Communicating in the 21st Century
BUS 610
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 & E-Portfolio.
- 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, group Blog, survey monkey development, e-portfolio development with video introduction.
- Complete a paper on topic related to communication trends/technology/ in the workplace. Topics may include, but are not limited to: policies in the workplace related to use of technologies, meeting technology, marketing technology, privacy

in the workplace, communication trends using technology, tablet PC's, telecommuting, smart phones, ereaders, webinars, webzines, etc.

Requirements:
- Paper should be 10-12 pages in length (this does not include cover page or reference page, follow APA style referencing, double-spaced, 12 point font.

- Paper Format:

  o Section 1: Introduction to topic (background information if needed), history of topic, why did you select this topic and what do you hope to gain from researching this topic.
  o Section 2: Research-discover current research on your topic-what did you find on your topic, interesting facts, information/applications that can apply to the world of work, further trends with your topics, etc.
  o Section 3: Conclusion/Summary-what did you learn about your topic and what will you do with this information.

- Must reference at least 8 resources and make sure you follow APA style referencing on your reference page and within the text of your paper.

- Complete all in-class activities successfully
- Students will critically evaluate various social networking sites for personal and professional exposure.
- 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 technology for a web-based presence. This project will be fully developed as a class.

Grading will be conducted by the following manner:

Technology Lab (blog, e-portfolio, survey)   200 points
Topic Paper   150 points
Group Project   100 points
Social Networking Critic   10 points
4 weekly inquiries (10 pts. each)   40 points

Total   500 points

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

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.