

Course Guide

New Media and International Business

Course Code: CM2550

Academic year 2011-2012, Term 4
International Bachelor Communication and Media
Bachelor 2

Lecturers:

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1. Practical Information

Course Name New Media and International Business
Course Code CM2550
Credits 5 EC

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Period BA-2, Term 4

Timetable Check <http://eshcc.sin-online.nl/studiegids/?course=CM2550> for the detailed timetable & locations for this course.

Forms of Instruction Seminar
Assessment Assignments/Final Proposal

Compulsory Literature Erik Qualman. (2011). Socialnomics: How social media transforms the way we live and do business. John Wiley & Sons, Inc.
Additional readings are available on Blackboard or via the EUR digital library. See the Literature section for the complete list of readings.

Study Load This is a 5 ECTS course. According to departmental norms this means a $5 * 28 = 140$ hrs. workload for students. The norm for reading and studying course material (textbook, extra (research) articles) is 5 pages per hour.

Attending Seminar	8 * 3 hrs.	24 hrs.
Literature	300 pages / 5	60 hrs.
Assignments	6	40 hrs.
Written Examination	1	16 hrs.
TOTAL		140 hrs.

2. Program Overview

Wk.	Session	Subject(s)	Literature	Assignment
1.	Seminar	Introduction	Qualman 1,2,3 Magretta	IR-1
2.	Seminar	Companies-Contacts- Comparisons	Qualman 5, 6 Eriksson & Penker	TR-1 (P/F)
3.	Seminar	Business sector assessment		TR-2
4.	Seminar	Interview preparation for company	Qualman 7, 8	TR-3 (P/F)
5.	Seminar	Interview results with company		TR-4 + (Present. 1)
6.	Seminar	Company challenges vs. customer perceptions	Qualman 9, 10; Danescu-Niculescu-Mizil et al ; Jansen et al	TR-5 (P/F)
7.	Seminar	Analysis of company through triangulation		
8.	Seminar	Final reporting		TR-6 + (Present. 2)

Check <http://eshcc.sin-online.nl/studiegids/?course=CM1010> for the latest timetable and dates

3. Course Introduction

Have business models transformed radically with the onset of new media? For instance, is Kodak printing a redundant business now with the digital photograph? Should the private sector spend their marketing budget more on online advertisements? Has Skype conferencing transformed transnational management and operations? Whether it is the innovating of a new business or the sustaining, networking, and expansion of a current business, such concerns loom large. Nowadays, the concept of "international" business has expanded from the conventional notions of having operations in different countries to catering to transnational and cross-cultural clients and establishing business relations across national boundaries. With Twitter, Facebook, Skype, Wordpress, Internet TV, Foursquare and other applications and tools entering the market, businesses are deeply pressured to consider new media so as to stay on top of their game.

Students taking this course will identify and work with a particular company of choice. In groups, they will conduct market research that will include the profiling of the company, their prime concerns and current new media challenges and possible solutions. The areas of investigation will be the following: 1) Business models 2) Marketing 3) Internal Operations and 4) Networks and partnerships. This workshop will be of interest to students keen on entering the private sector as consultants and communication specialists.

4. Course Objectives

Students have gained knowledge and understanding of:

- The impact of new media on international business
- Businesses and their contemporary concerns regarding new media
- One or more types of new media analysis

Students have developed skills to:

- Analyze and evaluate (research on) the role of new media in international business
- Empirically examine new (international) business models and new modes of (international business) communication
- Translate theoretical notions into an empirical research design
- Apply relevant research methods and techniques covered in the methodological core courses
- Report their research findings in a scientifically substantiated manner

5. Organization & Working Method

Communications

We will use the Blackboard online learning environment to communicate additional information before and during the course, including:

- Teaching materials (such as slides and hand-outs) will be posted onto Blackboard.
- Administrative information about this module (assignments, readings, changes and additions) will be communicated via Blackboard.
- Additional information relevant to the course, such as links to online resources will be made available via Blackboard.
- Assignments should be uploaded digitally on Safe Assignments through Blackboard (as well as handed in on paper at the beginning of the tutorial meeting).

