RUTGERS
School of Management
and Labor Relations

Syllabus

Social Media in the Workplace

37:575:392: 90 & 91

Department of Labor and Employment Relations

Instructor: Norah Kerr-McCurry
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Objectives

This course offers students the opportunity to study and synthesize material on contemporary topics and perspectives. Upon completing this course, students can expect:

- To understand Web 2.0 Technologies and Social Media Ideology
- To understand the concepts and issues surrounding Social Media in the workplace.
- To understand the risks and rewards for employees and employers in the use of Social Media in the workplace.
- To understand how to protect your professional credibility in the workplace
- To understand the ethical use of Social Media tools

Association with LSER Objectives

This course relates to specific Department of Labor and Employment Relations overall educational objectives. A Rutgers University SAS graduate will be able to:

Demonstrate an understanding of the perspectives, theories, and concepts in the field of labor and employment relations.

Make an argument about a matter in this field using contemporary and/or historical evidence.

Analyze and synthesize information and ideas from multiple sources to generate new insights.

Work productively in teams, in social networks, and on an individual basis.

Getting Technical Help:

- **Using Pearson Learning Studio (eCollege) platform:**
  Using course tools or addressing exam issues.
  Call toll free 24 hours a day, 7 days a week: 877- 7RUTGER (877-778-8437)
  Email: help@ecollege.rutgers.edu
  Staff members are waiting to assist you
- **NetID or Rutgers email problems:** Call 732-445-HELP (4357)
- **Problems logging into the course:** Call Monday through Friday 9 am – 5 pm: 732-932-4702

Course Policies

Class Sessions

1. The course week begins on **MONDAYS.**

   See course and assignment calendar within course shell for semester-specific dates.

2. A weekly message will be sent to each student as well as uploaded into the announcements section of the course shell. Comments from your instructor and additional Information about content or assignment procedure are available within the weekly message.

3. **Each course week is 7 days in length (Monday – Sunday)**. Students may enter the course and engage in coursework at any time 24 hours a day, 7 days a week.

Grading

A final grade is based on a 330 point system. Each assignment is worth a specific number of points. Total points accumulated determines final course grade.

Outstanding	**Good**	**Satisfactory**
330 - 297 Points = A	296 – 288 Points = B+	263 - 254 Points = C+
	287 - 264 Points = B	253 - 231 Points = C

Poor

230 – 198 Points = D 197 points and below = F

Item % of Grade	Assignment and Associated Points
Writing Assignments 42%	**Topic Investigation Writing Assignments** **Worth:** 140 points
Learning Community Comments 14%	Three (3) well developed comments on 3 separate learning community writing assignments **Worth:** 45 points (15 points each)
Assessments 44%	**Exam 1** **Worth:** 45 points **Exam 2** **Worth** 100 points
	TOTAL 330 points

Extra Credit

1. Develop a Personal Profile prior to the end of course week 2. Students earn 10 extra credit points for following directions provided in the course and uploading their profile into the writing assignment and peer comment area of the course. Students who upload a personal profile after week 2 will not earn extra credit.

   A student's personal profile is uploaded into the same area as his/her writing assignment. There is motivation for students to complete a person profile: 1) Personal profiles inform learning community members about their peers prior to reading their writing assignment. 2) Students who choose to upload a personal profile will get experience using the writing assignment course tool prior to the writing assignment due date.
   Extra credit will be applied week 3.

Students may choose to participate in the Introductions Discussion forum in lieu of the personal profile assignment to earn the 10 extra credit points.

Course Requirements

The course involves:

Reading, Audio/Video Assignments

Students read text chapter excerpts, journal articles and material on the Internet. Students are also required to watch video and listen to audio presentations. All required reading/audio/video is already uploaded into the course or an Internet link is provided.

Key texts and sites from which course content is presented include:

Digital Millennium Copyright Act

Dutta, Soumitra. "What's Your Personal Social Media Strategy?." *Harvard Business Review* 88.11 (2010): 127-130. *Business Source Premier*. EBSCO. Web.

Galagan, Pat. "Ready or Not?" *T+D* 64.5 (2010): 29-31. *Academic Search Premier*. EBSCO. Web.

Marton, Kraig J.; Wilk, Nikki; Rogal, Laura. Protecting One's Reputation - How to Clear a Name in a World Where Name Calling is So Easy." 4 Phoenix L. Rev. 53 (2010): 21-53. Law Journal Library. HEINONLINE.

Null, Christopher. "HOW TO AVOID Facebook & Twitter DISASTERS." *PC World* 27.8 (2009): 97-103. *Academic Search Premier*. EBSCO. Web.

Pew Research Center, http://www.pewinternet.org/Reports/2010/Reputation-Management.aspx

Additional contemporary newspaper and journal articles are available in the course.

Exams on Required Material

There are two exams on required material (reading/audio/video). Exam questions involve true/false, matching, and multiple choice answers.

Once a student begins an exam he/she must complete the assessment in the allotted time. Once the allotted time period passes, the student is locked out of the exam.

Writing Assignment

Students choose a concept or a topic associated with material being addressed weeks 2 – 5. Students reflect on material, locate material on the web to continue to support, expand upon, or provide an example of the concept/topic. Instructions for developing the writing assignment are available in the course.

Length, Frequency, Due Dates, Late Assignments:

Maximum approximately one page (500 words) overview of topic. Writing must be available for instructor and learning community review no later than 11:59 pm the last day of week 4. Check course calendar for exact dates.

A deduction of 10% (one letter grade) will be applied if date and time is missed within 24 hours; a 50% penalty will be applied for 25 to 48 hours late. No assignments will be accepted after a 48 hour period.

Grading:

The writing assignment is graded week 5. Check calendar for exact date points/grade are available in a student's gradebook.

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Students are graded on:

Clarity in communicating reflection and critical thinking on topic/material selected to review; relevancy and accuracy of content; and acknowledgement of original concept sources (must be at least 2 sources used as a base from which writing assignment is based).

Knowledge of subject matter must be evident, not simply a student's opinion on a topic. Point deductions are associated when best practices criteria are not met.

Peer Comments on Writing Assignment

Students reflect on the content of each other's writing assignment and course material associated with content. Students provide insights and material to defend their position on the topic or expand on the entry.

Frequency, Due Date and Late Comments: Students are required to make a minimum of 3 comments on 3 separate writing assignments submitted by learning community members. Comments can be made anytime weeks 5 – 6. See course calendar for last date and time for peer comments. Comments made after the week 6 date and time deadline will not be counted. No exceptions.

Grading:
Peer comments on writing assignments will be graded end of week 6. Check calendar for exact date points/grade are available in a student's gradebook.

Students are graded on:
Meeting minimum number of comments. Quality of comment: reflection on comment and course material is evident.

Criteria for context and mechanics – writing assignments and peer comments
Students are required to pay attention to grammar, spelling, and sentence structure and as well as the manner in which ideas/thoughts are expressed and presented. Content must be appropriate for an academic assignment.

Checking Email

Instructor's Email Checking Policy Unless students receive advance notification, your instructor will check her email Monday - Friday. If a student sends a comment or question, the student will receive a response within 48 hours. This policy excludes Saturday/Sunday and Thanksgiving week.

Students Email Checking Policy It is the responsibility of the student to check for incoming course related messages AT LEAST twice a week. Remember: Each student will receive a weekly message from his/her instructor on **Mondays.**