Course Syllabus

Course Code	Course Title	ECTS Credits
MIS-220DL	Technologies for the Social Web	6
Prerequisites	**Department**	**Semester**
MIS-151DL	Management	Fall/Spring
Type of Course	**Field**	**Language of Instruction**
Required	MIS	English
Level of Course	**Lecturer(s)**	**Year of Study**
1st Cycle	Prof. Despo Ktoridou	2nd - 3rd
Mode of Delivery	**Work Placement**	**Corequisites**
Distance Learning	N/A	None

Course Objectives:

The main objectives of the course are to:
- Understand the theories behind the Social Web and its components.
- Recognize and evaluate the latest Social Applications and the supportive technologies.
- Understand *what* is UGC - User Generated Content, *Why* UGC is so successful, *What* are the benefits of UGC, *How* do businesses use it.
- Provide a comprehensive overview of the underlying Online Communities, their design and development.
- Illustrate Usability - Best practices for user interface design following Nielsen's.
- Usability Facts.
- Explore Business aspects of the Social Web.
- Preview the emerging Social Networks and Spaces.
- Apply the gained knowledge to design and implement a social web application.

Learning Outcomes:

After completion of the course students are expected to be able to:
1. Illustrate the importance, role of and use of the Social Web and its components.
2. Gain insight of the significant role of the latest Social Applications and the supportive technologies.
3. Gain insights if how to Benefit from UGC.
4. Realize the factors that drive and influence the design and development of Online Communities.

5. Explain the knowledge and cultivate the skills and competencies required applying Usability Best practices for user interface design following Nielsen's facts.
6. Discuss the importance of the Business aspects of the Social Web and how it works in the areas of collaboration and knowledge management for a business.
7. Illustrate the importance of the emerging Social Networks and Spaces.
8. Demonstrate the key theoretical social web concepts covered in the lab, design and implement a social web application using Wordpress – an open source CMS.

Course Content:

SECTION I: The Social Web: Introduction
- The Evolution of the web
- The Web as a platform: Web 2.0
- The Social Web: User participation and socialization of the web
- Social Computing
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SECTION II: Components of the social Web
- Technologies: open source, commercial
- Content: audio, video, user generated
- Online communities

SECTION III: Social Apps
- Types of social apps
- Blogs, wikis, social networks and communities, Facebook apps…
- Apps' social aspect
- Setting Up a custom Blog and wiki (Wordpresss)

SECTION IV: User Generated Conant (UGC)
- *What* is UGC
- *Why* UGC is so successful
- *What* are the benefits of UGC
- *How* do Businesses use UGC

SECTION V: Online Communities
- Designing & Developing an online community
- Key components and metrics for success
- Technology options and considerations
- Wordpress fundamentals: menus, themes, plugins and blocks
- Developing an online community using Wordpress
- Customizing an online community
- Measuring user participation and engagement

SECTION VI: Usability
- Best practices for user interface design
- Neilsen Usability Facts:

- o How to define usability?
- o How, when, and where to improve it?
- o Why should you care?
- o Overview defines key usability concepts and answers basic questions.

SECTION VII: The Business Aspect of Social Web
- Introduction to the Social web for Business
- Social web for collaboration and knowledge management

SECTION VIII: Metrics and Analytics
- Tracking user behavior in social networks
- Social network usage analytics
- Google Analytics

SECTION IX: Emerging Social Networks and Spaces
- Introduction to virtual worlds and Second Life
- Multiplayer games and WoW

Learning Activities and Teaching Methods:

Teaching material including PowerPoint presentations and additional readings; Synchronous meetings (WebEx); Asynchronous video presentations; Forums; Chat; Quizzes; Case studies and other suggested readings (scientific papers, journal articles); Formative and summative assessments.

Assessment Methods:

Project Presentation, Assignments, Participation/Attendance, Final Exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Professional WordPress: Design and Development, 3rd Ed.	Brad Williams, David Damstra, Hal Stern	John Wiley & Sons, Inc	2015	978-1-118-98724-7
A Visual Step-by-Step Guide to Mastering WordPress	Andy Williams	Independently	2020	979-8584887780
Google Analytics	Alexa L. Mokalis	Google	2018	978-1545486917

Demystified 4th Ed.	Joel J. Davis			
Total Engagement: Using Games and Virtual Worlds to Change the Way People Work and Businesses Compete	Byron Reeves, J. Leighton Read	HBS Press	2009	11988-HBK-ENG
Social Factor, The: Innovate, Ignite, and Win through Mass Collaboration and Social Networking	Maria Azua	Prentice Hall	2010	10: 0137018908
Social Networking for Business: Choosing the Right Tools and Resources to Fit Your Needs	Rwan Shah	Prentice Hall	2010	10: 132357798

e-PDF https://epdf.pub/social-networking-for-business-choosing-the-right-tools-and-resources-to-fit-you.html

Web Sources:

What is User Generated Content: Complete Guide to UGC & why you need it
https://www.tintup.com/blog/user-generated-content-definition/

D. Palmer (May 17, 2019) "What is GDPR? Everything you need to know about the new General Data Protection Regulations".
https://www.zdnet.com/article/gdpr-an-executive-guide-to-what-you-need-to-know/.

Mi. Hugos, D. Hulitzky (2011) "Business in the Cloud". Available online in PDF:
http://www.asecib.ase.ro/cc/carti/Business%20in%20the%20Cloud%20[2011].pdf