Study load:

The credits for this course are 5 EC which equals to 140 hours. Since each block lasts 9 weeks (8 weeks containing lectures/tutorials and 1 week for assessment), students are expected to spend on average 28 hours per week on this course.

Rules relating to attendance:

If you have a serious reason for missing a meeting, you must inform the lecturer of your tutorial in advance by email or telephone. Judgments about the validity of the reason for absence are the prerogative of the lecturer. Absence of one meeting can be compensated with an extra assignment. Missing two meetings can be compensated in the case of structural serious reasons. Missing three meetings will result in exclusion from the course. As a consequence you will have to take the course again in 2012-2013. The extra assignment(s) must be completed satisfactorily in order to pass the course and being awarded the corresponding credits.

(cf. Teaching and Examination Regulations IBCoM art. 3.2 and 3.3)

6. Assessment and Grading

During this course you are required to complete Assignments (Individual and Team reports). You are also expected to participate in class actively. Finally, a final report will conclude the course.

The course is graded on a scale from 0 to 100 points. The table below shows the relative weight of the elements of assessments during the course.

Element	Number	Points	Total
Individual Report (IR)	1	5	5
Team Report (TR)	6	10/10/5/10/ 5/40	80
Presentation (TP)	2	5/10	15
SUM			100

A final course grade below 5.5 means that the student fails the course; a final grade of 5.5 or higher means passing the course. 6.0+ is satisfactory; 7.0+ is very satisfactory; 8.0+ is good; 9.0+ is excellent.

Assignments

Individual Report (IR) requirements

Length: 500 words / 1 page only (apart from references and footnotes). Keep it simple: no cover, no graphic illustration, no plastic folders, etc. State in a first line / header line:

Name

Student number

Course code > CM 2550

Name of lecturer

Word count

Make sure you save some time to revise your assignment before submission: Check the spelling, the structure, the use of references, the reference list, etc. Submit a file of your work to Safe Assignment on Blackboard before the seminar. Late assignments will not be accepted. Hand in a paper copy of the assignment at the beginning of the seminar.

Team Presentations (TP) requirements

There will be 2 graded team presentations in total. The team presentations are meant to inform the others about the specific company of choice – (Reports: TR4 & TR6)

Formal requirements for presentations:

Length: The team presentation should be **5 minutes**.

Supporting material: Students are welcome to use handouts, Powerpoint slides, and/or other supporting material. If you plan to use ppt, make sure you save your presentation in Windows .ppt format and not in Windows Vista .pptx format as EUR laptops and computers often have difficulties opening the Vista format.

Team Reports (TR)

Note: See word count in Course outline

For all team assignments:

Include page numbers

Margins: Top and bottom: 2,5 cm. Left and right: 3 cm.

Font: 12 in Times New Roman or similar (e.g., 11 in Arial)

Keep it simple: no cover, no graphic illustration, no plastic folders, etc.

State in a first line / header line:

Team number

Names of all team members + student numbers

Course code > CM 2550

Name of lecturer

Word count

Make sure you save some time to revise your assignment before submission: Check the spelling, the structure, the use of references, the reference list, etc. Submit a file of your work to Safe Assignment on Blackboard before the seminar. Late assignments will not be accepted. Hand in a paper copy of the report at the beginning of the seminar.

The following criteria are used for grading the reports.

1. **Literature:** appropriate discussion of what previous publications about theory, methods and research results have to offer.
2. **Analysis:** concerns the critical interpretation of the available material (literature, other sources) as well as the critical interpretation of one's own (research) activities.
3. **Reasoning:** proper construction of the argument (sentences, sections, chapters).
4. **Neatness:** spelling, grammar, writing style, lay out, and references.

