

# COURSE DETAIL

## SOCIAL NETWORK ANALYSIS

**Country**

United Kingdom - England

**Host Institution**

University of London, Queen Mary

**Program(s)**

University of London, Queen Mary

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

132

**UCEAP Course Suffix**

N

**UCEAP Official Title**

SOCIAL NETWORK ANALYSIS

**UCEAP Transcript Title**

SOC NETWORK ANALYS

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

### **Course Description**

The course focuses on the structure and dynamics of a variety of networks (e.g., the World Wide Web, online social networks, collaboration networks). It uncovers the network foundations of innovation, information diffusion, cultural fads, financial crises, and viral marketing. Special emphasis is placed on the hub-dominated "scale-free" networks and the "small-world" networks showing the "six degree of separation" phenomenon. The course combines current research on social networks with contributions from relevant organizational and sociological literature.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

BUS346

### **Host Institution Course Title**

SOCIAL NETWORK ANALYSIS

### **Host Institution Campus**

Mile End

### **Host Institution Faculty**

Business and Management

### **Host Institution Degree**

### **Host Institution Department**

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