Communicating in the 21st Century
BUS 610/CMS 410
3 credits

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Course Description: In the past 10 years, we have witnessed a communication revolution. The work force today is composed of great diversity and each culture as well as generation retains its own identity and communication style. We are asked to have knowledge and understanding of others' lifestyles, backgrounds and thinking at such an accelerated level and with so many new tools in the communication arena it’s hard to know what are the best tools and skills to have for standing out from others. Twitter, Facebook, LinkedIn, video conferencing, the list goes on. When businesses understand the power these tools can have on their exposure level as well as their bottom line the need is there for more informed and skills workers for the 21st century.
This course informs students on the communication tools available and how technology advancements have blurred the line between personal and professional image.

Required Text: No required text for this course.

Course Format: The course will provide students the opportunity to explore a variety of technologies available currently. Discussions, lectures, group activities, case studies, guest speakers, and field trips will take place during the seminar.

Course Objectives:
• Students will be introduced to new technologies and uses within the world of work.
• Students will learn how to develop a Blog & video email.
• Students will explore how social networking has blurred personal and professional boundaries.
• Students will expand their research knowledge and APA referencing skills.

Course Requirements:
• Technology Lab-Successful development of a variety of projects, Blog, survey development, and e-portfolio development.
• Complete a paper on topics related to Critical issues facing business surrounding the expansion of technology.
• Complete all in-class activities successfully
• Students will critically evaluate various social networking sites.
• Group Project: This will be discussed fully the first night of class and allow like-minded peers to work together on building a company then develop using technology a web-based presence. This project will be fully developed as a group.

**Grading will be conducted by the following manner:**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology Lab</td>
<td>100</td>
</tr>
<tr>
<td>Topic Paper</td>
<td>100</td>
</tr>
<tr>
<td>Group Project</td>
<td>100</td>
</tr>
<tr>
<td>Social Networking Critic</td>
<td>50</td>
</tr>
<tr>
<td>Article Reviews (5)</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>400</strong></td>
</tr>
</tbody>
</table>

**Grading Criteria:**
To receive a grade of B- or better all assignments must be successfully completed. Attendance will be used as a determining factor in final grade. Grades will be calculated based upon the percent of points earned out of the total possible points. The following percentages will apply: (I believe in awarding an A+ when work/discovery/effort warrants)

- A = 100-95
- A- = 94-90
- B+ = 89-87
- B = 86-82
- B- = 81-79
- C+ = 78-76
- C = 75-72
- C- = 71-69
- D+ = 68-66
- D = 65-62
- D- = 61-60

**Academic Integrity Policy:**
All individual student work will represent the student’s own work. Any use of others' ideas and words without proper citation of sources is plagiarism and will result in penalties to be determined by the instructor and/or dean of undergraduate studies.