City University of Hong Kong

Information on a Course
offered by Department of Information Systems
with effect from Semester A in 2014 / 2015

Part I

Course Title:	Social Media Applications
Course Code:	IS5941
Course Duration:	One Semester (13 weeks)
No. of Credit Units:	3
Level:	P5
Medium of Instruction:	English
Prerequisites:	Nil
Precursors:	Nil
Equivalent Courses:	Nil
Exclusive Courses:	Nil

Part II

1. Course Aims:

This course aims to develop students' knowledge and skills to apply and manage online social media tools and business models to strengthen marketing and other business operations.

2.   Course Intended Learning Outcomes (CILOs)
Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting	PILO (MScISM)
1.	Describe the basic concepts and principles of online social media and various user-driven services and software tools.	2	P1
2.	Analyse and design social media based methodologies to strengthen business outcomes.	2	P3
3.	Evaluate business models enabled by online social media, and experiment with various business strategies.	3	P2
4.	Work productively as part of a team, and in particular, communicate and present social media methodology effectively in written and electronic formats in a collaborative environment.	1	P4

3.   Teaching and learning Activities (TLAs)
(designed to facilitate students' achievement of the CILOs)

Indicative of likely activities and tasks students will undertake to learn in this course. Final details will be provided to students in their first week of attendance in this course.

Seminar: 3 hours per week

TLA1: Lecture
Concepts and general knowledge of social media tools and their applications are explained.

- *In-class discussion*: Students participate in discussions in lectures (e.g. face-to-face discussion, using mobile devices) and the lecturer provides feedback based on students' responses.

- *Recap*: In the beginning of every lecture, the lecturer will summarize the topics covered in the previous lecture and provide feedback based on students' concerns and questions.

TLA2: Tutorial, Readings and Case studies
The tutorial covers the technical aspects of various online social media cases and social tools.

- *Tutorial exercises:* e.g. hands-on activities on social networks software tools and platform such as Facebook, MySpace, Second Life, Wikipedia, and YouTube, etc.

- *Case/Group project discussion*: Students will be given a case or project relating to any user-driven services, including, including Facebook, MySpace, Second Life, Wikipedia, and YouTube, etc. Discussion on various aspects of the case or project for improving the brands or achieving the business success will be conducted.

TLA3: On-Line Discussion

Students are encouraged to do self-reflection and sharing concepts, techniques, and methods in applying online social media tools to enhance business applications.

ILO No	TLA1: Lectures	TLA2: Tutorials, Case/Group Project discussion	TLA3: On-line Discussion	Hours/week (if applicable)
CILO 1	2		1	---
CILO 2	2	1	1	---
CILO 3	1	2		---
CILO 4		1	1	---

(1: Minor focus on the ILO; 2: Main focus on the ILO)

4. Assessment Tasks/Activities

(designed to assess how well the students achieve the CILOs)

Indicative of likely activities and tasks students will undertake to learn in this course. Final details will be provided to students in their first week of attendance in this course.

AT1: Participation (10%)

10% is given for student's attendance and participation in terms of quality of questions, answers and student engagement in both lectures and tutorials throughout the semester.

AT2: Team Project (40%)

There will be a team project associated with the course. The quality of the final performance based on measurable usage data and peer ranking will also figure into the grading. The teams will develop to market and drive usage of a new web application on Facebook, MySpace, or some other online social network or blogging platform. The project requires a project proposal, presentation, as well as a final report.

AT3: Course Blog (10%)

In accordance with its topic, this course will use Web 2.0 tools to support the class online. We will set up a group for the course at an online social media (e.g., Facebook) and a course blog (e.g., at WordPress). You will need to register and join both online forums. In addition we also have a Blackboard site where we will post grades.

AT4: Examination (40%)

The final examination of 2 hours will be used to assess students' achievement on intended learning outcomes.

** Students are required to pass both coursework and examination in order to secure an overall pass in this course.**

ILO No	AT1: Participation (10%)	AT2: Team Project (40%)	AT3: Course Blog (10%)	AT4: Final Exam (40%)	Remarks
CILO 1		1	2	2	1: Minor focus on the ILO;
CILO 2		1	2		
CILO 3	1	2		2	2: Main focus on the ILO)
CILO 4	1	2			

5. **Grading of Student Achievement:** Refer to Grading of Courses in the Academic Regulations for Taught Postgraduate Degrees.

The grading of student achievement is based on student performance in assessment tasks/activities. Standard grading pattern (A+, A, A- … C-, D, F).

ILO	Excellent	Good	Adequate	Marginal
CILO1	Accurately describe all key concepts of online social media, and effectively compare and discriminate among the key concepts;	Accurately describe all key concepts of online social media;	Accurately describe most key concepts of online social media;	Accurately describe some key concepts of online social media;
CILO2	Creatively design effective social media methodology to enhance business outcomes;	Effectively design social media methodology to enhance business outcomes;	Reasonably design social media methodology to enhance business outcomes;	Some elements of the social media methodology are appropriate to enhance business outcomes;
CILO3	Creatively and effectively assess business models to strengthen business strategies;	Correctly assess business models to strengthen business strategies;	Most elements of business models are considered and evaluated to strengthen business strategies;	Some elements of business models are considered and evaluated to strengthen business strategies;
CILO4	Demonstrates a cogent ability to integrate communication skills so that ideas are communicated in the most cost-effective way.	Effectively communicate ideas by using all feasible communication channels.	Most of the ideas are communicated accurately using appropriate communication channels.	Some of the ideas are communicated accurately using one or more communication channels.

Part III

Keyword Syllabus:

Online social media, consumers, use of social tools, Flickr, YouTube, Twitter, Facebook, MySpace, Blogs.
Recommended Reading:
Text(s):

Required Reading

David Meerman Scott, <u>The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly</u>, Wiley; 4 edition (July 1, 2013), ISBN-13: 978-1118488768.

Lon Safko, <u>The Social Media Bible: Tactics, Tools, and Strategies for Business Success</u>, Wiley; 3 edition (May 8, 2012), ISBN-13: 978-1118269749.

Katie Delahaye Paine, <u>Measure What Matters: Online Tools For Understanding Customers, Social Media, Engagement, and Key Relationships</u>, Wiley; 1 edition (March 15, 2011), ISBN-13: 978-0470920107.

Supplementary Reading

Martin Brossman and Anora McGaha, <u>Social Media for Business: The Small Business Guide to Online Marketing</u>, Outer Banks Publishing Group (July 6, 2011) , ISBN-13: 978-0982993187.

Clay Shirky, <u>Here Comes Everybody: The Power of Organizing without Organizations</u>, The Penguin Press, 2008.

Charlene Li, <u>Groundswell: Winning in a World Transformed by Social Technologies</u>.

Christopher Locke, Rick Levine, Dock Searls, David Weinberger, <u>The Cluetrain Manifesto: The End of Business as Usual</u>.

Online Resources:
Course reading materials will be augmented by articles from journals and by whitepapers and other materials available on-line.