IS2502: SOCIAL MEDIA AND SOCIAL NETWORKS

Effective Term
Semester B 2024/25

Part I Course Overview

Course Title
Social Media and Social Networks

Subject Code
IS - Information Systems
Course Number
2502

Academic Unit
Information Systems (IS)

College/School
College of Business (CB)

Course Duration
One Semester

Credit Units
3

Level
B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
Nil

Precursors
Nil

Equivalent Courses
FB2501 Management Information Systems II (for 3-year BBA structures)

Exclusive Courses
Nil

Part II Course Details

Abstract

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.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Identify the concepts and principles of social media and networking.	25	x		
2	Formulate social media enabled business strategies.	45		x	x
3	Analyze social media enabled business models.	10		x	
4	Reflect on the knowledge learned, and be able 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.	20		x	x

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 real-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.

Learning and Teaching Activities (LTAs)

	LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	LTA1: Lecture	Students will learn the concepts and general knowledge of information systems. In-class discussion: Students will 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.	1, 2, 3	2 Hours/Week
2	LTA2: Practice, Readings and Case studies	Students will have tutorials which cover 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.	2, 3, 4	1 Hour/Week

| 3 | LTA3: Outside classroom activities | Students will experience 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. | 1, 2, 4 | |

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	AT1: Tutorials and In-class Discussion20% 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.	3, 4	20	
2	AT2: Project WorkThe 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.	2, 3, 4	30	

Continuous Assessment (%)

50

Examination (%)

50

Examination Duration (Hours)

2

Assessment Rubrics (AR)

Assessment Task
AT1.Tutorials and In-class Discussion

Criterion
Ability to analyze business models enabled by social media and social networks.

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Not even reaching marginal levels

Assessment Task
AT1.Tutorials and In-class Discussion

Criterion
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.

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Not even reaching marginal levels

Assessment Task
AT2.Project Work

Criterion
Ability to develop social media enabled business strategies.

Excellent (A+, A, A-)

High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Not even reaching marginal levels

Assessment Task
AT2.Project Work

Criterion
Ability to analyze business models enabled by social media and social networks.

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Not even reaching marginal levels

Assessment Task
AT2.Project Work

Criterion
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.

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)

Basic

Failure (F)
Not even reaching marginal levels

Assessment Task
AT3.Final Exam

Criterion
Understand the concepts and principles of social media and networking.

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Not even reaching marginal levels

Assessment Task
AT3.Final Exam

Criterion
Ability to analyze business models enabled by social media and social networks.

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

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

Reading List

Compulsory Readings

	Title
1	Tuten, Tracy L., and Michael R. Solomon. Social Media Marketing (Fifth Edition). Sage, 2023

Additional Readings

	Title
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.