

Course title	<i>Enterprise Social Media</i>
Course code	<i>IIBB710</i>
Module coordinator	<i>Miriam Heinrich</i>
Lecturer	<i>Prof. Dr. Andreas Schmidt</i>
Level of course	<i>Bachelor</i>
Recommended prerequisites	
Type of course	<i>Lecture</i>
Weekly lecture hours (SWS)	<i>2</i>
ECTS credits	<i>5 ECTS</i>
Workload	<i>In total 150h, 30 h course attendance, 120 h self-study</i>
Assessment (grading; pass/fail)	<i>graded</i>
Regular cycle	<i>Winter semester</i>
Language of instruction	<i>Englisch</i>
Contents:	<ol style="list-style-type: none"> <i>1. Introduction to Social Media</i> <i>2. Social Media Technologies</i> <i>3. Social Media in the Enterprise</i> <i>4. Security and Regulations</i> <i>5. ROI of Enterprise 2.0</i> <i>6. Architecture of Enterprise 2.0</i> <i>7. Implementation Strategies</i> <i>8. The Future of Social Media</i>
Learning outcome (competencies):	<i>Enterprise Social Media is the use of Social Media aka Web 2.0 in the enterprise. It can help to improve knowledge management, employee engagement and efficiency by strengthening internal community building. This requires the adoption of Social Media technologies to be integrated into business processes and the willingness of the employees to accept these new technologies. The students will gain the capability to decide on the strategy for introducing social media technologies to leverage the productivity of an enterprise</i>
Teaching methods	<input checked="" type="checkbox"/> Lecture <input type="checkbox"/> Group work <input checked="" type="checkbox"/> Exercises <input type="checkbox"/> Simulation <input type="checkbox"/> Video feedback <input type="checkbox"/> Others:
Assessment methods	
Recommended reading	<ul style="list-style-type: none"> • <i>Klososky, S.: Enterprise Social Technology: Helping Organizations Harness the Power of Social Media, Social Networking, Social Relevance, Greenleaf Book Group Press, 2011</i> • <i>Newman, A., Thomas, J.: Enterprise 2.0 Implementation: Integrate Web 2.0 Services into Your Enterprise, McGraw-Hill, 2009</i> • <i>Thomas, D., Barlow, M.: The Executive's Guide to Enterprise Social Media Strategy: How Social Networks Are Radically Transforming Your Business, Wiley and SAS Business Series, 2011</i>
Additional information	
Recognition of credits	