PROPOSAL SUMMARY AND ROUTING FORM

Proposal Title: ISIN 190 - Virtual Worlds and Social Media - Experimental

Initiating Unit or Individual: AFIS
Contact Person's Name: Clyde Hardman  e-mail: hardmanc@ferris.edu  phone: 2822
Date or Term of Proposal Implementation: Fall 2010
☐ Group I - A – New degree/major or major, redirection of a current offering, or elimination of a degree, major or minor
☐ Group I - B – New minors or concentrations
☐ Group II - A – Minor curriculum clean-up and course changes
☒ Group II - B – New Course
☐ Group III - Certificates
☐ Group IV – Off-Campus Programs

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<th>Group/Individual</th>
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<th>Date</th>
<th>Vote/Action *</th>
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* Support with Concerns or Not Support must include a list of specific concerns. Votes must be shown for faculty groups. Administrators check appropriate action taken.

To be completed by Academic Affairs

President (Date Approved)  Board of Trustees (Date Approved)  President’s Council (Date Approved)
1. Proposal Summary
(Summary is generally less than one page. Briefly: state what is proposed with a summary of rationale and highlights.
Additional rationale may be attached.)

This is an experimental course that was developed to offer to Newaygo School students for dual enrollment. 
This course and three additional courses will be have been packaged to give the student an introduction into the Information 
Security & Intelligence program with hope that these student will graduate and become Ferris students. This course will
introduce virtual worlds and social media is used by individuals, businesses, the government.

2. Summary of All Course Action Required*

a. Newly Created Courses to FSU:
   Prefix   Number   Title
   ISIN     190      Virtual Worlds and Social Media

b. Courses to be Deleted From FSU Catalog:
   Prefix   Number   Title

c. Existing Course(s) to be Modified:
   Prefix   Number   Title

d. Addition of existing FSU courses to program
   Prefix   Number   Title

e. Removal of existing FSU courses from program
   Prefix   Number   Title
3. Summary of All Consultations

Form Sent (B or C)  Date Sent  Responding Dept.  Date Received & by Whom

4. Will External Accreditation be Sought? (For new programs or certificates only)

____________ Yes  ____________ No

If yes, name the organization involved with accreditation for this program.

5. Program Checksheets affected by this proposal.
NEW COURSE INFORMATION FORM

Course Identification:

Prefix: ISIN  
Number: 190  
Title: Virtual Worlds and Social Media

Course Description:

This course will introduce virtual worlds and social media and their evolution from online aming to electronic commerce. The course will discuss how virtual worlds and social media are used by individuals, businesses, the government, the military, education and other domains. The students will explore a variety of virtual worlds and social medial tools as well as examine legal, security, human facts and technological issues.

Course Outcomes and Assessment Plan:

1. Outcome: Understand the elements of virtual worlds and social media.
   Assessment: Hands-on exploration of virtual world and social media environments.

2. Outcome: Explore a variety of virtual worlds and social media technologies in various domains including business, pre-school through higher education, the military and other domains.
   Assessment: Hands on exploration of virtual worlds and social media environments.

3. Outcome: Examine the economic, social and human factors implications of virtual worlds and social media.
   Assessment: Independent assignments and discussion questions.

4. Outcome: Develop a working knowledge of the use of virtual worlds and social media in establishing relationships with friends, businesses and other organizations.
   Assessment: Hands-on exploration of virtual worlds and social media environment; Group assignments and discussion questions.

5. Outcome: Identify the legal, privacy and information security issues pertinent to virtual worlds and social media.
   Assessment: Independent assignments and discussion questions.

6. Outcome: Develop an understanding of ethical issues related to the use of virtual worlds and social media.
   Assessment: Individual Assignments and discussion questions.

Course Outline including Time Allocation:

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<th>Topic</th>
<th>Allocation</th>
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<tr>
<td>An Introduction to Virtual Worlds and Social Media</td>
<td>15% (7.5 hours)</td>
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<tr>
<td>The Evolution of Virtual Worlds and Social Media from online games to electronic commerce</td>
<td>15% (7.5 hours)</td>
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<td>Examination of the use of Virtual Worlds and Social Media by Companies</td>
<td>15% (7.5 hours)</td>
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<tr>
<td>Examination of the use of Virtual Worlds and Social Media by Health Care, Education, Government, and the Military Domains</td>
<td>15% (7.5 hours)</td>
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<tr>
<td>Human Factors and Virtual Worlds</td>
<td>15% (7.5 hours)</td>
</tr>
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<td>Ethical, Legal, Security and Privacy Concerns of Virtual Worlds</td>
<td>15% (7.5 hours)</td>
</tr>
<tr>
<td>The Future of Virtual Worlds and Social Media</td>
<td>10% (5 hours)</td>
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<tr>
<td>Total</td>
<td>100% (48 hours)</td>
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CREATE NEW COURSE

Course Data Entry Form

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Notes
1. Complete each item in Section I and Section II.
2. If this course is to be used as a prerequisite for other university courses, Form Fs that reflect the
prerequisite change must be submitted for those courses as well.
Term Effective (6 digit code only): 201008 Examples: 200801(Spring), 200805(Summer), 200808(Fall)
Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. PROPOSED FOR NEW COURSE: Complete all sections a through r. See manual for clarification.

a. Course Prefix  b. Number  c. Enter Contact Hours per week in boxes.
   [ISIN] 190 Lecture [ ] LAB [ ] INDependent Study - Check (x) [ ]
   Practicum: [ ] Seminar: [ ]

d. Course Title: Virtual Worlds and Social Media (Limit to 30 characters/spaces.)
e. College Code: COB  f. Department Code: AFIS
Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.
g. Type: [ ] Variable  [x] Fixed h. Minimum Credit Hours 3 i. Maximum Credit Hours 3
j. May Be Repeated for Added Credit: Check (x) [ ] Yes  [x] No
k. Levels: Check (x) [x] Undergraduate [ ] Graduate [ ] Professional
l. Grade Method: Check (x) [x] Normal Grading [ ] Credit/No Credit only (Pass/Fail)
m. Does proposed new course replace an equivalent course? Check (x) [ ] Yes  [x] No
n. Equivalent course: Prefix [ ] Number [ ] See instructions on Replacement courses.
o. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

This course will introduce virtual worlds and social media and their evolution from online gaming to
electronic commerce. The course will discuss how virtual worlds and social media are used by
individuals, businesses, the government, the military, education and other domains. The students will
explore a variety of virtual worlds and social medial tools as well as examine legal, security, human facts
and technological issues.
p. Term(s) Offered: Spring/Fall (See instructions for listing.)  q. Max. Section Enrollment: 25
r. Prerequisites/Co-requisites/Restrictions: (If none, leave blank.) Limited to 100 spaces. None.

UCC Chair Signature/Date:

Academic Affairs Approval Signature/Date:

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code
[ ] Basic Skill (BS) [ ] General Education (GE) [ ] Occupational Education (OC) [ ] G.E. Codes

Office of the Registrar use ONLY

Date Rec’d: _____ Date Completed: _____ Entered: SCACRSE ___ SCADETL ___ SCARRES ___ SCAPREQ ___