The criteria are weighed as follows:

Assessment	L	A	R	N	Max.
IR-1	1	2	1	1	5
TR-1 (Pass/ Fail)					10
TR-2	5	3	1,5	0,5	10
TR-3 (Pass/ Fail)					5
TR-4		6	3	1	10
TR-5 (Pass/ Fail)					5
TR-6	20	10	5	5	40
TP-1	1	1	2,5	0,5	5
TP-2	3	4	2	1	10

7. General Requirements for Assessment

- The readings for the week should be brought to the seminar.
- Always make sure to clearly state your name, student# etc on the front page of each assignment you submit.
- All assignments should be carefully checked for spelling, grammar and punctuation.
- Submit your assignment to Safe Assignment on Blackboard before the deadline.
- Deadlines are strict in the IBCoM program; it is not possible to compensate for work submitted after the deadline. Also, there is no resit for work submitted after the deadline.
- When quoting and referring to sources and literature, follow the annotation rules outlined in the department-specific reference guidelines via the Writing Guide Media, Communication and Culture 2011-2012
- Do not quote too much; it is better to paraphrase – you should describe the arguments of the author in your own words and make sure the arguments you cite fit logically into your own argument.

Layout

Assignments should follow the Writing Guide of the faculty. This guide is available on <http://www.eshcc.eur.nl/english/ibcom/studentinfo/guidelines/writing>. Make sure you follow the requirements as listed in the 'Checklist'.

Plagiarism

The assignments are individual products. It is not allowed to use work from other students. It is permitted, though, to discuss each other's work. Self-plagiarizing is not allowed either, meaning that students are not allowed to submit their own work that was already submitted in earlier IBCoM Courses. All assignments must refer carefully to the (scientific) sources used. Copying the ideas and results of other authors (either word for word, or as a paraphrase) without explicit reference to the source is considered to be plagiarism. The submission of electronic versions of the assignments in Blackboard's SAFE ASSIGNMENT is necessary to facilitate (automatic) checks on plagiarism. It is your responsibility to familiarize yourself thoroughly with the faculty's policy on unfair practices, fraud and plagiarism. More information on this policy can be found at http://www.eur.nl/english/eur/publications/cheating_and_plagiarism/.

Plagiarism is reported to the *Examination Board*, which may decide to expel the student from this course, or from the curriculum.

8. Course: Week-by-Week

WEEK 1: INTRODUCTION - SOCIAL MEDIA & CONTEMPORARY BUSINESS

What is a business model? How do social media challenge conventional business practices?

Required preparation

Read Course guide

- Qualman, E. (2011). Socialnomics: chapter 1, 2, 3
- Magretta, J. (2002). Why business models matter, Harvard Business Review.

Individual Report 1 (IR-1) [500 words]

Write a short essay on what is the role of social media in today's business and why. Draw on assigned literature to extrapolate how different types of new media impact the marketing, product design and/or service of a particular business. Ground this essay by using specific examples of companies.

Hand in: beginning of class (print and Safe Assignment)

In class: Form groups of 3 for Teamwork

WEEK 2: COMPANIES: CONTACTS: COMPARISONS

What is social commerce? How are companies representing themselves and networking online and why? What's the role of information in this digital economy?

Required preparation

- Qualman, E. (2011). Socialnomics: chapter 5,6
- Hans-Erik Eriksson and Magnus Penker, Business Modeling with UML

Team Report 1 (TR-1) [750 words]

- Each team selects a company to analyze (choose your company carefully based on their active online efforts)
- Identify which business sector they are in (eg. retail, education, healthcare, arts, etc)
- Document the company history, business model (structure, revenue stream, product/service goals, & delivery mechanisms) and vision
- Document their online presence and use of social media
- Produce a report that synthesizes the above and reference assigned literature to situate this in current social media trends
- Leveraging on the diagrams by Eriksson & Penker, create your own organizational mapping of its business model processes

Note: This is a Pass (10 points)/ Fail (0 points) assignment. Criteria = submission & addressing ALL aspects as listed above

Hand in: beginning of class (print and Safe Assignment)

In class: be prepared to explain choice of company, their background and their current business model and social media usage.

WEEK 3: BUSINESS SECTOR ASSESSMENT

How do different companies within the same sector respond to social media and why? What are the conventional business models within this sector, how have they changed with the onset of new media and why or why not?

