University of Hawaii Maui College
BUSN 158 - Social Media and Collaboration Tools for Busines

1. **Course Alpha. Please click on the ? to the right for help.**

   BUSN

2. **Course Number. Please click on the ? to the right for help.**

   158

3. **Course Title/Catalog Title. Please click on the ? to the right for help.**

   Social Media and Collaboration Tools for Busines

4. **Number of Credits. Please click on the ? to the right for help.**

   3

5. **Contact Hours/Type. Please click on the ? to the right for help.**

   - Hour lecture (3)

6. **Course Description. Please click on the ? to the right for help.**

   Introduces students to social media and collaboration tools as they relate to business. Students create, maintain, and update blogs, social media sites, and internal/external collaboration and communication tools. Organizational management of cloud storage is included.

7. **Pre-Requisites. Please click on the ? to the right for help.**

   ENG 22 with grade C or better, or placement at ENG 100; or consent.

8. **Co-requisites.**

   None

9. **Recommended Preparation.**

   Basic computer, Internet, and keyboarding skills.

10. **Is this a cross-listed course? Please click on the ? to the right for help.**

    NO

11. **Reason for Proposal. Why is this course being proposed or modified? This question requires specific information as part of the explanation. Please click on the ? to the right for help.**

    UH Maui College is creating a new Virtual Office Assistant Certificate of Completion that is a system-wide effort within the Business Technology disciplines at Kauai Community College, Leeward Community College, Hawaii Community College, and UH Maui College. It is the result of an approved Carl D. Perkins Vocational and Technical Grant (AY 2013-14). Further, students completing the Virtual

Office Assistant Certificate of Completion will have the required skills and knowledge necessary to support clients in an administrative capacity in a virtual setting. By creating this new certificate it would create employment opportunity for our students regardless of where they reside, even in the most remote locations of the Hawaiian island chain.

12. Effective Semester and Year. For new or modified courses, the effective year is one year from the semester proposed. For example, if proposed in Spring 2012, the effective semester is Spring 2013. Please click on the ? to the right for help.

Fall 2014

13. Grading Method. What grading methods may be used for this course? Please click on the ? to the right for help.

- Standard (Letter,Cr/NCr,Audit) (0)

14. Is this course repeatable for credit? How often can this course be counted toward a degree or certificate? Please click on the ? to the right for help.

NO

15. Course Student Learning Outcomes (SLOs). DO NOT ENTER TEXT IN THE TEXT BOX BELOW. Click on the yellow button "COURSE LEARNING OUTCOMES" and enter in that screen. Please click on the ? to the right for help.

Course SLO/Competency	Discuss copyright law and the possible consequences of copyright violation	Recognize the hazards and limitations of social networking	Prepare documents with Google Docs and use cloud storage	Use social media tools to network, share and collaborate	Describe the role of metrics in social media marketing programs
Describe and identify the proper and ethical use of social networking tools as they relate to the business and organizations.	☑	☑			
Apply and analyze online file management strategies.			☑		
Create, maintain, and update business Web site pages, blogs, social media sites, and internal and external collaboration tools such as Facebook, Google+, LinkedIn, Pinterest, Twitter, and YouTube.		☑	☑	☑	
Retrieve and report social media monitoring metrics.					☑

Course SLO/PSLO	Communicate clearly and effectively through oral and written interactions, complying with standard office etiquette	Use research and decision making skills to make informed choices consistent with personal and organizational goals.	Apply appropriate strategies to secure employment, retain a job, and advance in a career.	Use current and emerging technologies effectively to create and manage documents and handle multiple priorities.	Work as a responsible member of a team to meet an organization's objectives.	Demonstrate professionalism in work quality, appearance, attitude, and workplace behavior as required in a diverse business environment.
Describe and						

identify the proper and ethical use of social networking tools as they relate to the business and organizations.	☑	☑		☑		
Apply and analyze online file management strategies.			☑	☑		
Create, maintain, and update business Web site pages, blogs, social media sites, and internal and external collaboration tools such as Facebook, Google+, LinkedIn, Pinterest, Twitter, and YouTube.	☑	☑	☑	☑	☑	☑
Retrieve and report social media monitoring metrics.		☑		☑		

16. Course Competencies. DO NOT ENTER TEXT IN THE TEXT BOX BELOW. Click on the yellow button "COURSE COMPETENCIES/ISSUES/SKILLS" and enter text in that screen. Course competencies are smaller, simpler tasks that connect to and facilitate the SLOs.

Competency
Discuss copyright law and the possible consequences of copyright violation
Recognize the hazards and limitations of social networking
Prepare documents with Google Docs and use cloud storage
Use social media tools to network, share and collaborate
Describe the role of metrics in social media marketing programs

17. Recommended Course Content and Timeline. The course content facilitates the course competencies. Course content may be organized by weeks, units, topics or the like.

