COURSE SYLLABUS
Social Media and New Media, 7.5 credits

Social Media and New Media, 7,5 högskolepoäng

Course Code:	JSMR26	**Education Cycle:**	Second-cycle level
Confirmed by:	Council for Undergraduate and Masters Education May 25, 2016	**Disciplinary domain:**	Technology
Valid From:	Aug 22, 2016	**Subject group:**	IF1
Version:	1	**Specialised in:**	A1N
Reg number:	IHH 2016/1682-313	**Main field of study:**	Informatics

Intended Learning Outcomes (ILO)

On completion of the course the students will be able to:

Knowledge and understanding

1. explain what social media and new media are and of their role in society and within the organization

2. explain the sharing economy, its opportunities, and challenges

3. to recognize the role social media and new media can play for sustainable innovation

4. to recognize the challenges connected to security, privacy, and the ethical treatment of information on social media

5. to describe new media and social media as tools for co-creation

Skills and abilities

6. identify and investigate social media and new media challenges and opportunities in organizational settings

7. identify actors, constraints and opportunities and evaluate the impact social media has on them

8. create, document and manage a social media strategy for organizations

Judgement and approach

9. approach organizational strategies for social media and new media from a service focused point of view

10. independently evaluate stakeholders' benefits and hindrances when using social media or new media

11. critically assess and identify the role of individual channels and media as parts of a sustainable organizational strategy for innovation

Contents

The course offers students a practice-oriented approach to understanding what social media and new media are, what impact they have on society as a whole and on organizations, and what role they can play for organizational renewal and service innovation.

The course favors a holistic and systemic approach to social media and new media and aims at providing students with the theoretical foundations and the practical methods for developing and managing thorough, sound, and ethically aware social media and new media strategies for services within organizational settings.

Type of instruction

Lectures, workshops, group work with supervision.

The teaching is conducted in English.

Prerequisites

Bachelor's degree in Informatics, Business Administration, or Computer Science (i.e the equivalent of 180 credits at an accredited university).

Examination and grades

The course is graded A, B, C, D, E, FX or F.

ILOs 3, 4, 5, 6, and 7, 8, 9, 10, and 11 will be assessed through the group work of the assigned project.
ILOs 1, 2, 4, 6, and 7 will be assessed through the written individual exam.

Registration of examination:

Name of the Test	Value	Grading
Written individual examination	4 credits	A/B/C/D/E/FX/F
Project group work	3.5 credits	A/B/C/D/E/FX/F

Course evaluation

At the outset of the course the course manager ensures that course evaluators are elected (or exist) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course manager discuss the course evaluation and possible improvements. The result is reported to, among others, the Associate Dean for Education, the Council for Undergraduate and Master Education, and the Board of Directors of JIBS. The course manager shall at the outset of the following course report results and measures taken in the previous course evaluation.

Other information

Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination. Copying someone else's work is a particularly serious offense and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide. Other forms of breaking academic integrity include (but are

not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on

Course literature

Barlow, M. & Thomas, D. B. (2011). *The Executive's Guide to Enterprise Social Media Strategy,* Wiley.

Flynn, N. (2012). *The Social Media Handbook,* Pfeiffer.

Naughton, J. (2012). *From Gutenberg to Zuckerberg.* Quercus.

Manovich, L. (2002). *The Language of New Media,* The MIT Press.

Excerptsfrom selected books and articles on specific topics will also be provided during the course.

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