Course Specifications
Valid as from the academic year 2018-2019

Creating Value using Social Media  (F710293)

Course size (nominal values; actual values may depend on programme)
Credits 3.0  Study time 90 h  Contact hrs 30.0 h

Course offerings and teaching methods in academic year 2019-2020
A (semester 1)  English  microteaching  7.5 h
lecture  10.0 h
group work  2.5 h
guided self-study  10.0 h

Lecturers in academic year 2019-2020
Van Looy, Amy  EB24  lecturer-in-charge

Offered in the following programmes in 2019-2020

Bachelor of Science in Public Administration and Management  3  A
Bachelor of Science in Business Administration  3  A
Exchange programme in Economics and Business Administration  3  A

Teaching languages
English

Keywords
• Social media
• Web 2.0
• User-generated content
• Social ripple effect
• Social media networks
• Social business
• Enterprise 2.0
• Chief Social Media Officer
• Social media strategy
• Return on investment

Position of the course
Information Technology (IT) is gaining in importance in our society. Also organisations feel the need to jump on the IT bandwagon, and are increasingly recognising IT as an indispensible asset. For instance, people can connect 24/7, smart phones give seamless access to unlimited information, and data can be easily exchanged around the globe. Hence, IT has tremendously changed the way organisations do business today. One of the new challenges for organisations is creating value by using and managing social media (e.g. Facebook, Twitter, YouTube, etc.). This challenge is not limited to the IT department alone, but involves other departments, such as marketing, operations, human resources, the legal or finance department.

Students will get introduced to the multidisciplinary approach of IT and will learn how social media theory relates to practical implications, i.e. by:

• Getting acquainted with technologies and applications of social media management in different business domains.
• Acquiring skills to analyse the social media strategy of an organisation.

Contents
Social media are a new and rapidly developing domain. Consequently, the course will cover a selection of current topics relevant to contemporary organisations, and which can change on a yearly basis, such as:
• Social media tools, tactics, and strategies
• Online advertising
• Viral campaigns
• Social Customer Relationship Management (social CRM)
• Employer branding
• E-recruiting
• Search engine optimisation
• Social mining
• Sentiment analysis
• Crowdfunding
• Legal and ethical issues
• Etc.

Initial competences
Basic knowledge of IT management is recommended, but not required.

Final competences
1. Being able to use social media in a professional way, taking into account the do’s and don’ts
2. Understanding and defining the impact of social media management theories for organisations.
3. Insight into the social media strategy of organisations
4. Critical reflection and reasoning skills: evaluating how business value can be created from social media
5. Lifelong learning by following recent developments in IT management, particularly social media

Conditions for credit contract
Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in ‘Starting Competences’

Conditions for exam contract
This course unit cannot be taken via an exam contract

Teaching methods
Guided self-study, group work, lecture, microteaching

Extra information on the teaching methods
Weekly sessions.
Assignments in small groups, which are bundled in a paper and presented in class.

Learning materials and price
Mandatory literature:
• Slides
  (circa 60 euro)

Optional literature (available in the library):

References

Course content-related study coaching
Students have the opportunity to ask questions during the sessions, by e-mail, or during an individual appointment.

Evaluation methods
end-of-term evaluation and continuous assessment

Examination methods in case of periodic evaluation during the first examination period
Written examination with multiple choice questions

Examination methods in case of periodic evaluation during the second examination period
Written examination with multiple choice questions

Examination methods in case of permanent evaluation
Assignment

Possibilities of retake in case of permanent evaluation
examination during the second examination period is not possible

(Approved)
Extra information on the examination methods

First examination period:
• Written exam: 30 multiple choice questions with 4 answer options each ('standard setting').
• Permanent evaluation: assignments in small groups, bundled in a single paper. A late group formation will result in a reduced score, whereas a late paper submission will not be corrected. Students who miss the permanent evaluation can still take part in the written exam.

Second examination period:
• Written exam: 30 multiple choice questions.
• Permanent evaluation: no retake possible. Instead, the assignment score obtained in the first examination period will be transferred to the second examination period.

Calculation of the examination mark
• Written exam: 75%
• Permanent evaluation: 25%