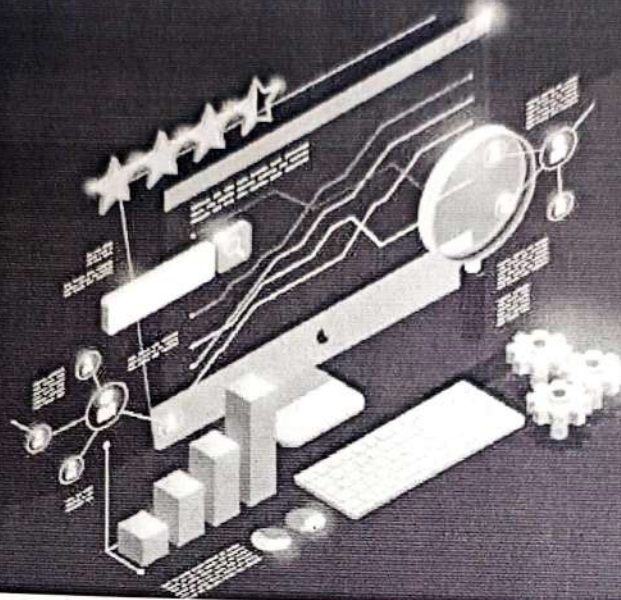


**VALUE ADDED COURSE**

Academic Session : 2024-2025



# CERTIFICATE COURSE IN Content Analysis & Text Mining

## About the Course

Content Analysis and Text Mining are powerful tools for extracting insights from text data. Content analysis is a qualitative method that interprets the context and meaning of text, commonly used in social sciences to analyze communication, media, and cultural artifacts. It focuses on identifying themes, patterns, and relationships within textual content. In contrast, text mining is a quantitative approach that uses computational techniques to analyze large volumes of text, employing methods like natural language processing (NLP), machine learning, and statistical analysis to identify patterns, trends, and associations.

Combining these methods allows researchers to comprehensively understand diverse textual data sources, from social media posts to academic articles, uncovering both deep qualitative insights and quantitative patterns.

## Learning Outcome

After completion of the course, students will be able to:

- Understand the principles and methodologies of content analysis and text mining.
- Apply content analysis techniques to various types of textual data.
- Utilize text mining tools and software for data extraction and analysis.
- Interpret and communicate the results of text analysis in a business context.

Timing : 12.30 PM - 01.30 PM (Monday & Tuesday)  
(Friday & Saturday)

Duration : 30 hours

Resource Person : **Dr. Puchpa**  
**Dr. Rubeena**  
**Dr. Pragati**

Entry Date :  
**16-08-2024 to 24-08-2024**

## Note

- Interested students can report in the office of HoD BBA up to the closing hrs of 24/8/2024, by 5:00 pm.
- The course classes will be scheduled w.e.f 27/08/2024.
- 75% attendance is mandatory to get the certificates.
- Assessment will be held on the basis of viva voce and written/practical examination.

## Module

- Introduction to Content Analysis (7 Hours)
- Text Mining Fundamentals (7 Hours)
- Text Mining Techniques and Tools (7 Hours)
- Applications and Case Studies (9 Hours)

For any queries related the VAC certification course, Please feel free to contact  
**VAC Coordinator : Dr. Pragati (9599542262)**