BUS5415.E1 Social Media in Business
SPRING 2019

PROFESSOR INFORMATION:
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COURSE INFORMATION:
BUS5415.E1 Social Media in Business
Level: Graduate
Beginning Date of Session: Saturday, March 16, 2019
Ending Date of Session: Thursday, May 23, 2019
Student access available to the Student Portal: Saturday, March 16, 2019.

Students enrolled in distance learning courses are not assessed any additional fees for security or identity verification.

COURSE PREREQUISITES:
None

TEXTBOOK(S) AND REQUIRED MATERIALS:
Purchase of a textbook is not required. All reading materials for each week will be posted on Moodle.
Title: N/A
Author: N/A
Publisher: N/A
Year Published: N/A
Edition: N/A
ISBN: N/A
Price: N/A

Amberton University has an agreement with eCampus.com to provide a full-service online bookstore to students. The Amberton University Virtual Bookstore is accessible through the University's website, www.Amberton.edu. There is also a bookstore link in the Student Portal.

The AU Virtual Bookstore provides an easy to use interface, online buyback of books, and same day shipment of most titles with an average delivery time of 2-3 days depending on the student's location. Textbook options include new, used, rental, and electronic media as available.

Since no books are sold on campus, students should plan accordingly and purchase their books in advance of the first day of class, allowing time for shipping. Be certain you are enrolled in the course before purchasing your book(s). All textbook information (Title, Author, ISBN, etc.) is available in the course syllabi so students can shop competitively. Most textbooks can be purchased from many different textbook vendors. Some textbooks may only be available on the University's Virtual Bookstore. Students should be careful to obtain the exact resource(s) required for the course.

APA Requirement
APA (American Psychological Association) style is most commonly used to cite sources within the social sciences. This resource, revised according to the 6th edition, second printing of the APA manual, offers examples for the general format of APA research papers, in-text citations, endnotes/footnotes, and the reference page. For more information, please consult the *Publication Manual of the American Psychological Association*, (6th ed., 2nd printing). All coursework at Amberton University will comply with the standards contained in the APA Publication Manual.

COURSE COMPETENCIES:

The following represents the course competencies for this class. Competencies are equivalent for all lecture and distance learning courses. Following each competency is the assignment used to gain mastery of this area of study. (Key: CR=Course Readings, D=Discussion, E=Exercise)

UPON COMPLETION OF THE COURSE, THE STUDENT WILL BE COMPETENT IN:
1. Identifying different types of social media platforms and its functions. (CR, D, E)
2. Exploring the dynamics of each social media platform. (CR, D, E)
3. Researching the role of social media in society and business. (CR, D, E)
4. Differentiating between one way vs. two-way communication and how it changes organizations and society. (CR, D, E)
5. Discussing the theories of adoption with society and business issues. (CR, D, E)
6. Expelling social media myths. (CR, D, E)
7. Exploring the value of smartphone growth and the adoption process to social media and society. (CR, D, E)
8. Examining the importance of social media for today and tomorrow's businesses. (CR, D, E)
9. Developing a strategic approach for social media. (CR, D, E)
10. Understanding the importance of Executive level support as it relates to all levels of an organization. (CR, D, E)
11. Discussing and determining the link between social media platforms and business. (CR, D, E)
12. Exploring and identifying social techno-graphic profiles. (CR, D, E)
13. Mastering and utilizing the language of social media as it is integrated with business. (CR, D, E)
14. Understanding the ethics behind social media and business (CR, D, E)
15. Exploring the different types of social media tools for business analytics (CR, D, E)
16. Researching current uses of social media in business (CR, D, E)

COURSE POLICIES:
1. Read and complete all assignments by the scheduled due date. An assignment submitted after the due date will be assessed at a reduction of points for each day late. Work submitted more than one week after the scheduled due date will NOT be accepted and documented as "did not participate".
2. All assignments are due by 11:55pm CST by the scheduled due date through Moodle.
3. When submitting your assignment, please include your name, BUS5415.E1 and the assignment title on the first page of your assignment.
4. When you submit your assignment on Moodle, I must be able to open it in order for it to be considered on time. All documents should be WORD documents, unless otherwise indicated in the assignment instructions.
5. There are no extra credit assignments available in this course.
6. Do not plagiarize. Please read the section on Academic Honesty/Plagiarism.
7. Contact the professor to address questions and issues such as assignment due dates via email or Moodle messaging.
8. As a general rule, incomplete grades are not offered in the course.
9. Students are responsible for reading the materials provided in order to complete all assignments by their due dates.

Attendance Policy:

Regular and punctual class attendance is expected at Amberton University. In case of absence, it is the student's responsibility to contact the professor as soon as possible. If a student intends on withdrawing from a course, it is the student's responsibility to follow the university's policy on formally withdrawing from a course.

