

Faculty/Institute:	Faculty of Social and Economic Studies (FSE)
Course title:	Social Networks in Company Practice
Course code:	KEMA/W0043
ECTS:	4
Level of course:	Bachelor and master
Language of instruction:	English
Lectures/exercises:	Tutorial 2 hour per week
Completion:	exam
Course goal:	The aim of the course is to provide students with an overview of the possibilities of using methods of social network analysis in company practice, available tools and practical contribution to improve the functioning of the company, customer relations, sales of products and services.
Abstract:	<ol style="list-style-type: none"> 1. Network mapping history 2. Concepts of social network analysis (node, link, metrics and so-called social networks) 3. Methods for obtaining and analyzing data 4. Graphic network representation and social network metrics 5. SW tools for network analysis 6. Professional social networks 7. Social networks in the enterprise 8. Company on social network 9. Crowdsourcing / Crouddfunding 10. Travel 2.0 11. Wikipedia 12. Time management tools and teams