



**Center for Business Preparation
CBP 360 Internet Studies
Winter Term 2008**

Instructor

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Office Hours

Day:	From:	To:
Monday	10:00 am	10:50 am
Thursday	3:00 pm	3:50 pm
Friday	1:00 pm	1:50 pm

Text

- Lessig, Lawrence. [*Free Culture. How Big Media Uses Technology and the Law to Lock Down Culture and Control Creativity*](#), New York: The Penguin Press, 2004. Free PDF Available!
- Other articles & cases will be assigned

Pre or Co-requisites

Scholars must have satisfied the following pre or co-requisites: CBP 211 Management Concepts.

Course Objective & Approach

The Internet has cultivated a global economic system and transformed societies throughout the world. This course will examine the impact of cyberculture on commerce and community. It will also provide an opportunity for you to hone your critical reading skills in the context of the Internet as well as learn some of the technical and editorial skills needed to publish your own Web pages. Special attention will be placed on the history and structure of the Internet, the digital divide, interpersonal and public communication, technology and economic change, business on the Internet, government policy and virtual communities.

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Grading Components:

Current Event Postings

Students are requested to post a relevant current event on the class blog site. You will be expected to provide appropriate links in your posting and a 5-minute briefing to the class.

Web Writing Assignment #1

Develop a "home" Web page that includes your name, at least one image, a background, a link to this syllabus, an email link, and the date your page was last updated. Add an additional link labeled "Web Writing Assignment #1. On this second page, post a paper investigating in detail one of the issues, projects, initiatives, legal battles, etc. outlined in Lessig's book. Make sure you provide adequate links to back up with analysis. Please use MLA bibliographic style for any works cited. When you are finished, post a link to your paper on the CBP 360 Internet Studies Blog. Publish your pages to the campus Vault server at <http://vault.hanover.edu/~youremailusername/filename.html> using your Hanover email account and password (note, more information will be provided in the Dreamweaver Workshop). Finally, email the complete URL of your page to me at riddick@hanover.edu.

Web Writing Assignment #2

Add an additional link to your home page labeled "Web Writing Assignment #2. On this second page, post a paper investigating in detail one of the flatteners discussed in Friedman's book. Link the flattener to your career, your internship, or the organization you chose for the Organizational Profile effort in the Management Concepts and/or Financial Decision Making classes. Make sure you provide adequate links to back up with analysis. Please use MLA bibliographic style for any works cited. When you are finished, post a link to your paper on the CBP 360 Internet Studies Blog. Publish your pages to the campus Vault server at <http://vault.hanover.edu/~youremailusername/filename.html> using your Hanover email account and password (note, more information will be provided in the Dreamweaver Workshop). Finally, email the complete URL of your page to me at riddick@hanover.edu.

Team Project

Each Group listed below will be responsible for a Team Project involving one of the segments in the class. These segments include the following Net Neutrality, Digital Inclusion, e-Governance, Digital Media, Digital Convergence, and The New Economy. Your group is responsible for developing and linking 4 Web pages, Overview and Introduction, Trends, New and Enabling Technologies, and Regulatory Issues. Please use MLA bibliographic style for any works cited. When you are finished, post a link to your paper on the CBP 360 Internet Studies Blog. Publish your pages to the campus Vault server at <http://vault.hanover.edu/~youremailusername/filename.html> using your Hanover email account and password. Finally, email the complete URL of your page to me at riddick@hanover.edu.

Class Discussions

We have 11 class discussions scheduled. Of course this is subject to change! Regardless, you will be expected to read the assignments and contribute on a regular basis. There will be times when you are more knowledgeable than me on a particular topic and I fully expect you to take the lead! Your lowest class discussion grade will be thrown out.

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Case Discussions

There are 2 major cases in this class. You will be expected to breakdown each case in class based on a framework outlined by your instructor.

Home Work & In-Class Assignments

TBD.

Grading & Point Allocation

Grades will be determined as outlined in the following table:

Class Component	Assigned	Points	Points Available
Current Event Postings	3	50	150
Web Writing Assignment #1	1	100	100
Web Writing Assignment #2	1	100	100
Team Project	1	300	300
Class Discussion	10	15	150
Case Write-up & Discussions	2	75	150
Home Work & In-Class Assignments	TBD	50	50
Total Points Available			1000

