UNIVERSITY OF MADRAS
MASTER OF COMPUTER APPLICATIONS (MCA) DEGREE PROGRAMME
SYLLABUS WITH EFFECT FROM 2023-2024

Title of the Paper	**Social Networking**		
Elective - III Theory	I Year & II Semester	Credit:3	435E2A

Course Objectives

To learn about Social media, Social networking and Webcasts

To understanding and building a Word Press Powered Website

To analysis the Social Networking & Micro-Blogging.

To learn and analysis the Widgets & Badges.

To explore the importance of Website optimization.

Unit I: Introduction: Social Media Strategy-Important First Decisions -Websites, Blogs - RSS Feeds Mapping -Preparation - Multimedia Items Gathering Content for Blog Posts RSS Feeds & Blogs-RSS Feeds-The Feed Reader-The Feed-Options for Creating an RSS Feed-Planning Feed-Blogs-Options for Starting. Blog and RSS Feed-Feed or Blog Content-Search Engine Optimization (SEO)-Feed Burner-RSS Feed and Blog Directories-An Optimization Plan for Blog or RSS Feed

Unit II: Building a Word Press Powered Website: Word Press as A CMS - Diversity of Word Press Sites-The Anatomy of a Word Press Site -a Brief Look at the Word Press Dashboard Planning - Site Themes Plug-ins setting up Sidebars Building Pages- Posting Blog Entries. Podcasting, Vidcasting, & Webcasting- Publishing Options for Podcast- Creating and Uploading Podcast Episodes-Publishing Podcast Optimizing Podcast- Webcasting

Unit III: Social Networking & Micro-Blogging: Facebook-The Facebook Profile -Myspace LinkedIn-Twitter-Niche Social Networking Sites-Creating Own Social Network-Promoting Social Networking Presence- Social Bookmarking & Crowd-Sourcing - Social Bookmarking-A Social Bookmarking Strategy- Crowd-Sourced News Sites- Preparation And Tracking Progress Media Communities-Image Sharing Sites-Image Sharing Strategy-Video Sharing Sites-Video Sharing Strategy-Searching And Search Engine Placement-Connecting With Others.

Unit IV: Widgets & Badges: Highlighting Social Web Presence-Sharing And Syndicating Content Making Site More Interactive-Promoting Products And Making Money-Using Widgets In Word Press-Widget Communities And Directories- Working Widgets Into Strategy Social Media Newsrooms-Building Social Media Newsroom - Populating The Newsroom-Social Media News Releases-Social Media Newsroom Examples. More Social Tools-Social Calendars-Social Pages Wikis-Social Search Portals-Virtual Worlds.

Unit V: Website optimization: A Website Optimization Plan-Streamlining Web Presence-An Integration Plan- Looking to the Future-Life streaming: The Future of Blogging-Distributed Social Networking-Social Ranking, Relevancy, and ¯ Defriending-Web 3.0 or The Semantic Web-Mobile Technology- Measuring Your Success-A Qualitative Framework-A Quantitative Framework-Tools to Help You Measure-Come To Your Own Conclusions

Text Book:

1. Deltina hay ―A Survival Guide To social Media and Web 2.0 Optimization‖, Dalton Publishing, 2009

Reference Books:

1. Miriam Salpeter ―Social Networking for Career Success‖ Learning Express, 2011.
2. Miles, Peggy, ―Internet world guide to webcasting‖ Wiley, 2008

Course Outcomes

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

CO1	To understand, impart and summarize the concepts of Social media, Social networking and Webcasts	K1-K6
CO2	To comprehend, design and develop a Word Press Powered Website	K1-K6
CO3	To understand, implement and perform evaluation of Social Networking and Micro-Blogging	K1-K6
CO4	To collaborate, implement and analyse the Widgets and Badges in social networking environment	K1-K6
CO5	To understand, illustrate and perform evaluation of web optimization for social networks	K1-K6

K1- Remember, K2- Understand, K3- Apply, K4- Analyze, K5 Evaluate, K6- Create

Mapping with Programme Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	-	S	L	-	S	-	S
CO2	S	S	S	-	S	L	-	S	-	S
CO3	S	S	S	-	S	L	-	S	-	S
CO4	S	S	S	-	S	L	-	S	-	S
CO5	S	S	S	-	S	L	-	S	-	S

S- Strong; M-Medium; L-Low