learning and utilize multi-disciplinary knowledge required for satisfying industry or global requirements.

Program Outcomes as defined by NBA (PO)

Engineering Graduates will be able to:

1. **Engineering knowledge**: Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.
2. **Problem analysis**: Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.
3. **Design/development of solutions**: Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
4. **Conduct investigations of complex problems**: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
5. **Modern tool usage**: Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.
6. **The engineer and society**: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
7. **Environment and sustainability**: Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
8. **Ethics**: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
9. **Individual and team work**: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
10. **Communication**: Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
11. **Project management and finance**: Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
12. **Life-long learning**: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

DATTA MEGHE COLLEGE OF ENGINEERING

Department of Computer Engineering

Course Name: Social Media Analytics

Course Code: CDSC8023 / CSDL8023

Year of Study: B.E., Semester: VIII

Course Outcomes

CSDC8023.1	Understand the concept of social media.
CSDC8023.2	Familiarize the learners with the concept of social media analytics and understand its significance.
CSDC8023.3	Learners will be able to analyze the effectiveness of social media
CSDC8023.4	Learners will be able to use different social media analytics tools effectively and efficiently.
CSDC8023.5	Learners will be able to use different effective Visualization techniques to represent social media analytics.
CSDC8023.6	Acquire the fundamental perspectives and hands-on skills needed to work with social media data.

Index	**Lab Outcomes**
CSDL8023.1	Understand characteristics and types of social media networks.
CSDL8023.2	Use social media analytics tools for business
CSDL8023.3	Collect, monitor, store and track social media data.
CSDL8023.4	Analyze and visualize social media data from multiple platforms.
CSDL8023.5	Design & develop content & structure based social media analytics models.
CSDL8023.6	Design & implement social media analytics applications for business.

DATTA MEGHE COLLEGE OF ENGINEERING

DEPARTMENT OF COMPUTER ENGINEERING

ACADEMIC YEAR 2022-23 (TERM II)

SUBJECT: SOCIAL MEDIA ANALYTICS LAB

SEM: VIII, YEAR: BE. DIV: A & B

RUBRICS FOR GRADING EXPERIMENTS

Rubric Number	Rubric Title	Criteria	Marks* (out of 10)
R1(3)	Punctuality, Completion Time / Timeline	On-time	3
		Delayed by not more than a Week	2
		Delayed more than a week	1
R2(3)	Knowledge & Concept	Clear understanding	3
		Partially understood	2
		Weak understanding	1
R3(3)	Implementation	Correct implementation	3
		Partial implementation	2
		Implementation with error	1
R4(3)	Result	Correct result	3
		Partial result	2
		Results with error	1
R5(3)	Documentation	Correct documentation	3
		Moderate Documentation	2
		Not properly Organized	1

***means obtained marks will be scaled to 15 for Experiments.**

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DEPARTMENT OF COMPUTER ENGINEERING

ACADEMIC YEAR 2022-23 (TERM II)

SUBJECT: SOCIAL MEDIA ANALYTICS LAB

SEM: VIII, YEAR: BE. DIV: A & B

RUBRICS FOR ASSIGNMENT

Rubric Number	Rubric Title	Criteria	Marks* (05)
R1(2)	Punctuality, Completion Time / Timeline	On-time	2
		Delayed by not more than a Week	1
		Delayed more than a week	0
R2(2)	Knowledge & Concept	Clear understanding	2
		Partially understood	1
		Weak understanding	0
R3(1)	Documentation	Correct documentation	1
		Not documented properly	0

***means obtained marks will be scaled to 05 for Assignments.**