Time Topic

10%	Social networking tools as they relate to business and organizations
20%	Online file management strategies
50%	Business web sites, blogs, social media and internal/external collaboration tools
20%	Social media metrics

18. **Program Learning Outcomes. DO NOT ENTER TEXT IN THE TEXT BOX BELOW. Click on the yellow button "PLOs" and enter text in that screen. Program Student Learning Outcomes (PLOs) supported by this course. If you are not a "program" use the Liberal Arts PLOs, view them by clicking on ? icon to the right.**

Program SLO
Communicate clearly and effectively through oral and written interactions, complying with standard office etiquette
Use research and decision making skills to make informed choices consistent with personal and organizational goals.
Apply appropriate strategies to secure employment, retain a job, and advance in a career.
Use current and emerging technologies effectively to create and manage documents and handle multiple priorities.
Work as a responsible member of a team to meet an organization's objectives.
Demonstrate professionalism in work quality, appearance, attitude, and workplace behavior as required in a diverse business environment.

19. **College-wide Academic Student Learning Outcomes (CASLOs). FIRST, fill out the CASLO grid located in the UHMC tab above. Click on the HELP icon for tips on determining support for the CASLOs and indicate your choices below by clicking on the box in front of each supported CASLO. NOTE: Our campus does not use the Preparatory Level, Level 1 and Level 2 designations in the chart below.**

☑	**Creativity** - Able to express originality through a variety of forms. ☑ Preparatory Level
	Critical Thinking - Apply critical thinking skills to effectively address the challenges and solve problems.
☑	**Information Retrieval and Technology** - Access, evaluate, and utilize information effectively, ethically, and responsibly. ☑ Preparatory Level
☑	**Oral Communication** - Practice ethical and responsible oral communications appropriately to a variety of audiences and purposes. ☑ Preparatory Level
	Quantitative Reasoning - Synthesize and articulate information using appropriate mathematical methods to solve problems of quantative reasoning accurately and appropriately.

☑ **Written Communication** - Write effectively to convey ideas that meet the needs of specific audiences and purposes.

☑ Preparatory Level

GenED SLO
Creativity - Able to express originality through a variety of forms.
Information Retrieval and Technology - Access, evaluate, and utilize information effectively, ethically, and responsibly.
Oral Communication - Practice ethical and responsible oral communications appropriately to a variety of audiences and purposes.
Written Communication - Write effectively to convey ideas that meet the needs of specific audiences and purposes.

20. **Linking. CLICK ON CHAIN LINK ICON IN UPPER RIGHT HAND CORNER TO BEGIN LINKING. Please click on the ? to the right for help.**

21. **Method(s) of delivery appropriate for this course. Please click on the ? to the right for help.**

   - Cable TV (0)
   - Classroom/Lab (0)
   - HITS/Interactive TV (0)
   - Hybrid (0)
   - Online (0)

22. **Text and Materials, Reference Materials, and Auxiliary Materials. Please click on the ? to the right for help.**

   1. Social Media & Collaboration Tools (POD): Customized Edition, Beadel, 2013, ISBN: 9781269054362
   2. Preferred browsers recommended by Laulima is:
      - PC (Windows): Firefox 11 and up, Chrome 15, 16 or Internet Explorer 9
      - MAC: Safari 5.1 and Chrome 15, 16, Firefox 11 and up
   3. Online Course Access Learning Resources: There are several online resources that accompany each of the chapters that can prepared you for the out-of-class quizzes and discussion postings.
      - Web 2.0: wps.prenhall.com/bp_coyle_intro_to_web2_2e/207/53104/13594835.cw/index.html
      - Social Networking: wps.prenhall.com/bp_miller_social_networking_1/171/43930/11246316.cw/index.html
      - Social Media Metrics: www.pearsonhighered.com/pearsonhigeredus/educator/product/products_detail.page
      - Google Apps-Productivity: wps.prenhall.com/bp_miller_google_productivity_1/205/52613/13469152.cw/index.html

23. **Maximum enrollment. Please click on the ? to the right for help.**

   24

24. **Particular room type requirement. Is this course restricted to particular room type? Please click on the ? to the right for help.**

   YES

Computer Lab if taught on campus

25. **Special scheduling considerations. Are there special scheduling considerations for this course? Please click on the ? to the right for help.**

    NO

26. **Are special or additional resources needed for this course? Please click on the ? to the right for help.**

    None

27. **Does this course require special fees to be paid for by students? Please click on the ? to the right for help.**

    NO

28. **Does this course change the number of required credit hours in a degree or certificate? Please click on the ? to the right for help.**

    No.

29. **Course designation(s) for the Liberal Arts A.A. degree and/or for the college's other associate degrees. Please click on the ? to the right for help.**

Degree	Program	Category
Associate in Arts:	Liberal Arts	LE - Elective N/A
AS:		N/A
AAS:	Bus. Tech. - Information Processing	PE - Program Elective
BAS:		N/A
Developmental/ Remedial:	N/A	

30. **Course designation(s) for other colleges in the UH system.**

    BUSN 158 - Social Media and Collaboration Tools for Business

    Kauai CC, Leeward CC, and Hawaii CC

31. **Indicate the year and page # of UHMC catalog referred to. For new or modified courses, please indicate the catalog pages that need to be modified and provide a sheet outlining those changes.**

    2013-2014 Catalog, pages 38, 39 and 102. See attachment **BUSN 158 General**

Catalog_Pages_38_39_102.

