

Nallamuthu Gounder Mahalingam College

Department of Information Technology (2022-2023)

Social Networks

Course Content

- Social networks
- Facebook
- Twitter
- LinkedIn
- Other Social Networking sites

Duration
30 Hours

Objectives

- Make good profiles.
- Check if your efforts are working.
- Follow the rules of social media.
- Manage chats and groups.
- Learn how social media works.

Evaluation

PART A: MCQ

PART B: One word (definition)

PART C: Detailed an Explanation



Programme Code:	B.Sc. - IT			Programme Title:	Information Technology	
Course Code:	22UIT5VA			Title	Batch:	2022 - 2025
				Value Added Course - I : Social Networks	Semester:	V
Lecture Hrs./Week	30 Hrs.	Tutorial Hrs./Sem.	-		Credits:	2*

Course Objective

To provide the overall view of various concepts of Social media such as Facebook, Twitter, LinkedIn, Instagram, etc.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind basics of Social Networks	K1
CO2	To understand the classification of Social Media	K2
CO3	To deploy various data privacy feature in social media platforms	K3
CO4	To analyze the security aspects in social media.	K4
CO5	To assess the various social media platforms.	K5

Mapping

PO/ PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	-	M	H	M	H	-	L	H	H	M	-	M
CO2	-	M	H	M	H	-	L	M	H	M	-	M
CO3	-	H	H	H	H	-	M	M	H	H	-	M
CO4	-	H	H	H	H	-	M	M	H	H	-	M
CO5	-	L	H	M	H	M	M	M	H	H	-	M

Units	Content	Hrs.
Unit I	Social Networks: Introduction- Class Overview- Learning in Social Networking – Finding Social Networks - Popular Social Networks - Online Safety Tips - Personal Information - Online Best Practices.	12
Unit II	FACEBOOK: Introduction - Setting Up Your Profile - Privacy - Making ‘Friends’ TWITTER: Introduction – Working – Benefits.	9
Unit III	LINKEDIN: Introduction - Adding Connections. OTHER SOCIAL NETWORKING SITES – Google+ - Pinterest – Myspace – tumblr – Googlereads – Instagram.	9
	Total Contact Hrs.	30

Pedagogy

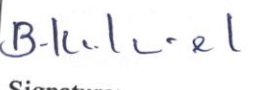
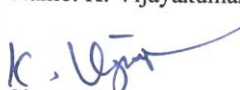
Direct Instruction, Digital Presentation, Flipped Class

Assessment Methods:

Test, Seminar, Quiz, Assignments, Group Task.(Role Play)

Web Reference

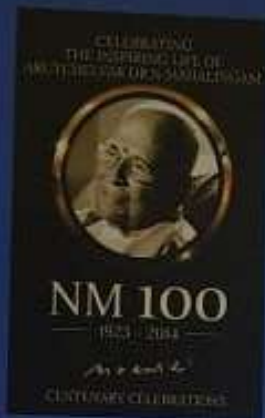
- ❖ <https://www.usaid.gov/sites/default/files/documents/1866/SMGuide4CSO.pdf>
- ❖ https://www.symantec.com/content/en/us/.../the_risks_of_social_networking.pdf

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: B. Kalaiselvi Signature: 	Name: K. Vijayakumar Signature: 	Name: Mr. K. Srinivasan Signature: 	Name: Dr. R. Manickachezian Signature: 

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CERTIFICATE OF COMPLETION



NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution
Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



Value Added Course

This is to certify that Mr./Ms. HARISH RAHMAN.M

of B.SC. IT department

has successfully completed a Value Added Course

entitled SOCIAL NETWORKS and

secured a mark of 49 out of 100

B. Kalavai
COURSE TEACHER

[Signature]
DEAN - ACADEMIC

[Signature]
IQAC CO-ORDINATOR

[Signature]
PRINCIPAL