



University of Nicosia, Cyprus  
MIS 220 Technologies for Social Web  
Fall 2012

<b>Course Code</b> MIS 220	<b>Course Title</b> Technologies for Social Web	<b>Credits (ECTS)</b> 6
<b>Department</b> MIS	<b>Semester</b> Fall, Spring	<b>Prerequisites</b> MIS 151 Business Software Applications
<b>Type of Course</b> Required	<b>Field</b> BBA Concentration in IS & Social Media	<b>Language of Instruction</b> English
<b>Level of Course</b> 1 <sup>st</sup> Cycle	<b>Year of Study</b> 3	<b>Lecturer(s)</b> Dr Despo Ktoridou
<b>Mode of Delivery</b> Face-to-face	<b>Work placement</b> N/A	<b>Co-requisites</b> None
<b>Recommended Optional Programme Components:</b> N/A		

**Objectives of the Course:**

The main objectives of the course are to:

- Present the theoretical understanding behind the Social Web
- Provide a clear overview of the underlying social web technologies and the potential applications
- Provide a comprehensive introduction of the social web business applications
- Preview tomorrow’s emerging innovations—including “Web 3.0,” the Semantic Web

**Learning Outcomes:**

After completion of the course students are expected to be able to:

- **understand the theoretical background of the Social Web** (students will be provided with the theories behind the Social Web)
- **become familiar with the underlying web 2.0 technologies and the potential applications** (students will be provided with the technologies that make Web 2.0 concepts accessible and systematically identify the business and technical best practices needed to make the most of it)
- **Leverage the social web business applications** (students will be provided with how the today’s best business and technical practices for enhancing collaboration, decision-making, productivity, innovation, and the key enterprise initiatives)
- **Gain insight of tomorrow’s social web emerging innovations** (students will be provided with insights on identifying specific innovations most likely to deliver value in an organization – including “Web 3.0”, the Semantic Web),

## **Course Contents:**

### **Section A(a,b): An Introduction to Web 2.0**

What Exactly Is This Web 2.0 and Why Should We Care About It?

Web 2.0 Versions and Generations

Characteristics and Memes of Web

### **Section B(a,b,c): User-Generated Content: Wikis, Blogs, Communities, Collaboration, and Collaborative Technologies**

Evolution of User-Generated Content (UGC)

Communities

Collaboration

### **Section C (a,b): Rich Internet Applications: Practices, Technologies, and Frameworks**

What Exactly Is an RIA and Why Do We Care About It?

A Techno-Business Tour Through the RIA Land

Web 2.0 RIA Technologies, Standards, and Frameworks

### **Section D (a,b): Social Networking**

State of the Union and Business Value of Social Networks

Social Network Ecosystems and Players

Social Networking Standards and Interfaces

Challenges in the Social Networking Industry

### **Section E: Web 2.0 Architecture Case Studies**

Web 2.0 Infrastructure Architecture: Scale, Concurrency, and Distributability

Web 2.0 Infrastructure Architecture Case Studies

### **Section F: Tending to Web 3.0: The Semantic Web**

A Business Definition of the Semantic Web

A Business View of the Semantic Web

Semantic Web Origins—From Aristotle to W3C

Inner Workings of Semantic Web Technologies

Enterprise Applications of the Semantic Web

### **Section G: Cloud Computing**

Cloud Computing and Its Relevance

Cloud Computing Business Value

Cloud Computing Offerings from Major Vendors

Enterprise Adoption of Cloud Computing

### **Section H: Web 2.0 and Mobility**

Evolution of Mobile Web Technology

Mobile Web Applications and Websites

**Learning Activities & Teaching Methods:**

Lectures, Case Study Analysis and Discussion, Academic Paper Discussions, In-Class Exercises, and Presentations.
--

**Assessment Methods:**

Test, Project Homework/Discussion, Questions, Final Exam
--

**Required Textbooks/Reading:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Krishna Sankar, Susan A. Bouchard	<b>Enterprise Web 2.0 Fundamentals</b>	CISCO Press	2009	9781587057632

**Recommended Textbooks/Reading:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Michael Hugos, Derek Hilitzky	<b>Business in the Cloud</b>	Wiley	2011	970470616239
Maria Azua	<b>Social Factor, The: Innovate, Ignite, and Win through Mass Collaboration and Social Networking</b>	Prentice Hall	2010	10: 0137018908
Rawan Shah	<b>Social Networking for Business: Choosing the Right Tools and Resources to Fit Your Needs</b>	Prentice Hall	2010	10: 132357798
Michael Miller	<b>Introduction to Google Apps</b>	Prentice Hall	2010	10: 0132457474