32. **College-wide Academic Student Learner Outcomes (CASLOs). Please click on the HELP icon for more information.**

Standard 1 - Written Communication **Write effectively to convey ideas that meet the needs of specific audiences and purposes.**		
Outcome 1.1 - Use writing to discover and articulate ideas.		2
Outcome 1.2 - Identify and analyze the audience and purpose for any intended communication.		2
Outcome 1.3 - Choose language, style, and organization appropriate to particular purposes and audiences.		2
Outcome 1.4 - Gather information and document sources appropriately.		2
Outcome 1.5 - Express a main idea as a thesis, hypothesis, or other appropriate statement.		1
Outcome 1.6 - Develop a main idea clearly and concisely with appropriate content.		2
Outcome 1.7 - Demonstrate a mastery of the conventions of writing, including grammar, spelling, and mechanics.		1
Outcome 1.8 - Demonstrate proficiency in revision and editing.		2
Outcome 1.9 - Develop a personal voice in written communication.		2
Standard 2 - Quantitative Reasoning **Synthesize and articulate information using appropriate mathematical methods to solve problems of quantative reasoning accurately and appropriately.**		
Outcome 2.1 - Apply numeric, graphic, and symbolic skills and other forms of quantitative reasoning accurately and appropriately.		0
Outcome 2.2 - Demonstrate mastery of mathematical concepts, skills, and applications, using technology when appropriate.		0
Outcome 2.3 - Communicate clearly and concisely the methods and results of quantitative problem solving.		0
Outcome 2.4 - Formulate and test hypotheses using numerical experimentation.		0
Outcome 2.5 - Define quantitative issues and problems, gather relevant information, analyze that information, and present results.		1
Outcome 2.6 - Assess the validity of statistical conclusions.		1
Standard 3 - Information Retrieval and Technology. **Access, evaluate, and utilize information effectively, ethically, and responsibly.**		
Outcome 3.1 - Use print and electronic information technology ethically and responsibly.		2
Outcome 3.2 - Demonstrate knowledge of basic vocabulary, concepts, and operations		2

of information retrieval and technology.		
Outcome 3.3 - Recognize, identify, and define an information need.		2
Outcome 3.4 - Access and retrieve information through print and electronic media, evaluating the accuracy and authenticity of that information.		2
Outcome 3.5 - Create, manage, organize, and communicate information through electronic media.		2
Outcome 3.6 - Recognize changing technologies and make informed choices about their appropriateness and use.		2
Standard 4 - Oral Communication Practice ethical and responsible oral communications appropriately to a variety of audiences and purposes.		
Outcome 4.1 - Identify and analyze the audience and purpose of any intended communication.		2
Outcome 4.2 - Gather, evaluate, select, and organize information for the communication.		2
Outcome 4.3 - Use language, techniques, and strategies appropriate to the audience and occasion.		0
Outcome 4.4 - Speak clearly and confidently, using the voice, volume, tone, and articulation appropriate to the audience and occasion.		1
Outcome 4.5 - Summarize, analyze, and evaluate oral communications and ask coherent questions as needed.		2
Outcome 4.6 - Use competent oral expression to initiate and sustain discussions.		2
Standard 5 - Critical Thinking Apply critical thinking skills to effectively address the challenges and solve problems.		
Outcome 5.1 - Identify and state problems, issues, arguments, and questions contained in a body of information.		1
Outcome 5.2 - Identify and analyze assumptions and underlying points of view relating to an issue or problem.		1
Outcome 5.3 - Formulate research questions that require descriptive and explanatory analyses.		0
Outcome 5.4 - Recognize and understand multiple modes of inquiry, including investigative methods based on observation and analysis.		0
Outcome 5.5 - Evaluate a problem, distinguishing between relevant and irrelevant facts, opinions, assumptions, issues, values, and biases through the use of appropriate evidence.		0
Outcome 5.6 - Apply problem-solving techniques and skills, including the rules of logic and logical sequence.		1
Outcome 5.7 - Synthesize information from various sources, drawing appropriate conclusions.		2
Outcome 5.8 - Communicate clearly and concisely the methods and results of logical reasoning.		0
Outcome 5.9 - Reflect upon and evaluate their thought processes, value system, and world views in comparison to those of others.		2
Standard 6 - Creativity		

Able to express originality through a variety of forms.		
Outcome 6.1: Generate responses to problems and challenges through intuition and non-linear thinking.		1
Outcome 6.2: Explore diverse approaches to solving a problem or addressing a challenge.		0
Outcome 6.3: Sustain engagement in activities without a preconceived purpose.		0
Outcome 6.4: Apply creative principles to discover and express new ideas.		2
Outcome 6.5: Demonstrate the ability to trust and follow one's instincts in the absence of external direction		2
Outcome 6.6: Build upon or adapt the ideas of others to create novel expressions or new solutions.		2

33. Additional Information

Attachments

- ☐ BUSN 158 Additional Information for Course Outline.pdf
- ☐ BUSN 158 General Catalog_Pages 38_39_ 102.pdf