

BSP 4515 Managing Social Networks in Markets and Organizations

Instructor: Dr. Heeyon Kim

Class: Mondays, 9:00—12:00 (BIZ1-0301)

Office: BIZ1, 06-09

Phone: 6516-3774; e-mail: heeyon@nus.edu.sg

Office Hours: Wednesdays 15:30-17:30 or by appointment

COURSE DESCRIPTION

Social networks are an essential part of organizations and markets. The goal of this module is to help students understand what social networks are and how to systematically analyze and employ network concepts in their works. Specifically, the course will cover topics about how social networks function and affect organizational effectiveness and market processes. By this, students (as managers in the future) can better comprehend their organizations and the environment in which these organizations operate, so that they can make appropriate and timely decisions. The module also covers social networks at the individual level. We will evaluate the nature and types of social networks that are keys to success at different stages of career for managers, particularly in the corporate world. The module will offer systematic and scientific-based diagnostic tools that help students understand the strengths and weaknesses of their personal networks, and how to improve their network building.

COURSE OBJECTIVE AND LEARNING OUTCOMES

At the end of the module, students are expected to have developed understanding of the:

- concept of social networks, and an appreciation of introductory theory and empirical research on these networks.
- types, structures, and operations of social networks at individual, organization, business group, regional and country levels.
- how social network can facilitate individual, organizational and inter-organizational effectiveness.
- tools and techniques that help managers understand the existence and operations of social network, and work within them to facilitate their own and their organizations' success.
- existence and operations of social networks in various contexts in Asia

FORMAT

The module will be organized as a sectional seminar in which active participation of EVERY student is a MUST. Independent learning and critical thinking are expected and emphasized and the roles of instructor are confined to a guide, facilitator and clarifier. There will no lectures. Student will participate in various activities such as leading the discussion of assigned materials, presentation of cases, and in-class exercises. Each week we will explore a topic by reading and discussing 1-2 book chapters and/or journal papers, 1-2 practitioner reports and 1 case. There will be no textbooks. There is a final project in which the students will use the conceptual lens introduced in the module to analyze how social networks affect

an organization or a market process in Singapore or the Asia-Pacific. This final project will be presented in a format of a video of 10 minutes duration.

COMPONENTS OF EVALUATION (subject to change)

1. Leading discussion: 25%
2. Case presentation: 25%
3. Final group project: 25%
4. Class participation: 25%

Students' grade will be determined by their performance in the following four component

1. Leading discussion: Each group of students will lead discussion of the assigned materials once throughout the whole semester. The presentation of the materials and facilitation of class discussion should be in organized by a PowerPoint file. After your presentation, please upload your PowerPoint file to the course workbin of IVLE. Detailed instruction for how to assume the role of leading discussion is provided in another document (see document "Review and Discussion Questions").

2. Case Presentation: The same group of students will also do a case presentation in the semester. The group should prepare a 40 minutes presentation in PowerPoint format, outlining the background and main issues, identifying potential agenda and discussing the questions provided (see document "Review and Discussion Questions"). Grading on this presentation will weigh less on the way you dress or the way you create the PowerPoint slides, but more on how you comprehend, organize and incorporate the materials; more importantly, how you link the case materials to the concepts discussed in the readings.

3. Final group project: There is also a final project in which students will use the theoretical lens learned in the class to make a 10-minute video about how social networks affect an organization or a market process in Singapore or the Asia-Pacific. The topics, readings, and cases covered throughout the semester provide clues for what constitute an appropriate topic for the video project. Incorporating ideas from the supplementary readings into the project will help gain extra marks. Students are also encourage to consult the instructor before starting the project.

4. Participation: As this module is organized as a seminar, your attendance, preparation and involvement is the key for successful learning. I will keep track of your attendance and participation and I expect that you will be readily prepared to discuss the material and case assigned for each week. In addition to class discussions, we will have some in-class exercises or guest-speakers during the semester. You will be expected to participate in these activities.

TOPICS

In weeks 1-4, we explore the basic concepts of networks in organizations and markets. In weeks 5-10, we examine how social networks operate at different levels: individuals, firms, business groups, and geographical regions.

PLAGIARISM WARNING

Academic honesty is a necessary condition in the pursuit and acquisition of knowledge, and the University expects each student to uphold academic honesty. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is generally defined as 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University does not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>