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 Course Details
https://www.qmul.ac.uk/modules/

Host Institution Campus
Mile End

Host Institution Faculty
Business and Management

Host Institution Degree

Host Institution Department

Course Last Reviewed
2023-2024

Print