City University of Hong Kong
Course Syllabus

offered by Department of Information Systems
with effect from Semester B 2018 / 2019

Part I   Course Overview

Course Title: Social Media and Social Networks

Course Code: IS2502

Course Duration: One Semester (13 weeks)

Credit Units: 3

Level: B2

Proposed Area:
(for GE courses only)
☐ Arts and Humanities
☐ Study of Societies, Social and Business Organisations
☐ Science and Technology

**Medium of
Instruction:**   English

**Medium of
Assessment:**   English

Prerequisites:
(Course Code and Title) Nil

Precursors:
(Course Code and Title) Nil

Equivalent Courses:
(Course Code and Title) FB2501 Management Information Systems II *(for 3-year BBA structures)*

Exclusive Courses:
(Course Code and Title) Nil

Part II   Course Details

1. **Abstract**
    (A 150-word description about the course)

    This course aims to provide students with knowledge and skills to leverage social media and network to support business operations including marketing and strategy development. The course consists of two sections. The first section discusses how different social media applications (including social community, social publishing, social entertainment, and social commerce) can be leveraged for marketing, branding, and promotion. The second section presents a theoretical framework, based on which students develop social media enabled strategies in a wide range of business contexts.

2. **Course Intended Learning Outcomes (CILOs)**
    (CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs#	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	*A2*	*A3*
1.	Understand the concepts and principles of social media and networking.	25%	✓		
2.	Develop social media enabled business strategies.	45%		✓	✓
3.	Analyze social media enabled business models.	10%		✓	
4.	Work productively as part of a team, and in particular, communicate and present information effectively in written and electronic formats in a collaborative environment.	20%		✓	✓
	* If weighting is assigned to CILOs, they should add up to 100%.	100%			

Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

A1: *Attitude*
    Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.
A2: *Ability*
    Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.
A3: *Accomplishments*
    Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

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

TLA	Brief Description	CILO No.				Hours/week (if applicable)
		1	**2**	**3**	**4**	
TLA1: Lecture	Concepts and general knowledge of information systems 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' response. • *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.	✓	✓	✓		2 Hours/Week

TLA	Description	1	2	3	4	
TLA2: Tutorial, Readings and Case studies	The tutorial covers the technical aspects of various social networking cases and social tools. • *Tutorial exercises*: e.g. hands-on activities on social media applications such as Facebook, Instagram, MySpace, Wikipedia, and YouTube, etc. • *Case/Group project discussion*: Students will be given a case or project relating to any user-driven services, including Facebook, Instagram, MySpace, 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.		✓	✓	✓	1 Hour/Week
TLA3: Outside classroom activities	Additional help provided outside official class time. • *Online Helpdesk*: An online system to provide extra help to students having difficulties with the course outside the classroom. During the assigned periods, students can raise their questions about the in-class exercises, group project, and final exam in the online system. The tutors will answer their questions in office-hour for one week before the test and exam.	✓	✓		✓	

4. **Assessment Tasks/Activities (ATs)**
   (ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.				Weighting*	Remarks[#]
	1	2	3	4		
Continuous Assessment: 50%						
AT1: Tutorials and In-class Discussion 20% is given for student's tutorial works and participation in terms of quality of questions, answers and student engagement in both lectures and tutorials throughout the semester.			✓	✓	20%	
AT2: Project Work The course has a team project, which requires the students to develop a social media enabled strategy to promote a business. The teams will also implement their strategies using social media applications. The project requires a project proposal, presentation, as well as a final report.		✓	✓	✓	30%	
Examination: 50% (duration: one 2-hour exam)						
AT3: Final Exam The final exam will be closed book, closed notes.	✓		✓		50%	
* *The weightings should add up to 100%.*					100%	

[#] Remark: Students must pass BOTH coursework and examination in order to get an overall pass in this course.

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task (AT)	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
AT1. Tutorials and In-class Discussion	Ability to analyze business models enabled by social media and social networks.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to work productively as part of a team, and in particular, communicate and present information effectively in written and electronic formats in a collaborative environment.	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT2. Project Work	Ability to develop social media enabled business strategies.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to analyze business models enabled by social media and social networks.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to work productively as part of a team, and in particular, communicate and present information effectively in written and electronic formats in a collaborative environment.	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT3. Final Exam	Understand the concepts and principles of social media and networking.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to analyze business models enabled by social media and social networks.	High	Significant	Moderate	Basic	Not even reaching marginal levels

Part III   Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Social media; Social networks (Instagram, YouTube, Twitter, Facebook, Blogs); Digital Analytics; Metrics; Network Density; Social Capital; Social Influence.

2. Reading List
2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles.   There are also collections of e-books, e-journals available from the CityU Library.)

1.	Tuten, Tracy L., and Michael R. Solomon. <u>Social Media Marketing (Third Edition).</u> Sage, 2018.

2.2 Additional Readings
(Additional references for students to learn to expand their knowledge about the subject.)

1.	Amy Shuen, Web 2.0: A Strategy Guide: Business thinking and strategies behind successful Web 2.0 implementations.
2.	Charlene Li, Groundswell: Winning in a World Transformed by Social Technologies.
3.	Christopher Locke, Rick Levine, Dock Searls, David Weinberger, The Cluetrain Manifesto: The End of Business as Usual.
4.	Harvard Business School cases.