Grading Scale



A	93%
A-	90%
B+	86%
B	83%
B-	80%
C+	76%
C	73%
C-	70%
D+	66%
D	63%
D-	60%

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Weekly Class Schedule

Week #:	Class #:	Class Date:	Location:	Segment	Assignments, Topics, Etc.
1	1	January 8, 2008	CFA112C	Introduction & History of the Internet	Web Scavenger Hunt - Answer assigned questions & post to our Internet Studies Blog . Read Bruce Sterling's, A Short History of the Internet . Review Robert Hobbes Zakon's Hobbes' Internet Timeline v8.1 . Read Castells, The Internet Galaxy, Lessons from the History of the Internet, Pages 9 - 33. On reserve @ the Library.
1	2	January 10, 2008	CFA112C	History of the Internet	View Nerds 2.0.1: A Brief History of the Internet. Review the Web Style Guide , Chapter 4, Page Design. Browse 100 Do's and Don'ts of Web Design .
2	3	January 15, 2008	CFA112C	Design	Dreamweaver Workshop with Peggy Byers .
2	4	January 17, 2008	CFA112C	History of the Internet	Class Discussion. A Short History of the Internet , Nerds 2.0.1: A Brief History of the Internet, Hobbes' Internet Timeline v8.1 , & Castells, The Internet Galaxy, Lessons from the History of the Internet, Pages 9 - 33. Read Lessig, Free Culture, Introduction & Piracy, Pages 1 – 79 over the weekend.
3	5	January 22, 2008	CFA112C	Open Source & Intellectual Property Rights in the Age of the Internet	View select portions of Lawrence Lessig's March 24th lecture @ RIT . Class Discussion. Lessig, Free Culture, Introduction & Piracy, Pages 1 – 79.
3	6	January 24, 2008	CFA112C	Open Source & Intellectual Property Rights in the Age of the Internet	Class Discussion. Lessig, Free Culture, Introduction & Piracy, Pages 1 – 79. Read Lessig, Free Culture, Property, Pages 83 - 173 over the weekend.


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Week #:	Class #:	Class Date:	Location:	Segment	Assignments, Topics, Etc.
4	7	January 29, 2008	CFA112C	Open Source & Intellectual Property Rights in the Age of the Internet	Class Discussion. Lessig, Free Culture, Property, Pages 83 - 173. Current Events Post #1 Due. Case #1 Assigned. Blogs @ Kleinwort Wasserstein.
4	8	January 31, 2008	CFA112C	Open Source & Intellectual Property Rights in the Age of the Internet	Guest Speaker – Mr. Duncan Alney, President & Creative Director, Firebelly Interactive Marketing Read Lessig, Free Culture, Puzzles to Afterward, Pages 177 – 306 over the weekend.
5	9	February 5, 2008	CFA112C	Open Source & Intellectual Property Rights in the Age of the Internet.	Class Discussion. Lessig, Free Culture, Puzzles to Afterward, Pages 177 - 306. Download & Read excerpts from Steve Weber's book, The Success of Open Source over the weekend (see pdf on Website).
5	10	February 7, 2008	CFA112C	Open Source & Intellectual Property Rights in the Age of the Internet	Class Discussion #5, Weber, The Success of Open Source .
6	11	February 12, 2008	CFA112C	Open Source & Intellectual Property Rights in the Age of the Internet	Case #1 Due. Review & Discussion.
6	12	February 14, 2008	CFA112C	The New Economy.	View, Frontline's Dot Con . Begin reading Friedman, The World is Flat, Chapters 1 & 2, Pages 3 - 172. On reserve @ the Library.
7	13	February 19, 2008	CFA112C	The New Economy.	Class Discussion #6, Frontline's Dot Con .
7	14	February 21, 2008	CFA112C	The New Economy.	Web Writing Assignment #1 Due (See Description). Group work team – Team Project.
8	N/A	February 26, 2008	N/A	N/A	 Winter Break – No Class
8	N/A	February 28, 2008	N/A	N/A	 Winter Break – No Class

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Week #:	Class #:	Class Date:	Location:	Segment	Assignments, Topics, Etc.
9	15	March 4, 2008	CFA112C	The New Economy.	Current Event Post #2 Due. Download and read Josh McHugh's article, Would You Buy a Used Dotcom from this Man? , Wired Magazine, February 2006.
9	16	March 6, 2008	CFA112C	The New Economy.	Case #2 Assigned. High-tech cheating. Class Discussion. Friedman, The World is Flat, Chapters 1 & 2, Pages 3 - 172 & Josh McHugh's article. Download & Read: Designing for the Bottom Line, The Selling Points of Hard and Soft ROI.
10	17	March 11, 2008	CFA112C	The New Economy.	Class Discussion. Designing for the Bottom Line, The Selling Points of Hard and Soft ROI
10	18	March 13, 2008	CFA112C	The New Economy.	Guest Speaker – Mr. Kevin Eddins, 91' Read over the weekend: HBR Press, <i>Interactive Marketing: New Channel, New Challenge</i> . On reserve @ the Library.
11	19	March 18, 2008	CFA112C	The New Economy.	Class Discussion. Read over the weekend: HBR Press, <i>Interactive Marketing: New Channel, New Challenge</i> . On reserve @ the Library. Current Event Post #3 Due.
11	20	March 20, 2008	CFA112C	The New Economy.	Read <i>iPod vs. Cell Phone: A Mobile Music Revolution</i> over the weekend.
12	21	March 25, 2008	CFA112C	Digital Convergence	In-class case, iPod vs. Cell Phone. Read TBD (e-Governance)
12	22	March 27, 2008	CFA112C	e-Governance.	Guest Speaker - Beth Niblock, CIO of Louisville Metro Government.
13	23	April 1, 2008	CFA112C	Group Project	Web Writing Assignment #2 Due (See Description).
13	N/A	April 3, 2008	N/A	N/A	No Class – Instructor @ MBAA Conference. Read TBD over the weekend (Net Neutrality).
14	24	April 8, 2008	CFA112C	Net Neutrality	Discuss Net Neutrality material.  Dead Week

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Week #:	Class #:	Class Date:	Location:	Segment	Assignments, Topics, Etc.
14	25	April 10, 2008	CFA112C	Topics - TBD	Group Project Briefings.  Dead Week
15	N/A	April 15, 2008	N/A	N/A	No class - exam week.
15	N/A	April 17, 2008	N/A	N/A	No class - exam week.