



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, M.Sc., Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)

(Established under section 3 of the UGC Act 1956, by notification No.F.9-12/2001-U3 Government of India)

Course Description: This course deals with analytical methods in understanding mobile devices, data generation and related consumer behavior.

Course Name: Mobile Analytics

Course Status: Core

Credits: 2

Course Content:

	Topic	Classroom Hrs	Lab Hrs
1	Mobile Analytics basics, Different Mobile Devices	2	
2	Data Generated by Mobility	2	
3	Mobile App Revenue Models and Measurements	3	4
4	Implications of Mobile Analytics on Marketing, Operations, Engagements	3	
5	Analytics for User Acquisition and Segmentation	2	
6	Behavior Measurement and Experience Enhancement	3	4
7	Mobile Analytics for Different types of Business	3	4
	Total	18	12
		30	

Method of Instruction: Classroom lectures and laboratory sessions

Learning Outcomes: Understand mobile analytics and its applications in real life business environment.

Course Textbook:

References:

The course is contemporary and will be case study based

Method of Evaluation:

Tests	3 tests of 20 marks each
Final Exam	Practical exam (40 marks)

