



Меѓународен Универзитет Визион - International Vision University  
 Universiteti Ndërkombëtar Vizion - Uluslararası Vizyon Üniversitesi

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## SYLLABUS

COURSE NAME	COURSE CODE	SEMESTER	COURSE LOAD	ECTS
SOCIAL NETWORKS AND MEDIUMS	CEN-3010	6	150	5

<b>Prerequisite(s)</b>	None
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<b>Course Language</b>	Macedonian, Turkish, English
<b>Course Type</b>	Elective
<b>Course Level</b>	First Cycle
<b>Course Lecturer</b>	
<b>Course Assistants</b>	
<b>Classroom</b>	
<b>Extra-Curricular Office Hours and Location</b>	

<b>Course Objectives</b>	Students will be able to use Social networks for business and personal use, also will be able to use social networks for conducting social network analysis, and will be able to use social network developer tools.
<b>Course Learning Outcomes</b>	<ul style="list-style-type: none"> <li>-Demonstrate proficiency in the use of social networks for business and personal use.</li> <li>-Demonstrate proficiency in the use of social network analysis concepts and techniques.</li> <li>-Demonstrate proficiency in the use of social network developer tools.</li> <li>- Demonstrate proficiency in the use of social network concepts for solving realworld issues.</li> </ul>
<b>Course Contents</b>	This course will give information about principles and current technologies of social networks and mediums. Representing, processing, and analysing the social networks and platforms.

## WEEKLY SUBJECTS AND RELATED PREPARATION STUDIES

<b>Week</b>	<b>Subjects</b>	<b>Related Preparation</b>
1	Introduction to Social Networks and Mediums	Related Chapters of Course Sources
2	Understanding Various Social Networking Sites	Related Chapters of Course Sources
3	Social Networks for Business and Professional Use	Related Chapters of Course Sources
4	Types of Social Networking Content	Related Chapters of Course Sources
5	Introduction to Social Network Analysis	Related Chapters of Course Sources
6	Using Social Network Analysis Development Tools	Related Chapters of Course Sources
7	Mid-term Exam	Related Chapters of Course Sources
8	Using Social Network Analysis Development Tools	Related Chapters of Course Sources
9	Public Sector Media/machine learning & big data analysis	Related Chapters of Course Sources
10	Public Sector Media/machine learning & big data analysis	Related Chapters of Course Sources
11	Privacy	Related Chapters of Course Sources
12	Privacy	Related Chapters of Course Sources
13	Project Presentation-1	Related Chapters of Course Sources
14	Project Presentation-2	Related Chapters of Course Sources
15	Final Exam	Related Chapters of Course Sources

## ECTS / WORKLOAD TABLE

Presentation / Seminar			
Hours for off-the-classroom study (Pre-study, practice)	14	3	42
Midterm Exam	1	12	12
Final examination	1	14	14
<b>Total Work Load</b>			
<b>ECTS</b>		<b>5</b>	

## GENERAL PRINCIPLE RELATED WITH COURSE

Dear students,

You need to be included in the flow, please follow the course of learning and using that to achieve our success you deserve, you need to practice every day on topics that are covered by the course. It takes practice reading basic and auxiliary literature that is strictly recommended. You should visit classes course I need to make an effort to visit all the professors' lectures. Your activity on the session will be assessed by your professors and the Battle active participant in the discussions that will take place during the time. Students visiting lectures for all at the end if an additional 15 points.

## SOURCES

COMPULSORY LITERATURE		
No	Name of the book	Author's Name, Publishing house, Publication Year
1	Безжична комуникација и Мрежи	Wiliam STALINGS ABAKUS KOMERC,2010
2	Sosyal Ağ Analizi	Necmi Gürsakal Dora ,2009
3	Social Network Data Analytics	Charu C. Aggarwal Springer ,2011

ADDITIONAL LITERATURE		
No	Name of the book	Author's Name, Publishing house, Publication Year
1	İletişim ve İnternet / Soru ve Cevaplarla	Marianne Cramer 1001 Çiçek Kitaplar,2013
2		
3	Networks, Crowds, and Markets Reasoning About a Highly Connected World	David Easley Jon Kleinberg Cambridge University Press,2010

## EVALUATION SYSTEM

<b>Underlying the Assessment Studies</b>	<b>NUMBER</b>	<b>PERCENTAGE OF GRADE</b>
Attendance/Participation	15	% 10
Project / Event	1	%20
Mid-Term Exam	1	%35
Final Exam	1	%35
<b>TOTAL</b>	<b>17</b>	<b>%100</b>

## **ETHICAL CODE OF THE UNIVERSITY**

In case students are cheating on exams or preparation the same, it is not making reference to the source to be used in studies, as for example in assignments, projects and presentation (plagiarism), in accordance with legislations by Ministry of Education and Science of the Republic of Macedonia and International Vision University, apply relevant disciplinary rules. International Vision University students are expected never attempts in this kind of behavior.