College of Business Administration

MSBA 212 Social Media Analytics

Course Schedule:

Disclaimer: This syllabus and the schedule of readings, assignments, and activities may be changed by the instructor in order to maximize student learning needs and meet the objectives of the courses.

I. Instructor Information

Instructor	Evren Eryilmaz
Office	TAH 2091
Office Hours	Tuesdays and Thursdays 3:00-4:30 pm, and by appointment
Office Phone	916-278-3889
E-mail	evren.eryilmaz@csus.edu

Email access is essential in communicating with the instructor and your peers. Please activate your CSUS e-mail account and log on to the SacCT course regularly.

This course is offered in an online learning format.

II. ACADEMIC LEARNING RESOURCES

Required Text:

Title: Social Media Mining: An Introduction
Authors: Reza Zafarani, Mohammad Ali Abbasi, Huan Liu
Publisher: Cambridge University Press; 1st edition (April 30, 2014)
ISBN-10: 1107018854
ISBN-13: 978-1107018853

Optional Text:

Title: Mastering Social Media Mining with Python
Authors: Marco Bonzanini
Publisher: Packt Publishing - ebooks Account (July 29, 2016)
ISBN-10: 1783552018
ISBN-13: 978-1783552016

III. Business Concepts

Keywords: Web Mining, Social Media, Recommendations, Behavior Analysis, Event Analytics, Network Analysis, Information Retrieval, Predictive Modeling

IV. INSTRUCTIONAL DESIGN

Course Description: Social media such as Twitter, Facebook, and YouTube has transformed the businesses by putting knowledge production and communication in the hands of customers. The unprecedented volume, velocity, and variety of social media data can help organizations accomplish their business objectives. The goal of this course is to prepare students to be effective leaders in a landscape that involves social media data driven business decision making.

Prerequisites: MSBA 206

Course Learning Goals and Objectives:

1. Develop a conceptual understanding of Web mining, network analysis, information retrieval, and predictive modeling in order to make business decisions by analyzing social media data.
2. Apply state-of-the art techniques to obtain, monitor, and extract business insights from online social platforms.
3. Design a business goal-based social media analytics plan to help an organization to accomplish business objectives.

V. Program Learning Outcomes:

This is a required course of the MS in Business Analytics program. The following Program Learning Outcomes (PLO) will be assessed:

Lines of Evidence			
Institutional Graduate Goal	PLO	Direct	Indirect
Disciplinary Knowledge	1. PLO 1.1 2. PLO 1.2	Homeworks, quizzes, project, final exam	

VI. Grading Criteria, Guidelines, and Assignments

Assignment	Percentage
Project	35%
Quizzes	20%
Homework	20%
Final Exam	25%
Total	**100**

Based on the total points, your grades will be assigned as follows:

Percent	Grade
90-100	A: (90-92.9%: A-; above 93%: A)
80-89	B: (80-82.9%: B-; 83-86.9%: B; 87~89.9%: B+)
70-79	C: (70-72.9%: C-; 73-76.9%: C; 77~79.9%: C+)
60-69	D: (60-62.9%: D-; 63-66.9%: D; 67~69.9%: D+)
0-59	F

The instructor reserves the right to modify the course grading scheme. Final grade can be changed only if a posting error has occurred per University policy.

VII. WEEKLY OUTLINE: *The schedule of readings, assignments, and activities may be changed by the instructor in order to maximize student learning needs and meet the objectives of the course.*

VIII. COURSE TIME COMMITMENT

Contact Hours and Assignments		Contact Hours
Online Lectures & Online Meetings		45 hours (3 unit course)
Out of Class	Homework Assignments	
	Reading Assignments	
	Exams	
Total Hours per Week	9-12 hours /week	6-9 hours per week

IX. SACRAMENTO STATE ACADEMIC HONESTY POLICY AND REGULATIONS excerpt
"Definitions of Academic Dishonesty" http://www.csus.edu/umanual/student/STU-0100.htm

Attendance policy. Online lecture attendance is critical for learning the material in this course. I expect you to attend all online lectures, and absences are excused only per university policy:

https://www.csus.edu/acse/senate-info/14-15agendas-minutes/020515agendas-minutes/14-15fs-111.pdf

Cheating. At Sacramento State, cheating is the act of obtaining or attempting to obtain credit for academic work through the use of any dishonest, deceptive, or fraudulent means. Cheating at Sacramento State includes but is not limited to:

- Copying, in part or in whole, from another's test or other evaluation instrument.
- Using crib notes, "cheat sheets," or any other device, including electronic devices not permitted by the instructor as an aid in writing an examination.
- Submitting work previously graded in another course unless doing so has been approved by the course instructor or by department policy.
- Submitting work simultaneously presented in more than one course, unless doing so has been approved by the respective course instructors or by the department policies of the respective departments.
- Altering or interfering with grading or grading instructions.
- Sitting for an examination by a surrogate, or as a surrogate.
- Any other act committed by a student in the course of his or her academic work that defrauds or misrepresents, including aiding or abetting in any of the actions defined above.

