



UUPC APPROVAL _____
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 MISC _____

Undergraduate Programs—NEW COURSE PROPOSAL

DEPARTMENT NAME: INFORMATION TECHNOLOGY AND OPERATIONS MANAGEMENT

COLLEGE OF: BUSINESS

RECOMMENDED COURSE IDENTIFICATION:

PREFIX ___ISM_____ COURSE NUMBER __4433_____ LAB CODE (L or C) _____

(TO OBTAIN A COURSE NUMBER, CONTACT ERUDOLPH@FAU.EDU)

COMPLETE COURSE TITLE SOCIAL MEDIA AND WEB ANALYTICS

EFFECTIVE DATE

(first term course will be offered)

___ FALL 2012 _____

CREDITS:3

TEXTBOOK INFORMATION: Duncan J. Watts. 2003. *Six Degrees: The Science of a Connected Age*. New York: W.W. Norton and Company.
 Hanneman, Robert and Mark Riddle. 2005. *Introduction to Social Network Methods*.

GRADING (SELECT ONLY ONE GRADING OPTION): REGULAR ___X___ PASS/FAIL _____ SATISFACTORY/UNSATISFACTORY _____

COURSE DESCRIPTION, NO MORE THAN 3 LINES:

The course covers concepts and techniques for retrieving, exploring, visualizing, and analyzing social network and social media data, website usage, and clickstream data. Students learn to use key metrics to assess goals and return on investment, perform social network analysis to identify important social actors, subgroups, and network properties in social media.

PREREQUISITES W/MINIMUM GRADE: *

COREQUISITES:

OTHER REGISTRATION CONTROLS (MAJOR, COLLEGE, LEVEL):

PREREQUISITES, COREQUISITES & REGISTRATION CONTROLS SHOWN ABOVE WILL BE ENFORCED FOR ALL COURSE SECTIONS. DEFAULT MINIMUM GRADE IS D-

MINIMUM QUALIFICATIONS NEEDED TO TEACH THIS COURSE: PHD IN THE DISCIPLINE OR SACS QUALIFIED INSTRUCTOR

WAC/GORDON RULE COURSE?

YES

If yes, syllabus with WAC/GR criteria clearly indicated must be attached.

NO

For GR & WAC guidelines, go to:
<http://www.fau.edu/WAC/>

Other departments, colleges that might be affected by the new course must be consulted. List entities that have been consulted and attach written comments from each.

Faculty Contact, Email, Complete Phone Number
 Tamara Dinev, tdinev@fau.edu, 561-297-3181

GENERAL EDUCATION REQUIREMENT (X IN FRONT OF SELECTION):

Communications _____ Math _____ Social Sciences _____
 Humanities _____ Natural Science _____ Non Applicable _____

SIGNATURES

SUPPORTING MATERIALS

Approved by:

Department Chair: _____ 

College Curriculum Chair: _____

College Dean: _____

UUPC Chair: _____

Provost: _____

Date:

2. 29. 12

Syllabus—must include all details as shown in the UUPC Guidelines.

Go to:
www.fau.edu/academic/registrar/UUPCinfo/
 to download this form and guidelines to fill out the form.

Written Consent—required from all departments affected.

Email this form and syllabus to erudolph@fau.edu one week *before* the University Undergraduate Programs Committee meeting so that materials may be viewed on the UUPC website by committee members prior to the meeting.