



SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

(Established under section 3 of the UGC Act 1956)

Re - accredited by NAAC with 'A' Grade

Founder: Prof. Dr. S. B. Mujumdar, MSc., Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)

Course Name : Digital Audit and Quality Control
Course Code : T3679
Faculty : Computer Studies
Course Credit : 3
Course Level : 4
Sub-Committee (Specialization) : IT Tools and Techniques

Learning Objectives :

- Acquire Qualitative Analysis of Digital Portfolio
- Acquire Quantitative Analysis of Digital Portfolio
- Conceptual understanding of Website Crawl and Quick turnarounds on digital audits
- Appreciating Digital Auditing Techniques, Planning for an audit, Developing Check-list and Conducting an Audit
- Understanding the concepts of Quality Control and Quality Assurance

Books Recommended :

Book	Author	Publisher
	3. Xianlin, R., & Genbao, Z.	Study on and Development, International Conference on E-Business and Information System Security of the Information System for Digital Quality Audit and Control
	4. Nielsen, Steven, Curtis Chambers, and Jeffrey Farr	Methods and apparatus for performing locate and/or marking operations with improved visibility, quality control and audit capability
	5. Nielsen, Steven, Curtis Chambers, and Jeffrey Farr	Management system, and associated methods and apparatus, for providing improved visibility, quality control and audit capability for underground facility locate and/or marking operations.
Information systems control and audit	Weber, R. A	Pearson Education
Quality control	Besterfield, D. H	Pearson Education India

Course Outline :

Sr. No.	Topic	Actual Teaching Hours	Contact Hours Equivalence
1	Quantitative Analysis of Your Digital Portfolio:Google Analytics data, PPC ads reports, Social media metrics, Historic SEO rank tracking data, CRM data and reports, E-commerce purchase funnel data	6	6
2	Qualitative Analysis of Your Digital Portfolio: Website design and user experience (UX), Calls to action on your website, Brand congruence across channels, Brand messaging across channelsSocial media content, Email design and messaging effectiveness, Lead generation form usability and accessibility, E-commerce information and experience.	6	6
3	Website Crawl: Quick turnarounds on digital audits are usually only providing this automated information, website broken links, duplicate content, missing title tags, and poor site performance. Prioritize issues discovered in a website crawl, as well as set a brief timeline for fixing them.	6	6
4	Brief Competitive Analysis: Compare external digital efforts to those of identified competitors. Access to competitors " metrics,competitor analysis, digital competitive advantages for the future.Breakdown by Channel: Website(s), Organic social media engagement, Paid social media campaigns, Email, Organic SearchPaid Search, Traditional digital ads (e.g. banners, videos, etc.)Content Marketing, Local Marketing (e.g. local business listings)Reputation Management (e.g. reviews), PR / Media coverage	6	6
5	Channel-specific Tactics. Keywords or searcher intents to target with an organic search strategy, Content medium recommendations (focusing on video, imagery, tools/applications,Content type recommendations (educational, promotional, etc.), Targeting recommendations for paid ads (demographics, geography, interests, etc.), Website improvement plan, Calls to action to add to your website, Email communication plan, Channels where you need to increase focus, Channels where you need to decrease focus, Messaging recommendations (brand voice), Additional software needed	6	6
6	Timeline for The Next (approximately) Two Years. Thorough audit with high-level strategic timeline for the next couple of years. Digital marketing mix. Key Performance Indicators (KPIs), forward-looking strategy, audit for a number of key performance indicators. Measure the ongoing success of digital strategy. Realistic target goals for key performance indicators, Gaps and opportunities identified by digital audit.	6	6
7	Governance. Organizational structure, skills that existing team members need to learn through training, additional job roles to hire to grow team, project management processes, quality assurance processes. Digital Accessibility, Web Accessibility.	9	9
Total		45	45

Pre Requisites :

General knowledge of auditing and quality control
 Exposure to problem analysis, planning or analytical methods is a plus
 General Computer Appreciation including knowhow to install software on local machine as well as general usage on cloud based software

Evaluation :

case studies
 Class test
 Assignment
 Presentation
 Project

Pedagogy :

Lecture & Class Participation

Case Study
Group Discussions

Expert :

Mr. Omprakash Lalchandani,,Aducard Education Firm