

CMPS 305 Social Networking Syllabus

Spring Semester

Course Content: This course introduces students to a variety of existing, new and emerging concepts, strategies, and technologies utilized in today's online environment. It covers various social networking platforms, content, and tools, and related security and privacy issues in social media. Students will learn how to use social media to reach personal and professional goals.

Lecture Time: 11:00 MW Rm 209 Thurman Hall

Instructor: Shizhong Yang, Ph.D.

Textbook: Perspectives on Social Media: A Yearbook.

Piet A.M. Kommers, Pedro Isaias, and Tomayess Issa

Course Objectives: This course provides training on the concepts and techniques in social networking. Areas emphasized include social networking for business and professional use; introduction to social network analysis and social network developer tools; understanding public sector media and privacy issues; and using social network concepts for solving real-world issues.

Course Learning Outcomes: Upon completing this course, students will be able to:

1. demonstrate proficiency and understanding of social networks for business and professional use
2. demonstrate proficiency the use of social network analysis and social network developer tools
3. demonstrate proficiency and understanding of public sector media and privacy
4. demonstrate proficiency in understanding concepts in social networking and utilizing these concepts for solving real-world social network issues.

Course Topics: (15 weeks)

Week1	Understanding Various Social Networking Sites
Week2	Social Networks for Business and Professional Use
Week 3	Types of Social Networking Content
Week 4	Introduction to Social Network Analysis
Week 5-6	Using Social Network Analysis Development Tools
Week7	Midterm Exam
Week 8-9	Public Sector Media/machine learning & big data analysis
Week 10-11	Privacy
Week 12-14	Article Presentations & Term Project

Week 15	Final Exam
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Grading:

Assignment: 20%

Attendance: 10%

Midterm Exam: 35%

Final Exam: 35%

Moodle Access: Southern University and A&M College at Baton Rouge will use Moodle extensively in this course. Moodle is a learning management system designed to help teachers and students communicate effectively online. The course syllabus, class materials (e.g., handouts, PowerPoint slides, journal articles, assignments, readings, etc.) will be placed on Moodle. The student should check Moodle DAILY for all assignments submitted via Moodle. If the student has problems with his Moodle account, he/she should contact Ms. Chrisena Williams-Brown in the Division of Information Technology via email at chrisena_williams@subr.edu or via phone at (225) 771-5017.

Course Assessment:

Course Objectives	Course Learning Outcomes	Methods of Assessment	Target	Relationship to Program Learning Outcomes
<i>Students will be able to use Social networks for business and personal use.</i>	Demonstrate proficiency in the use of social networks for business and personal use.	Outcome Rubric	80% will perform at the level of performance 2, 3 or 4 in achieving Outcomes a and e	ABET a and e
<i>Students will be able to use social networks for conducting social network analysis.</i>	Demonstrate proficiency in the use of social network analysis concepts and techniques.	Outcome Rubric	80% will perform at the level of performance 2, 3 or 4 in achieving Outcomes a and e	ABET a and e
<i>Students will be able to use social network developer tools.</i>	Demonstrate proficiency in the use of social network developer tools.	Outcome Rubric	80% will perform at the level of performance 2, 3 or 4 in achieving Outcomes a and e	ABET a and e
<i>Students will be able to use social network concepts for solving real-world issues.</i>	Demonstrate proficiency in the use of social network concepts for solving real-world issues.	Outcome Rubric	80% will perform at the level of performance 2, 3 or 4 in achieving Outcomes a and e	ABET a and e