Plagiarism. Plagiarism, as a form of cheating, is the use of distinctive ideas or works belonging to another person without providing adequate acknowledgement of that person's contribution. Regardless of the means of appropriation, incorporation of another's work into one's own requires adequate identification and acknowledgement. Plagiarism is doubly unethical because it deprives the author of rightful credit and gives credit to someone who has not earned it. Acknowledgement is not necessary when the material used is common knowledge. Plagiarism at Sacramento State includes but is not limited to:

- The act of incorporating into one's own work the ideas, words, sentences, paragraphs, or parts thereof, or the specific substance of another's work without giving appropriate credit thereby representing the product as entirely one's own. Examples include not only word-for-word copying, but also the "mosaic" (i.e., interspersing a few of one's own words while, in essence, copying another's work), the paraphrase (i.e., rewriting another's work while still using the other's fundamental idea or theory); fabrication (i.e., inventing or counterfeiting sources), ghost-writing (i.e., submitting another's work as one's own) and failure to include quotation marks on material that is otherwise acknowledged; and

- Representing as one's own another's artistic or scholarly works such as musical compositions, computer programs, photographs, paintings, drawing, sculptures, or similar works.

X. ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

Services to Students with Disabilities (SSWD) http://www.csus.edu/sswd/ offers a wide range of support services and accommodations for students in order to ensure students with disabilities have equal access and opportunity to pursue their educational goals.

Services and accommodations are provided to students with visual, hearing, mobility impairments, specific learning disabilities, psychiatric disorders, and/or other types of disabilities. Students must submit medical or professional documentation prior to meeting with a counselor for a needs assessment and accommodation plan.

XI. STUDENT RESOURCES

1. CBA Tutoring Center – TAH 3067. Contact the Office of Student Engagement (TAH 1040) for tutoring schedules.
2. University Reading and Writing Center (URWC) - provides encouraging, focused, and non-judgmental one-to-one tutorials in reading and writing for any undergraduate or graduate student at CSUS. http://www.csus.edu/writingcenter/
3. The Peer and Academic Resource Center (PARC) - major services include Supplemental Instruction; Supplemental Instruction Plus, Workshops & Individual Tutorials; and Peer Led Advising for college Experiences. http://www.csus.edu/parc/

XII. OTHER INFORMATION

Late and Make-up Policy: The general policy for this course is to require completion of assignments as specified in the class schedule. All assignments are due at the beginning of the class period. If the assignment is submitted after the beginning of the class, there will be a 5% deduction. If the assignment is submitted on the same day, but after class, there will be a 10% penalty. If the assignment is submitted within a week, there will be a 20% penalty. No late assignments will be accepter after 1 week. All assignments should be printed and stapled together with the cover letter statement (click for sample) on the top. If you have an emergency or other extenuating circumstances that will affect your ability to turn in an assignment or complete an exam, please contact me as soon as possible to discuss.

Incomplete: An incomplete grade (I) will only be issued in accordance to College of Business Administration policy. Among the conditions imposed by the instructor that must be met are: (1) a current passing grade (70 percent or better), (2) the successful completion of all prior assignments and exams, and (3) an unforeseen and unusual event beyond your control which prevents you from completing the semester, and can be documented and verified (employment-related events do not qualify). (4) An incomplete will only be considered after it has been determined that a withdrawal (W) cannot be issued. If you do not meet (1) through (4), you do not qualify for an incomplete. As stipulated by the University, an incomplete cannot be assigned

when it is necessary for the student to attend additional class meetings to complete the course requirements.

Unauthorized Withdrawal (WU) indicates that a student did not officially withdraw from the course but failed to complete it. Among the conditions imposed by the instructor that must be met are: (1) a passing grade (70 percent or better) at the time that the student stopped attending classes, (2) attendance stopped before the 11th week of the semester. If you do not meet (1) and (2), you do not qualify for an unauthorized withdrawal (WU) grade and as a result you will be assigned a failing (F) grade.

Laptop and cell phone regulation: No photographing, recording or text messaging is allowed without permission of the instructor.

A disruptive student is a student who engages in classroom behavior that interferes with the process of teaching and learning. If a student is disruptive to my class, I will follow the Procedures for dealing with incidents of disruptive behavior described in the DEALING WITH INCIDENTS OF DISRUPTIVE STUDENT BEHAVIOR IN THE CLASSROOM document http://www.csus.edu/umanual/student/STU-0112.htm.

TENTATIVE COURSE SCHEDULE

Week	Topic
Week 1	• Course Introduction; Course project introduction; Introduction of Social Media data
Week 2	• Graph Essentials
Week 3	• Network Measures
Week 4	• Network Models
Week 5	• Data Mining Essentials
Week 6	• Information Retrieval Essentials
Week 7	• Community Analysis • Information Diffusion in Social Media
Week 8	• Web search and retrieval. Search engine optimization. Web crawling and Indexing. Ranking algorithms, Web traffic models

Week 9	• Ego neighborhoods. Cliques and groups
Week 10	• Influence and Homophily
Week 11	• Recommendations in Social Media; Behavior Analytics
Week 12	• Recommendations in Social Media; Behavior Analytics
Week 13	• Event Analytics in Social Media
Week 14	• Project Presentation
Week 15	• Project Presentation
Week 16	• Final Exam