Required preparation

Team Report 2 (TR-2) [1000 words]

Conduct a literature review (15 academic sources) of the business sector within which your company is placed. Specifically, execute market research on how the business model has shifted over time in a range of areas with the advent of new information technologies: marketing, management, services, recruitment, branding etc. Through this review, identify this business sector challenges and the role of new media in this process.

Hand in: beginning of class (print and Safe Assignment)

In class: be prepared to share the top 3 challenges facing your business sector and their new media solutions

WEEK 4: INTERVIEW PREPARATION FOR COMPANIES

How does your company perceive the role of social media in their business?

Required preparation

- Qualman, E. (2011). Socialnomics: chapter 7,8

Team Report 3 (TR-3)

Prepare 10 interview questions for company management on their business model and new media usage. Create a chart stating 1) the questions 2) the goal/ intent for the questions. Justify questions using Qualman and other literature amassed. Most importantly, capture how and why your company is using specific social tools and what continues to concern them with regard to social media in different dimensions of their business. Also, what is their future plans regarding social media usage.

Note: This is a Pass (5 points)/ Fail (0 points) assignment. Criteria = submission & effort

Hand in: beginning of class (print and Safe Assignment)

In class: each group shares their chart of questions with the class for group analysis and feedback.

WEEK 5: INTERVIEW RESULTS WITH COMPANY

How does your company perceive the role of social media in their business?

Required preparation

Team Report 4 (TR-4) [500 words]

Synthesize the results from your interview. Structure your synthesis under overarching themes/ challenges and/or business model dimensions.

Hand in: beginning of class (print and Safe Assignment)

In class: Presentation 1 due: Each group shares their findings in class. Highlight the main surprises and overarching challenges expressed by company management and your insights.

WEEK 6: COMPANY CHALLENGES VS. CUSTOMER PERCEPTIONS

To what extent are companies reflective of and responsive to customer needs/ demands/ behaviors through social media? How can companies capitalize on data mining tools to gauge their customer needs online to shape their business model?

Required preparation

- Qualman, E. (2011). Socialnomics: chapter 9,10
- Jansen et. Al. (2009). Twitter Power:Tweets as ElectronicWord of Mouth. Journal of the American Society for information science and technology, 60(11):2169–2188.
- Danescu-Niculescu-Mizil et al (2009). How Opinions are Received by Online Communities: A Case Study on Amazon.com Helpfulness Votes

Team Report 5 (TR-5)

Design a survey for customers and/or conduct online content analysis of customer comments based on the interviews with the company staff. Contact a random sampling of customers (online/ offline) to address company concerns. Create a chart juxtaposing the key concerns of the company alongside customer perceptions.

Hand in: beginning of class (print and Safe Assignment)

Note: This is a Pass (5 points)/ Fail (0 points) assignment. Criteria = submission & effort

In class: Be prepared to share company concerns/ customer perceptions and data mining insights in class

WEEK 7: ANALYSIS OF COMPANY THROUGH TRIANGULATION

Required preparation

Work on creating your final case study addressing Team Report 6 (TR-6)

SECTION # 1

- a) Company background: history, shifting business models, vision etc with the rise of new information technologies
- b) Current business model and social media usage by company
- c) Sector analysis (cite relevant sources)
- d) Contemporary trends of social media practice within this sector that is applicable (cite relevant sources)
- e) Synthesis of Interview goals and questions, and company responses
- f) Synthesis of customer perceptions

SECTION # 2

Analysis and recommendations

WEEK 8: FINAL COMPANY REPORT

Required preparation

In class:

Final presentation 2 due: company report

Submit final report TR-6

9. Literature

Textbook

Erik Qualman. (2011). Socialnomics: How social media transforms the way we live and do business. John Wiley & Sons, Inc.

Other Required Literature

Danescu-Niculescu-Mizil et al (2009). How Opinions are Received by Online Communities: A Case Study on Amazon.com Helpfulness Votes

Hans-Erik Eriksson and Magnus Penker, Business Modeling with UML

Jansen et. Al. (2009). Twitter Power:Tweets as ElectronicWord of Mouth. Journal of the American Society for information science and technology, 60(11):2169–2188.

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