CIS 231
Humanizing Technology
Proposed Start: Fall 2014

Instructor's Name:
Office Location:
Office Hours:
Office Phone:
E-mail:

Course Description:
This course discusses how people-centric organizations need to organize their communication methods with the introduction of social media, email, texting, chatting, blogging, wiking and other forms of current communication. The course tries to refocus the "human touch" while still collaborating with newer technologies. Lines are being crossed between social networking and professional networking. This course will discuss the grey areas and how, as an individual, you can be a successful professional and how an organization can use both social and professional networking sites to elevate their own success.

Illinois Articulation Initiative (IAI) number

Credit and Contact Hours:

3 Lecture/Demonstration
0 Lab/Studio
3 Credit Hours

Recommended: CIS 200

Books, Supplies, and Supplementary Materials:

- Textbooks/Reading list
  Required
  Optional - None

- Manuals/Study Guides
Required - None
Optional - None

- Periodicals
  Required - None
  Optional - None

- Software
  Required - None
  Optional - None

- Supplementary materials
  1. Word processing application.
     Access to the Internet and the ability to create accounts on various (age appropriate) social media site for previewing and collaboration.

Methods of Instruction:
- Online
- Lecture
- Blended

Other Methods
-

Student Learning Outcomes:

Course Content Outcomes
1. Students will understand various forms of social and professional networking websites and technologies and how they are currently affecting communication in the workplace.
2. Students will effectively evaluate and classify that while technology always changes, effective communication is still quintessential to succeed (as an organization and in personal success).
3. Students will be able to employ methods in the workplace that utilize the most effective form of technology communication.
4. Students will understand, as a social media technologist, how to best use current technology to reach more customers and drive popularity to your brand.
5. Students will be able to distinguish the advantages and disadvantages of too much or little of using social media in the workplace.
6. Students will be able to assess the implications of a "decentralized" organization and the effect this has in communication, culture, and as an overall organization.

General Education Student learning outcomes:
Students will demonstrate organized and coherent communication, both oral and written.

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Students will demonstrate competence in using academic technology including
Students will demonstrate competence in using academic technology including finding, evaluating and utilizing appropriate information sources.

Students will demonstrate an ability to think critically and analytically.

Graded assignments and policies:
Graded Assignments
- Weekly chapter reflection papers, discussion forums, topic research papers, final project exams.

Grading policy
- 100 pts. - Chapter reflection papers (10 chapters) 80 pts. - Topic papers (4 topics) 80 pts. - Topic presentations (6 times) 100 pts. - Midterm Case Study 100 pts. - Final paper 30 pts. - Final presentation 340 pts. - Attendance/Participation (20 pts/wk) 100 pts. - Final Reflection paper

Major Tests and Quizzes
- 100 pts. - Midterm Exam 100 pts. - Final Exam

Classroom Policies and Procedures
A. General Information

B. Attendance Policy
Attendance (online or traditional) is required on a weekly basis. Online discussion forums will be used as a method of weekly participation and attendance.

C. Make-up Policy

D. Extra-credit Policy

E. Final Exam Information
A final exam will be given, objective/subjective in nature.

F. Academic Honor Code
The objective of the academic honor code is to sustain a learning-centered environment in which all students are expected to demonstrate integrity, honor, and responsibility, and recognize the importance of being accountable for one's academic behavior.

G. College Statement about grades of 'F' and withdrawal from class
- Students may withdraw from a course by processing an add/drop form during regular office hours through the Registration and Records Office at Main Campus or Romeoville Campus, or by phone at 815-744-2200. Please note the withdrawal dates listed on your bill or student schedule. Every course has its own withdrawal date. Failure to withdraw properly may result
in a failing grade of 'F' in the course.

- At any time prior to the deadline dates established, an instructor may withdraw a student from class because of poor attendance, poor academic performance or inappropriate academic behavior, such as, but not limited to, cheating or plagiarism.

**Intellectual Property**

Students own and hold the copyright to the original work they produce in class. It is a widely accepted practice to use student work as part of the college’s internal self-evaluation, assessment procedures, or other efforts to improve teaching and learning and in promoting programs and recruiting new students. If you do not wish your work to be used in this manner, please inform the instructor.