A student in an online course is required to actively participate in the course and submit course assignments timely as described in the course syllabus. A student not meeting these requirements may be dropped at the discretion of the professor and Amberton administration.

Student's Responsibilities

This syllabus contains information, policies and procedures for a specific course. By enrolling, the student agrees to read, understand and abide by the policies, rules, regulations, and ethical standards of Amberton University as contained in the current university catalog and schedule of classes.

COURSE OUTLINE AND CALENDAR:
Week 1   Class intro due March 23rd
Week 2   Exercise 1 due March 30th
Week 3   Discussion 1 opens March 31st: Initial post due April 3rd; Both reply posts due by April 6th
Week 4   Exercise 2 due April 13th. Case Project Topic Selection due April 13th (you choose which topic, from list provided)
Week 5   Discussion 2 opens April 14th: Initial post due April 17th; Both reply posts due by April 20th
Week 6   Exercise 3 due April 27th
Week 7   Discussion 3 opens April 28th: Initial post due May 1st; Both reply posts due by May 4th
Week 8   Exercise 4 due May 11th
Week 9   Case Project
Week 10   Case Project due May 22nd

GRADING CRITERIA:

Class Intro	10 points	5%
Exercise 1	20 points	10%
Discussion 1	20 points	10%
Exercise 2	20 points	10%
Discussion 2	20 points	10%
Exercise 3	20 points	10%
Discussion 3	20 points	10%
Exercise 4	20 points	10%
Case Project	50 points	25%
Total Points	200 points	100%

92 – 100	A	183-200 points
82 – 91	B	163-182 points
72 –81	C	143-162 points
62 –71	D	123-142 points
Below 62	F	0-122 points

GRADE NOTIFICATION AND INSTRUCTOR FEEDBACK:
A successful distance learning experience requires a flow of communication between instructor and student throughout the session. Instructor comments are considered essential to the learning process. Therefore, each assignment/exam submitted will be reviewed, graded and returned to the student in a timely manner along with the appropriate commentary. Students should carefully review all comments.

Final grades are mailed approximately one week after the last day of the session to the student's address of record. Amberton University staff will not post or release grades over the phone. University instructors will not leave a message with comments or grades in any type of media that is not secure.

For questions regarding grades after the semester has ended, students should use their University email account and contact the instructor at the faculty email address as provided above in *Professor Information* area.

Incomplete Grades
An "I" (incomplete grade) is given at the discretion of the professor and may be given only when an emergency or illness prevents the student from completing course requirements. Should an "I" be granted, the student has 30 days from the end of the session to complete the conditions of the incomplete. An "I" which is not properly removed within 30 days following the session enrolled will become an "F" grade.

How To Withdraw From a Course
To be official, the class withdrawal must be in writing and signed by the student requesting the withdrawal; no withdrawal is accepted verbally. Please review the "Schedule of Classes" (online or in-print) for procedures for class changes or withdrawals and the refund policy and schedule.

COURSE DELIVERY METHODOLOGY:
This course is offered as a distance-learning course through the Moodle Learning Platform. Amberton's distance learning courses, called e-Courses, are identical to classroom courses in terms of learning outcomes, competencies, and instructor expectations. A student choosing to take an e-Course must have the following skills and technical capabilities:

1. Access to the Internet
2. General knowledge in:
   Internet browser settings and configuration
   e-mail and file attachments
   Uploading and downloading files
   Using a word processing package
3. Ability to conduct on-line research

Students who have not mastered these skills should not enroll for this course, but should consider enrolling in MIS2110 Computer Concepts and Internet Technologies for instruction in these areas.

HOW TO ACCESS YOUR COURSE:

Through the Amberton University Student Portal
Students enrolled in distance learning courses using the Moodle Learning Platform may access the course through the Amberton University Student Portal. The site may be accessed through the University's main page (http://www.Amberton.edu) or at http://apps.Amberton.edu. After selecting the "Student Portal" link, you will be prompted for a Username and Password.

Use your assigned **username and password** (AUID) as described below to enter the AU Student Portal:

Username = your capitalized firstname **initial**+lastname+last 3 digits of your SSN.
   * Use your name exactly as it is listed on the University's records, including any suffixes or hyphenations, such as Jr, Sr, or II, as a part of your username.

   For example: James Jones, Jr.   SSN: 123-45-6789
   Username: JJonesJr789

Password = your Amberton University ID# (AUID) **including the dashes**

   For example: 04-999-999

Once your login has been validated, you may select from a variety of menu options, including your individual E-Course, email account, Remote Research, General Tools, all Syllabi, Research Tutorials and Electronic Instructor Folders (FTP).

If you are accessing the Student Portal from a public or shared computer, close the browser completely when finished, or click on the Logout button. For security purposes, no other person should have access to your Username or Password. If you feel your information has been compromised or if you experience technical difficulties, contact the e-course system administrator at: e-sysop@amberton.edu

If you have lost or do not know your Amberton ID#, please contact the Student Services Office 972/279-6511 or advisor@Amberton.edu for a replacement AUID card. You must know your Amberton ID# to gain access to the course and to send email to your professor.

