

(Fall 2013)

PREREQUISITES:	CS 1070 Introduction to Information Systems CS 2179 Business Information Systems CS 3247 Information Systems for Decision Making										
CATALOG DESCRIPTION:	Enterprise social networking platforms (ESNs); business to business (B2B) & business to employee (B2E) enterprise social software and underlying technologies; enterprise collaboration roadmap & user-adoption strategies for effective enterprise deployments; social network mining; information security & governance										
RATIONALE:	The module exposes students to the emerging social business paradigm and the leading position of enterprise social networking platforms. Social Analytics and community metric analysis techniques are discussed and analysed at various levels. Different business collaboration scenarios are presented and students are exposed to the social software technologies and analysis tools available to satisfy them. The importance of the human factor is explained and analysed thoroughly together with a proposed plan for effective user-adoption strategies. The paramount importance of information security and governance models required inside the organizational borders is thoroughly assessed as opposed to those used in the public cloud social.										
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: <div><div>1.</div><div>Demonstrate knowledge of available tools covering the enterprise collaboration spectrum by analysing social business culture patterns, drivers & inhibitors inside organizational borders.</div></div> <div><div>2.</div><div>Develop a sound enterprise social collaboration roadmap by evaluating the dynamics resulting from the social integration of other vital enterprise systems inside the organization and by establishing governance practices including the integration of technology ethical issues</div></div> <div><div>3.</div><div>Point-out nuggets of information from social networks that could be useful in decision making.</div></div>										
METHOD OF TEACHING AND LEARNING:	<div>In congruence with the teaching and learning strategy of the college, the following tools are used:</div> <div>In congruence with the learning and teaching strategy of the College, the following tools/activities are used:<div><div>•</div><div>Classroom lectures. Possibly laboratory practical sessions.</div></div><div><div>•</div><div>Office hours held by the instructor to provide further assistance to students.</div></div><div><div>•</div><div>Use of the Blackboard Learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.</div></div></div>										
ASSESSMENT:	<div><div><div><div>Summative:</div><div><table><tr><td>Mid-term Exam: short answers to questions of essay type and/or problem solving</td><td>40</td></tr><tr><td>Project: Production of a feasibility study for potential ESN deployment.</td><td>60</td></tr></table></div></div><div><div>Formative:</div><div><table><tr><td>In class analysis, synthesis & design exercises</td><td>0</td></tr><tr><td></td><td></td></tr></table></div></div></div><div>The formative assessment aims to shape teaching along the semester and prepare students for the summative assessments.</div></div>			Mid-term Exam: short answers to questions of essay type and/or problem solving	40	Project: Production of a feasibility study for potential ESN deployment.	60	In class analysis, synthesis & design exercises	0		
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	<p>The mid-term exam tests Learning Outcomes: 1 The final examination project tests Learning Outcomes: 2,3</p> <p>(Assignment instructions and assessment rubrics are distributed on the first day of class with the Course Outline.)</p>
READING LIST:	REQUIRED MATERIAL: Instructor notes, web articles, industry reports
RECOMMENDED MATERIAL:	<ul style="list-style-type: none"> • D. Easley, J. Kleinberg, Networks, Crowds and Markets: Reasoning About a Highly Connected World, Cambridge, 2010 • J. Keyes, Enterprise 2.0: Social Networking Tools to Transform Your Organization, Auerbach Publications, 2012 • M. Azua, The Social Factor: Innovate, Ignite, and Win Through Mass Collaboration and Social Networking, IBM Press, 2009 • M. Samson, Doing Business with IBM Connections, The Michael Samson Company Ltd., 2012 • M. Samson, Collaboration Roadmap, The Michael Sampson Company Ltd., 2011 • M. Samson, User Adoption Strategies (2nd Edition), The Michael Sampson Company, 2012 • Ed Brill, Opting In: Lessons in Social Business from a Fortune 500 Product Manager, IBM Press, 2013
COMMUNICATION REQUIREMENTS:	<p>Daily access to the course's site on the College's Blackboard CMS.</p> <p>Use of word processing and/or presentation graphics software for documentation of assignments</p>
SOFTWARE REQUIREMENTS:	MS-Office, Gelphi, Pajek, NodeXL, IBM Connections
WWW RESOURCES:	<p>Articles</p> <ul style="list-style-type: none"> • W3C & OpenSocial - Workshop on Social Standards: The Future of Business - http://www.w3.org/2013/socialweb/report.html • AIIM Social Business Roadmap - http://www.aiim.org/Social-Business-Roadmap • http://blogs.hbr.org/2013/07/the-real-power-of-enterprise-s/ • http://www.informationweek.com/social-business/social_networking_private_platforms/enterprise-social-networks-must-have-fea/240005778 • ftp://ftp.software.ibm.com/pub/lotusweb/Actiance-Whitepaper-FINRA-Enterprise-Social-Networks.pdf • http://searchengineland.com/buyers-guides/enterprise-social-media-management-software-a-buyers-guide • http://dl.acm.org/citation.cfm?id=1961194 <p>Technical standards & Standards Organization bodies</p> <ul style="list-style-type: none"> • Apache Shindig - (OpenSocial container implementation) http://shindig.apache.org • OASIS Consortium - (SAML Standard) - www.oasis-open.org • OpenSocial Foundation - (OpenSocial API Specification) http://www.opensocial.org • OAuth - (Open Authorization Standard) http://www.oauth.net • ActivityStre.ms Open Source Project - (Activity streams common data protocol) http://activitystre.ms
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. Social business culture <ol style="list-style-type: none"> a. Social business (Engagement, Transparency, Agility, etc.) b. Social toolset for the enterprise (Inbound/Outbound)

	<ul style="list-style-type: none"> c. Social inside the Organization d. Risk management of being social e. Enterprise Social Networking Platforms (SWOT, Market Maturity, Future Perspective) <ol style="list-style-type: none"> 2. Enterprise social collaboration roadmap (Collaboration theory & business context, Enterprise collaboration scenarios, Understand the technology available) 3. User adoption strategies (Setting the Context, Change management in the enterprise, User adoption models, User adoption approach selection process, User adoption measuring & evaluation) 4. Security and legal framework 5. Information governance (need, models, Business culture & social governance practice, Understand the technology available, Social analytics & social metrics) 6. Social network data mining (discovery of user communities, discovery of influential users)
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