I. **Student Code of Conduct**

Each student is responsible for reading and adhering to the Student Code of Conduct as stated in the college catalog.

J. **Sexual Harassment**

Joliet Junior College seeks to foster a community environment in which all members respect and trust each other. In a community in which persons respect and trust each other, there is no place for sexual harassment. JJC has a strong policy prohibiting the sexual harassment of one member of the college community by another. See Catalog or Student Handbook.

K. **Student Support** [http://jjc.edu/services-for-students/pages/default.aspx](http://jjc.edu/services-for-students/pages/default.aspx)

   a. Disability Services: [http://jjc.edu/services-for-students/disability-services/Pages/default.aspx](http://jjc.edu/services-for-students/disability-services/Pages/default.aspx). Student Accommodations and Resources (STAR): If you need disability-related accommodations, specialized tutoring, or assistive technology in this class, if you have emergency medical information you wish to share with me, or if you need special arrangements in case the building must be evacuated, please inform me immediately. Please see me privately after class or at my office. New students should request accommodations and support by scheduling an appointment with the Student Accommodations and Resources (STAR) Office, Campus Center 1125, (815) 280-2230.

   b. Tutoring: [http://jjc.edu/services-for-students](http://jjc.edu/services-for-students)

   c. Counseling and Advising: [http://jjc.edu/services-for-students/counseling-advising](http://jjc.edu/services-for-students/counseling-advising)

   d. Academic Resources: [http://jjc.edu/services-for-students/academic-resources](http://jjc.edu/services-for-students/academic-resources)

   e. Support Programs: [http://jjc.edu/services-for-students/support-programs-services](http://jjc.edu/services-for-students/support-programs-services)

   f. Technology Support: [http://jjc.edu/services-for-students/Pages/technology-support.aspx](http://jjc.edu/services-for-students/Pages/technology-support.aspx)

L. **Safety**

M. **College Documentation Styles**

MLA and APA have been adopted as the official documentation styles of the college. The selected documentation style for this class is None.
<table>
<thead>
<tr>
<th>Week</th>
<th>Activity</th>
<th>Comments/Homework</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>- Instructor introduction and class expectations (30 min)</td>
<td>Read Chapter 1</td>
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<tr>
<td></td>
<td>- Student introductions and Personal Advertisements (30)</td>
<td>Create SM accounts as presented</td>
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<td>- Review of Syllabus (10 min)</td>
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<td></td>
<td>- Introducing social media applications and accounts</td>
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<td>2</td>
<td>- Discussion of Chapter 1 (75 min)</td>
<td>Complete chapter 1 reflection</td>
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<td>- Review of SM accounts created</td>
<td>Complete chapter 1 quiz</td>
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<td>- Complete chapter 1 reflection</td>
<td>Read Chapter 2</td>
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<tr>
<td>3</td>
<td>- Class/Group discussion of chapter 1 reflections (30 min)</td>
<td>Complete chapter 2 reflection</td>
</tr>
<tr>
<td></td>
<td>- Lecture of chapter 2 (75)</td>
<td>Complete chapter 2 quiz</td>
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<tr>
<td></td>
<td>o As a person on SM sites, things to be aware of</td>
<td>Topic Paper #1</td>
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<td></td>
<td>o Failure by you and those that follow you</td>
<td>Read Chapter 3</td>
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<td>o Being tagged</td>
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<td>- Hands-on group study (40 min)</td>
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<td>4</td>
<td>- Class/Group discussion of chapter 2 reflections (20 min)</td>
<td>Complete chapter 3 reflection</td>
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<td></td>
<td>- Topic Paper #1 Presentations (60 min)</td>
<td>Complete chapter 3 quiz</td>
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<tr>
<td></td>
<td>- Lecture of chapter 3 (75 min)</td>
<td>Topic Paper #1</td>
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<tr>
<td></td>
<td>o Planning for your future “online”</td>
<td>Hands-on Homework</td>
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<td>o Lead by example</td>
<td>Read Chapter 4</td>
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<td>o Logical vs Human (different?)</td>
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<td>5</td>
<td>- Class/Group discussion of chapter 3 reflections (20 min)</td>
<td>Complete chapter 4 reflection</td>
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<td>- Topic Paper #1 presentations (60 min)</td>
<td>Complete chapter 4 quiz</td>
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<tr>
<td></td>
<td>- Lecture of chapter 4 (75 min)</td>
<td>Topic Paper #2</td>
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<tr>
<td></td>
<td>o Challenges to socializing businesses</td>
<td>Hands-on Homework</td>
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<tr>
<td></td>
<td>o Identify management</td>
<td>Read Chapter 5</td>
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<td>o Social Media &amp; hierarchy</td>
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<td>o Online culture differs from traditional culture</td>
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<td>6</td>
<td>- Class/Group discussion of chapter 4 reflections (30 min)</td>
<td>Complete chapter 5 reflection</td>
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<td>- Topic Paper #2 presentations (60 min)</td>
<td>Complete chapter 5 quiz</td>
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<td></td>
<td>- Lecture of chapter 5 (75 min)</td>
<td>Topic Paper #2</td>
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<td></td>
<td>o Technology now rules so learn from the past and prepare for the “new“ future</td>
<td>Hands-on Homework</td>
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<td>o Organizations are mechanical, cold; need to be more human; warm</td>
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<tr>
<td>7</td>
<td>- Class/Group discussion of chapter 5 reflections</td>
<td>Work on Case Study</td>
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</table>
(30min)
- Topic Paper #2 presentations (60min)
- Case Study Research

