BUS442 - Networking, Knowledge & The Digital Age

Course Overview

BUS442, Networking, Knowledge & The Digital Age, is an active conversation on the social, business and technological trends that are dominating the web, and in many cases our lives, today. While the term means many things to many people, we will use "Web 2.0" as shorthand for the topic in general and as a sub-title for the course.

One of the characteristics of Web 2.0 is the changing role of the consumer into an active participant and, in fact, a creator of much of the content on the web. We will mirror this phenomenon in this course by having you, the students, create much of the content and discussion that will drive us each week.

The topics we will cover include:

- The Long Tail
- Open Source
- Copyright, DRM
- User-generated content
- Web 2.0 software/web development technologies and methodologies
- Tagging / information organization / "Everything is Miscellaneous"
- Wikis & Wikipedia
- Crowd-sourcing
- Platforms
- Social networking - personal and business
- The changing role of the media
- Business trends and issues
- Business models
- Politics

Instructor

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Tools we will use

In order to live the world we will be learning about, everyone is required to set up the following tools and use them each week. Details on their use will be given in class.

- Class weblog, multi-author - Wordpress.com
- Micro-blogging - Tumblr & Twitter
- RSS Reader - Google Reader, OPML file will be distributed
- Shared Bookmarks - del.icio.us

Class Schedule

Date	Subject / Activity	Req'd Readings	Assignments
Jan. 7, 2008	• Course Intro • Personal Introductions • Tools		
Jan. 14, 2008	• Web 2.0 overview • Wikinomics ch. 1 • discussion on the weekly blog readings & writings	• Wikinomics, ch. 1 • RSS feeds • other readings, as assigned	• set up required tools, accounts, etc. • write "About Me" post • weekly reading & writing • 1 comment, 1 question for class
Jan. 21, 2008	• brief lecture & discussion - topic of the week • discussion on the weekly blog readings & writings • student presentation and facilitation of Wikinomics chapter	• Wikinomics, ch. 2 • RSS feeds • other readings, as assigned	• weekly reading & writing • 1 comment, 1 question for class
Jan. 28, 2008	• brief lecture & discussion - topic of the week • discussion on the weekly blog readings & writings • student presentation and facilitation of Wikinomics chapter	• Wikinomics, ch. 3 • RSS feeds • other readings, as assigned	• weekly reading & writing • 1 comment, 1 question for class
Feb. 4, 2008	• brief lecture & discussion - topic of the week • discussion on the weekly blog readings & writings • student presentation and facilitation of Wikinomics chapter	• Wikinomics, ch. 4 • RSS feeds • other readings, as assigned	• weekly reading & writing • 1 comment, 1 question for class
Feb. 11, 2008	• brief lecture & discussion - topic of the week • discussion on the weekly blog readings & writings • student presentation and facilitation of Wikinomics chapter	• Wikinomics, ch. 5 • RSS feeds • other readings, as assigned	• weekly reading & writing • 1 comment, 1 question for class
Feb. 18, 2008	• No class, Spring Break		
Feb. 25, 2008	• brief lecture & discussion - topic of the week • discussion on the weekly blog readings & writings • student presentation and facilitation of Wikinomics chapter	• Wikinomics, ch. 6 • RSS feeds • other readings, as assigned	• weekly reading & writing • 1 comment, 1 question for class
Mar. 3, 2008	• brief lecture & discussion - topic of the week • discussion on the weekly blog readings & writings • student presentation and facilitation of Wikinomics chapter	• Wikinomics, ch. 7 • RSS feeds • other readings, as assigned	• weekly reading & writing • 1 comment, 1 question for class

Date	Subject / Activity	Req'd Readings	Assignments
Mar. 10, 2008	• brief lecture & discussion - topic of the week • discussion on the weekly blog readings & writings • student presentation and facilitation of Wikinomics chapter	• Wikinomics, ch. 8 • RSS feeds • other readings, as assigned	• weekly reading & writing • 1 comment, 1 question for class
Mar. 17, 2008	• brief lecture & discussion - topic of the week • discussion on the weekly blog readings & writings • student presentation and facilitation of Wikinomics chapter	• Wikinomics, ch. 9 • RSS feeds • other readings, as assigned	• weekly reading & writing • 1 comment, 1 question for class
Mar. 24, 2008	• No class, Easter Monday		
Mar. 31, 2008	• brief lecture & discussion - topic of the week • discussion on the weekly blog readings & writings • student presentation and facilitation of Wikinomics chapter	• Wikinomics, ch. 10 • RSS feeds • other readings, as assigned	• weekly reading & writing • 1 comment, 1 question for class

Topic of the Week

Each week, I will give a brief lecture on a high-level Web 2.0 topic. At times it will relate to (and hopefully support) the Wikinomics chapter. Other times it will be an unrelated topic. I have not scheduled these yet. Instead, I will select each one each week, depending on what we are reading and writing about that week. Some of topics I would like to cover include those listed in the Course Overview (above).

Weekly Readings

The required weekly readings include all of the following:

- one chapter from Wikinomics
- all RSS posts from the OPML reading list (to be explained in class)
- any other ad-hoc readings assigned the previous week

Weekly Writing

Each week you will be required to write the following:

- One "substantial" blog post. Feel free to make other "lighter" posts, too.
  - Topic: a comment or observation on the assigned readings, another blog post read from the assigned RSS feeds, or about a general idea, meme or issue gaining prominence that week in the "blogosphere."

- Content: These posts are your primary work for the week. As such, these posts need to be substantial. They should be 2-4 paragraphs in length and represent your critical reflections on the topic. The posts should also include links to the original post and an excerpt. Strong usage of other material is encouraged: images, embedded videos, etc.
    - Due: these posts should be published by end-of-day Thursday of each week.
- Comments on other BUS442 blog posts
    - you will be expected to read the blog posts written by your fellow students and comment on them
    - as a post author you will be expected to respond to comments (as appropriate) and generally facilitate a conversation around your posts
    - for now, we won't require a "quota" but this activity will be monitored and will be factored into your Weekly Blog Writing participation grade

Class Participation

For each class, please bring a print-out of your blog post(s) for the week, including any posted comments. Please be prepared with each of the following:
- one comment on the weekly readings; ideally, this should be your overarching observation: a summary of what you've observed over the week
- one question to ask the professor ... and the class

Grading

Weekly Blog Writing - 40%.
This will serve as the crux of the course, both in class and out. By reading, researching, critically thinking and writing about the weekly topics that bubble to the top of the blogosphere we will best be able to understand them. This shifts you from being a passive receiver of this information to becoming an active contributor and creator. I will not grade the writings each week, but I may provide off-line feedback to let you know how you're doing in this area.

Wikinomics in-class presentation and facilitation - 30%.
In groups of two, you will be expected to present and then facilitate a class conversation on the Wikinomics chapter for the week.

In-class Participation - 30%.
The success of the class, for each of us, will depend on everyone being genuinely engaged. I expect everyone to come prepared to discuss all of the topics.

Iterate

We will discuss the emerging importance of iterative development in the Web 2.0 context. But we can also make the course itself iterative. If we find certain things aren't working, we can change them. If some of the tools aren't gaining traction, or if the class is curious about testing something else, we can change. We can also change the list of RSS feeds that will serve as our primary sources of information for the course.