

**COURSE:** BUS 466

**TITLE:** Web-based Business

**COURSE WEBSITE:** bus466.com

**COURSE WIKI:** newmediabusinessblog.org

**SEMESTER:** Fall 2017

**INSTRUCTOR:** Drew Parker

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***'New Media in Business'***

**Prerequisites:** BUS 237, BUS 360; 60 credit hours, or permission from the prof.

**Required Text:**

There is no required text for this course. Readings will come from the web, and final readings will be crowdsourced by you.

**Course Objectives:**

The Internet and related social media has changed virtually every aspect of modern business administration. This course will examine how this change came about, discuss and explore contemporary web technologies and their application, and look at the implications of these technologies in business today.

**Course Coverage:**

This course explores strategic issues and technologies in contemporary web-based business, from the evolution of business applications on the Internet through to contemporary Open Source and new media applications. Students will demonstrate an understanding of contemporary web development issues through a major group presentation to the class, and will explore a new technology and business applications of that technology in depth. They will also prepare a group report on a course wiki as an expansion and formalization of their presentation for a reading list near the end of the term.

## Course Organization:

The seminar will involve lecture and discussion material in a weekly seminar format, as well as discussion and presentation of new web-based issues and technologies. Readings from the library, and handouts from the course website at <http://bus466.com> and <http://newmediabusinessblog.com> will be used extensively. Participation will be through bringing content and context for the weekly discussions as well as participation in the (closed) course wiki and other tools such as the course Yammer site.

<b>Grading:</b>	15%	Participation / Seminar Contributions (combined in-class and online)
	30%	Technology Presentations
	30%	Final Examination
	<u>25%</u>	Technology Wiki Writeup
	<u>100%</u>	