

COURSE DETAIL

SOCIAL NETWORKS IN ORGANIZATIONS

Country

Italy

Host Institution

University of Commerce Luigi Bocconi

Program(s)

Bocconi University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

167

UCEAP Course Suffix**UCEAP Official Title**

SOCIAL NETWORKS IN ORGANIZATIONS

UCEAP Transcript Title

SCL NTRKS IN ORGNZ

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course offers an intensive introduction to the field of network analysis with a particular emphasis on organizational settings. The course is divided into traditional lecture sessions and hands-on laboratory sessions in which students have a chance to play with real-world data. The course familiarizes students with the theory, research, methodological issues, and practical implications connected with the analysis of relational data within organizations. Upon completion of the course, students should have a good grasp of social network concepts and methods, and be able to use them. The approach is practical and it involves concrete use of social network data during the laboratory sessions. This includes mastering not only software tools but also statistical and analytical methods. Students are required to bring their own laptops to effectively participate in the laboratory sessions. The course discusses topics including social network theories, concepts, and terminology (e.g., structural holes, social capital, social influence, origins and evolutions of network structures).; using matrices and graphs to represent social relationships (e.g., one-mode and two-mode networks, layout algorithms, network visualizations); methods and measures to understand network data (e.g., centrality algorithms, cliques and communities, positions and roles, scale-free networks); and applications of social network analysis (e.g., strategic alliances, organizational change, key-player detection).

Language(s) of Instruction

English

Host Institution Course Number

30600

Host Institution Course Title

SOCIAL NETWORKS IN ORGANIZATIONS

Host Institution Campus

Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management and Technology

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