Fall 2012
Creating the Digital Future

**Location:** Monday 1:50 – 3:20: Halsey 101 Teaching Lab
Wednesday 1:50 – 3:20: Halsey 266

**Instructor:** Kathy Lynch
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**Office:** Halsey 215
**Office hours:** Wednesday 12:00 – 1:30 or by appointment
**Phone:** 424-1085
**Reading:** “*Free – The Future of a Radical Price*”, Chris Anderson
**Hash tag:** #bus111
**Website:** [http://idea.uwosh.edu/wikiweb2](http://idea.uwosh.edu/wikiweb2)
**Facebook:** [http://www.facebook.com/UWOBUS111?ref=hl](http://www.facebook.com/UWOBUS111?ref=hl)

**Lab Topics:** Facebook, Twitter, Blogging, Personal Web Page, 2nd Life, Skype, Cloud Computing, Podcasting, Google Docs, Google Marketing, LinkedIn, Pinterest, and Mobile.

**Grading:** Two Exams 50%, Project 25%, Assignments/Quizzes 25%

**Week**  |  **Tentative Lecture Topics**
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1 | Introduction to Social Media
2 | The Internet and World Wide Web
3 | Application Software
4 | Wikis and Information Gathering
5 | Cloud Computing and Storage
6 | New Computer Devices
7 | Review and Exam I
8 | Communication and Social Networking
9 | Online Security
10 | Global Marketing
11 | Careers and Podcasting
12 | Ethics on the Web
13 | Presentations and Review
14 | Exam
Course Objectives:
This course explores the impact of emerging interactive technologies on business and society from social, psychological, technical, legal, creative, and entrepreneurial perspectives. It provides an overview of the myriad of issues surrounding the introduction of new mobile, collaborative, social networking technologies, and their assimilation into society and commerce. The course will involve significant hands-on work.
Specific topics to be covered in the course include: information security and privacy, new ways of organizing work and supporting collaboration, use of interactive technologies to support marketing and advertising, creation of new high-tech businesses, and the impact of emerging technologies on users.

Learning Outcomes:
- A history of computer communication will be covered to show how new technology has evolved and give students an appreciation of the speed of change in computing.
- Internet software will be studied and students will use online resources to gather information and clip art for a research project on Web 2.0 technology.
- The importance of software and how data is stored will be evaluated. Various Data warehouses will be discussed including Flickr and Facebook.
- An introduction to website design using Adobe Dreamweaver software will be taught and students will create their own personal web pages.
- Presentation skills of each student will be enhanced by creating a Power Point presentation on a new Web 2.0 technology to the class.
- Students will learn how to avoid identity theft and how to protect their computers and information.
- Different types of E-commerce and will be studied and students will discover websites to enable them to become more informed consumers.
- Internet telephony will be demonstrated.
- Social Media connectivity will be exercised and the future benefits will be discussed.
- D2L will be used for online discussions and other course resources.
- Legal aspects of information storage will be defined.
- The class will communicate and learn the advantages of Twitter.
- Student Presentations will be shared with the class via Google Docs or other online applications.
- Each Student will create an avatar in 2nd Life

Requirements:
The course will engage the student in various social media communities. Posting will be graded both on assigned required quantity and the quality of the post. Assignments turned in after the scheduled due date are counted as late. No late assignments will be accepted.

**Power Point Presentation:** A 6 to 10 minute presentation on a Web 2.0 communication technology, current Social Media website, or another approved Web 2.0 topic is a requirement of the class.

**Attendance:** Attendance is necessary to learn the material. There will be things Presented in class that are not on the slides and you need to be there to learn them. If you need to miss a class, make sure to get the notes from a reliable classmate. - You may miss three classes without penalty (for illness, prior commitments, religious observance, work or anything else you feel is important), and after that you will lose one percentage point of your course grade for each day missed (up to 10%)

**Exams and Quizzes:** If you are unable to take a scheduled exam or quiz, you may Be allowed to take a make-up exam provided that you make arrangements prior to the exam:

**Discussions:** There will be online discussions on current technology topics. To get credit for participating please post at least one response to the instructor’s question and at least one or two responses to other student’s comments. Your posts will go toward your assignment grade as extra credit.

**Grades:**

- 93-100 A    78-79  C+
- 90-92  A-   73-77  C
- 88-89  B+   70-72  C-
- 83-77  B    60-69  D
- 80-82  B-   59 – below F

See you online!