Communication in the 21st Century

BUS 610/CMS 410
Doane College – Grand Island Campus
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Course Description:
Communication in the 21st century has been dramatically changed by new technologies. This course is designed to help students harness the power of new technologies and develop skills for symbolic analysis - manipulations of works, data, and visual representatives to communicate effectively. Students will develop knowledge and skills to communicate more effectively with increasingly diverse audiences using rapidly changing technologies in an environment of information overload.

Class Meeting Times:
● Wednesdays – 6:00 p.m. – 10:30 p.m.

Adjunct Professor:
● Mary Place-Schaffert, MA, LUTCF, Financial Services Professional, (Phone: 402-631-8848)
● Preferred Communication Mode – Email – mary.placeschaffert@doane.edu

Required Text:
  Note: Students must purchase a NEW text in order to get the code to access online resources.

Handouts:
● Plagiarism: What It is and How to Recognize and Avoid It, Produced by Writing Tutorial Services, Indiana University, Bloomington, IN, taken from http://www.indiana.edu/~wts/wts/plagiarism.html.
● Doane College Academic Integrity Policy, reprinted from the Doane College Student Handbook. The Academic Dishonesty Policy was approved and adopted by the Doane College Faculty in May 1987.

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

Course Format:
● This course will be conducted on a lecture, discussion and activity basis. In-class participation is essential.

Assessment and Class Policies:
● Students will be able to obtain a total of 600 points as follows:
  ● 400 points – business communication activities (25 points per activity)
  ● 200 points – in-class activities/presentations (25 points per week)
    If applicable, all written assignments must be typed (double-spaced), and use a font of no less than 12pt.
  ● Grading Scale –
    97%-100% = A+       93%-96% = A       89%-92% = B+       85%-88% = B
    81%-84% = C+       78%-80% = C       74%-77% = D+       70%-73% = D
    69% and Below = Failing Grade
● All course material must be read prior to course meetings; late assignments will not be accepted.
● Attendance is mandatory – please advise of necessary absences prior to each class (more than two absences will result in reduction of letter grade).
• Cellular telephones must be turned off during class; pagers for professional reasons are acceptable.
• A non-hostile and professional atmosphere is essential. All students and the professor will treat each other with respect and courtesy during all class sessions.

Course Schedule:
Week 1 – Aug. 20, 2012
• Introductions; student information sheets; discuss syllabus
• Current events in business communications
• Discussion – chapters 1 & 2
• Web activity

Week 2 –
• Current events
• Discussion – chapters 3 & 4
• Web activity

Week 3 –
• Current events
• Discussion – chapters 5 & 6
• Web activity

Week 4 –
• Current events
• Group presentation
• Discussion – chapters 7 & 8
• Web activity

Week 5 –
• Current events
• Discussion – chapter 9 & 10
• Web activity

Week 6 –
• Current events
• Develop presentations

Week 7 –
• Current events
• Discussion – chapters 11 & 12

Week 8 –
• Final presentation
• Class assessments