Through the Amberton University Moodle Website
> Students enrolled in distance learning courses using the Moodle Learning Platform may also access the course by going to: http://moodle.Amberton.edu
>
> For those utilizing Moodle for the first time, the **username and password** for the Moodle Learning Platform will be emailed to the student's University email account prior to the start of the course. For those returning to Moodle who do not remember their username and password, click on the link "*Forgotten your username or password*" available on the Moodle log in page (http://moodle.Amberton.edu). Otherwise use the same username and password as previous session.

Moodle Tutorial:
Upon successful log in and access to the Moodle learning platform, there is a *Student Moodle Tutorials* course available, to learn about the basics of Moodle. Simply click on the link for the *Student Moodle Tutorials* and read through the various learning topics: Navigating; Communicating; Assignments & Exams; Grades; and Student Resources.

COURSE COMMUNICATIONS:
Students will communicate with faculty through the Moodle Learning Platform or the Amberton University email system.
Each student enrolled is assigned an Amberton email account, which gives the student access to the Amberton email system (my.Amberton.edu). This email account is provided by Google Apps for Education. Students are encouraged to check their email regularly for University news, notices, and to communicate with instructors.

The student's assigned email address would be Username@my.Amberton.edu

> Example: LJones-Smith789@my.Amberton.edu

The student Username is determined by:

> firstname initial+lastname+last 3 digits of student ssn.

> For example: Linda Jones-Smith   SSN: 123-45-6789
> Email Address = LJones-Smith789@my.Amberton.edu

Students will be prompted for a Username and Password when accessing their email account. Use the Username portion of the email address as the username (Example: LJones-Smith789) and your Amberton ID# (including the dashes) as the password.

If you already have a Google gmail account, you might be prompted to add this account to your current account. Click 'Yes' and you will be logged into your my.Amberton.edu email account. It will be a separate email account from your personal gmail account.

If you need assistance with your email account, please visit https://support.google.com/mail

Students are responsible for reviewing the "Communication Guidelines" provided on the individual E-Course for specific instructor requirements.

Upon completion of a session, all communication and course specific information is removed from the Moodle system. If a student needs to maintain a record of communications or assignments, the student is strongly encouraged to print out or download these items to a disk for their own records.

FORMAT AND SUBMISSION OF ASSIGNMENTS:
Assignments are to be submitted to the appropriate assignment Drop Box in the Moodle system. Specific directions and guidelines for submission of assignments are located on-line in the "Communication Guidelines"

of the e-course. Due to compatibility issues, Office 2007 files cannot be read by earlier versions of Microsoft Office. Before submitting an exercise file, confirm the file is in the proper format for grading by the instructor.

INSTRUCTOR/COURSE EVALUATION:
Each session, all Amberton students are provided with the opportunity to evaluate their courses and instructors. The evaluation process is an important one and provides students with an anonymous and confidential way to give meaningful feedback to the University. Summary information and comments are provided to faculty after the close of the session. All information provided is anonymous.

The Instructor/Course Evaluation will be open for completion during week 9 of the session. An evaluation assignment will be placed in week 9 of the Moodle course, along with the instructions on how to complete the evaluation. Prior to week 9, the University will send out an email containing instructions and dates for the evaluation period.

ACADEMIC HONESTY/PLAGIARISM:
Plagiarism is the presentation of someone else's information as though it were your own. If you use another person's words, ideas or information, or if you use material from a source – whether a book, magazine, newspaper, business publication, broadcast, speech, or electronic media – you must acknowledge the source. Failure to do so violates Amberton University's ethics policy.

RESEARCH RESOURCES:
The student is encouraged to use the Amberton Electronic Library as a research resource for this course. The Electronic Library provides access to full-text and abstract articles as well as links to a variety of remote research tools. Students can search Amberton Library Resource Center holdings through the on-line public access circulation system. The physical library contains a specialized collection of research materials specifically chosen to support the degrees and courses offered at Amberton. Interlibrary loan and document delivery services are available. The TexShare Card offers borrowing privileges in libraries all across the state of Texas. Students with research questions or questions about Library services are encouraged to visit the Library or email their questions to library@Amberton.edu.

RESEARCH TUTORIALS:
Online research resources are available through "Research Tools Database", accessible through the Student Portal. (For additional assistance, students may access the "Research Tutorials" link located in the General Tools area on the Student Portal.) Access the Portal by clicking "Student Portal" from the University's website. You must know your Amberton ID to access the Portal.

Library Live Chat Feature
The website allows for a live chat feature with librarians on the library pages. This service allows students to connect with librarians on questions regarding resource assistance, searching data bases and access to library services. www.amberton.edu/current-students/library/index.html