8
- Case Study Submission/Presentations

9
- Midterm Exam

10
- Lecture of chapter 6 (75 min)
  - Building loyalty and trust 170 characters at a time
  - Why be impersonal with an email when you can "Facetime"®

11
- Class/Group discussion of chapter 6 reflections (30min)
- Topic Paper #3 presentations (60min)
- Lecture of chapter 7 (75 min)
  - Trust drives Social Media
  - Power/communication is decentralized
  - Once it is typed, it is now archived

12
- Class/Group discussion of chapter 7 reflections (30min)
- Topic Paper #3 presentations (60min)
- Lecture of chapter 8 (75 min)
  - Soliciting input
  - Collaborative Brand, Strategy, Learning easily done with SM; Success comes with listening
  - Doritos, Starbucks, SM online suggestion box

13
- Class/Group discussion of chapter 8 reflections (30min)
- Topic Paper #4 presentations (60min)
- Lecture of chapter 9 (75 min)
  - Power in numbers
  - Viral sites, trends will change your business
  - Actions speak louder than doing nothing at all

14
- Class/Group discussion of chapter 9 reflections (30min)
- Lecture of chapter 10 (75)
  - Social media challenges are organizational challenges
  - Strategy is key

Study for Midterm Exam
Read Chapter 6
Complete chapter 6 reflection
Complete chapter 6 quiz
Topic Paper #3
Hands on Homework
Read Chapter 7
Assign Final Project
Complete chapter 7 reflection
Complete chapter 7 quiz
Topic Paper #3
Hands on Homework
Read Chapter 8
Complete chapter 8 reflection
Complete chapter 8 quiz
Read Chapter 9
Hands on Homework
Topic Paper #4
Read Chapter 10
Complete chapter 10 reflection
Complete chapter 10 quiz
Topic Paper #4
○ Change, Switch or simply Morph?
  ● Topic Paper #4 Presentations (60 min)
  ● Hands-on group study (20 min)

15  ● Reputation Management; how a company can respond (and recover) from a social media nightmare
  ● Final Project Study/Research (150 min)

16  Final Presentations
    Study for Final Exam
    Final Reflection Paper

Pick a publicly traded, known company that is of interest to you and has had some recent failure-turned-success due to a technology enhancement/change. Evaluate how the company handled topics that are covered in this course with regard to organizational change, social media, updates in technology, changing culture in the workplace that morphed overall company appeal and shareholder support, etc. Refer to the assignment for specific details.

17  Final Exam

Effective Date:
17-Aug-14

Signature of Department Chair:______________________________

CID: 2717