# BOS MEETINGS FOR 2024-25 PROFORMA FOR CURRICULUM

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| G:\PRGC Logo Latest.png | **Pithapur Rajah’s Government College**  **(Autonomous) Kakinada** | **Program & Semester**  II BBA  III SEMESTER | | | |
| Course Code | **TITLE OF THE COURSE**  **WEB ANALYSIS** |
| Teaching | Hours Allocated: 60  (**Theory**) | L | T | P | C |
| Pre-requisites: |  | 3 | 1 | - | 3 |

**CourseObjectives:**

Web analytics course covers the basics concepts of digital Analytics and drives students into learning digital analytics from both a managerial and technical perspective.

# CourseOutcomes:

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| --- | --- |
| On Completion of the course, the students will be able to- | |
| CO1 | Understand the Web analysis and tools |
| CO2 | Analyze the Read and understand in a proper way the main key metrics |
| CO3 | Design digital analytics Manage web and social analytics marketing goals |
| CO4 | Identify the principles to drive marketing campaign or strategies. |
| CO5 | Implement a process for planning Web analysis activities. |

**Course with focus on employability / entrepreneurship / Skill Development modules**

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| Skill Development |  |  | Employability |  |  | Entrepreneurship |  |

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| UNIT - I | Getting started with Web Analytics-The digital media: owned, earned and paid media - Web Analytics platforms overview - Getting started with digital analytics - Main KPIs about digital analytics - Sessions - Number of visitors - Time on Site - Time on Page - Bounce Rate- Understanding and using Google Analytics data- Collecting actionable data with Google Analytics-Navigating Google Analytics reports -Navigating Conversions reports |
| UNIT - II | Introduction to Ecommerce Analysis & App Analytics – Understanding Customers - Understanding Shopping Behavior - Introduction to Mobile App Analytics - Attracting New Users-Measuring behavior |
| UNIT III | Google Tag Manager Fundamentals & Social Analytics - Starting out with Google Tag Manager - Setting up Google Tag Manager- Collecting data using the Data Layer, variables, and events-Using additional tags for marketing and remarketing-Facebook Analytics-Twitter Insights |
| UNIT - IV | **Traffic sources -** Direct, referring, and search traffic- Campaigns- Ad Words, Ad sense **Content** - Pages and Landing Pages-Event Tracking and Ad Sense - Site Search **Visitors**- Unique visitors-Geography candy language information Technical reports Benchmarking, Actionable insights and the big picture Recap of Google Analytics Reports and tools - Finding action able night s- Getting the organization involved- Creating a data-driven culture- Resources |
| UNIT - V | Social Analytics & User Generated Contents – Definition of User Generated Contents - Getting started with Web Listening - Main KPIs about web listening - Main weblistening platforms- Free tool sfor web listening analysis |

**Textbooks:**

1. ult of Analytics: Driving online marketing strategies using web analytics Steve Jackson.
2. Information Dashboard Design: The Effective Visual Communication Of Data Stephen Few.
3. Big Data & Analytics: O poder de transformar dados em inteligência artificial e o impacto na competitividade empresarial Nadine Côrte-Real.

**Referencebooks:**

* 1. Web Analytics Strategies for Information Professionals (English ,Paperback, Farney Taba tha)
  2. Web Analytics Action Hero: Using Analysis to Gain Insight and Optimize Your Business: Brent Dykes
  3. Complete Web Monitoring: Alistair Crolland Sean Power

**WebLinks:**

1. <https://www.slideshare.net/zanorte/ecommerce-analytics-80866549>
2. <https://www.slideshare.net/zanorte/ecommerce-analytics-80866549>
3. <https://www.slideshare.net/slideshow/tag-management-systems/30532201>
4. <https://www.slideshare.net/gudiyaparii/website-traffic-135157277>
5. https://www.slideshare.net/ssnat/what-is-social-analysis-18346186

**Proposed activities:**

* Quiz Programs
* Assignments
* Problem Solving exercises
* Co-operative learning
* Seminar
* Visit a single-entry firm, collect data and Creation of Trial Balance of the firm
* Visit Non-profit organization and collect financial statements
* Critical analysis of rate of interest on hire purchase schemes
* Visit a partnership firm and collect partnership deed
* Debate on Garner v/s Murray rule in India and outside India
* Group Discussions on problems relating to topics covered by syllabus
* Examinations (Scheduled and surprise tests) on all units

**Skill development**:

This Web Analysis Course is designed to enable those new to

as well as experienced professionals to gain valuable knowledge and develop

new skills. Today, Web Analysis of all sizes look for professionals with the

perfect balance of technical skills and interpersonal, professional skills

to meet their needs. There is no denying the importance of having [skilled](https://www.business.com/articles/meredith-wood-accountant-vs-bookkeeper/)

working in or for your business. Whether you’re an entrepreneur managing

your books on your own or an established professional seeking employment,

quality accounting skills are crucial to maintain the financial health of your

business or advance your career.

**Employability:**

Importantly, the most sought-after skills included the ability to

collaborate with colleagues, present, discuss and defend views, and having

a positive attitude. Overall, a team player with a positive attitude and

good communication skills appeared to be the most valued behavioral skill

as perceived by employers.

**Entrepreneurship:**

* Managing Web Analysis. The time-tested saying, “Social Media ” really is true.
* Maintaining a Web Analysis Identifying a Path to Profitability.
* Communicating About Money.
* Forecasting the Future of Your Business.

**CO-PO Mapping:**

**(1:Slight[Low]; 2:Moderate[Medium]; 3:Substantial[High], '-':No Correlation)**

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|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CO5 |  |  |  |  |  |  |  |  |  |  |  |  |  |

BLUE PRINT FOR THE QUESTION PAPER SETTING

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| S.No | Type Of  Question | To be given in the Question Paper | | | To be answered | | |
| No. of  .Questions | Marks allotted to each Question | Total marks | No. of. Question | Marks allotted to each Question | Total marks |
| 1 | Section – A  Short Questions | 6 | 5 | 30 | 4 | 5 | 20 |
| 2 | Section – B  Essay Questions | 6 | 10 | 60 | 3 | 10 | 30 |
| Total Marks | | | | 90 | Total Marks | | 50 |

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

|  |  |  |  |
| --- | --- | --- | --- |
| Chapter Name | Short Questions 5 Marks | Essay Questions 10 Marks | Marks allotted to the Unit |
| Unit – I | 2 | 1 | 20 |
| Unit – II | 1 | 1 | 15 |
| Unit – III | 1 | 1 | 15 |
| Unit – IV | 2 | 1 | 20 |
| Unit – V | 1 | 2 | 25 |
| Total No.of.Questions | 06 | 06 | 95 |

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| P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA | | |
| II BBBA w.e.f.2020-21 | | |
| Subject | WEB ANALYSIS | |
| III – SEM | TIME: 2 Hours | Max marks : 50 |

Section-I

Answer any Four Questions from the following 4x5 =20 M

1. Question (Unit – I)
2. Question (Unit – I)
3. Question (Unit – II)
4. Question (Unit – III)
5. Question (Unit – IV)
6. Question (Unit – V)
7. Question (Unit – V)

Section-II

Answer any three questions by attempting at least one question form each section 3x10 =30 M

PART – A

1. Question (Unit – I)
2. Question (Unit – I)
3. Question (Unit – II)

PART - B

1. Question (Unit – III)
2. Question (Unit – IV)
3. Question (Unit – V)

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