

ITIS 5408: Social Analytics
(ONLINE MBA)

Course Description

The process, tools and techniques necessary to acquire, clean, and analyze text that has been generated on social platforms. Social network analysis, sentiment analysis, topic extraction, and co-occurrence analysis.

IMPORTANT NOTE

This posting applies to a Contract Instructor position in Carleton University's **Online MBA program**. The Online MBA employs **fully asynchronous online delivery** (i.e., no in-person learning or live lectures) and is taught entirely within D2L Brightspace, Carleton's online learning management system. Because teaching in the Online MBA requires distinct responsibilities and skills, criteria used to select candidates may differ from those used for conventional face-to-face or synchronous online courses.

Course Delivery Period: *February 27 – April 16, 2023*

Additional information on Carleton's Online MBA is available at <https://onlinessb.carleton.ca/> and <https://sprott.carleton.ca/current-students/online-mba-students/>.

Applicants

The School places great emphasis on the hands-on integration of business theory and practice and actively encourages applications from working professionals. Candidates applying for a Contract Instructor position must possess a minimum of a Master's degree, or equivalent (e.g. CPA, CFA or other professional designation) and must have at least five years of recent relevant professional experience at a senior level. Preference will be given to candidates with a PhD or equivalent with a strong record of research publication and productivity in a relevant area consistent with AACSB guidelines for a doctoral granting business school.

Candidates are also required to demonstrate experience teaching successfully in an **asynchronous online delivery format** and must have previous experience using learning management software. Preference will be given to applicants with experience using D2L Brightspace.

All qualified candidates are encouraged to apply. Individuals interested in teaching this course must complete an [application](#) and forward it with their CV (include a list of all courses taught at Carleton University) to teaching@sprott.carleton.ca

Closing date for this position is November 24, 2022

*In accordance with Articles 16.3 and 16.4 in the CUPE 4600-2 Collective Agreement, the posted vacancies listed above are first offered to qualified applicants meeting the incumbency criterion. A link to the current CUPE 4600-2 Collective Agreement can be found at the Employment Agreements webpage on the Carleton University Human Resources website and the CUPE 4600-2 website.

Please note that successful incumbents of this posting may be required to support the Assurance of Learning (AOL) process for the course as part of the formal responsibilities of the position. More details and training will be provided as needed.