FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION

Course Title:	**Social Networks in Business Environment**
Course code (LAIS):	**KomZ5009**
Study programme:	**Business Environment Administration**
Level of Study programme:	☐ 1st level professional higher education
	☐ Professional Bachelor
	☒ Professional Master
	☐ Academic Master
	☐ PhD level
Type of Study programme:	☐ Compulsory course (Part A)
	☐ Professional specialization courses (Part B, compulsory)
	☒ Professional specialization optional courses (Part B, optional)
	☐ Elective courses (Part C)

Course Workload:	**Credits**	**ECTS**	**Academic hours**	**Contact hours**	**Independent work hours**
	2	3	80	24	56

Course Author/ Tutor:	**Aigars Andersons**
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	Consultation: according to the schedule for each semester
Study Form:	Full time studies
Study year, semester:	Year 1, Semester 2
Language:	English
Prerequisites for the Course:	-
Course Summary:	The aim of this course is to increase students' knowledge about using social networks for improving the competitiveness of different types of business. The course will also raise awareness about using social networks for increasing business sustainability. In this course students will get acquainted with different types of networks and their impact on business environment. The focus of the course is on students learning the most popular social networking techniques and getting to know the simplest new media applications. Students will also learn about innovative networking examples of Latvian and international business organizations, government and non-profit organizations.
Course Assessment:	The final grade consists of: - Final exam and presentation (networking strategy development for a company) - 90%. The final work consists of five parts. For each part, the student receives a grade corresponding to 20% of the total grade. - Group work in seminars - 10%
Requirements for Credits:	- All parts of the independent work must be prepared and submitted within the set deadlines. The assignments must be prepared according to the methodological guidelines and requirements mentioned in this course description. - Compulsory attendance of seminars and workshops. In case of missed seminars or workshops (also for justifiable reasons), the student has to pass a written examination on the respective issues. -To successfully complete the study course, the student must submit all sections of the independent work and get a positive evaluation (at least grade 4).
Abiding by the Academic Ethics	Students must observe the academic and research ethics, Regulations of Ethics of Vidzeme University of Applied Sciences, including: - study assignments must be independently developed; - study assignments must contain references to all the statements, ideas and data made by other authors; - appropriate data acquisition methods must be used in data acquisition, the research ethics must be respected, empirical data must be collected independently and must not be distorted or falsified;

	- the examination must be taken by the student independently, without the use of supporting resources and counselling with other students unless otherwise instructed by the lecturer. Non-compliance with the academic and research ethics is subject to penalty in accordance with ViA Regulations of Ethics, and the study course must be retaken unless the penalty is exmatriculation.	

	Learning Outcomes	**The evaluation methods and criteria**
Learning Outcomes; the evaluation methods and criteria	**Knowledge**	
	Understanding of and ability to explain topics and concepts related to the course content	Lectures, literature study, group work
	Knowledge of the use of social networks to increase the competitiveness of different types of business	Lectures, literature study, group work
	Skills	
	Ability to analyse cases and issues related to the main topics of the course	Lectures, literature study, group work, independent work, discussion
	Ability to use the most popular social networks to achieve business goals	Lectures, literature study, group work, independent work, discussion
	Competency	
	Ability to apply a variety of social capital and network approaches to improve the performance of business organizations	Course final exam, presentation

Course Compulsory literature:	**McDonald, Jason.** The Social Media Marketing Workbook : How to Use Social Media for Business .- 2019 Edition. - [San José, California] : JM Internet Group, 2019. - 448 p. **Safko, Lon.** The Social Media Bible : tactics, tools, & strategies for business success - 3rd ed. - Hoboken, N.J. : John Wiley & Sons, 2012. - xviii, 622 p. The SAGE Handbook of Social Media / edited by Jean Burgess, Alice Marwick, Thomas Poell. - Los Angeles : Sage, 2019. - xxi, 639 p
Course additional literature:	**Castells, Manuel.** The Internet Galaxy : reflections on the Internet, business, and society / Manuel Castells. - New York : Oxford University Press, 2001. - XI, 292 p. **Dahl, Stephan.** Social Media Marketing : theories & applications / Stephen Dahl. - Second edition. - Los Angeles : SAGE ; London, 2018. - xi, 277 p **Fuchs, Christian.** Social Media : a critical introduction / Christian Fuchs. - 2nd edition. - Thousand Oaks, CA : SAGE Publications, 2017. - vii, 386 p. **Gehl, Robert W.** Reverse Engineering Social Media : software, culture, and political economy in new media capitalism - Philadelphia, Pennsylvania : Temple University Press, 2014. - xii, 222 pages **Kadushin, Charles.** Understanding social networks : theories, concepts, and findings / Charles Kadushin. - New York : Oxford University Press, 2012. - xii, 252 p. **Qualman, Erik.**Socialnomics : how social media transforms the way we live and do business. - Hoboken, N.J. : Wiley, 2011. - xxiii, 296p.
Course confirmation date:	06.01.2020.
Date of course description update:	

Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	**Independent work hours**	
The date is specified before the implementation of the course	Introduction. Aims of the course, assignments, expected results.	2	4	Lecture, seminar
	Network society paradigm, its origin, justification and criticism	2	6	Lecture, seminar
	Macro-sociological and micro-sociological impact of networks. Concepts of sustainable development and social capital. Findings from existing research.	2	6	Lecture, seminar, case analysis, group work
	Diversity of contemporary networks. Network typology	2	6	Lecture, seminar, independent work
	The possibilities of new media in social marketing, collaboration and increasing productivity	2	6	Lecture, seminar, independent work, case analysis, group work
	Micro blogging platform Twitter and its applications	2	6	Lecture, seminar, independent work
	Blogging platforms, wikis and their functions	2	6	Lecture, seminar, independent work
	Social networking platforms (Facebook, Draugiem.lv)	2	6	Lecture, seminar, independent work
	Networking as strategy. Methods for identifying organization networks. Determining strategic goals, directions and identifying results.	4	6	Lecture, seminar, independent work, case analysis, group work
	Implementation and monitoring of the company's networking strategy. Presentations of course assignments. Evaluation of the course.	4	4	Lecture, presentation
	Total hours:	*24*	*56*	